



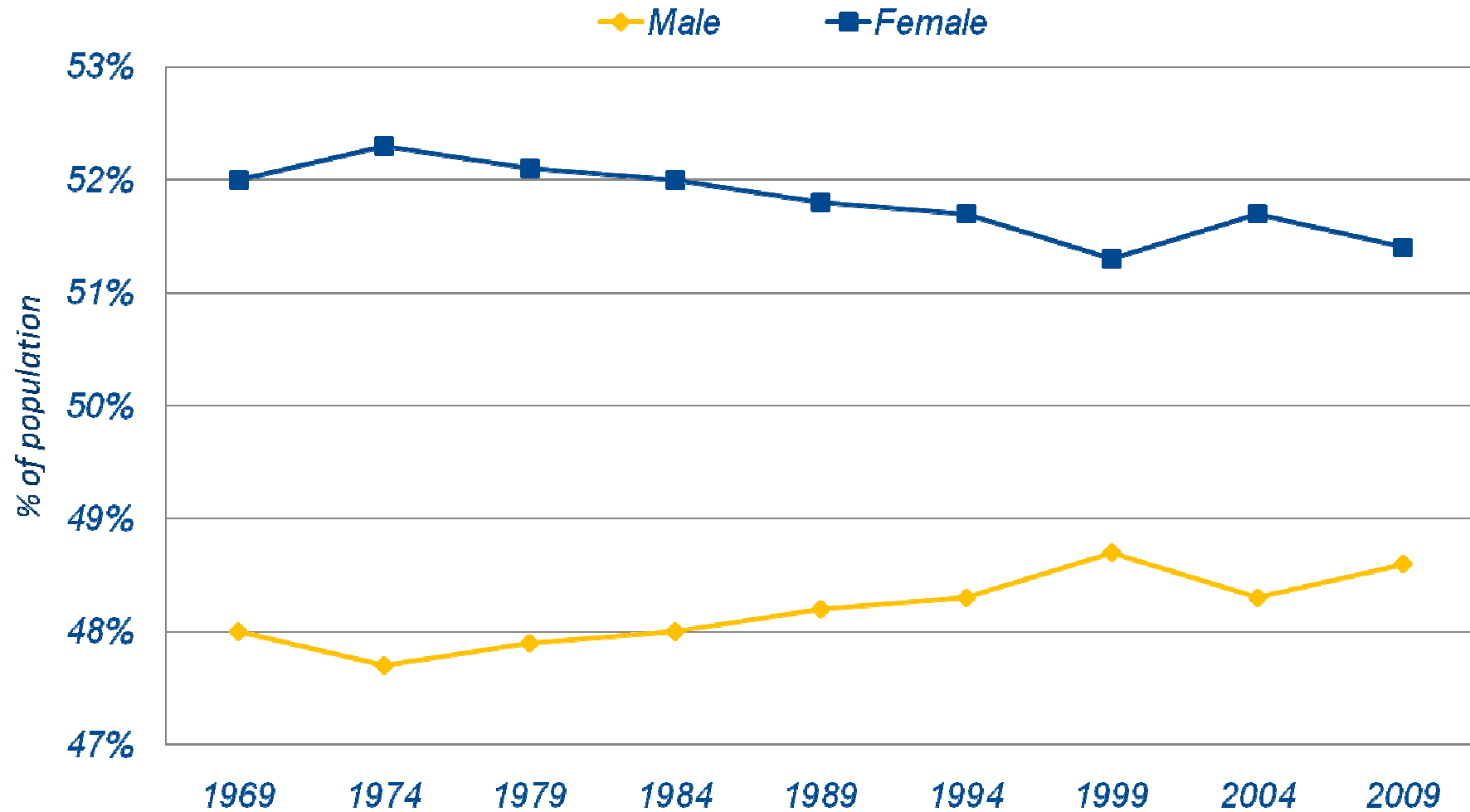
enlightenment

40 years trends

1969 - 2009

