

## December 2015

### Communicating Through Imagery - US

More than 80% of Americans are communicating with others through text, email, or social media. As smartphone and tablet ownership increases, people are more likely to send abbreviated messages and lean on images to indicate tone and provide nuance. Although more than half of US adults have a general awareness ...

### Attitudes towards Higher Education - US

"A college degree is still largely viewed as a necessity for a successful career and as a source of greater job security. However, the cost, lack of flexibility, and lengthy time commitment have some adults looking for alternatives to a traditional education."

### The Budget Shopper - US

"Several years after the recession, the economy is stronger, and people are beginning to work, to buy and to live more freely again. Unfortunately for retailers looking to make a profit, consumers' expectations for fair prices have not waned."

## November 2015

### Cooking Enthusiasts - US

"Although the share of Cooking Enthusiasts is stable in 2015 versus 2014, the drop from 2013 indicates a longer-term trend which is also reflected in slight declines in the proportion of people who say they cook three or more times per week."

## October 2015

### Healthy Lifestyles - US

"Though Americans are increasingly aware of health issues, many struggle to make significant changes. Consumers are constantly looking for new and better ways to live a healthy lifestyle without making significant sacrifices or interfering with other commitments and desires."

- Lauren Bonetto, Lifestyles & Leisure Analyst

### Diet Trends - US

"Consumers are somewhat skeptical about diet products, and instead of purchasing traditional diet-specific products they are turning to a well-balanced diet and products that support it."

## September 2015

### Marketing to Moms - US

### America's Pet Owners - US

"Less pressure to settle down and have children early in life means more women are having kids on their own terms – which often means fewer children, later in life. While modern women have more choices than ever before, they also face greater expectations. Even though moms are increasingly working ...

"Owning a pet can be anxiety inducing, and each pet comes with its own unique set of challenges. These challenges may discourage pet owners from obtaining more pets or getting another pet after a pet passes away. The most common challenges include keeping the house clean, paying for medical care ...

### August 2015

#### Marketing to Sports Fans - US

"Technology has impacted sports by changing the way fans follow their favorite teams and as digital marketing takes precedence. Modern fans expect to be targeted online and will increasingly expect leagues to offer a seamless experience across various devices and platforms."

### July 2015

#### The Ethical Consumer - US

"Ethics have become increasingly important to a company's reputation. In the internet age, consumers can easily access information on a company's ethical track record and opinions (both positive and negative) can spread quickly through social media. Due to a nearly ceaseless stream of information, consumers are bombarded with issues to ...

### May 2015

#### Marketing to Teens - US

"The teen years are a unique middle ground; teen consumers are not quite children, not quite adults. A big part of being 'not quite an adult' is that teens rely heavily on their parents to buy things for them. This means that brands often have to gain the approval of ...

### April 2015

#### Marketing to Kids - US

"Today's kids are the true digital natives; they do not remember a time without smartphones and constant connectivity. Modern kids can be difficult to impress

#### American Lifestyles 2015: The Connected Consumer – Seeking Validation from the Online Collective - US

and even more difficult to captivate."

"Americans have endless choices to make on a daily basis and even the simple act of buying staple household products can be overwhelming to those who have yet to establish a routine or build brand loyalties. In a never-ending quest to buy the 'best,' consumers are looking to others' ...

### March 2015

#### Lifestyles of Young Families - US

"Young families in America are facing a slew of challenges, from the rising cost of childcare to the increasing necessity of two incomes to support a family comfortably. Despite these challenges, young parents seem motivated and optimistic. They are focused on saving for the future and even hope to purchase ...

### February 2015

#### Marketing to Millennials - US

"Millennials will continue to play an increasingly important role in the workplace and the economy. In order to effectively target Millennials, brands must understand how they see themselves (and their generation overall), how they are rethinking traditional adulthood milestones, and how to market to Millennials without alienating older generations." ...

### January 2015

#### Arts and Crafts Consumer - US

"The abundance of online communities available to support craft inspiration and instruction has opened new doors for novices and experts interested in crafting. Moreover, these digital platforms have given marketers fresh insights into the wants and needs of the target crafting audience. With this wealth of information available, marketers have ...