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 ...

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