Sex

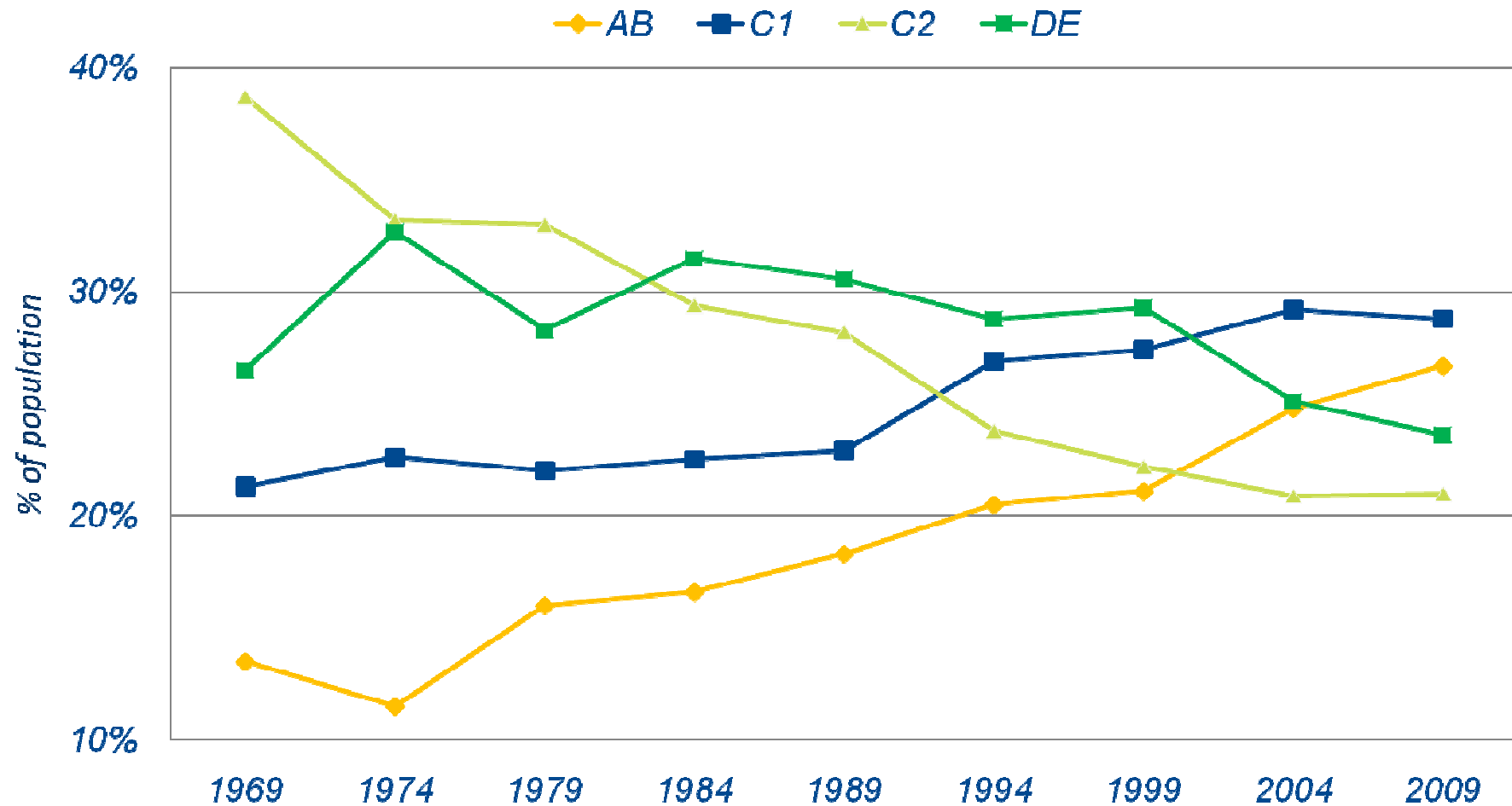
The gender gap appears to be getting smaller



