



The Best of British!

London 22nd September 2010

COMING OUT OF THE RECESSION ?

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- **This paper was co-written by Peter and myself.**
- **Peter was one of the leading Qualitative Researchers of his generation and pioneered the use of Projective Techniques. He sadly passed away on 12th February 2010.**
- **Peter initially presented a paper on the Mental Health effects of the Economic Crisis at the British Psychological Society (BPS) Annual Conference in April 2009, at the height of the Economic Crisis.**
- **We then developed it for the ESOMAR Congress last September and 2 articles were then published in January this year. I then presented it in Prague in May.**





Data Sources

- **Qualitative research with Consumers and B2B around the world.**
- **Meta-analysis of published surveys on the crisis**
- **Content analyses of media coverage and literature**
- **Research started in the UK and US, and was then extended in Euro, Latin America and Asia**

The Story...

Pre-Crisis

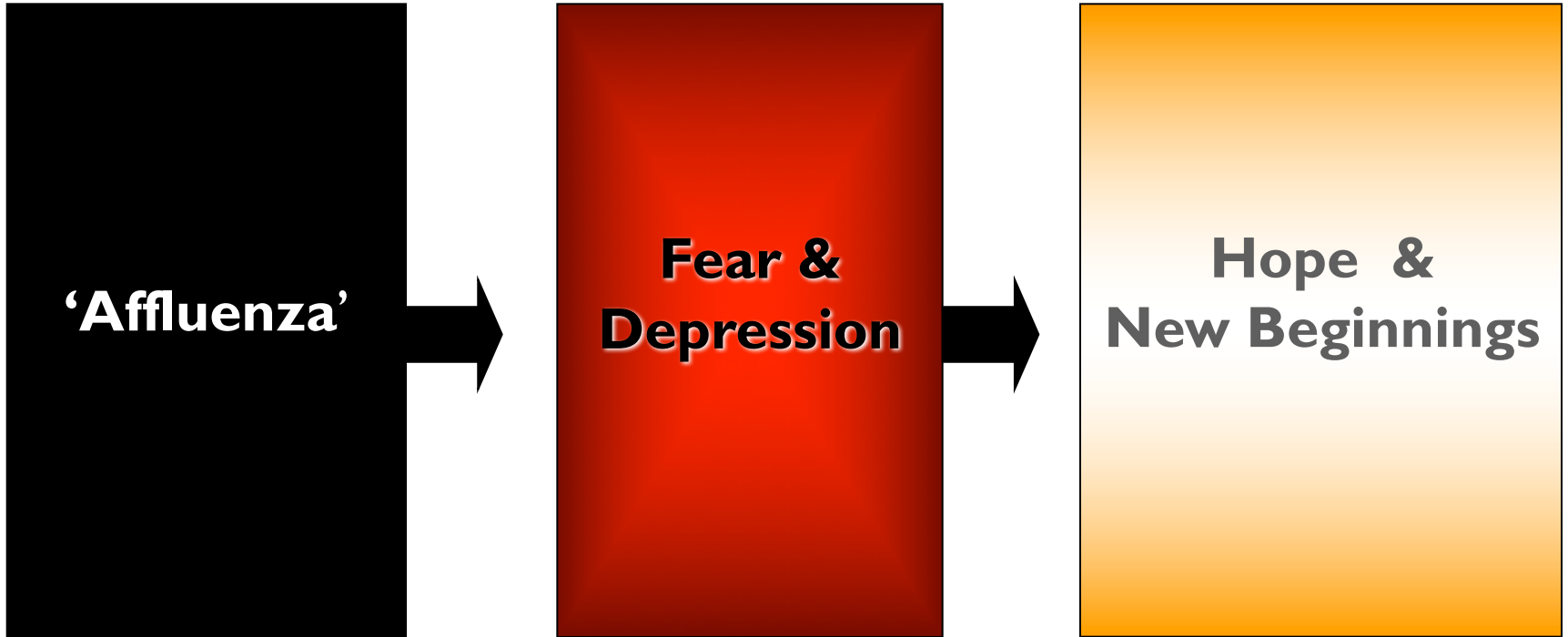
'Affluenza'

