

## Changing Lives Conference

- 9:30 – 9:45 Chair opening
- 9:45–10:15 **Who's spending and where? - a regional perspective on financial behaviour**  
*Dr Neil Blake - Research Director of Experian Business Strategies*  
For the first time at a Changing Lives conference we are able to look at economic dynamism and financial behaviour at both a national and regional level. Using the most extensive data and modelling resources available in the UK this session will highlight hot-spots and regional differences to be aware of.
- 10:15 – 10:40 **The new consumer rationality**  
*Christophe Jouan – Managing Director nVision*  
Ever wondered why some competitor products do well even when on 'rational' measures of price and quality yours are superior?  
Here we explore the concept of Satisficer & Maximiser behaviour in the UK shedding new light on consumer rationality. We first highlighted the American research on this issue at *State of the Nation* in 2004, in this session we respond with a picture of the UK.
- 10:40 – 11:05 **The cultural consumer?**  
*Jamie Allsopp - Head of client services and development, nVision*  
Cultural capital is the stock of knowledge and experience that give value to consumers in terms of expressing their identities, values and tastes. We believe the accumulation of cultural capital to be an increasingly important factor in determining consumer behaviour in the future. This session will look at the extent to which cultural capital is a driver across different consumer markets and for which consumer segments it is most important.
- 11:30 – 11:55 **Congratulations on your.....**  
*Valentina Buonomori – nVision Europe Manager*  
The number of events that we celebrate seems to be rising, our expenditure on them is consequently high – divorce parties, hen and bachelor week-ends, you name it, we'll celebrate it. Is there room in our lives and our wallets for yet more occasions and bigger celebrations? Or are we getting tired and cynical, heading back to an age where it really is the thought that counts? This session will look at the growth of social networks and the issue of 'occasion spending'.
- 11:55 – 12:25 **FutureProofing – why market research leaves you vulnerable to change**  
*William Nelson & Brian Garvey – Senior Consultants, Future Foundation*  
At this year's Market Research Society's conference the Future Foundation presented a paper exploring how traditional market research can leave you ill-advised and unprepared for the future. This session will outline how using key consumer trends can 'futureproof' your research and strategic decisions. Full copies of the paper will be available to attendees.
- 12:25 – 1:00 Questions, followed by wine & canapés

## What is Changing Lives?

Changing Lives is a research study started in 1980 to track the changing aspirations, attitudes, beliefs and behaviour patterns of the UK population. Repeated each year, and since 1996 twice-yearly, it provides a rich, arguably unparalleled picture of the UK today.

Now owned and used exclusively by the Future Foundation, the study rotates many of the original questions but also gives us the opportunity to introduce new topics. In particular these areas are ones that benefit from being examined within the context of broader social change – for example the changing nature of the luxury goods marketplace, the development of a convenience culture and the cult of celebrity.

The study forms the backbone of our nVision UK service refreshing our reports, key trends and micro-analysis. In addition each year we hold two half-day conferences to examine the latest results and discuss how these shifts in behaviour might play out in the future. The conferences are complementary to nVision subscribers but are open to all.

## Useful contacts

Changing Lives study / nVision service      Meabh Quoirin [meabhq@nvisiononline.co.uk](mailto:meabhq@nvisiononline.co.uk)

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