Source: GB TGI 1969-2009

Social grade

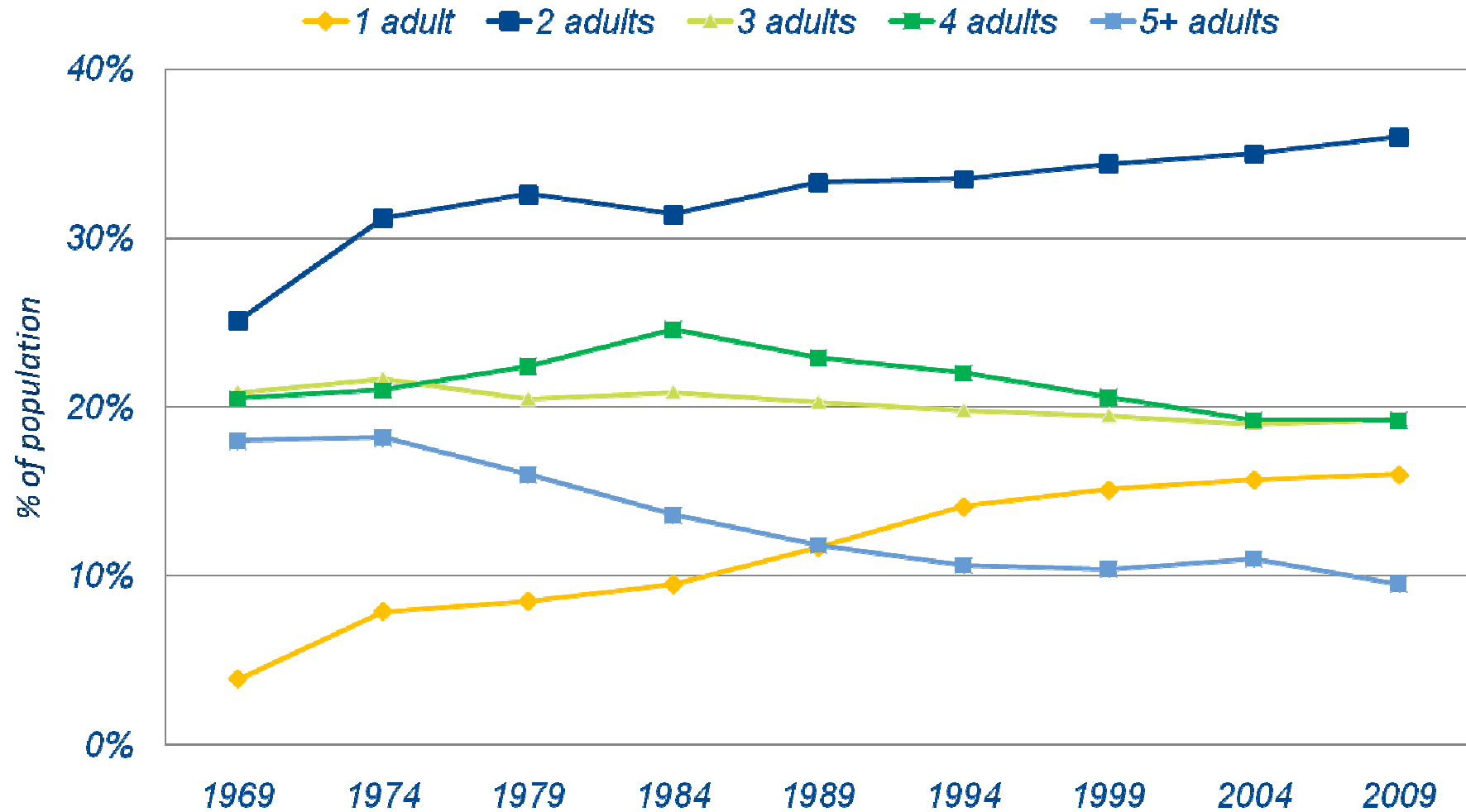
A shift from manufacturing to service based industries has caused a greater mix in social grade profile



