

December 2011

Saving Products for Children - UK

“The closure of Child Trust Funds is likely to disrupt the children’s savings and investing market, particularly in the short term. However, Junior ISAs have the potential to invigorate the market and are likely to become one of the most popular products in the future. In order for this to ...

Marketing To City Dwellers - UK

“Improved quality of life, increased affordability and low crime feature prominently amongst the reasons for trading city living for the suburbs and rural areas. Over four in ten urban 16-24s are feeling less safe in the aftermath of the urban riots, and this sentiment is likely impacting on their aspirations ...

Healthy Snacking - UK

“That half of users find the health claims on healthy snack packaging to be confusing suggests potential for snacks to gain standout in the category through focusing on fewer, clearer and more tangible health messages. These claims could include those that feature most highly in the consumer research, like low-fat ...

Kids' Snacking - UK

“Kids continue to look for indulgent treats when buying their own snacks, something which goes against the government’s aims to improve the nation’s health. A solution to this may be promoting healthy snacking with the help of an appointed ambassador(s) easily identifiable among children.”

November 2011

Consumer Attitudes towards Green and Ethical Finance - UK

“The most committed consumers just don’t trust most financial services firms to behave ethically, and the more interest they take in ethical issues, the greater the level of mistrust is. Of more than a dozen mainstream financial services brands, there were only two that were, on balance, more trusted than ...

Marketing To Renters - UK

“While still in the minority, accounting for 12.6 million adults, renters felt the aftermath of the credit crunch deeply, with over three quarters admitting that renting is their best option because they can’t afford to buy a place of their own. The inability to get on the property ladder ...

Teen Lifestyles - UK

“Highly social, technically adept and with a firm belief in the value of being popular, attractive and fashionable, teenagers outwardly display many of the beliefs and insecurities that most adults still hold onto, but who have in many cases learnt to conceal, through choosing the responses that they know to ...

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of when the feelgood factor will return to the economy.

Dieting Trends - UK

“Despite the concerns of political commentators about David Cameron’s encroaching ‘nanny state’ politics, there is reason to believe that consumers might require more guidance with regards to healthy eating.”

October 2011

Children's Lifestyles - UK

“Being the digital natives, today’s children are well versed in all aspects of technology and the internet, and despite the age restrictions, an estimated 0.97 million children aged 7-12 use Facebook on a daily basis. Friends’ acceptance is an important factor driving social network adoption, but peer influence is ...