**ECONOMIC
CRISIS**

**Fear &
Depression**

Post-Crisis

**Hope &
New Beginnings**



Calm before the Storm: “Affluenza”

Pre-Crisis

‘Affluenza’
Indulgence
Materialism
Individualism
Greed
Me-first
Inequality

Pre Crisis - Not in a Vacuum

Social Divisiveness
Emotional distress
Rising Anger
Crime & Violence
Eco Concerns
Distrust of Authority

Terrorism
War
Natural Disasters
Global Warming
Corruption

THE ECONOMIC CRISIS

(September 2008)



Economic Collapse

Pre-Crisis

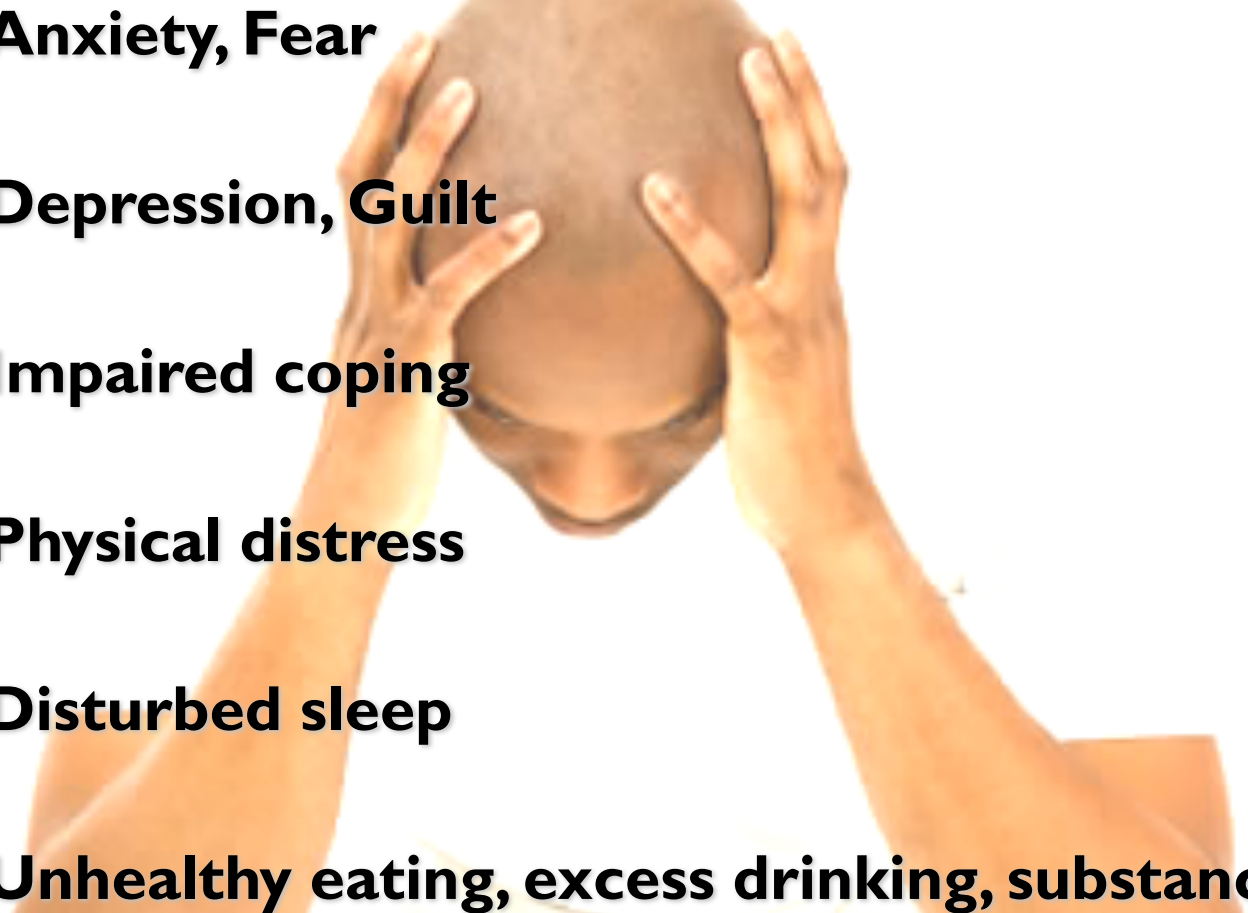
The Economic Crisis


'Affluenza'
Indulgence
Materialism
Individualism
Greed
Me-first
Inequality



Fear
Depression
Anxiety
Regression
Challenge

Economic Malaise

- 
- **Anxiety, Fear**
 - **Depression, Guilt**
 - **Impaired coping**
 - **Physical distress**
 - **Disturbed sleep**
 - **Unhealthy eating, excess drinking, substance abuse**



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Challenge discrimination

Open Up conference in Birmingham, 14 June 2010



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Workers turn to antidepressants as recession takes its toll

Posted: Monday 17 May 2010

Duncan Bannatyne joins Mind's new workplace campaign

Mind week 15-22 May 2010

Mind today presents compelling new evidence that the recession has had a devastating effect on the wellbeing of British workers. The charity has found that since the recession **1 in 10** workers have sought support from their doctors and **7%**

[Learn more about the campaign.](#)

Filter by category

- Access to psychological therapies
- Benefits and welfare
- Black and minority ethnic mental health
- Booklets
- Campaigners
- Campaigns
- Change society

