



2023

Life is what you make it



FUTURE

」

£351b income

The forgotten economic
powerhouse



14m






C1C2DE Women 35+

26m

adults in family unit



The Economic Power of Heart of Britain

		18-35	AB Women	Heart of Britain
	Groceries Spend	Average Spend	£83	£90
		Total Spend	£1.14b	£558m
	Motor Spend	Average Spend	£16,328	£20,155
		Total Spend	£121b	£100b
	Holiday Spend	Average Spend	£2,028	£2,927
		Total Spend	£11.9b	£10.8b
	Christmas Spend	Average Spend	£293	£428
		Total Spend	£2.9b	£2.2b
	Savings	Average Spend	£19,412	£37,729
		Total Spend	£181b	£193b

Sages Influence them and they will influence others in their families and communities.

Likelihood to purchase by source of recommendation

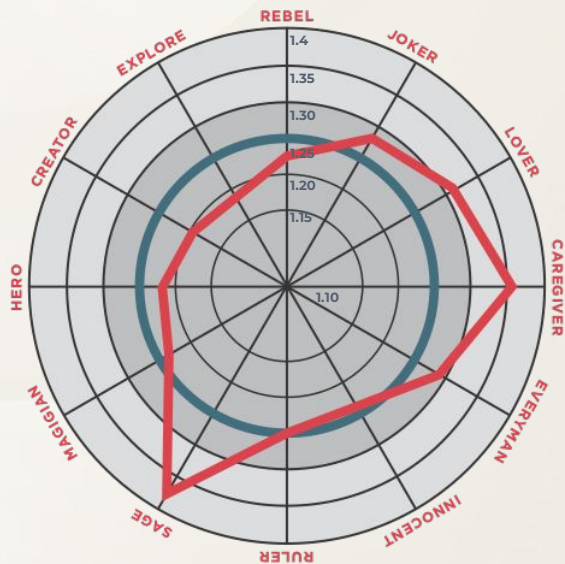
(source HOB3 2021, June 2021)



4 **COMMS TIP:** They love to share information about new products that excite them or will make life easier

Sage

The sage **seeks truth**, and **values ideas** and understanding above all else. Good listeners and teachers, they **share wisdom**.



— ROLE IN THE COMMUNITY
○ AVERAGE ARCHETYPE SCORE

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Caregivers Heart of Britain women care deeply about their families, friends and neighbours. This is often reflected in customer facing jobs too.

Key Areas Where Hob Support Dependents

"Please select any areas in which you support your dependents"



68%

Shopping for food



53%

Shopping for clothes



55%

Their health



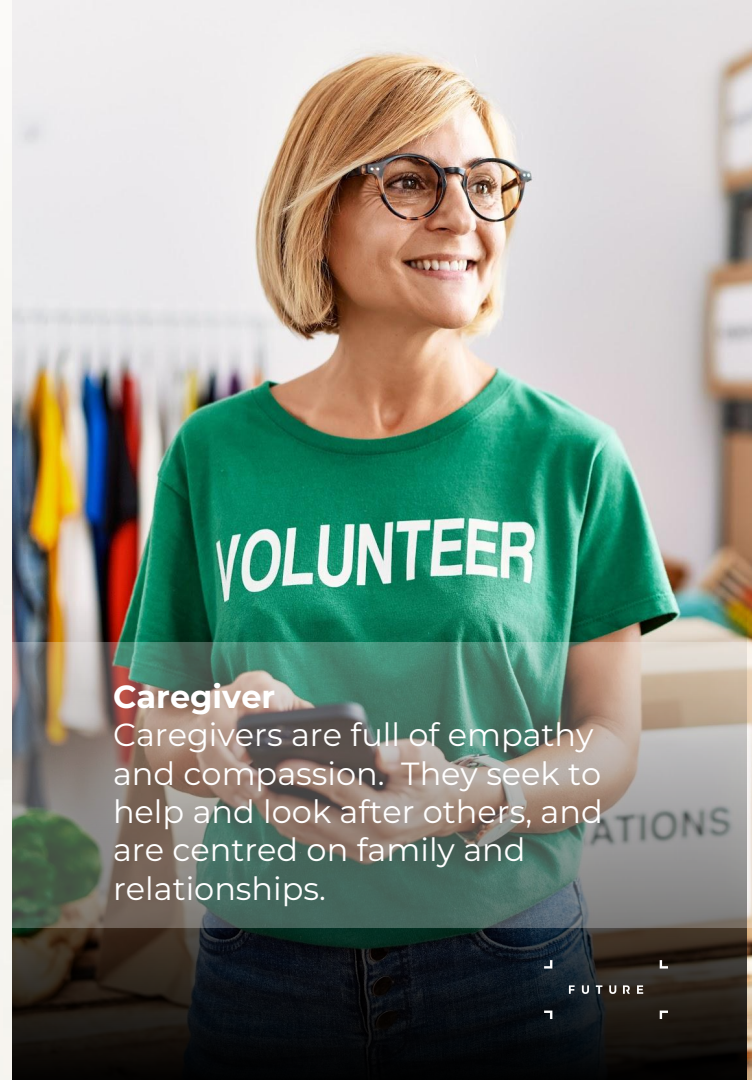
31%

Financial advice & support

5

Comms Tip:

They take their responsibilities for others seriously, so **benefit led** messaging can be effective - but they welcome adding some **excitement** and **entertainment** too!



Caregiver

Caregivers are full of empathy and compassion. They seek to help and look after others, and are centred on family and relationships.

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Every(wo)man/ Joker

They are grounded, positive, influencers who enjoy their life day to day.

Everyman/Everywoman

The everyman archetype represents those who are dependable, down to earth realists. They value authenticity and realism. Grounded, and forms close community bonds

COMMS TIP:

Brand purpose gains the most traction when they can see the **benefit to people** like them and communities like theirs

87%

say it's up to them to make the best of things for themselves and their families

Joker

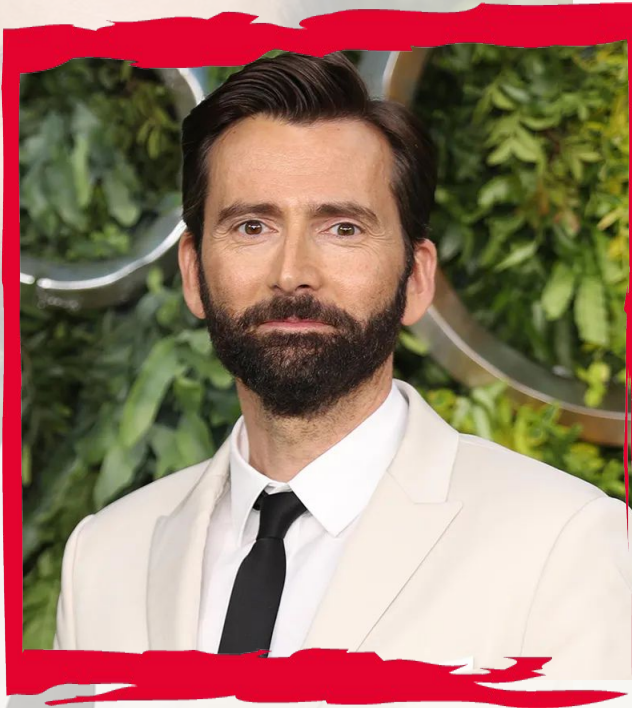
The joker aims to lighten up the world and make others laugh, yet has complex depths. They want to make others happy, and use humour for positive change.

