

June 2011

Marketing to the Boomerang Generation - UK

The recession that began in 2008 has had a profound impact on the availability of jobs and has made it increasingly difficult to borrow money and get mortgages. With almost six in ten Boomerangs moving home for financial reasons, the Boomerang Generation is just one of the side effects of ...

May 2011

Student Lifestyles - UK

What we have seen:

April 2011

Marketing to Singles - UK

Consumer behaviour can be complicated and bewildering. What makes people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

Marketing to Retired People - UK

Consumer behaviour can be complicated and bewildering. What makes retired people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

Green Lifestyles - UK

The recession, rising costs of fuel and food as well as the cost of living has seen people re-evaluate their lifestyle and outgoings. This report explores people's attitudes towards the environment and establishes how green people say they are compared to how green their lifestyles actually are.

Budget Shopper - UK

Despite challenging economic conditions, the majority of people (59%) have felt the effects of the recession but have managed fairly well. This report explores people's financial health and their budgeting habits; it examines attitudes towards spending money and identifies the emotional responses to brands and retailers; the conflict between quality ...

Customer Loyalty in Financial Services - UK

The financial crisis has seen many firms shifting their focus. In the boom years, there was an emphasis on customer acquisition, often using aggressive pricing in order to bring in new business. The crisis, though, prompted firms to look again at their tactics.