

Time Capsule Research

August 2011



The question we asked...

- **Imagine you were leaving a time capsule for future generations to learn about you and your life, what would you list as...**
 - The three brands you use that say most about who you are?
 - The national or international event that has had the greatest influence on who you are?
 - The person who has been the greatest inspiration to you?
 - The object that best defines who you are?
 - The word that best describes your outlook on life?



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BRANDS

Time Capsule Brands: Topline

Imagine you were leaving a time capsule for future generations to learn about you and your life, what would you list as the three brands you use that say most about who you are?

	TOP 10 SECTORS	%
1	Technology	19%
2	Retailers	14%
3	Food	13%
4	Clothes	10%
5	Cosmetics	8%
6	Automobile	6%
7	Alcoholic Drinks	3%
8	Media	3%
9	Websites	3%
10	Designer brands	3%

	TOP 10 BRANDS	%
1	Apple	4%
2	Sony	3%
3	M&S	3%
4	Tesco	2%
5	Cadbury	2%
6	Microsoft	1%
7	Heinz	1%
8	Sainsbury's	1%
9	Nike	1%
10	Samsung	1%



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LIFE DEFINING EVENTS

Time Capsule: Life Defining Events

Imagine you were leaving a time capsule for future generations to learn about you and your life, what would you list as the national or international event that has had the greatest influence on who you are?

	TOP 10	%
1	WW2	12%
2	9/11	10%
3	Olympic Games	4%
4	Moon Landing	4%
5	World Cup	3%
6	Will and Kate's Marriage	2%
7	Death of Princess Diana	2%
8	Live Aid	2%
9	1966 World Cup	2%
10	Berlin Wall	2%



Life Defining Events: The Age Story

Under 35s

Imagine you were leaving a time capsule for future generations to learn about you and your life, what would you list as the national or international event that has had the greatest influence on who you are?

	TOP 10	%
1	9/11	15%
2	WW2	8%
3	Olympic Games	7%
4	World Cup	6%
5	Will and Kate's Marriage	4%
6	7/7	2%
7	Moon Landing	2%
8	2012 Olympics	2%
9	Death of Princess Diana	2%
10	Berlin Wall	1%



Life Defining Events: The Age Story

Over 55s

Imagine you were leaving a time capsule for future generations to learn about you and your life, what would you list as the national or international event that has had the greatest influence on who you are?

	TOP 10	%
1	WW2	18%
2	9/11	6%
3	Moon Landing	5%
4	Death of Princess Diana	3%
5	Berlin Wall	3%
6	1966 World Cup	3%
7	Olympic Games	2%
8	Assassination of JFK	2%
9	Band Aid	2%
10	Coronation of Queen Elizabeth II	2%





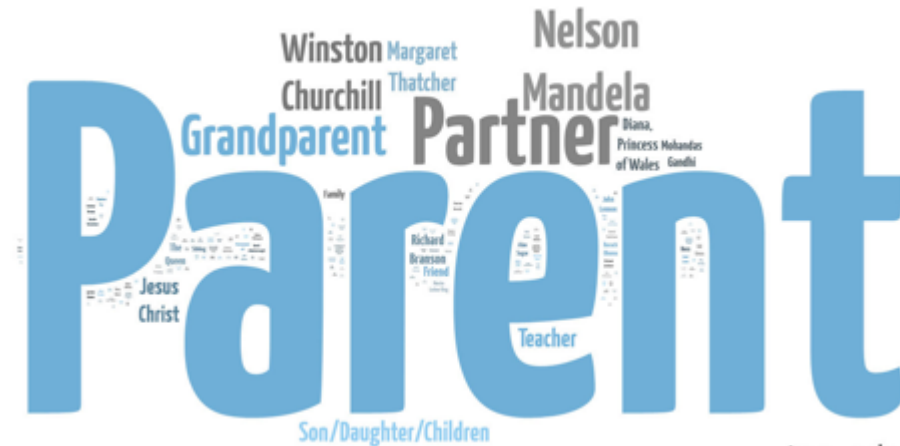
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PERSON WHO HAS BEEN THE GREATEST INSPIRATION

Time Capsule: Greatest Inspiration

Imagine you were leaving a time capsule for future generations to learn about you and your life, what would you list as the person who has been the greatest inspiration to you?

	TOP 10	%
1	Parent	34%
2	Partner	7%
3	Grandparent	4%
4	Nelson Mandela	4%
5	Winston Churchill	3%
6	Son / Daughter / Children	2%
7	Margaret Thatcher	2%
8	Teacher	2%
9	Jesus Christ	2%
10	Diana, Princess of Wales	1%





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OBJECT THAT BEST DEFINES YOU



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WORD THAT BEST DESCRIBES YOUR OUTLOOK ON LIFE

Time Capsule: Word that describes your outlook

Imagine you were leaving a time capsule for future generations to learn about you and your life, what would you list as the word that best describes your outlook on life?

	TOP 10	%
1	Optimistic	22%
2	Positive	9%
3	Hopeful	6%
4	Happy	4%
5	Pessimistic	3%
6	Realistic	2%
7	Relaxed	2%
8	Easy-going	1%
9	Laid-back	1%
10	Cautious	1%



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