COMMS TIP:

They welcome actions and messaging from brands which tap into their sense of joy - **it's little things that make them happy** each day

76% always look for moments of joy in everyday life

They are **66% more likely** than millennials to find it easy to cope with life day to day



“There are some amazing people out there. They are just quietly working away for our communities, selfless people. People who know how tough life can be and just want to do something about it. And they are not asking to be rewarded or praised.”

David Tennant
Comic Relief 2023



┌

Her life in 2023

What is your biggest concern right now?



Cost of Living Crisis



You/Family Health



Future of the NHS



**You/Family Financially
Secure**



Strikes in UK



War in the Ukraine



Crime



Homelessness



**Environment/Climate
Change**



**Natural Disasters
(e.g. earthquakes)**

"The government needs to do more to help people financially"

"It's tough - the economic outlook is appalling and Brexit has led to a lack of food on shelves"

"Everything is centred around what London wants with no thought about the rest of the country"

"I am disillusioned by those running the country but happy about my immediate circle"

"I am having to dip into my savings go get through the COL crisis"

"There's not much money left at the end of the month - I am concerned about future energy bills"

"The cost of living and economic uncertainty is worrying. Ongoing strikes in various industries are far from ideal."

"It's hard to keep paying the bills and doing things more enjoyable"

"The news is pretty bleak at the moment - maybe they should ban it!"

"Money is tight so I am prioritising spend on essential items"

I am trying to be thankful for what I have and enjoy the little things

RESILIENCE and SAVVINESS

CORE QUALITIES IN 2023

I am happy with life - I think some people need to re-evaluate how and what they spend money on

"These times are trying but so were past times and we always came out on top"

"I remember the 1970's strikes power cuts increase in rent etc and through resilience each day at a time, we got through it"

"I am just focussing on my family and friends"

"Your family and your health is critical to how you feel in general"

"I'm OK, just focussing on things that I myself can improve"

"The cost of living crisis affects us all in different ways but I keep looking on the bright side"

"Remain optimistic and be grateful for what you have"

"Life is what you make it"

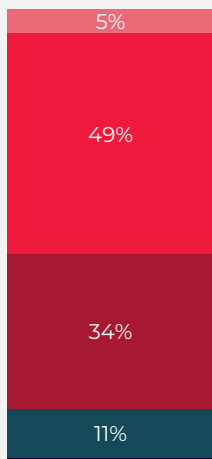
"Focus on the good things in life"

"It's important to think positively that things must get better in the coming months"

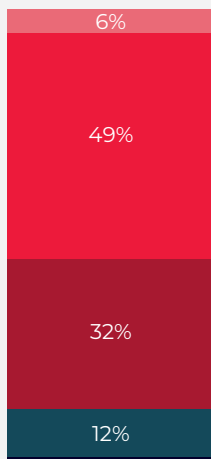
They are consistently positive even when times are tough

How would you rate your current mood?

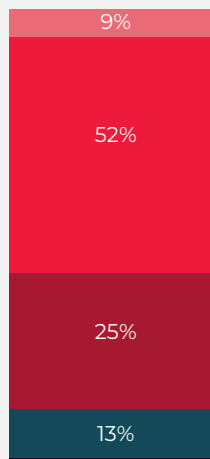
Great Good Ok Poor Terrible



April 20



June 20



March 23



Fuelling their happiness

Magazine brands provide information in a friendly and relatable way

76%

Find information in magazines more friendly, reassuring & relatable than other media



10 signs of a happy cat: How to know if your kitty is content

By Kathryn Rosenberg last updated 8 days ago

Want to know if you have a happy cat in your home? We reveal the subtle cues to pay attention to



(Image credit: Getty Images)



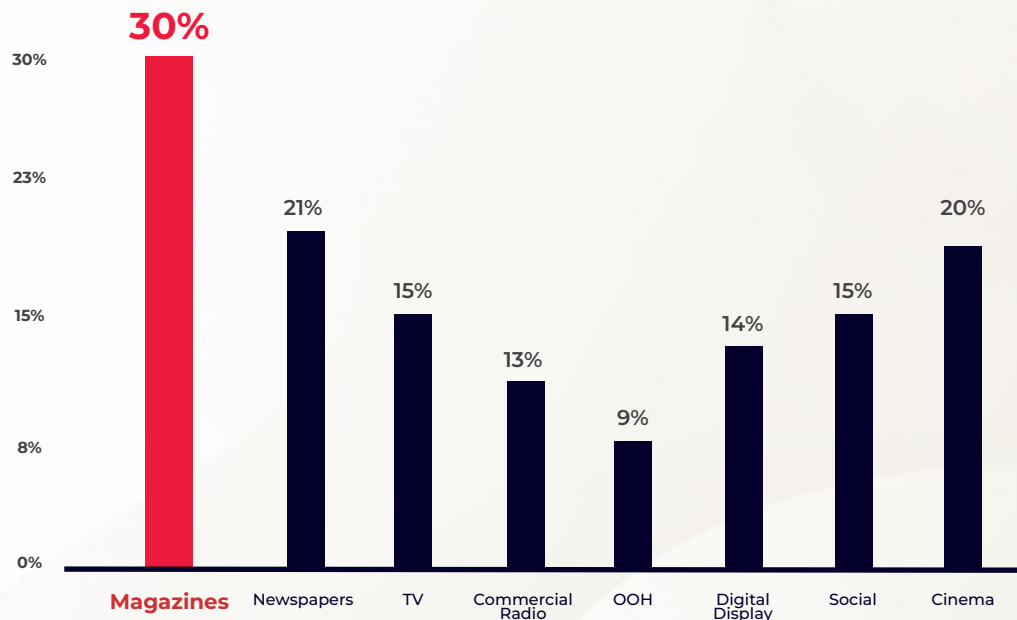
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FUTURE



Positivity rubs off on advertising too

Consumers have **positive perceptions** of advertising in magazines



Magazines are the highest scoring channel when it comes to **positive attitudes** towards advertising and the lowest scoring channel when it comes to **negative attitudes** to advertising.



