



October 2011

Sport and Fitness - Ireland

Sports and fitness is becoming an integral part of consumers' lives, with seven in ten RoI and over half of NI consumers engaging in sport or exercise every week (TGI, 2010). The levels of participation in sports and fitness have been growing over the past five years driven by health ...

September 2011

TV Viewing Habits - Ireland

The economic climate has forced many consumers to review how they spend their leisure time, and in an effort to reduce outgoings, many are choosing in-home entertainment over going out. This has helped to maintain television viewing audiences at a time when they have been spread more thinly as a ...