

Student Lifestyles - UK - December 2018

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“Drinking culture has long played a major role in students’ social lives. However, there are signs that times are changing, with one in five students saying that they do not drink alcohol at all, while an even higher proportion show interest in more alcohol-free social events.”

– **Jack Duckett, Senior Consumer Lifestyles Analyst**

This report looks at the following areas:

This paves the way for the leisure and retail sectors to rethink their approach when it comes to engaging with this cohort, such as by playing a more supportive role for their mental and physical health needs.

- **Student drinking culture dries up**
- **Student mental health: offering a helping hand**

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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