Contrasting behaviour vs social media

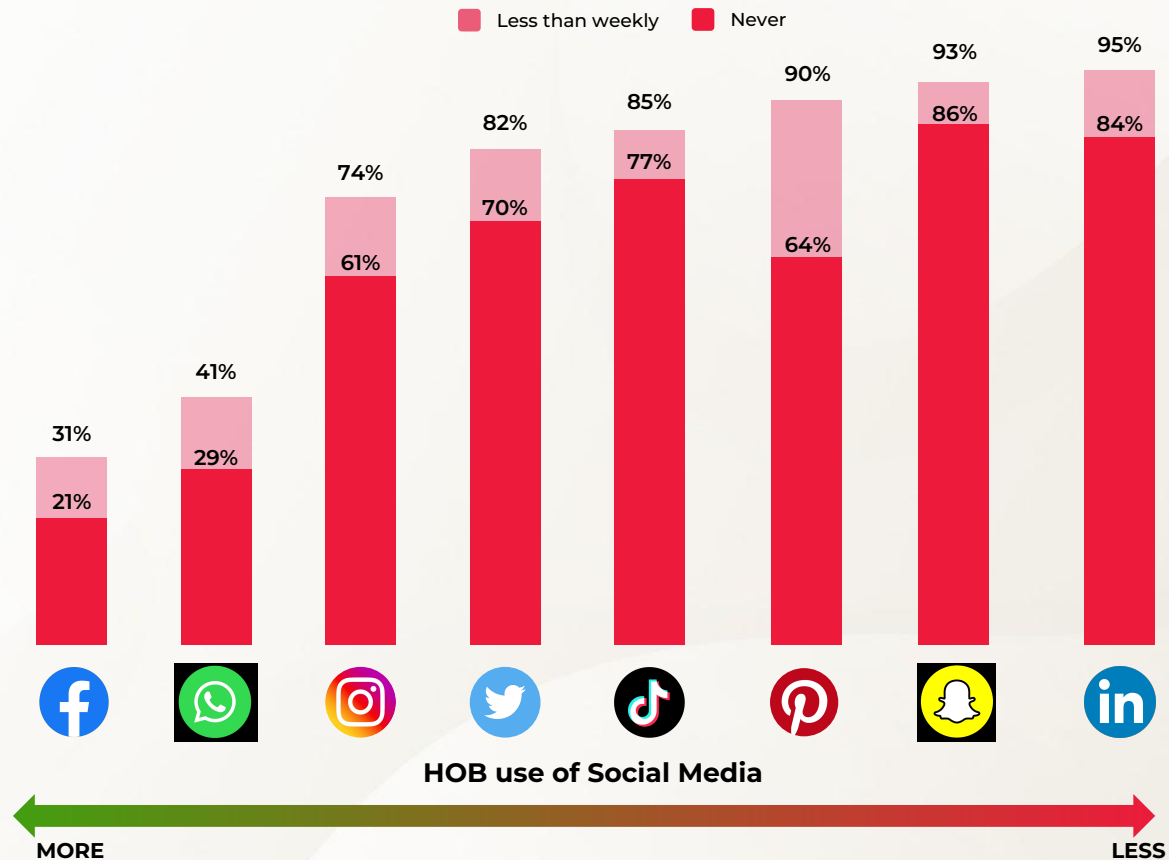
	UK	HOB
Keep up to date with friends and family	60%	65%
Talk with friends and family	56%	60%
Share what I'm doing with friends and family	40%	40%
Look at entertaining/funny content	43%	36%
Learn about news/ current events	36%	32%
Research or find products to buy	22%	19%
Find or plan trips and events	21%	13%
For business / part of my job	14%	4%

77% reading magazine brands
gives me useful information

40% reading magazines brands
inspires me about things to buy



Little relationship with most social media





Looking After Others

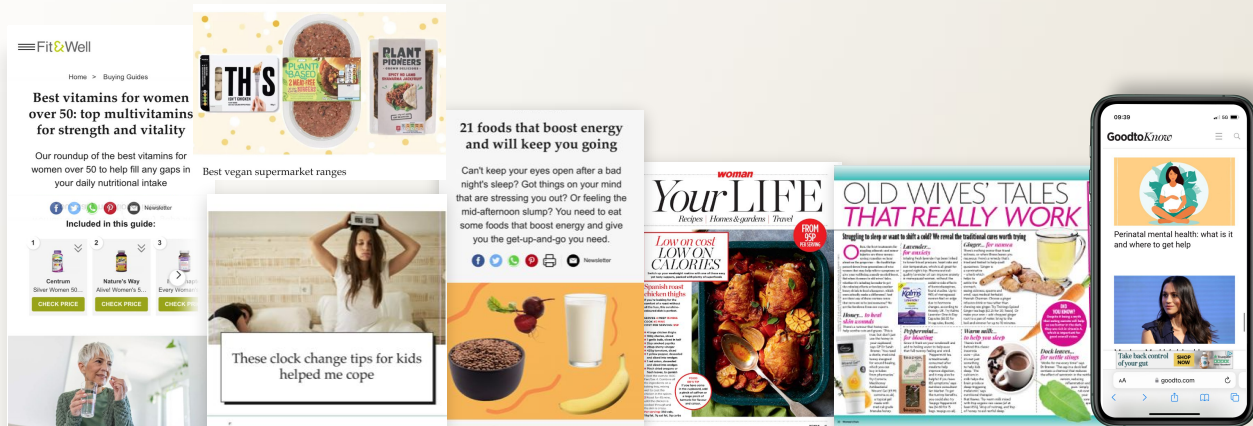
Care for self vs Care for others

Do you feel you take good care of yourself/others right now?

66% I am taking good care of **others** right now

VS

54% I am taking good care of **myself** right now



But actually they **ARE** taking steps to care for themselves



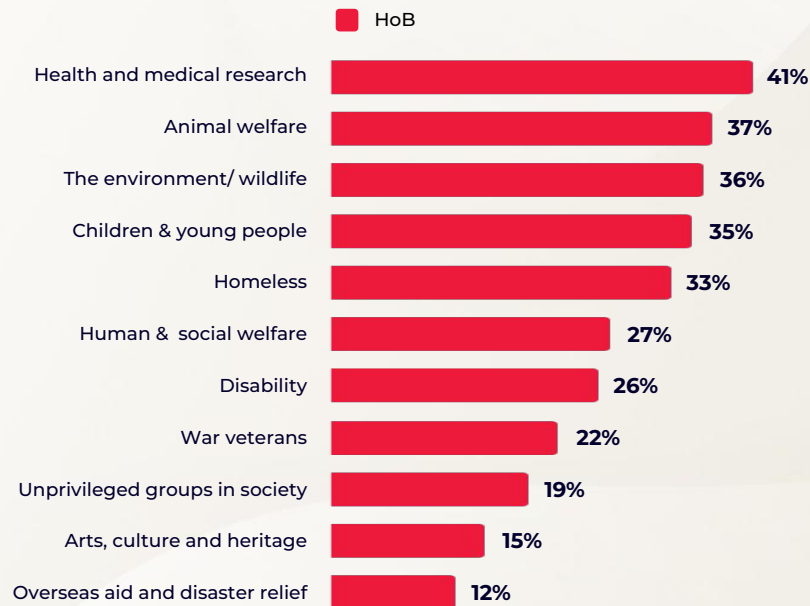


They expect companies to care

84%

of HOB agree that companies have a responsibility to set a good example in being environmentally aware

Thinking about brands/products you usually buy, which of the following causes do you think they should support?



