

American Lifestyles - US - April 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Even though an improved economy has left Americans with a little extra money in their pockets, some are still struggling to find a balanced approach to spending. In an attempt to spend prudently while still enjoying whatever extra they have, consumers are meeting their financial obligations by saving and paying down debt, while allowing themselves modest luxuries like a nice dinner out.”
 Dana Macke, Lifestyles & Leisure Analyst

This report looks at the following areas:

- Consumers spending more on most categories over time
- Spending on experiences and paying down debt are both priorities
- Low gas prices particularly impactful for working parents
- Household income correlated to brand loyalty
- A balanced budget may be a matter of detailed tracking

What you need to know

Mintel's 2016 Consumer Trend, *Balance or Bust* describes consumers' efforts to achieve balance in a world that offers seemingly unlimited choices. Instead of acting in moderation, people are finding a middle ground by vacillating between extremes.

As a strengthening economy improves individuals' financial situations, they face myriad choices in how to spend their money. Some consumers continue with the financial prudence they adopted during the recession, while others spend more freely – enjoying their discretionary funds by spending in experiential categories such as dining and entertainment. However, most Americans are doing both – balancing their financial responsibilities by paying down debt and saving, while still setting aside funds to treat themselves when they can.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Binge-watching declines with age

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Consumer Segmentation

Factors

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Segment 1: Unstructured Spendthrift (28%)

Demographics

Characteristics

Opportunity

Segment 2: Fuel Boom Beneficiary (27%)

Demographics

Characteristics

Opportunity

Segment 3: Time Saver (24%)

Demographics

Characteristics

Opportunity

Segment 4: Penny Pincher (21%)

Demographics

Characteristics

Opportunity

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Fan chart forecast

Consumer survey data

Abbreviations and terms

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Abbreviations

Terms

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