

December 2018

Student Lifestyles - UK

“Drinking culture has long played a major role in students’ social lives. However, there are signs that times are changing, with one in five students saying that they do not drink alcohol at all, while an even higher proportion show interest in more alcohol-free social events. This paves the way ...

November 2018

Managing a Healthy Lifestyle - UK

“There are a number of obstacles in the path of holistically healthy lifestyles, with the most commonly cited barriers being lack of motivation, lack of time and expense. Encouragingly consumers are very open to guidance and advice, helping them to cut through the all the noise around health and steering ...

Consumers and the Economic Outlook - Quarterly Update - UK

“Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

October 2018

Marketing to Parents - UK

“While there appears to be no end to the enthusiasm for social media bloggers and vloggers expressed by children and teens, parents are far less approving, exhibiting clear concerns over the influence these figures have over their children’s behaviour and on their mental and emotional wellbeing. As the marketing landscape ...