



## **UK's New 'Offset Culture'; Brits Balance Overload with Everyday Treats**

**15<sup>th</sup> October 2007:** Busy Brits are living a 21<sup>st</sup> century juggling act and indulging in everyday treats to "offset" the pressures of home, work and busy social lives. According to research out today, almost half of UK adults admit to treating themselves more today than they did ten years ago because they feel they're working harder (**46%**).

New trend data reveals that Brits feel an increasing need to treat themselves to a bit of everyday luxury. The number of people agreeing that they easily give into temptation has risen by **50%** over twenty years, from **30%** in the 1980s to **45%** today.<sup>1</sup> The need to treat ourselves has given birth to a newly identified trend - **Britain's 'Offset Culture'**.

The 'Offset Culture' points to an emerging group of Britons who impulsively treat themselves as part of everyday life, to cope with time pressures and the general overload of leading busy modern-day lives.

### **Impulsive Brits ...**

The YouGov survey of more than 2,400 people, which was commissioned by Nectar to mark the launch of its Star Treats, found that nearly two thirds (**63%**) of the population treat themselves at least once a week, to a range of treats, from a massage to eating out on a weekday, to morning sex. And, almost half of those polled (**41%**) admit to giving into these passing fancies and sudden impulses as often as three times a week.

---

<sup>1</sup> Source: The Future Foundation; 01/10/2007

Impulse purchases are felt to be perfectly normal. The number of people who feel guilty about treating themselves has fallen in the past 25 years, with less than **1 in 3 Brits** now holding this view.<sup>2</sup>

### **Chocolate beats sex...**

In what appears to be a contradiction of our times, when people often aspire to lifestyles of the rich and famous, those surveyed found the lure of simple, uncomplicated treats appealing.

The Nectar research found that chocolate is the nation's favourite type of treat – better than champagne (**4%**), time off work (**10%**) and almost three times more popular than morning sex (**14%**) for over a third of Britons (**37%**). Other popular treats include eating out on a weekday, enjoying a pint of beer, going for a coffee, watching sport and listening to music.

Commenting on the Nectar findings, Jamie Allsopp, Associate Director of Innovation at the Future Foundation, says; "This 'Offset Culture' is an important part of allowing people to manage time pressures. People want the opportunity to convert their time into quality all across the day. Slotting small, everyday treats into daily life is likely to be a key strategy in achieving this.

"As our lives become more complicated people feel a need for immediacy, convenience and simplicity. This could be why easily accessible rewards scored much more highly than activities that cannot be fitted in as easily, such as popping into the betting shop or having sex in the morning."

### **Men give into temptation more than women...**

The temptation to give into life's little luxuries is more prevalent among men than women, the poll found. Almost half of men admit to treating themselves more than twice a week (**45%**), compared to a third of women (**35%**).

'Spoiling yourself' also appeared to be the preserve of the young, with over

---

<sup>2</sup> Source: The Future Foundation; 01/10/2007

half of those under 25 (**55%**) rewarding themselves more than once a week, compared to **31%** of people aged 55 or over.

Almost a quarter of those polled (**22%**) chose 'Because I work hard and deserve it' as the most popular reason for treating themselves and almost a half (**46%**) are treating themselves outside normal office hours, with 8.30pm on Fridays being the number one time to indulge.

John Sheekey, Marketing Director at Nectar says; "Nectar is all about giving our collectors the treats they feel they deserve with a much bigger selection of offers available. What's interesting to see about this research is that people believe they're working harder than ever and want to balance this by treating themselves. With our new offers and monthly Star Treats, we hope collectors will think about all of the great ways they can use their Nectar points and treat themselves to a little something special."

Nectar, the UK's leading loyalty card, has relaunched with a focus on offering more 'treats' to its collectors, including brand new 'star treats' every month. It's now easier than ever to spend Nectar points as there's a whole new world of treats available at [nectar.com](http://nectar.com)

### **BRITAIN'S TOP TREATS**

1. Chocolate / cake / sweets – 37%
2. Eating out on a weekday – 22%
3. A curry / Chinese – 21%
4. Pint of beer – 18%
5. Going for coffee or pastry – 16%
- = Listening to favourite soundtrack – 16%
7. Morning sex – 14%
8. Watching sport – 13%
- = Watching favourite DVD – 13%
10. Buying favourite magazine – 12%

### **MEN'S TOP TREATS**

1. Pint of favourite beer – 31%
2. Chocolate / cake / sweets – 29%
3. Watching sport – 24%

4. A curry / Chinese – 21%
5. Morning sex – 19%
- = Eating out on a weekday – 19%
7. Listening to favourite soundtrack – 15%
8. Watching favourite DVD – 12%
9. Leaving work 10 minutes early –8%
- = Flirting with strangers – 8%

#### **WOMEN'S TOP TREATS**

1. Chocolate / cake / sweets – 43%
2. Eating out on a weekday – 25%
3. A curry / Chinese – 20%
- = Going for a coffee or pastry – 20%
5. Listening to favourite soundtrack – 18%
6. Buying favourite magazine – 17%
7. Watching favourite DVD – 15%
8. Impromptu pampering treatment – 11%
- = Leaving work 10 minutes early - 11%
10. Morning sex – 9%

**-ENDS-**

**For further information please call Lucy Newson or Matt Stokoe on  
020 7343 3112 / 3124**

#### **Notes to Editors:**

- All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,485 adults. Fieldwork was undertaken 21<sup>st</sup>-24<sup>th</sup> September 2007. The nationally representative survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+)
- It's easier than ever to spend Nectar points. With even more offers, including eight brand new 'Star Treats' each month, you can spend points on everything from dining out at Pizza Express, to a third off a great selection of books. The regular treats that Nectar cardholders already know and enjoy, including trips to Legoland, holidays abroad and beauty products, are also still available
- It's easy to collect Nectar points when shopping for groceries, clothes and home furnishings, paying household bills, buying petrol and even eating out. Retailers and service companies involved in Nectar nationwide include Sainsbury's, Debenhams, BP, Ford, EDF Energy, Hertz, Thomson, Brewers Fayre, Beefeater, American Express, Talk Talk, Dollond & Aitchison, the AA, Thomson Directories and Gala Bingo
- Nectar eStores is a shopping portal offering Nectar points for purchases from over 100 online retailers including Amazon, eBay, Dell and CD

WOW. To earn Nectar Points through Nectar eStores log onto [www.nectar.com](http://www.nectar.com)

- To find out more about Nectar or to apply for a card, log onto [www.nectar.com](http://www.nectar.com)