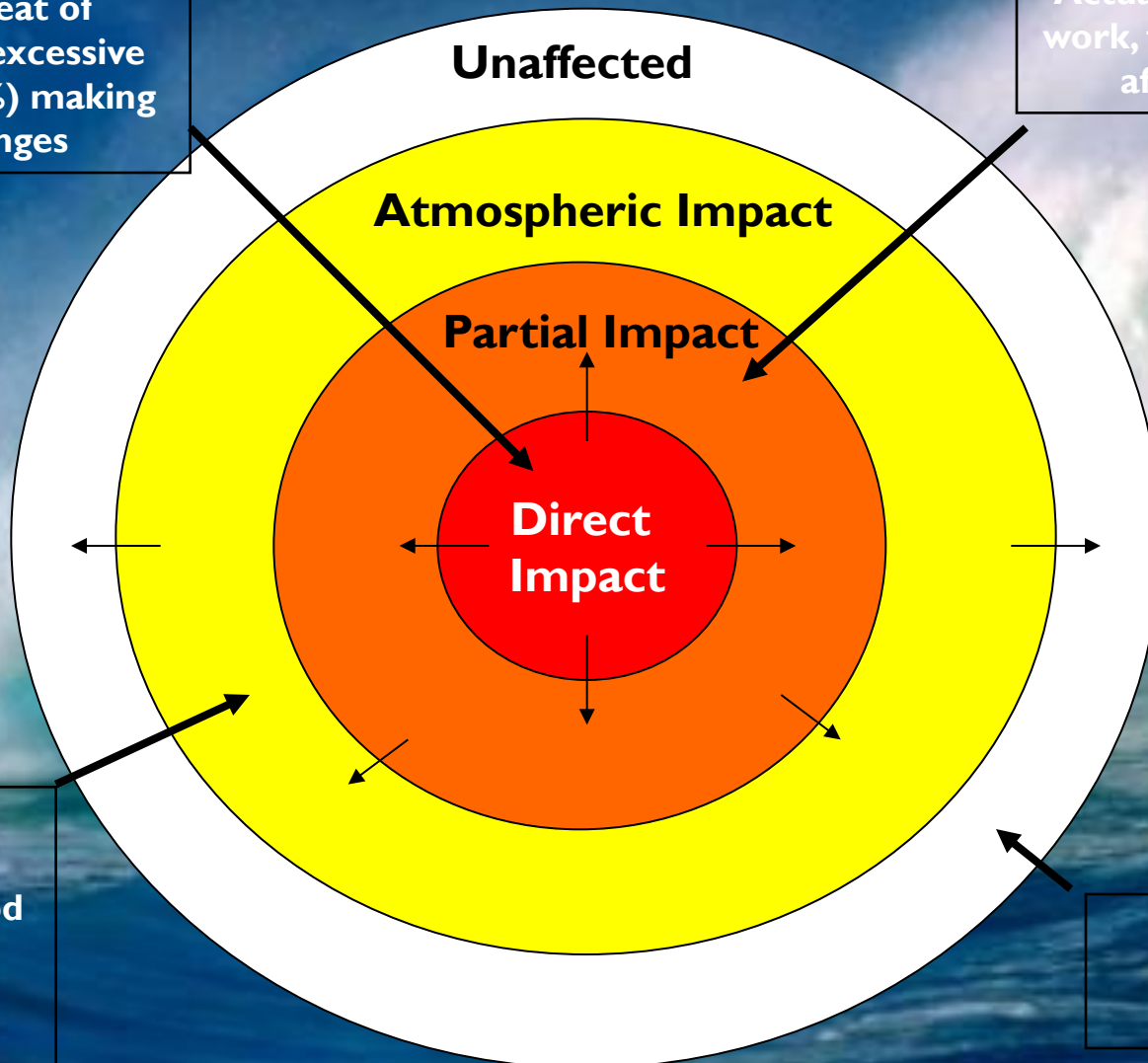
Demographic Differences

- **Men more vulnerable to loss of job and virility**
- **Women gain more support from community**
- **Older people brought up with 'thrifty' values**
- **Blue collar sectors cope better than white collar**
- **Recent graduates deeply anxious**

The Ripple Effect

DIRECT IMPACT