They are regularly involved with charities

25%

are involved with or donate time to charities
(+56% vs UK average)

93% donate to charity

55% on a regular monthly basis

Please select charitable causes that are most important to you



Health or Medical

63.1%



Animal Welfare

46.3%



Children/Young People

41.3%



Wildlife / Conservation

34%



Homelessness

32.8%



Disability

31.9%

Local HERO

Karen's a storybook superstar
MICHELLE SEARLE, 56, FROM BARNEY, SAYS:
Karen Goodman, from north London, is our fab local hero. Karen, 56, started volunteering as a reading helper for Coram Beanstalk in 2014. While searching for local volunteering opportunities, she wanted to find something that she could fit around her son's school schedule, as well as helping out her mum. When she discovered Coram Beanstalk, she loved the idea of supporting children in the local community. The charity sends reading volunteers into schools to work one-to-one with children who struggle with reading, helping them develop their skills and encouraging them to read for pleasure. In 2019, Karen became Coram Beanstalk's Volunteer Champion. To find out more about volunteering with Coram Beanstalk, visit corambeanstalk.org.uk

£50 FOR EVERY HERO!
Do you know someone extra special who deserves to be recognised on Chel's Local Hero page? Get in touch with the details opposite and we'll sing their praises and send them £50!

GoodtoKnow



How to house a Ukrainian refugee in the UK - the government scheme and charities to apply to

THE JOY OF CARING FOR MUM

Dementia Action Week, Louise Yates, opens up about her mum's diagnosis

PRIVILEGE BUT A PRIVILEGE
The joy of caring for your mum is a privilege, but it can also be a challenge. Louise Yates, who has been caring for her mother with dementia for several years, shares her experiences and offers advice to other carers.

Red Nose Day 2023: Where can you buy red noses this year?
BY EMILY STEEDMAN • LAST UPDATED FEBRUARY 01, 2023

Eco champions
To make up for the fact that we're living in a world where climate change is a real threat, we need to do our bit. Here are some ways you can become an eco champion.

Wildlife lovers
When nature calls, we answer. But what if we could help protect the environment while doing it? Here are some ways you can become a wildlife lover.

People person
Having a good friend is a great thing, but what if you could help someone who is in need? Here are some ways you can become a people person.

┌ A heart warming case study: Blankets for Ukraine

In summer 2022 the **Woman's Weekly Editorial** team gave a call to action to their readers to knit blankets for Ukrainian refugees.

We were blown away by the incredible response from our audience who donated their time, skill sets and own resources to deliver **2776 blankets, just from one simple pattern**. Alongside these blankets came 607 knitted toys for Ukrainian children and many handwritten cards and letters offering support and expressing humanity and love.

This editorial campaign is evidence of the **compassion of our Heart of Britain audience** and the ongoing power of print to inspire them to connect and reach out to others in their time of need.

If one editorial piece can do so much good at this difficult time, when so many are themselves struggling, imagine the possibilities of a fully funded campaign and the potential it could have to deliver positive impact on lives and to change the world.





Family Finances



She is the head of household finances

“I’m the main decision-maker in my household when it comes to banking and finances”

HOB 64% vs MGZ 63%, AB Women 63%

“I constantly worry about my finances”

HOB 54% vs MGZ 67%, AB Women 61%

	TOTAL	HOB	MILLENNIAL + GEN Z WOMEN	AB WOMEN
Current Account (joint)	35%	34%	26%	42%
Current Account (personal)	71%	74%	69%	72%
Savings Account (non-ISA)	43%	45%	32%	41%
Savings Account (ISA)	38%	35%	36%	44%
Investments (cash, e.g. stocks and shares)	18%	12%	16%	20%
Investments (properties)	6%	3%	10%	9%
Investments (private pension)	16%	12%	11%	16%
Mortgage	22%	16%	20%	36%
Loans (personal, secured, car finance etc.)	14%	10%	20%	21%
“Buy now, pay later” (BNPL) credit (e.g. Klarna, PayPal Credit etc.)	14%	12%	24%	18%
Insurance (home, travel, car, etc.)	45%	54%	20%	48%
Credit card	46%	51%	25%	46%
None of the above/Not sure	2%	2%	2%	0%

MONEY matters
Our expert Rebecca Gamble helps make your cash go further

READER QUESTION
I'm in the process of finding a mortgage - what does a Decision in Principle mean?

3 easy ways to... save on travel insurance
1. DO YOUR RESEARCH. If you want to travel, but your first step should be to check if you can get a better deal.

SIM-only vs mobile contract: which mobile tariff deal is right for you?
If you want to pay as little as possible for a decent mobile deal, are you better off opting for a contract or going SIM-only?

HOUSEHOLD BILLS
This £30 purchase could cut £300 off your energy bill

NEED TO...
How to...
Moving yourself or a...
if you need to use a...
the best price and a...
cheap times. It's...
as possible you'll have...
choice and you'll...
who have firms are...

DECLUTTER FIRST
Clear out everything...
before asking memos...
quarters the less you'll...
the less it'll cost. Plus...
able to make some o...
some of the items o...

20% OF PENSION SAVERS HAVE STOPPED OR CUT CONTRIBUTIONS IN THE PAST YEAR*

Top tip!
Don't assume mortgage car...
overseas will be more expensive...
and because it offers better...
interest rates than other...
that third party only and...
most people have not...
checked. Always check.

IF YOU LOVE TO WIN PRIZES THEN...
comps.womanandmagazine.co.uk

Using Credit

	UK AVERAGE	HEART OF BRITAIN
I pay it off every month in full	35%	34%
I use it for large purchases (e.g. car, furniture, holidays etc.)	71%	74%
I use it for everyday purchases (e.g. grocery)	43%	45%
I use it to get points / rewards	38%	35%
I use it in emergency only	18%	12%
I use it to manage household finances better	6%	3%
I use it for my holidays to get better exchange rates abroad	16%	12%



Holidays are her biggest use of credit

	UK Average	HoB
Holiday booking	27%	30%
Emergency borrowing (e.g. fix a car, replace boiler etc.)	24%	24%
Support with everyday purchases	22%	22%
Kitchen appliance purchase (e.g. oven, fridge etc.)	19%	22%
Car purchase	24%	15%
Furniture purchase	21%	15%
Home tech purchase (e.g. TV, laptop etc.)	18%	15%
Health-related support (e.g. private care)	13%	15%
Regular / small purchase (e.g. clothing, cosmetics, food)	17%	13%
Phone purchase	21%	11%
House / garden improvement project	17%	9%
Pet-related support (e.g. vet fees, buying a puppy etc.)	10%	9%
Special occasion purchase (e.g. wedding)	13%	7%
Business support / development	10%	4%
Education fees	11%	2%



She sees safety in well known brands across financial products

Current Account	HoB
Well known, safe brand	53%
Local branch(es) to me	38%
None of the above / not sure	18%
Good introductory offer	14%
Good digital app	13%

