

December 2019

Attitudes toward Higher Education - US

"The high cost of higher education and a growing need for a degree to earn a living wage mean the stakes are high when it comes to choosing a school. For today's prospective students, twenty-first century tools like school websites are replacing some of the in-person touchpoints upon which older ...

November 2019

Marketing to Sports Fans - US

"Nearly all consumers in the US are fans of watching at least one sport, and the majority of sports fans enjoy watching football, basketball and/or baseball. Sporting events offer marketers a plethora of opportunities to reach a broad population of consumers with advertising, sponsorships and athlete endorsements."

- Kristen Boesel ...

October 2019

Cooking in America - US

"There are over 80 million Americans who enjoy cooking, cook often, and cook because they want to, not just because they have to. An additional 43 million share their enthusiasm, even if they don't cook as often. This receptive audience bodes well for brands in the cooking space. However, this ...

September 2019

Marketing to Moms - US

"Moms are responsible for most household and childcare duties, meaning that they are the key decision makers when it comes to what their families eat, wear, and watch. However, this also means moms are being pulled in a million different directions and may not have the time or the inclination ...

August 2019

The Luxury Consumer - US

"The concept of luxury is evolving beyond fine jewelry and formalwear. For today's consumers, easy, enjoyable, even interactive experiences can be luxuries as well. For younger, male consumers, however, recognizable brand names are still an important part of signaling a luxurious lifestyle. Designer brands must be able to interpret a ...

July 2019

Marketing to Baby Boomers - US

"The Baby Boomers are entering their senior years; 10,000 Americans turn 65 each day. Brands and businesses often overlook this group of 72 million consumers, but there are plenty of opportunities associated with this vibrant, but aging, population. They are staying in the workforce longer than previous generations, are ...

June 2019

Marketing to Millennials - US

"There are currently about 80 million Millennial consumers aged 25-42 in the US. Finances top their list of concerns and many are working to pay off student loans and credit card debt. Nevertheless, they are reaching the milestones of adulthood; most are married, the majority have children and many now ...

May 2019

Home Buying Process - US

"Nearly two thirds of US consumers own single-family homes, and just more than half of home buyers are going through the buying process for the first time. Most consumers visited between 1-5 homes in person, but could be "visiting" hundreds more online. With the advent of online home searches, consumers ...

April 2019

American Lifestyles: Implications of Being On Display - US

America's Pet Owners - US

"Americans are looking at the products and services made for them and asking: "why don't they have this for my pet?" From fresh food delivery to anti-anxiety offerings, products for pets are looking more like products for people every day. This is one of the major factors driving this ...

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

Marketing to Gen Z - US

"Generation Z is growing up. They are focused on the future and feel tremendous pressure to succeed. They are close to their parents and still rely on them financially, but are optimistic about their future careers. They are more into social media and video games than older generations, and marketers ...

"Consumers have the option to switch off and disconnect from social media and online chatter by simply putting down their phones. Brands, however, don't have this luxury. With an emphasis on transparency, consumers want to know exactly what they're buying – from the provenance of the ingredients, to the labor ...

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 ...