Laid-off, threat of dispossession, excessive debts (c. 10-15%) making major changes

PARTIAL IMPACT
Actual or likely short term work, friends, family directly affected (c.20-25%)



ATMOSPHERIC IMPACT
Influenced by mood of the country, media, shops, hearsay (c.50%)

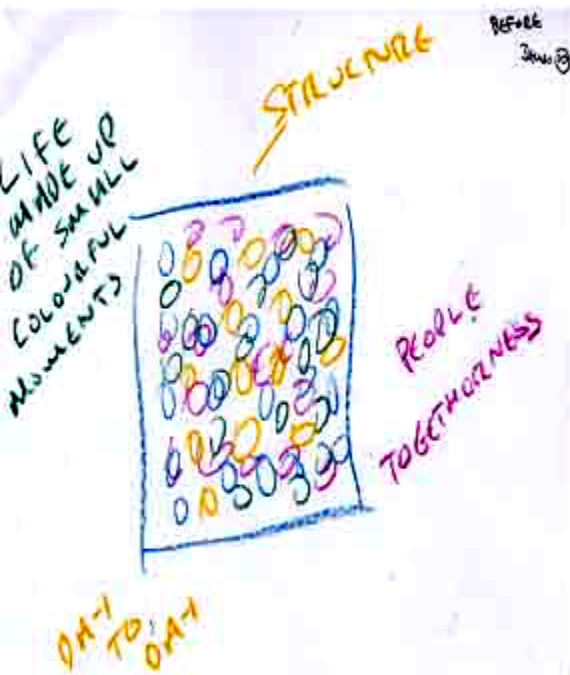
UNAFFECTED
Claim not to be Influenced (c.10%)



