

### November 2017

#### Managing a Healthy Lifestyle - UK

"Only 15% of people thinking that they are unhealthy for a person of their age contrasts sharply with more than six in 10 people being overweight or obese. Consumers recognise the importance of getting enough sleep, having a healthy diet and exercising, but the majority are falling short on recommendations ...

#### Consumers and the Economic Outlook: Quarterly Update - UK

"Consumers' spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

#### Marketing to Parents - UK

"While being a parent has never been easy, it could be argued that today's parents face a unique set of factors that are making them more stressed than preceding generations. With this in mind, campaigns that carry pro-relaxation messages are likely to resonate with this cohort, particularly where they can ...

### October 2017

#### The Connected Consumer - UK

"The continued growth in consumer connectivity is impacting every stage of the transaction process, from pre-purchase information gathering to reviews and social media interaction. This has created strong opportunities for brands to communicate on a more personal, engaging level and offer relevant, timely information and promotions."

– Adrian Reynolds ...

### September 2017

#### Single Lifestyles - UK

"While the rising cost of living has undeniably proven a challenge for all demographic groups, this is especially true for singles who may have no choice but to shoulder financial burdens alone. This has very real commercial implications as the group's consequently reduced spending power makes them a more challenging ...

### August 2017

#### Marketing to the Over-55s - UK

#### Consumers and the Economic Outlook: Quarterly Update - UK

"Age-related stereotypes continue to pervade the advertising landscape, with depictions of the over-55s often perpetuating a model of senior life that is at odds with how most 55+-year-olds see themselves. Campaigns that align their representation of older people more closely with the age group's own assessment have the opportunity ...

"The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

### July 2017

#### Britain's Pet Owners - UK

"The undeniable feel-good factor linked to pet ownership can be harnessed in very compelling marketing messages. Advertising themes that centre on pets deserving the very best to thank them for the emotional benefits they bestow on their owners are likely to chime. There are also growing opportunities for products and ...

#### Lifestyles of Children and Teens - UK

"Gender stereotypes remain apparent among today's children and teens, underlined by the types of subjects they prefer at school, as well as their perception that certain career paths are more suited to a specific gender. As gender equality becomes an increasingly pressing issue for businesses, there is scope for brands ...

### May 2017

#### British Lifestyles: Preparing for Change - UK

"Whether in favour of or against the UK's decision to leave the EU, it has undoubtedly triggered a period of great political, social and economic change. However, while Brexit will almost certainly present challenges for UK businesses and consumers alike, there remain opportunities for brands to drive growth, with the ...

### April 2017

#### Marketing to Older and Younger Millennials - UK

"While Millennials have been at the forefront of a physical health revolution in recent years, their mental health has fared less well. A growing number of studies have cited social media as the dominant factor behind the generation's self-esteem crisis; however, their ardent usage of these platforms suggests that they ...

### March 2017

#### Consumers and the Economic Outlook: Quarterly Update - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

### February 2017

#### Christmas Shopping Habits - UK

“It was a great Christmas, better than anyone expected. But the more one looks at the performance, the more one feels that there are warning signs. We think that people are worried about rising prices in 2017 and that they pulled spending forward for that reason. We think they are ...

#### Marketing to Women - UK

“There is a temptation for many marketers to view women as ‘mothers’ or ‘mums-to-be’, but more diverse lifestyles mean that starting a family is not as strong an aspiration for today’s young women as it once was. Brands could therefore benefit from meeting demands for strong, independent female role models ...

#### Marketing to Men - UK

“Marketing aimed at men continues to be heavily focused on high-achieving sportsmen and well-groomed male models, offering the brands behind them little differentiation in the minds of those they are targeting. This paves the way for brands to take a different approach in their campaigns, such as featuring role models ...