

## December 2014

### Lifestyles of Couples Without Children - UK

“Whilst childfree couples are more satisfied with the quality of time they spend together, they could benefit from more offerings geared to them as a unit, rather than individuals with similar interests. This would include activities or classes where couples could work towards a shared goal and develop mutual interests ...

## November 2014

### Charitable Giving - UK

“A focus on engagement with core supporters and innovation in fundraising techniques are a must for today’s charitable organisations, particularly as donors are becoming increasingly weary of established methods, which, in turn, affects charities’ bottom line.”

– Ina Mitskavets, Senior Lifestyles and Consumer Analyst

### Loyalty to Retailers - UK

“Whilst the consumer has long sought to be treated as an individual and not simply as a collective, there remains an opportunity for retailers to further tailor their offerings to their customers’ individual needs. Further development of digital technology, such as smartphone apps, is likely to make this more possible ...

## October 2014

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

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

### Lifestyles of Millennials - UK

“Traditional advertising has largely failed to capture imaginations of younger audiences, and advertisers need to step up creativity to sustain their appeal to Millennials. Funny and creative campaigns have the most potential for capturing the attention of younger consumers and winning their longer-term loyalty.”

– Ina Mitskavets, Senior Lifestyles ...

## September 2014

### Lifestyles of Mums - UK

“To a new mother, her baby is the apple of her eye, and she would spare nothing to ensure their needs are met, even if that means that her own needs and interests are neglected. Brands could re-ignite mums’ passion for their habits and lifestyle before they had children and ...

## August 2014

### Families - UK

“Grandparents play an important role in their grandchildren’s lives, offering practical, financial and emotional support. Going forward, brands/retailers could benefit from highlighting this special relationship, not only in their marketing but also in the products and services they offer.”

- **Jack Duckett, Consumer Lifestyles Analyst**

This report addresses the ...

### Funerals and Funeral Planning - UK

“Death is becoming less of a taboo and the majority of over-50s are open to discussing their end-of-life wishes with their loved ones. Financial brands would benefit from promoting more open conversations about people’s end-of-life requirements, whilst taking into account the often sensitive nature of the subject.”

- **Ina Mitskavets ...**

## July 2014

### Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

### Healthy Lifestyles - UK

“Health, fitness and nutrition brands could promote the idea of longer-term health as an investment, with incremental steps taken every day, creating a virtuous circle of healthy habits for life.”

– **Ina Mitskavets, Senior Lifestyles and Consumer Analyst**

## June 2014

### Student Lifestyles - UK

“Universities are operating in an increasingly competitive marketplace for higher education, with an estimated revenue stream of £18.7 billion in the UK. Domestic institutions are also competing with foreign universities, as more and more students choose to study abroad in search of a lower cost of living and cheaper ...

## May 2014

### Lifestyles of Children and Teens - UK

“Fun’ is the key concept to utilise when catering to the tastes of younger demographics, with television and social media scoring highly on the ‘fun’ factor and, accordingly, enjoying regular use. Publishers of traditional media would benefit from exploring new formats, add-ons and angles to be more in line with ...

## April 2014

## British Lifestyles 2014: The British Dream - UK

“Post-recession consumers will shift some of their focus away from their finances to taking care of their physical health and nurturing personal relationships. As recession fatigue sets in, sectors that saw mixed fortunes during the downturn, especially leisure, entertainment and holidays, will see higher demand from consumers eager to give ...

### March 2014

#### The Green Consumer - UK

“Green consumer habits have become increasingly driven by the financial advantages they bring to the consumer. However, consumers have also come to expect a high level of environmental and ethical integrity from the brands they patronize, despite the fact that they are often unprepared to pay more for the benefits ...

### February 2014

#### Christmas Shopping Habits - UK

“It was a good Christmas and everything suggests that the strong retail trend will continue through 2014. And yet everything is built on expectations that could easily be disappointed. The income squeeze is as bad as ever and we need to see that disappear if Christmas 2014 is to be ...

### January 2014

#### Lifestyles of the Over-55s and Seniors - UK

“Even though the majority of the over-55s are retired, their household wealth (eg value of property and other financial investments) continues appreciating, providing a buffer in tough economic times. This means that today's over-55s have largely weathered the downturn much better than younger generations, and the health of their finances ...