

Changing Lives – December 2nd 2003.

Royal Institution, London

The second of this year's seminars has two key objectives, firstly to deliver insights from the latest wave of the Changing Lives research programme and secondly to share with you work we have been conducting on new, more effective, segmentation techniques.

In addition to presentations on the home, leisure and shopping, Dr Noah Uhrig, will be presenting his work on 'building lifetime scores' for more effective use of consumer insight and segmentation. nVision's managing director, Christophe Jouan, will then discuss the issue of predicting financial behaviour using longitudinal analysis to show how different segmentation techniques can provide new insights.

The programme

9:45 Chair opening
Melanie Howard Co-founder & Director

10:00 Home Sweet Home – Understanding the 'active & emotional' home
Sue Tibballs, Projects Director

Sue will argue that the modern home should be regarded as an 'active' place and an emotional centre. Growth in DIY and in-home entertainment suggests that we are increasingly changing our homes to reflect our lifestyles and aspirations. Time use studies show that despite the growth of the 24hr society and mobile culture we are spending just as much time within the home. What are we doing there? What are we buying for our homes? How do we feel about our homes? This session will address those questions and deliver a picture of how home life has changed over the last 20years.

Over the past year Sue has led research projects within the UK and across the rest of Europe looking at the home. Commissioned by Black & Decker and Bryant Homes these research studies have looked at activities carried out in the home, emotional (and financial) ties to the home and of course changing household structures.

10: 25 Out and about in the experience economy
Jamie Allsopp, Client Services Manager

Changing Lives tracks the range of leisure activities in which people participate. Jamie will review this research focusing on the out-of-home activities, the growth in the variety of activities (and associated spending!) and the time spent on them.

He will present a picture of how people are spending their out-of-home leisure time and why – are we seeking to increase our cultural capital through specialisation or 'leisure learning' (wine tasting courses or tennis lessons for example)? Is it a reflection of the growth in affluence or an opportunity to increase our socialising / networking? Does it highlight a desire to exercise the risk-taking (adrenaline seeking) side of our natures? Most importantly does understanding people's leisure interests offer an opportunity for more effective targeting?

Please turn over



10:50 I shop therefore I am - the psychology of shopping
William Nelson, Analysis Manager

We've all done it – the impulse purchase! But research shows that some are more inclined to it than others, so what motivates us to make that unexpected purchase? Are we led by the promotions on offer, the shopping 'experience' that the retailer provides, our frame of mind at the time, the brand? Are these factors different according to the type of shopping or the type of shopper. By comparing shopping patterns across different sectors such as groceries, clothing, mobile telephones, toiletries and home electronics Billy will use Changing Lives to address these issues.

11:15 Coffee

Dr S.C.Noah Uhrig – Senior Research Officer

We are all aware that segmentation has certain limitations – people are pigeon-holed all too quickly and it can lead to huge opportunities being missed or strategic decisions being incorrectly made. Over the years the Future Foundation Group has delivered ways of combating this through using advanced statistical models to create more realistic pictures of consumer behaviour and markets.

Noah will deliver our latest thinking on creating useful segmentation by 'building a lifetime score'. Using longitudinal research Noah has developed models that encompass the fact that your decisions, attitudes and lifestyle cannot be predicted effectively by using a snapshot of who you are now – age, gender, social grade whilst useful simply don't give us the full picture. Noah will look at how human capital, lifetime events (marriage etc) and your background are also key determinants in predicting behaviour.

12: 10 Who holds the purse strings? – how to target buyers at 'moment of truth'
Christophe Jouan, Managing Director nVision

Research carried out for the Complicated Lives research programme (and book) highlighted that although finances may increasingly be kept separately within the household there is also a growth in the amount of joint purchasing. This suggests that it is not only important to know who holds the money but also who decides how it is spent.

What is needed is an understanding of the critical (and joint) decisions that are taking place and when and how are they made. Longitudinal research clearly shows that the number of life events are increasing and have a significant impact on the propensity to save or to spend. In this session Christophe will look at using transitional or life-event analysis to predict financial behaviour.

12: 35 Drinks & Canapés

Booking:

nVision subscribers are entitled to one free place for each licence that they hold for nVision. Additional places can be reserved at a cost of £250 (+VAT) per delegate.

Places for non-subscribers can also be reserved at a cost of £250 (+VAT)

Please contact Siti Assad Sitia@futurefoundation.net

