

March 2017

Single Lifestyles - US

"In the US, singles account for a growing number of adults due to a steady number of marriages and a growing population. In 2016, 48% of adults age 15+ identified as single – nearly 123.5 million – and 44.1% are under age 30. Singles are active and mobile ...

January 2017

The Arts and Crafts Consumer - US

"Consumers today are crafting at similar rates to years past, with 59% of adults being categorized as a crafter. However, interest in traditional craft projects, such as photography and scrapbooking, continue to see slight declines in participation year after year, likely giving rise to less traditional types of crafting projects ...

Lifestyles of Young Families - US

"Work-life balance is something that all families strive for, but it is a particular challenge for families with kids under the age of 12. With young kids in the household, parents spend a lot of hands-on time making meals, helping with homework, and coordinating activities. As kids gain independence and ...