

## December 2013

### Senior Lifestyles - US

“Today’s seniors are living longer, are more connected and informed, and lead a more active lifestyle than they did a few decades ago. As the 76 million strong Baby Boomer generation shifts toward senior status, the future over-65s will be even more diverse, tech savvy, active in the workforce, and ...

## November 2013

### Activities of Kids and Teens - US

“Compared to previous generations, kids and teens increasingly live a sedentary lifestyle. These digital natives are interconnected and tend to divide attentions across multiple platforms and channels, prompting impatient behaviors, quick-fix mentality, and instant gratification. Their loyalty is likely to mirror this trend, spreading thinly across brands, and easily switched ...

## October 2013

### Cooking Enthusiasts - US

“While many Americans cook at home, they come to the table with different skill sets and motivations for doing so. Marketers should acknowledge that each Cooking Enthusiast has her own approach to meal preparation and give her opportunities to customize recipes and use resources that make cooking the easiest and ...

## September 2013

### Marketing to Moms - US

“In addition to advertising overexposure, moms are confronted with issues such as safety, childhood bullying, health and nutrition, and the influence of social media. Understanding moms’ top concerns as they relate to her children—and her aspirations for them—can help brands tailor messaging that will resonate with moms and assist with ...

### Marketing to Non-Traditional Parents - US

“Non-traditional parents face the same challenges as traditional parents in providing for their kids and doing so in the most cost-effective ways possible. Marketers can acknowledge non-traditional families and the fact that their family settings have become more common by including them in advertising.”

## July 2013

### Lifestyles of the Under- and Unemployed - US

“Many Americans have not recovered from the financial impact of the Great Recession resulting in a rise in the percentage of Americans who are downwardly mobile. These adults need products and services commonly associated with a middle-class lifestyle buy at budget rates as well as services (childcare, transportation) that extend ...

#### May 2013

### Weddings - US

“While the wedding market has returned to modest growth, a smaller share of the population is choosing marriage and more opting to cohabitate without commitment instead. Industry players will need to look beyond the traditional parameters of weddings to attract marriage holdouts. Other avenues for market growth include answering other ...

### The Arts and Crafts Consumer - US

“The arts and crafts industry has room to grow in the U.S. To increase involvement, marketers must appeal to more consumers by positioning handmade items as conducive to financial, personal, and social gain. The most likely artists and crafters are those who can either save or make money by ...

#### April 2013

### American Lifestyles 2013: Five Years Later - US

“Nearly four years into the economic recovery, the labor market remains historically weak and median household incomes have yet to return to pre-recession levels. The lingering effects of the worst economic downturn since the ‘Great Depression’ of the 1930s have consumers retaining a budget mindset that applies to purchasing across ...

### Living Local - US

“Local marketers have a challenge to simultaneously position local involvement as conducive to community and personal gain. While helping the local and wider economy and supporting patriotic sentiments are leading drivers of living local, participation in the local market are unlikely to be completely selfless. Whether focused on bettering their ...

#### March 2013

### Marketing to Sports Fans - US

“While many Americans are drawn to professional sports, leagues and marketers have an ongoing opportunity to make sporting events more accessible to a wider array of fans. They should develop more ways for fans to socialize through on-screen viewership, make it easier for ads to share the screen with more ...

### America's Pet Owners - US

“America’s pet owners are feeling the pressure to be ‘good’ parents for their animals, and their spending behaviors reflect owners’ need to be emotionally connected and socially interactive. Their desire to do anything to keep their pets healthy informs their preferences for ‘premium’ brands and preventive healthcare. Advanced technology may ...

### Marketing to the Green Consumer - US

– Fiona O'Donnell, Senior Lifestyles & Leisure Analyst

### February 2013

#### Millennials' Leisure Trends - US

“Compared with older generations, more Millennials want to spend leisure time connected to the internet, and can as such be dubbed the ‘online generation.’ However, marketers can make more inroads among these young adults by making them more comfortable in offline social situations as well as giving them opportunities ...

### January 2013

#### The Drug Store Shopper - US

“Sales of drug stores are likely to grow over the next few years, largely as a result of the aging population and the rising cost of healthcare. However, drug stores are not immune to challenges such as the impact of competition from other channels, both online and brick-and-mortar. Many drug ...

#### Baby Boomers' Leisure Trends - US

*“Because the baby boom generation comprises nearly 76 million individuals born across a span of nearly two decades, the leisure habits and preferences within this group vary tremendously based not only on age, but also life stage, family responsibilities, and finances, to name just a few.”*