Loan	HoB
Well known, safe brand	43%
I've used it for something else and was happy with it	35%
Good introductory offer / low interest rates	27%
None of the above / not sure	18%
Good digital app	16%

Mortgage	HoB
Well known, safe brand	47%
Local branch(es) to me	30%
Good expert reviews	18%
Good user / client reviews	15%
I've used it for something else and was happy with it	14%

Savings Account	HoB
Well known, safe brand	47%
Good introductory offer / high interest rates	30%
Local branch(es) to me	25%
I've used it for something else and was happy with it	24%
Good digital app	12%

Credit Card	HoB
Well known, safe brand	50%
Good introductory offer	29%
I've used it for something else and was happy with it	20%
Incentives for referring a friend / Rewards points / Cashback offer	19%
Local branch(es) to me	14%

Insurance	HoB
Well known, safe brand	44%
I've used it for something else and was happy with it	27%
Good user / client reviews	21%
Good expert reviews	20%
Recommended by an independent article / comparison site	16%



How she wants to be spoken to about finance

	NOW	WANTS	SHIFT
Trustworthy	20%	30%	50%
Relatable / For people like me	17%	29%	71%
Expert	14%	26%	86%
Genuine	13%	24%	85%
Everyday	24%	23%	-4%
Real	13%	21%	62%
Encouraging	14%	21%	50%
Functional	25%	20%	-20%
Interesting	13%	18%	38%
Authentic	12%	16%	33%
Inspiring	4%	13%	225%
Creative	9%	11%	22%
Optimistic	7%	9%	29%
Exciting	5%	8%	60%
Passionate	1%	5%	400%
Ambitious	5%	5%	0%
Fun	1%	4%	300%
Glamorous	1%	2%	100%



Shopping And Brand Choice

└ Retail still forms a key part of day to day happiness

Which of the following have you done in the last 4 weeks (TOP 10)

Shopped for gifts for others

HOB

44%

Had a meal in a restaurant

44%

Treated myself to new things (clothes, cosmetics, etc)

33%

Visited a pub

29%

Shopped for new things for my home

28%

Spent money on my hobby

22%

Bought a treat / gift for my pet

21%

Booked / planned a holiday

19%

Entertained / cooked for people outside my household

15%

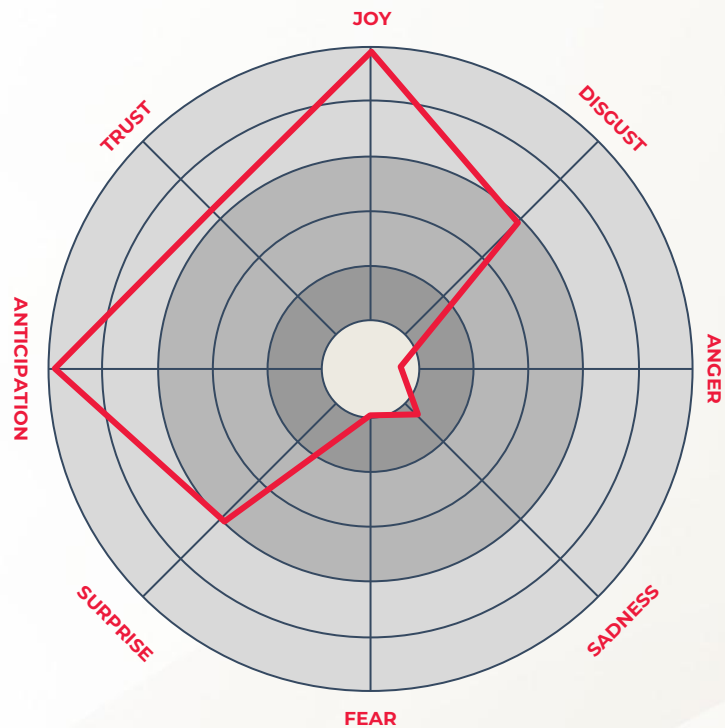
Went to a party / wedding / other social event

8%

Despite COL crisis,
gifting for others
has **RISEN** 13%
since October



Talking about her purchases with joy



INDEXED EMOTIONAL CONTENT

— Favourite things to buy



Little Wins

Heart of Britain take huge comfort and enjoyment from their 'Little Wins'. These are the small moments of happiness and satisfaction that they experience in their day to day lives.



Harry Potter cupcakes



The 100 best TV shows of all time

Here are the greatest TV shows ever made.... find out what tops the list.

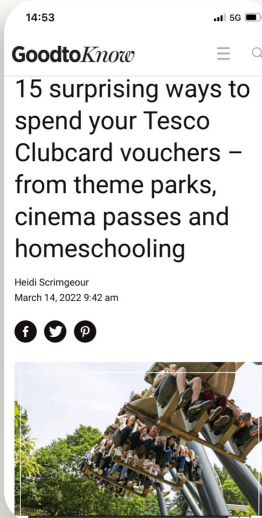


Best recipe boxes 2023: Must-try recipe box subscription services

Tried and tested, the best recipe box subscription services for 2023, including popular brands such as Gousto and HelloFresh...

Facebook Twitter WhatsApp Pinterest Print Email Newsletter

A selection of the best recipe boxes for 2023 (image credit: Future / multiple brands)



14:53

GoodtoKnow

15 surprising ways to spend your Tesco Clubcard vouchers - from theme parks, cinema passes and homeschooling

Heidi Scrimgeour
March 14, 2022 9:42 am

Facebook Twitter Pinterest

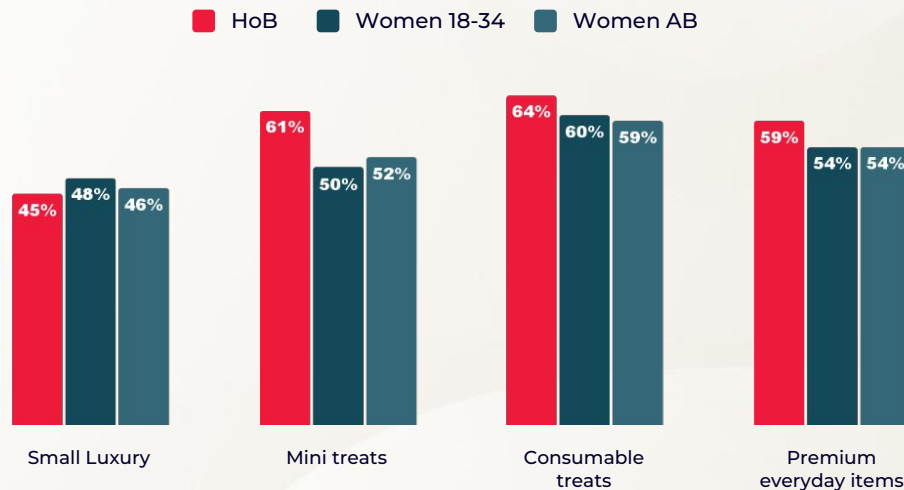


x FUTURE

Smaller Retail Treats lead to happiness

Their favourite luxury categories include “mini treats”, like books or flowers, “consumable treats”, like chocolate and branded biscuits, and “everyday items”, e.g. home fragrances or quality pet food.

