

March 2013

Consumer Payment Preferences and Behavior - US

“Mobile payments have been ‘the next great thing’ for several years now, but with very low adoption rates for even the best-known products, the reality has yet to meet the promise. However, it seems that change is coming, as innovations in the mobile payment space are being announced and piloted ...

February 2013

Consumers and The Economic Outlook - US

“Mintel’s data show that consumers are aware that they do not have nearly enough saved for either short-term concerns or for long-term goals such as retirement. In addition, they are not overly optimistic about the housing market, and are not relying on their homes to appreciate in value. What this ...

Property and Casualty Insurance - US

“In an industry as highly competitive as insurance, price—although important— is not necessarily the only important feature for the customer. What the company brings to the table in the form of customer service and ease of transaction is, for many people, at least as important as price. Companies that see ...

January 2013

Lifestage Marketing in Financial Services - US

There is always a difference among generations in how they think, communicate, and perceive the world. While the recession has forced the generations to have some common goals, there are vast differences in how they expect the financial industry to help them reach those goals. The challenge for the industry ...