

February 2016

Party Planning and Home Entertaining - US

"Home entertaining is a common activity for Americans. Holiday celebrations and birthdays are both popular reasons to entertain, but casual events such as poker nights or book club meetings also prompt in-home socializing. Social media is an important component of an at-home event, as those who plan get-togethers are using ...

January 2016

The Arts and Crafts Consumer - US

"Crafting is a popular activity for US adults, with more than half participating in at least one type of craft in the past year. The market is steadily gaining, with an increase in store visits for major craft retailers and the development of social commerce on popular sites such as ...

Family Entertainment - US

"Preliminary 2014 data suggests that the number of births ticked upward for the first time since 2007. Though the increase was small it effectively ended a three-year streak of birth rates at historic lows. There is a possibility that the increase is the initiation of a "baby bounce," or ...