

### August 2018

#### Lifestyles of Rural Americans - US

"In some ways the internet has brought urban, suburban, and rural residents closer together, giving Americans across the country access to the same hub of information. Even so, differences remain between these groups. Rural Americans have a different demographic make-up, less access to retail and entertainment, and different habits and ...

#### America's Pet Owners - US

"Pet ownership in the US continues to climb, propelling the market forward. The market reached an estimated \$86.7 billion in 2018 (up 6% over the prior year), with growth experienced among all segments (pet food, pet supplies, veterinary services, pet services)."

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#### Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

#### Cause Marketing - US

"As Americans express frustration in government institutions' ability to take action quickly, citizens are increasingly turning to charitable organizations to facilitate aid for those in need. This creates an environment in which corporations can use their cause marketing initiatives to build affinity with a consumer base that has a predilection ...

#### Attitudes toward Corporate Social Responsibility - US

"In today's highly polarized times, consumers increasingly want to know that they share consistent values with the companies they purchase from. As a result, CSR (corporate social responsibility) programs have grown far beyond token charitable initiatives and in some cases are completely reshaping how companies do business. The challenges are ...