LIVING THROUGH THE RECESSION

SHARON – 28, RESEARCH ASSISTANT

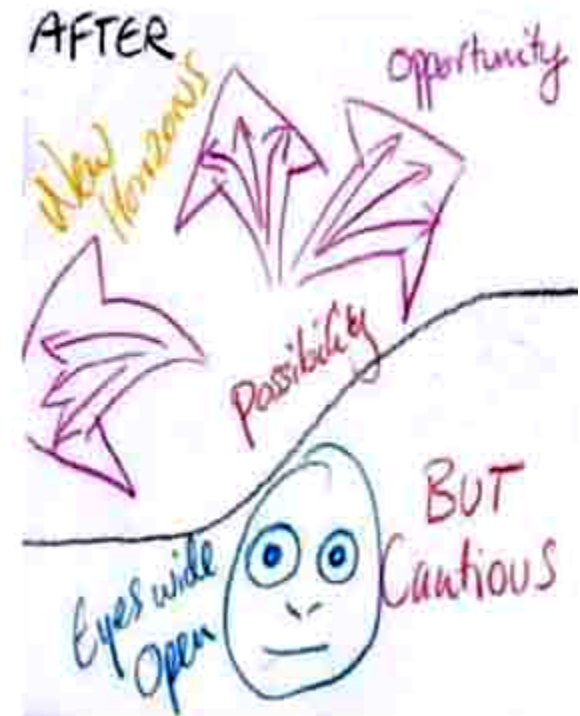
PRE-CRISIS



CRISIS



POST CRISIS



IAN – 50, OWNS OWN BUSINESS

PRE-CRISIS



CRISIS



POST CRISIS



JILL, 40, SINGLE MUM

PRE-CRISIS

CRISIS

POST CRISIS



RECESSION PSYCHOLOGY

➤ Regression:

- Home, Comfort
- Food, Senses

➤ Fear

- Withdrawal
- Physical Stress

➤ Back to Basics:

- Traditional Brands
- Trust, Dependence
- Value, feeling Smart

➤ Social Relations

- Avoid display
- Forge alliances
- Social Unrest

➤ Escapism

- Temptations
- Humour

➤ Anger:

- Scapegoats
- Blame



WINTER OF DISCONTENT?

- **If you have made it this far, Congratulations!**
- **However we are perhaps seeing a Double dip Recession in the UK as some of our Psychodrawings predicted.**
 - ➔ **Economic Cuts will start in October.**
 - ➔ **Social Unrest a real possibility**
 - ➔ **Unions will take to the streets, Consumers will get stuck in the cross-fire.**
 - ➔ **Clegg is now a 'Traitor'**
 - ➔ **The Rich will start to get richer, again. And the Poorer will increase in size.**
- **Indeed the longer it takes to recover the more angry and unforgiving the real sufferers will get. Others will button down and adopt a 'Blitz' type mentality until we re-emerge.**



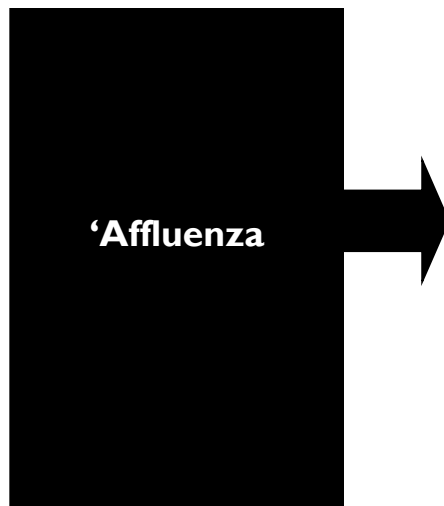
POST-RECESSION

Emerging from the Recession

Pre-Crisis

Crisis

Post-Crisis





As President Obama said in his inaugural speech:

“...we have chosen hope over fear, unity of purpose over conflict and discord”.

The Happy Couple:



“A historic new direction, a direction of hope and unity, conviction and common purpose”.

