

July 2010

Drinking Habits Among 18-24-year-olds - UK

- Binge drinking (defined by the government/ NHS as 6 units in one session for women and 8 for men) is rife among 18-24-year-olds, with four in five of this age group exceeding the recommended limit on a regular basis.
- Although the drivers of binge drinking among the young is multi-faceted ...

June 2010

Student Lifestyles - UK

This report takes the general theme of 'Students as Consumers' and asks the question:

Retail Review - UK

- Consumers were disappointed by the outcome of the election, but recognise that the tough budget was inevitable.
- They have been increasingly concerned about their finances for the last 18 months, apart from a brief spell over Christmas.
- The VAT increase, rising interest rates and spending cuts will make life very ...

May 2010

Customer Service Expectations in Financial Services - UK

- The growth of financial forums mean that a relatively small number of people are having a major impact on brands' reputation for customer service. Just 4% of those who have been let down by a financial firm say they went online to complain about it, but their complaints can now ...

April 2010

Paid-For vs Free - Consumer Attitudes to Pricing in Media and Music - UK

This report analyses market trends and consumer attitudes as regards the issues around paid versus free newspaper, magazine, TV and music content,

Economic and Social Impact of the 2010 World Cup - UK

This report examines these viewing and spending preferences in more detail, as well as assessing attitudes towards the World Cup and how these impact on consumer behaviour around the competition. It also compares consumers' views of the World Cup with their



Lifestyles - UK

investigating the core market factors, strengths and weaknesses, consumer dynamics, illustrative case studies and likely future developments.

opinions of London's hosting of the 2012 Olympic Games ...

Impact of House Moves on the Household Goods Market - UK

Following a property boom that started in the late 1990s, and which saw a rapid rise in house prices, the number of residential property transactions declined steeply between the second half of 2007 and the end of 2009. The housing market was severely dented by the squeeze on lending following ...