

## December 2009

### The American Middle Class - US

With approximately one out of two Americans being middle class, it is vital that marketers understand how the Great Recession has changed their perceptions and buying habits. Some of the key topics covered in this report include:

### Young Adult Leisure Trends - US

Consumers 18-34 might be considered the core of the leisure market. The young adult demographic, with more leisure time and fewer familial responsibilities, are often opinion leaders and trendsetters who determine the success or failure of new entertainment options. This is particularly true when game-changing technologies are concerned.

## November 2009

### America's Pet Owners - US

Headlines proclaiming that the pet care market has remained strong *despite* the recession have appeared frequently in the trade press. But given the nature and depth of the human-pet bond, a more accurate assessment might be that the pet care market is strong *because* of the recession. While animal shelters ...

### High-end Vacation Destinations - US

As noted in Mintel's *Leisure Travel—U.S., June 2009*, the leisure travel market declined considerably in 2008 and the first two quarters of 2009 as a result of recessionary pressures. However, the cost of travel declined between March 2008 and 2009, and this has created a context in which affluents ...

### Lifestyles of Baby Boomers - US

The two years since the last Mintel report on Baby Boomers, *Spending Power of Baby Boomers—U.S., February 2007*, have seen dramatic changes in the US economy. Beginning in late 2007 and intensifying in 2008, consumers have been assaulted by the credit crisis, foreclosures, bank failures and consolidations, and a ...

### Budget Shopper - US

The current recession didn't so much start a trend toward budget shopping as intensify one already in place. While belt tightening has been an ongoing process in recent years, the motivations for it have shifted considerably in the past 12 months as the recession has deepened and turmoil in the ...

### Attitudes to Internet and New Media Marketing - US

With the influx of new media in recent years—from online video and social networking to smartphones—the advertising industry is facing the question of how to most effectively utilize a rapidly expanding set of tools to reach consumers. The economic recession and the adoption of disruptive technologies should make new media ...

## October 2009

### Mass Affluent and Retirement Planning - US

### Exercise Trends - US



## Lifestyles - USA

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 ...

Only a small percentage of Americans meet the Centers for Disease Control and Prevention's weekly recommendations for exercise—150 minutes of moderate intensity aerobic activity for healthy adults plus muscle strengthening two days per week—and this lack of compliance shows that there are significant opportunities for companies in the exercise category ...