

### December 2011

#### Lifestyles of Baby Boomers - US

Economic concerns are the underlying theme of the lifestyle changes made by many of the nation's Baby Boomers. Since the recession officially ended in 2009, there have been few positive developments regarding the tepid state of U.S. economic growth. With retirement funds ravaged, jobs scarce, and costs for necessities ...

#### Family Vacations - US

While vacation destinations felt the impact of the recession sharply in 2009, the family vacation market on the whole has shown resilience in 2010 and 2011. For many families stressful economic times appear to have made the emotional benefits of getting away more compelling, making even brief family vacations more ...

#### Character Merchandising - US

Popular characters can be very effective at driving sales for a variety of products. For example, according to Nickelodeon, Dora the Explorer has generated more than \$11 billion in worldwide sales since 2002. The exceptional effectiveness of character merchandising—especially when related to advertising directed at children—has also led to a ...

#### Social Dynamics of 18-24-year-olds - US

In many ways the social dynamics of 18-24 year-olds represents the future for marketers. As brands rely more on social media and other online and mobile communication platforms to reach current and potential customers, they increasingly enter the social worlds of young adults who have come to rely on the ...

### November 2011

#### Marketing to the Mass Affluent - US

The effects of the economy on the mass affluent have been both psychological and behavioral. Certainly the prolonged recession and high unemployment rates have made many people pessimistic about the future of the economy, and the mass affluent are no different. The state of the economy has mass affluent investors—like ...

#### Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

#### Media Usage and Online Behavior - US

In the context of a rapidly changing, fast-evolving digital landscape, media usage is in a period of major transformation. While use of more traditional media (broadcast TV, radio) and communication devices (landlines) remains widespread, a wide range of consumers are embracing new technologies that give them greater access, flexibility and ...

#### Cooking Enthusiasts - US

An enduring impact of the recession and its aftermath, Americans continue to prioritize home cooking and other home-based activities as a means of economizing. But while the need to save money is a powerful and pervasive motivator for many, other factors are also at play. This report helps to clarify ...

### October 2011

#### Retirement Planning - US

The retirement planning industry is in a state of flux. For the past several years, much of the focus has been on Baby Boomers and helping them save enough to retire. Now that they are beginning to retire, the Baby Boomer focus is less on accumulation than it is on ...

## September 2011

### America's Pet Owners - US

With estimated 2011 total U.S. pet industry expenditures of \$50.8 billion, pet owners are not afraid to spend on their pets, even during a challenging economy. This is not surprising considering that more than three quarters of pet owners think of their companion animals as members of the ...

### Social Networking - US

The fast-growing, fast-evolving social networking phenomena continues to expand in terms of users and ad revenues, projected to reach \$3.1 billion in 2011. In defiance of uncertainty in the wider economy, advertising on social networking sites (SNS) increased 705% from 2006-11. Growing use of smartphones, tablets and laptops have ...

## August 2011

### Spending Habits of the Teen Consumer - US

Teen consumers are an important part of the U.S. economy. Although teens curtailed spending due to the recession and its lingering effects, they held back less than other groups and were the quickest to return to the check-out counter when the market improved. Because most teens are dependent on ...

### Cause Marketing - US

Cause-related marketing (CRM) is a marketing tactic that combines selling a brand with doing good for the world. From a fringe concept a few decades ago, CRM has grown into a very widely used branding strategy. According to the *2010 PRWeek/Barkley PR Cause Survey*, two thirds of brands now ...

## July 2011

### Marketing to College Students - US

Americans are attending college in record numbers, and it is increasingly seen as a requirement for young people, rather than an option. The increase in college attendance is impacting the lifestyles of young adults in a variety of ways. Many are postponing marriage and childbirth as they seek education and ...

### Healthy Living - US

As the obesity epidemic continues to bring awareness to the state of healthy living in the U.S., consumers are searching for new and better ways to eat right, exercise and create balance in their lives. Companies, facing rising health insurance costs for their employees, are also working to encourage ...

## June 2011

### Kids as Influencers - US

### Marketing to Sports Enthusiasts - US

For many manufacturers and retailers, families are a core target audience as they generally spend more and have a wider range of needs than single households or couples without children. The challenge for companies trying to engage this audience is that, while the adults are typically the ones making the ...

Sports enthusiasts are dedicated fans who experience a high level of emotion as they follow their teams' fates throughout the season. In general, an emotional audience is an engaged audience, and viewers who are attentive during games are likely to stay focused on advertising during games. Although the most enthused ...

### April 2011

#### Marketing to Gen X - US

Sandwiched between the Millennial and Baby Boomer segments, Generation X (Gen X) has come of age. As this generation enters their late thirties and forties, they hardly represent the "slacker" stereotype that media pundits used to describe the generation in the 1990s. Indeed, many are reaching their peak earning years ...

#### Green Marketing - US

The number of consumers whose shopping or investing decisions are influenced by corporate behavior continued to grow in 2010. Despite ongoing financial pressures, consumers remain committed to ethical and green shopping.

### March 2011

#### Consumer Attitudes Toward Luxury Goods - US

While the economy has had an impact on luxury sales, it is also apparent that many consumers still have an affinity for luxury goods and thus are seeking them out in large numbers. It is also clear that consumer definitions of "luxury" are changing and now encompass the superpremium goods ...

#### Action and Extreme Sports - US

While definitions of extreme and action sports vary, based on the definitions for this report, in the U.S. about 118 million people aged 6 and older participated in one or more action and extreme sports at least once in 2009. Retail sales of action and extreme sports equipment and ...

#### Family Leisure Trends - US

In this report Mintel explores how families in the U.S. spend their leisure time and what is important to families when they have time together. Mintel's exclusive consumer research examines whether families are spending more or less time together this year compared to last year, and why; what activities ...

### February 2011

#### Marketing to Moms - US

Moms today are better educated, more likely to be their families' primary earners, and more plugged in than ever to friends, family, brands, and a constant stream of parenting information and advice. Their position as the

#### Green Living - US

The "green" marketplace was one of the fastest-growing sectors of the U.S. economy leading up to the recession. Though spending on green products and services stalled along with the rest of the economy, the first signs of



## Lifestyles - USA

heart and soul of the family is as strong as ever. Yet the challenges ...

renewed growth are beginning to appear. In this report, Mintel analyzes the ...

**January 2011**

### American Lifestyles - US

Using consumer data gathered in October 2010—as well as the findings of more than a dozen 2010 publications of Mintel Oxygen reports—together with insights gleaned from trend analysis conducted by Mintel’s Inspire group, analysts have identified a number of salient trends that are likely to impact consumers and companies in ...