

## 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."