

### October 2010

#### Lifestage Marketing and Financial Services - US

There are several themes outlined in *Lifestage Marketing and Financial Services—US, September 2010*. First, the consumer today is faced with an uncertain economy, and these concerns are changing their attitudes toward - and buying behaviors of - financial instruments.

### August 2010

#### Deposit Accounts - US

This report builds on the analysis presented in Mintel's report *Retail Banking—U.S., September 2008* and *Retail Banking—U.S., December 2009*, as well as previous Mintel reports on this subject. Insights include:

#### Loyalty Marketing - US

Whether despite the recession or because of it, loyalty marketing programs are alive and thriving. There are more than 1.8 billion program memberships in this country today—more than ever before—and considering the commitment to increased expenditures marketers have expressed, that number is certain to grow. With a troubled economy ...