

February 2019

Families and Technology - US

"Mobile devices and digital platforms have significantly impacted the lives of kids, teens, and parents. Parents are divided on whether this impact is a good thing. They worry about people who may present a threat to their kids online and take varying measures to monitor and control their kids' tech ...

Internet Influencers - US

"Influencers can bring authenticity to brand communications. While consumers who follow influencers may know when they are being sold to, they still value the entertaining and honest depictions of real life that are projected online. Influencer marketing will continue to evolve as user-generated content becomes more and more important to ...

January 2019

Lifestyles of Young Families - US

"Fewer Americans are having children and there are now fewer families with kids under age 12 in the US compared to previous decades. One of the top challenges parents continue to face is the high cost of childcare, leading some families to rely heavily on family support to bridge gaps ...

Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...

The Arts and Crafts Consumer - US

"Participation in crafts has declined slightly among the adult population, while there was a small uptick among kids and teens from the last year. As of now, crafting is being bolstered by adults of the iGeneration (aged 18-24) and most of all Millennials (aged 25-42). In order to stay relevant ...