

### September 2018

#### Lifestyles of the Over-55s - UK

"Recent years have seen an increase in the inclusion of older demographics in marketing, particularly in the fashion and BPC (Beauty and personal care) markets, but it remains far from standard. As the senior population continues to grow it is crucial for brands to recognise the full potential of marketing ...

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#### Consumers and the Economic Outlook - Quarterly Update - UK

"Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

#### Lifestyles of Generation Z - UK

"As Generation Z's friendships have increasingly shifted online it has made it harder for them to switch off from technology, resulting in a culture of "hyper-connectivity" that is arguably having a very real impact on their mental health. From a commercial perspective this underlines opportunities for more brands to engage ...