

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 ...