Source: GB TGI 1969-2009

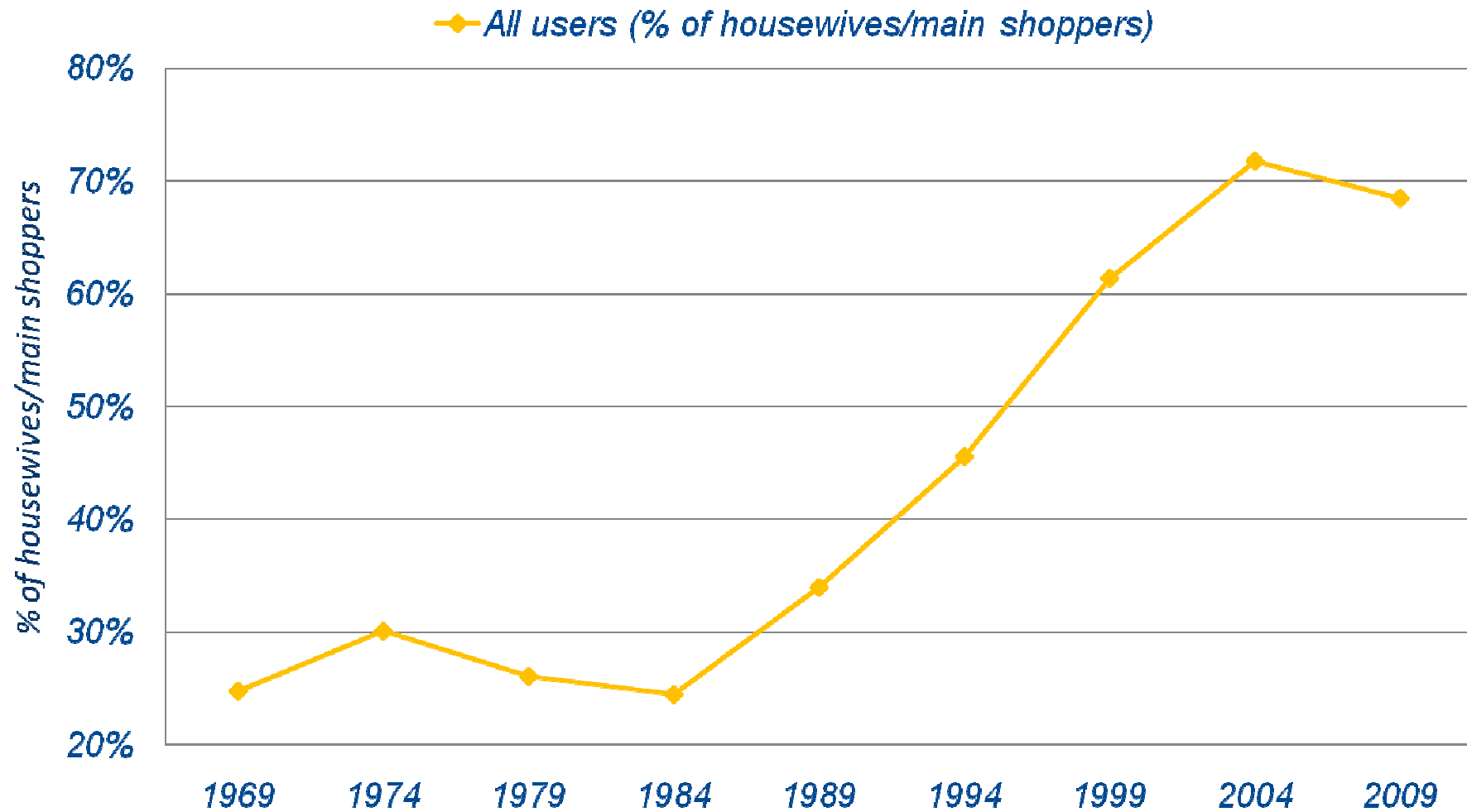
Household size

With greater social fragmentation, there is a rise in smaller households in Britain



