

January 2021

Social Lives of Singles: Incl Impact of COVID-19 - US

“The COVID-19 pandemic has limited singles’ ability to meet potential partners in person, and lasting cultural shifts toward more time spent working, shopping and exercising at home will continue to prevent unmarried adults from making romantic connections in the future. Dating apps have quickly evolved to incorporate video dating and ...

December 2020

Connection and Communication in a Digital Age: Incl Impact of COVID-19 - US

“Technology’s role in communication today is driven largely by rapid improvements in personal device hardware (ie smartphones) and connectivity. New communication behaviors are emerging in this rapidly evolving category. Consumers have their option of email, phone call, social media, video chats and more to connect with others, but newer forms ...

Cooking in America: Incl Impact of COVID-19 - US

“Increased time at home has resulted in consumers spending more time in their kitchens cooking and baking. While this is great news for cooking and baking brands, they will be challenged as cooking fatigue sets in and consumers report enjoying the cooking process less. It will be important for brands ...

November 2020

Marketing to Dads: Incl Impact of COVID-19 - US

“While dads may see themselves as new and improved version of their own fathers, they still see the room for improvement in their roles. They see their partners as the primary parent, which contributes to their lack of confidence in their parenting abilities and potentially difficult time communicating and connecting ...

October 2020

America's Pet Owners: Incl Impact of COVID-19 - US

“It may be a tough year for humans, but 2020 has been great for pets. Cat and dog adoptions spiked prior to lockdowns in March and April, and now pet owners are

American Lifestyles: Incl Impact of COVID-19 - US

“Similar to 9/11 or the Great Recession, COVID-19 is an event that will draw a line between America before and America after. This global pandemic has disrupted nearly every category of consumer spending, with some

spending more time at home with their furry loved ones. Many owners will emerge from the pandemic with ...

seeing a distinct benefit and others experiencing devastating declines. While consumer spending will slowly ...

September 2020

Marketing to Moms: Incl Impact of COVID-19 - US

“In 2020, moms are facing unexpected challenges. Between maintaining their family’s health and safety through the COVID-19 pandemic and addressing and explaining the various aspects of the Black Lives Matter movement and demonstrations to their children, moms have had their hands full. However, even given all of this, moms still ...

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

August 2020

Marketing to Gen X: Incl Impact of COVID-19 - US

“Generation Xers crave stability and the reassurance that they will be prepared for the future. Financial concerns make them value-driven shoppers and they look for purchases that offer quality products and affordable pricing rather than a distinctive brand personality. The current recession will only intensify their budget-mindedness as Gen Xers ...

Marketing to Seniors: Incl Impact of COVID-19 - US

“Seniors are a relatively happy and unstressed cohort of the US population. They prioritize family, health and independence to maintain their quality of life. During 2020, COVID-19 has challenged seniors in all these areas which have forced them to change their behaviors and has made it difficult for them to ...

July 2020

Marketing to Millennials: Incl Impact of COVID-19 - US

“Fate has not favored Millennials – hitting them first with the Great Recession as the oldest were starting careers and again with a pandemic just as some were finding stability. Most want the consistency of homeownership and employment benefits, but those goals are out of reach for some. Nevertheless, many ...

June 2020

Marketing to Gen Z: Incl Impact of COVID-19 - US

"Life was already stressful for Gen Z, but the impact of the COVID-19 pandemic will only amplify the stress and uncertainty that teens and young adults face. As they learn to define themselves as individuals and embark on new lives as independent adults, disruptions to high school and postsecondary education ...

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**