

December 2017

Senior Lifestyles - US

"There are more than 50 million seniors aged 65+ in the US and this age group is growing more than three times faster than the total population, making them an important segment for marketers to consider. Since their career concerns are largely in the rearview mirror, seniors today are focused ...

November 2017

Cooking Enthusiasts - US

"In 2017, Cooking Enthusiasts account for 46% of adults aged 18+, or about 115 million people. These adults have at least basic cooking skills, like or love cooking, and cook because they want to rather than because they have to. Innovation and competition in grocery retailing, along with low food ...

October 2017

Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

Healthy Lifestyles - US

"The majority of adults (90%) consider their overall lifestyle to be somewhat or very healthy. However, perceptions differ from reality as few hold themselves to strict health standards while weight-related health issues, such as obesity and diabetes, continue to rise. Though many adults say they have made drastic changes and ...