

March 2013

Single Lifestyles - UK

“Whilst the social pressure to find a partner has lessened, an estimated 6.8 million adults in Britain still feel there is a social stigma attached to being single. However, with more adults postponing marriage/starting a family and a higher proportion of separated, widowed and divorced retirees, focusing on ...

February 2013

Christmas Shopping Habits - UK

“Christmas 2012 could have been a lot worse, but consumer confidence picked up through the year and that was enough for consumers to spend more this year than last, in spite of a very demanding comparative from 2011. With a modest recovery in the economy in 2013 and continuing improvement ...

January 2013

Healthy Lifestyles - UK

“The majority of people agree that leading a healthy lifestyle helps them enjoy their life more. However, young people and females tend to put more focus on sex appeal, whilst older cohorts take preventative measures to stay healthy. Marketing with all these different motivations in mind would prove to be ...