Packeted, chilled and frozen ready meals

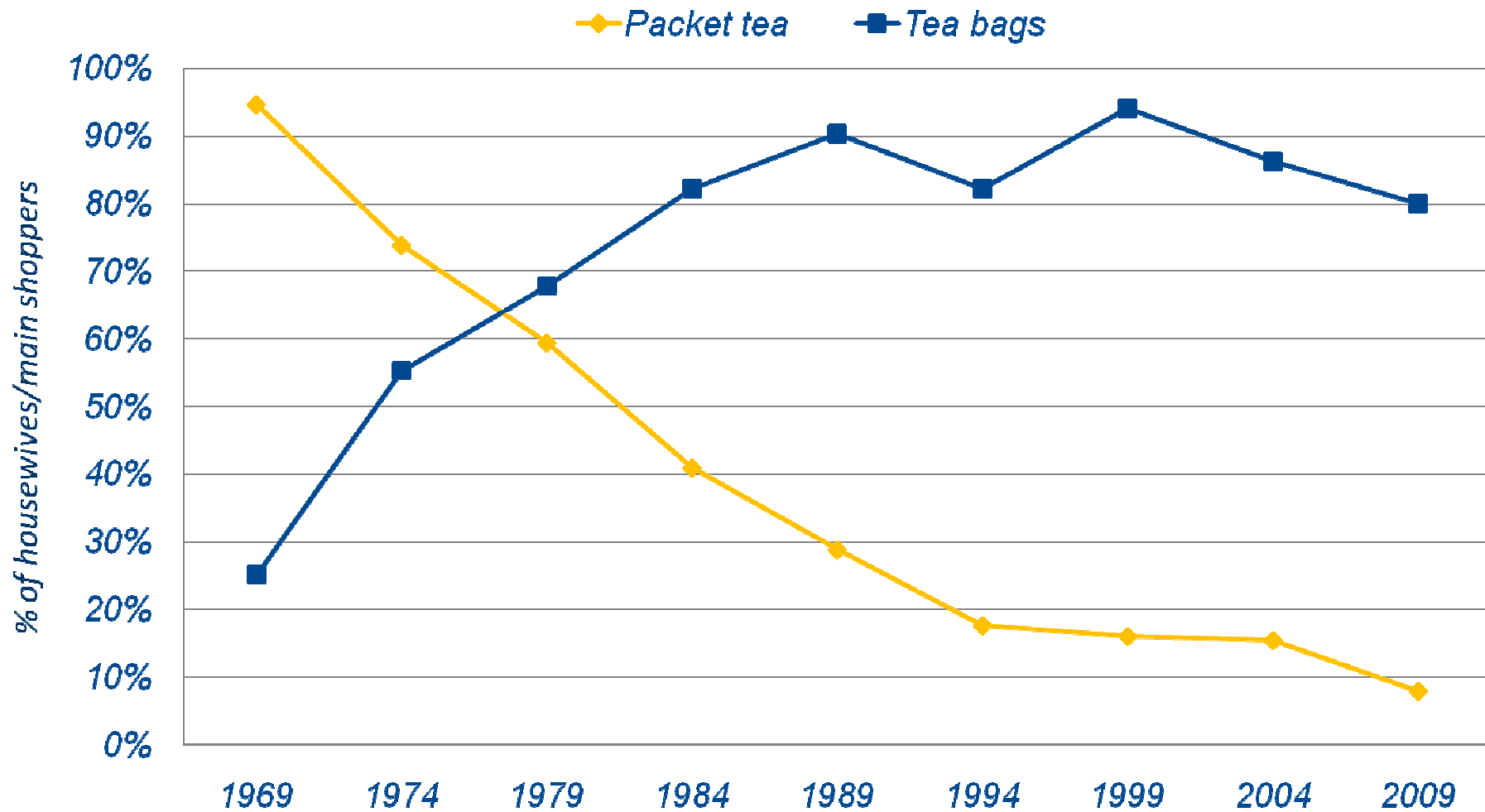
Increasing time pressures may be one reason for the rise of the ready meal



