

March 2020

Feeding the Family - US

"Providing meals for the family is an everyday job for parents; 98% say they are responsible for preparing at least some, if not most, of the meals the family eats. Parents want to provide healthy, satisfying meals while also ensuring maximum enjoyment for all family members."

- Ariel Horton, Research Analyst

February 2020

Kids' Impact on Household Decisions - US

"About 30% of households in the US include children, but as families typically spend more than other groups on food, clothing and many other types of goods, their significance far outweighs their numbers. Beyond increased spend, these younger households also drive consumer trends across categories. This Report analyzes the vital ...

The Arts and Crafts Consumer - US

"Factors that are motivating purchase in other categories, like sustainability, wellness and nostalgia, are also relevant to the craft category, which helps keep the market engaging for younger consumers. Adults aged 18-34 are some of the most engaged crafters, with more than eight in 10 adults in this age range ...

January 2020

Attitudes Toward Brand Ethics - US

"About two thirds of adults say they want the brands they support to be ethical. What exactly that means is murky, but most consumers believe that brands have an obligation to not jeopardize their customers' health or safety. About half of all consumers think companies have a responsibility to "do ...

Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

- Jennifer White Boehm, Associate Director - Financial Services & Auto