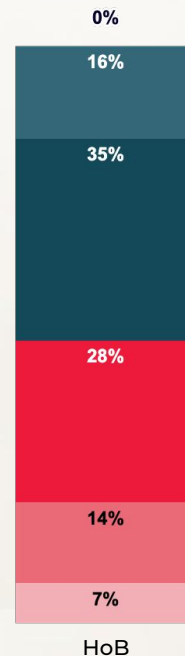
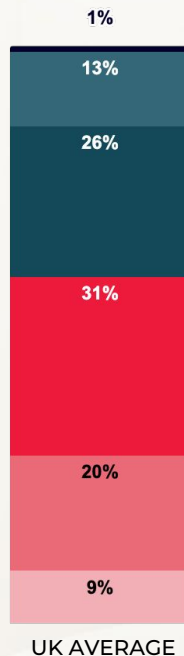
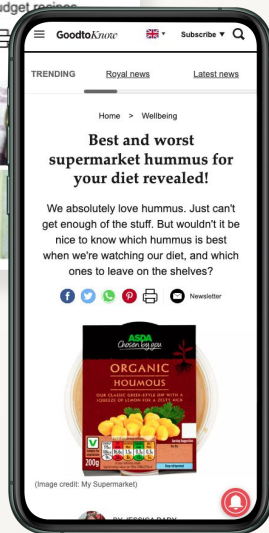
Do you still plan on treating yourself and/or your loved one(s) to anything special during the next few months?





What's In Their Grocery Basket?

What kind of products have you been recently placing in your grocery basket when shopping for food and drinks?



- Not sure/ I'm not responsible for shopping
- Just "supermarket brands" (e.g. Tesco, Sainsbury's, Lidl, Aldi etc.)
- Mainly "supermarket brands", and some branded products
- 50/50 branded and "supermarket brands"
- Mainly branded products, and some "supermarket brands"
- Just branded products (e.g. Heinz, Robinsons, Twinings, Cadbury etc.)

Comparing choice across Brand / Own Brand

	BRAND	OWN BRAND	% DIFF
Good value for money	44%	81%	84%
Good product quality (e.g. taste, cleaning power, smell etc.)	59%	55%	7%
Good size	25%	34%	36%
“Good” brand values (healthy, eco friendly, supports charity etc.)	17%	23%	35%
Recognisable and trusted brand name	35%	18%	49%
Good packaging quality (e.g. easy opening, helpful storage functions etc.)	19%	13%	32%
Unique, non-replicable variant (flavour, fragrance etc)	24%	10%	58%
Heritage (e.g. always used it, passed down by a parent)	13%	6%	54%

QUALITY is a key part of her value equation

“Good product quality”