Post-Crisis Expectations

Economic
Confidence



**POST-CRISIS
EXPECTATIONS
Up but Different**

**PRE-CRISIS
Growth and Fall**

**ONGOING
CRISIS**

Time

Post-Crisis Psychology

- **New Realities:**
 - ➔ Questioning values
 - ➔ Re-evaluating
- **Ethical dimension:**
 - ➔ Responsibility
 - ➔ Respect
- **Wellbeing**
 - ➔ Hope
 - ➔ Happiness/feeling up
- **Communities**
 - ➔ Caring
 - ➔ Support/connections
- **Reform**
 - ➔ Creativity/ “DIY”
 - ➔ Change loyalties
- **Cognition**
 - ➔ Balancing emotions
 - ➔ Planning

Deep Existential Wants

- Fresh meaning to my life
- Freedom to make my own choices in life
- Sharing my feelings with others
- Self-respect despite economic pressures
- Retaining ideas I hold dear
- Being acknowledged and appreciated by “others”

HAPPINESS

What about wealth vs happiness?

- **All the signs are that post-crisis consumers are seeking happiness before pure wealth.**
- **Governments too are recognising this , hence President Sarkozy`s idea of a 10-point initiative for placing measures of “Happiness” on par at least with sheer GDP.**
- **And as we have noted elsewhere (Brand Leader , Quarter 1 , 2010), “Money can` t buy you love”.**

Post-Crisis Consumer

- 
- A man and a woman are seen from behind, standing in a grocery store aisle. They are looking at shelves stocked with various products, including produce and packaged goods. The woman has long blonde hair and is wearing a white top and light blue jeans. The man has short brown hair and is wearing a white shirt and light blue jeans. The shelves are filled with products, and the lighting is bright.
- **Emancipated**
 - **Empowered and liberated**
 - **Critical, Questioning, more Discerning**
 - **Seeking a new reality**
 - **Collaborative, Co-Creating**

Post-Crisis Market Research

Pre-Crisis

Crisis

Post-Crisis

**Declining
participation
Increasing doubts
about reliability
and validity
Dated model**

**Dramatic
Changes in
Attitudes
and
Behaviour**

**Emancipated
'Citizens'
Source of
democracy and
influence
Co-creating
Collaborating
Communities**

Post-Crisis : Towards a New Reality

- Consumers and business now want to go beyond the crisis towards a new reality.

- As recovery takes shape , we draw out the following 7 predictions;
 1. The scars of the crisis will be with us for some time, influencing the way consumers think and feel.
 2. Consumers are seeking a new reality from brands and communication.
 3. New psycho-graphic and demographic segmentations are emerging.
 4. Market research and marketing will become more purposeful, self- renewing and multi-disciplinary.
 5. Understanding the post-crisis experience will require “living with” consumers at new levels.
 6. Brands can become “therapies” helping people to cope with the new reality, providing support, confidence, comfort, contentment and happiness.
 7. Brands will also increasingly become platforms for consumers to express who they are and who they are not in increasingly multi-media ways.

And Long live Offline Research!

- Qualitative Research is not cynical manipulation in order to raise profit. (as some may have thought in the past).
- Instead it is the only way of genuinely gaining insight and depth through increased empathy and sharing.
- Whilst technology and social networking online will continue to grow, there is evidence that many require the basic human need of “real” contact with likeminded others.
- Online Qual of course has its benefits, but can be a little dry.
- Collaborative, Co-creation Workshops based on mutual respect and understanding will become increasingly important as consumers want to be heard and involved in decision making when it comes to “their” brand.

Overall

- We have seen that Society was complicit in an age of Greed and Materialism. 'Want' was more important than 'Need'. A state of 'Affluenza' existed.
- The crisis hit everyone in a deeply emotional way, and continues. Life has changed. Values have Changed. Aspirations have Changed.
- In the new emerging post Recession world Qualitative Research again has a vital role to play. To help Marketers and Innovators manage consumer's demands and expectations whilst keeping them involved and satisfied.

***Don't forget to buy
your candles!***

Thank you very much

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