

Name: Annabel Graves

SOCIAL LEGAL ETHICS ENVIRONMENT POLITICAL PRESSURE GROUPS

Definition: A social issue refers to an issue that influences and is opposed by a number of individuals within society. Social issues are often the consequence of factors extending beyond individual control and local environment.

Expansion:

- Increasing obesity with 26% of women and 24% of men now classed as obese (as of 2011) compared to just 13% and 16% (respectively) in 1993
- Aging UK population with lower birth rates and longer life expectancy
- Increased tourism to the UK with an up to 18% rise in visits and earning from overseas residents to the UK
- Increased number of students - number of 16 year olds in higher education or work based learning has increased to 89%
- Increased number of UK marriages with 70% of all ceremonies being civil ceremonies

Business studies examples:

- Increasing obesity = businesses such as Nip-Fast and Weight Watchers may see an increase in their client base and therefore potentially benefit profitably from this increasing issue. Additionally, McDonald's and other fast food chains may see a decrease in sales/customers as people become increasingly aware of the increase in UK obesity and conscious of their weight
- Increased UK marriages = hotels and stately homes are likely to have seen an increase in wedding venue or reception bookings, increasing their revenue by benefiting from a highly profitable industry. Also travel companies could see increases in spending on honeymoons, holidays which are likely to be more expensive than typical family ones, therefore increasing their revenue
- Increased number of students = the structure and availability of student loans may evolve causing banks to re-evaluate their loan system to young people/students. Stationary and education supply companies such as WHSmiths, Staples and Amazon could easily see an increase in revenue as more students spend on supplies, textbooks, etc.

Conclusions:

In conclusion an increasing number of marriages in the UK could easily benefit hotels, stately homes, specialist florists, catering companies and travel companies profitably. The amount people spend on weddings may also increase as people try to 'out do' their friends or impress relatives as the standards are heightened due to an increased number of people getting married. However, local parishes may suffer as more than 70% of UK marriages are civil ceremonies so hotels and similar locations prove a more popular choice. This also identifies a shift in religious beliefs of people which may further extend and effect parishes across the country.