Branded Goods

59%

HOB

VS

56% AB Women

Own Brand

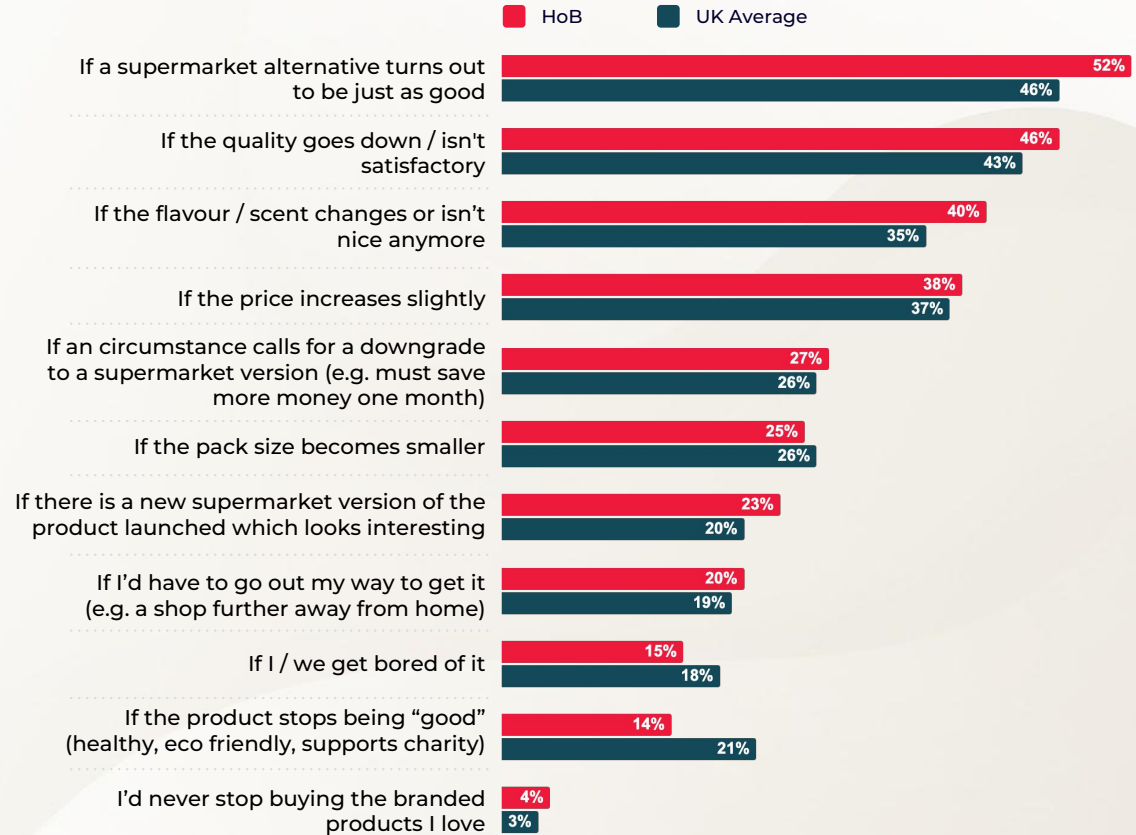
55%

HOB

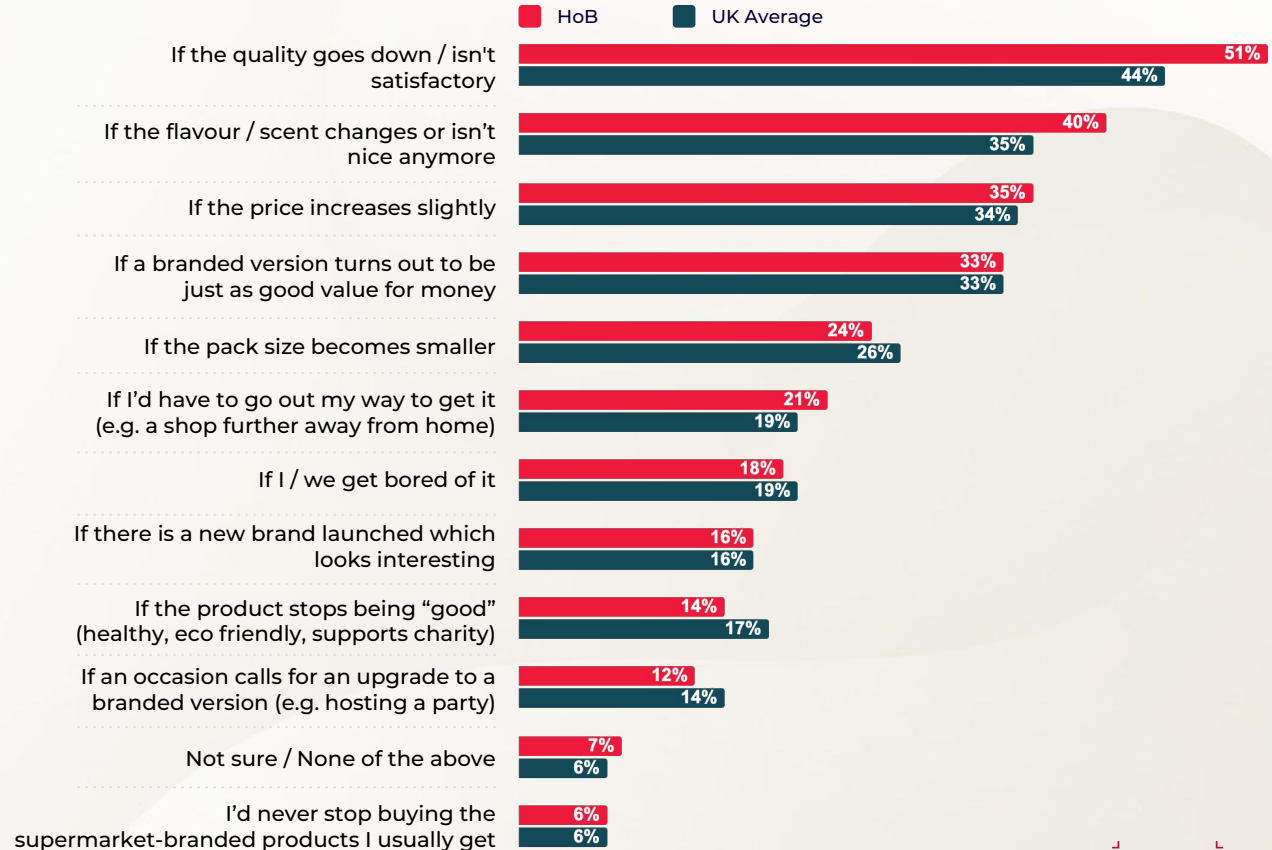
VS

53% AB Women

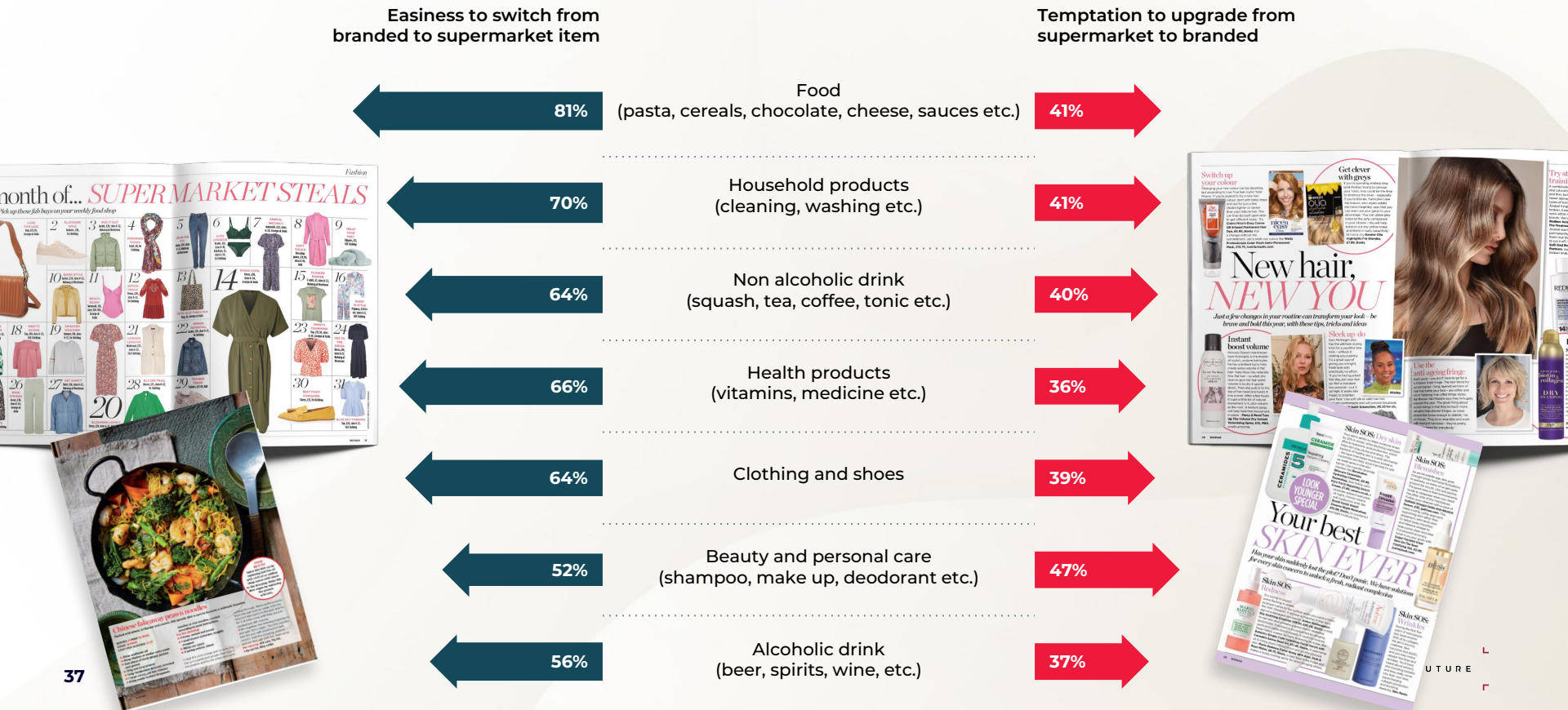
Why Would They Switch To Own Brand



Why Would They Switch To Brand



Likelihood to switch by category



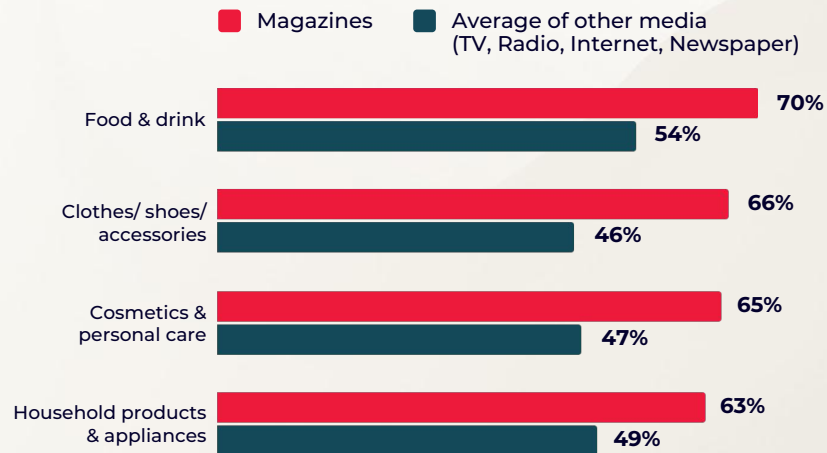
Magazine brands offer trusted influence across retail categories

