

A multi wave qualitative research study, launched in 2007

*In home video interviews with 10 UK TV magazine reading households
Providing an in-depth understanding of mass market families*



Key findings from the latest 2010 wave include...

Good times come from family (and family holidays!)

We saw in wave 1 that family always comes first and the latest wave reinforced this, with all mentioning family in their 2009 'highlights'



There's 8 reasons why their local community is key

The area itself	Family	School/ Children	Friends/ Neighbours	High Street/ Amenities	Clubs/ Associations	Local politics/ causes	Work
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The recession has prompted the rise of the 'Self Conscious Shopper'

Although none of The Street residents feel the recession has had a major impact on them, they have become more controlled and considered consumers... it's been more about a change in attitudes than expenditure - seeking out value and becoming much more canny!

They're still FMCG brand champions - but brands have to work harder

Whilst all buy a mix of branded and own label products, purchasing of brands remains high - still being the preferred choice. However, they've started 'speed-dating' brands, so brands have to work harder to retain/win loyalty



TV and magazines remain key entertainment; high value is placed on TV magazines

They continue to value their TV magazine because it fulfils both emotional and functional needs. They enjoy relaxing with the magazine and it generates a sense of anticipation and excitement about upcoming TV shows. They still rely on it as a planning tool, using it alongside Sky + or Virgin to ensure they get the most out of their digital TV package!

They like to see branded advertising in their TV magazine, particularly food ideas!

"As a family you're always trying to think of something new to cook because you eat the same things week in week out, so food advertising I quite enjoy" (Maria)

They're feeling optimistic about the coming year - there's plenty to look forward to!