

January 2011

Mobile and Casual Gaming - US

Recent years have seen a shift in video game users—the Wii hearkened a new vision of what a “gamer” looks like—often older than previously envisioned, and female to boot. This new gamer seeks games that are easier to learn, less time-consuming, and that allow them to interact with friends and ...

December 2010

Baby Boomers and Vacation - US

The U.S. leisure travel market was in decline in 2009 compared to 2008, driven down by the still-staggering economy and the rising cost of travel. While 2010 sales are up over 2009, Americans are still carefully monitoring their discretionary spending. Although Baby Boomers represent more than one third of ...

Family Vacations - US

This report explores the family vacation in the U.S. It provides insight into why, where and how families vacation and what this means for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are not limited to, the following:

Home Theater Hardware - US

Despite recession-driven cutbacks in spending, the market for home theater hardware has continued to grow, thanks to game-changing technologies that vastly improve the home viewing experience. However, hardware sales face increasing competition from alternative content sources. Furthermore, evolving means of content distribution threaten to make some types of hardware redundant.

November 2010

Console and PC Games - US

Video game sales surpassed movie ticket sales from 2007 to 2010; in its first day sales of *Halo Reach* (\$200 million) exceeded domestic box office sales (\$108 million) for the opening weekend of *Transformers—Revenge of the Fallen*, the highest grossing movie of 2009. Gaming is a central past ...

October 2010

Sports Marketing and Sponsorship - US

Cooking Enthusiasts - US



Leisure and Entertainment - USA

The U.S. sports marketing and sponsorship market is highly dynamic, operating at a range of athletic levels, from professional leagues to grade school programs, and involves leagues and teams marketing themselves, as well as sponsors marketing their own brands.

Since the recession began in December 2007, millions of Americans have made changes to their lifestyles in an effort to mitigate the impact of the downturn. High rates of unemployment and poverty combined with historically low consumer confidence levels have driven many to continue embracing frugality despite statements from the ...