The curated nature of magazines means that content has instant credibility

89%

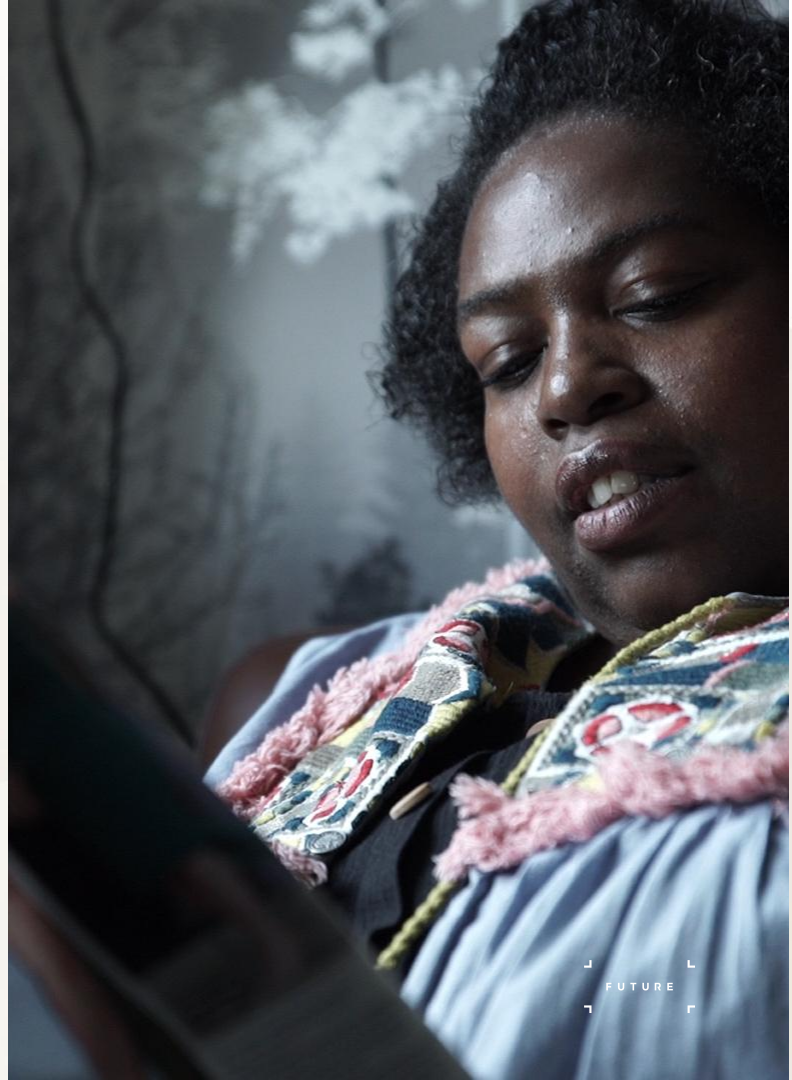
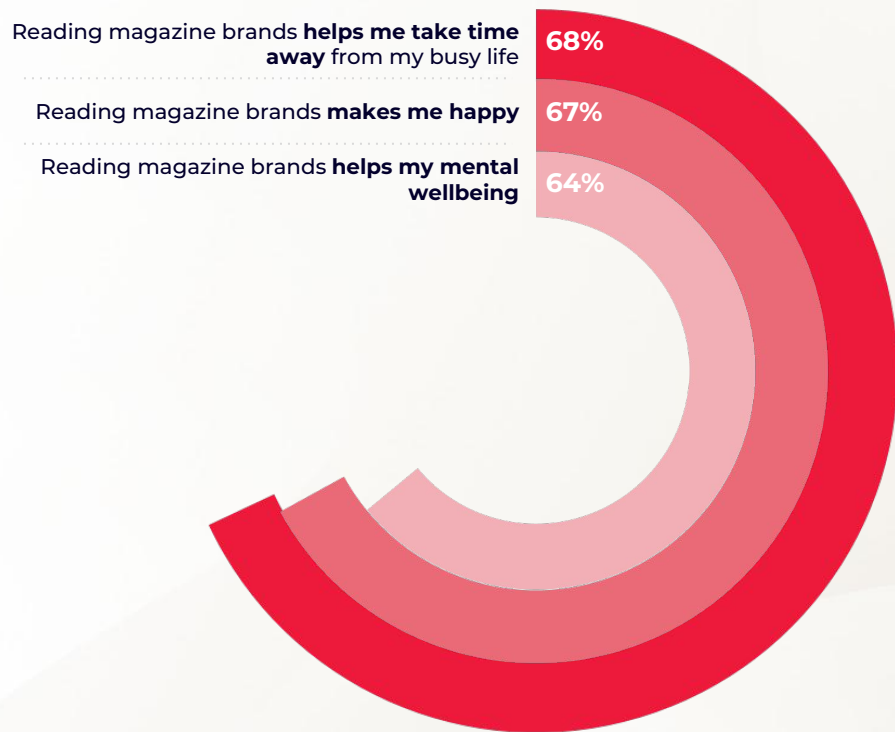
of Heart of Britain women share information they read in magazines with others

Trust information by source



Across all categories information in magazines has a higher degree of trust compared to other media

Magazine brands play a positive role in their busy lives





Happiness has a positive impact on HOB purchasing behaviours

53%

admit that when they go to
the shops in a good mood
they **tend to buy more
things**

51%

also say that they will
**spend more time in the
shops** when they're feeling
happy

45%

will **buy more premium
products** when in a happy
mood



Summary

01

She is at the heart of household financial decisions.

02

Positive and helpful brand comms/actions help fuel her happiness.

03

Quality is a key driver of product consideration.

04

We would love to work with you in connecting better with her





Our Heart of Britain Brands

Our Heart of Britain portfolio has a trustworthy audience who are main shoppers with understated strength and spending power and regularly buy their own products.

11.6m

Average Global
Monthly Users

4.5m

Average
Monthly UK
Online Users

10m

Social Media
Fans

1.3m

Total ABC
Circulation

GoodtoKnow

woman

Woman's Own

Woman's
Weekly

Pets
RADAR

Pick
Me
Up!

chat

LOOK
AFTER
MY
BILLS

THE MONEY EDIT
M

TV&Satellite
week

TVTimes

What's on
TV

whatto**watch**

