

## June 2014

### Casino and Casino-style Gambling - US

“The casino market is unique in that most consumers have visited a casino in the past, even though four in 10 expect to lose when they gamble. The excitement of the environment, the possibility of winning, and the ancillary offerings create an alluring alternative to most leisure and entertainment offerings ...

### Social Networking - US

“Social advertising spend is on the rise and shows no sign of slowing down. While display ads still play a key role in terms of brand awareness and new product discovery, getting the most out of social media marketing requires a greater emphasis on aiding networkers in conducting deeper research ...

## May 2014

### Living Online - US

“Our increasing need to be online will continue to impact all areas of consumers’ lives in ways that we mostly cannot right now imagine. The internet has so consistently been a disruptive force to the distribution of goods and ideas over the past 20 years that the only safe bet ...

### Activities of Toddlers and Preschoolers - US

“Parents are keeping their 2-5-year-olds entertained through traditional activities like reading and physically active play. Traditional gender roles influence the way that moms and dads interact with their children. Moms are more likely to shop with kids and try to play outside as much as possible. Dads lean toward self-directed ...

## April 2014

### Traditional Toys and Games - US

“Shoppers are looking beyond price and are willing to pay a slight premium in exchange for quality and a great toy-shopping experience. Toy buyers’ pre-planning stage, an essential part of shoppers’ path to purchase, is an important opportunity to actively engage children and adults. Brands and retailers could leverage children ...