

June 2014

Student Lifestyles - UK

“Universities are operating in an increasingly competitive marketplace for higher education, with an estimated revenue stream of £18.7 billion in the UK. Domestic institutions are also competing with foreign universities, as more and more students choose to study abroad in search of a lower cost of living and cheaper ...

May 2014

Lifestyles of Children and Teens - UK

“Fun’ is the key concept to utilise when catering to the tastes of younger demographics, with television and social media scoring highly on the ‘fun’ factor and, accordingly, enjoying regular use. Publishers of traditional media would benefit from exploring new formats, add-ons and angles to be more in line with ...

April 2014

British Lifestyles 2014: The British Dream - UK

“Post-recession consumers will shift some of their focus away from their finances to taking care of their physical health and nurturing personal relationships. As recession fatigue sets in, sectors that saw mixed fortunes during the downturn, especially leisure, entertainment and holidays, will see higher demand from consumers eager to give ...