

### December 2009

#### Auto Insurance - US

This report explores the automobile insurance market in the US. It provides insight into the external and internal factors affecting auto insurance sales and consumption, and what they mean for future sales, promotional campaigns, and industry innovations. Specific questions that are answered in this report include, but are not limited ...

#### Life Insurance - US

This report highlights the business activity in the life insurance market, with special emphasis on year-end results for 2008. The report also examines the views and behaviors of consumers concerning life insurance, and how they view the industry in the current economic context.

### November 2009

#### Marketing Credit and Debit Cards to Small Businesses - US

This has been a difficult year for small businesses, with weakening sales demand at the same time that sources of financing and credit have dried up. The economic downturn has accelerated the reliance of some small business owners' on their credit cards in funding their cash flow. However, as credit ...

#### Retail Banking - US

This report examines the trends, opportunities and challenges faced by the US retail banking industry. Under continued pressure from unemployment, decreased housing prices, and tighter lending standards, the retail banking industry is still facing a world of change. Though President Obama and his team have made some progress towards working ...

#### HELOCs and Other Lines of Credit - US

This report examines the trends, outlook, and opportunities in the US market for home equity lines of credit (HELOCs) and personal lines of credit unsecured by residential real estate (LOCs). It builds on the Mintel study, *Residential Mortgages and HELOCs, August 2008*. It estimates the size of the market and ...

### October 2009

#### Mass Affluent and Retirement Planning - US

This report expands on the themes contained in Mintel's April 2008 report, *Who are the Mass Affluent? - US, April 2008*, focusing specifically on the retirement planning activities of this group. The retirement investment behavior and attitudes of this group are analyzed as well as the impact of the ongoing ...