Source: GB TGI 1969-2009

Tea – packet vs. bags

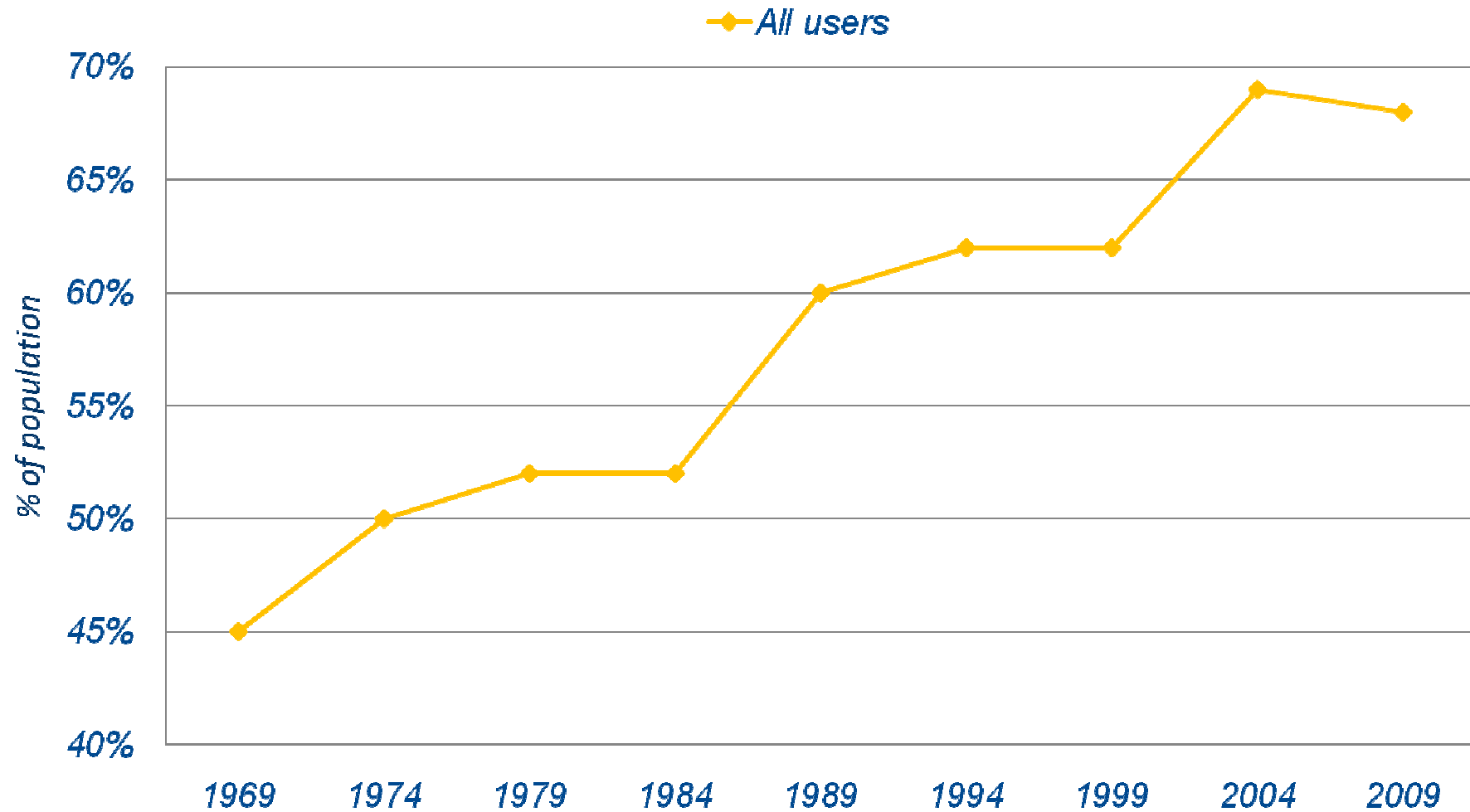
The convenience of tea bags over packet tea has seen a complete reverse in penetration



Source: GB TGI 1969-2009

Eating out in restaurants (evening)

As people have more disposable income, they are now more likely to eat out



Source: GB TGI 1969-2009