



Who are the Savvy Midults? What drives the Playful Escapists? How will you reach Consumers in Chaos?

In a volatile world, insight is your secret weapon. The Stylus Consumer Zodiac offers consumer intelligence on speed dial, enabling you to fast-track your understanding of how people are changing.

Our latest infographic reveals the insights that matter in 2017, filtered by **age**, **values** and **lifestyle**. Each angle offers a different perspective on why attitudes, behaviours and contexts are shifting. Together, they create a wheel of 10 drivers that will change the commercial landscape.

Email us your thoughts and feedback at [consumertrends@stylus.com](mailto:consumertrends@stylus.com)

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