

September 2016

Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

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Lifestyles of Children and Teens - UK

“As watching TV and using technology remains the top activity both after school and on weekends, today’s kids and teens are far more exposed to advertising than previous generations ever were. Building cradle-to-grave loyalty has become easier, but brands need to tread carefully; in the age of social media any ...

Charitable Giving - UK

“As donors become more discerning in their giving, impact-driven donations could become the gold standard in the sector. In an era when social media drives a greater share of donations, transparency and proper data management will be key to engaging and holding on to donors, particularly as the impact of ...

Families - UK

“Over half of all parents believe that families today are not as close as they used to be, reflecting how the pressures of modern life are preventing them from enjoying important quality time with their children. This suggests that campaigns highlighting how products and services can bring families back together ...