

### May 2022

#### Marketing to Middle and High Income Americans - US

“Middle and High Income Americans expect the best of both worlds as they value high quality products and services offered at reasonable prices. To appeal to Middle and High Income Americans, brands must prove that they are worth the price by offering extra-attentive services both on and offline. In addition ...

### April 2022

#### In-Home Lifestyles - US

“The mentality of having a home base epitomized life at home throughout the pandemic, and consumers embraced gratitude for everything their abodes allowed them to accomplish. Brand support has been critical to helping consumers embrace life by bringing a variety of comforts directly into the home. Economic uncertainty will keep ...

#### Teen Lifestyles - US

“Teenagers are currently in a formative period of their lives. During these years of adolescence, teens not only face academic and social pressures but are also working to carve out their own identities and figure out their place in the world. For many, the uncertainty and social restrictions of the ...

#### The Arts & Crafts Consumer - US

“More than two thirds of adults turn to creative projects to enjoy their free time and express their unique identities, but relatively few of these creative consumers define themselves as “crafters.” This gives brands the chance to serve as partners in creativity beyond the traditional arts and crafts space ...

### March 2022

#### Student Lifestyles - US

“Students are in school to prepare themselves for the future. Therefore, brands that can provide educational guidance to consumers stand to forge lasting connections with them. Importantly, students are not just looking to increase their academic knowledge but are also hoping to learn the life skills that will help them ...

### January 2022

#### Consumers and the Economic Outlook - US

#### Families and Technology - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

“Though it remains a top concern for parents, the pandemic has resulted in an abundance of screen time for kids. The popularity of YouTube and video games means brands have opportunities to reach kids with strategic ad placements and partnerships. Parents may not be aware of potential threats to their ...

### Upcoming Reports

**Attitudes toward Nonprofits - US - 2022**

**Cooking in America - US - 2022**

**Marketing to Moms - US - 2022**

**Senior Lifestyles - US - 2022**

**Marketing to Millennials - US - 2022**

**Kids' Impact on Household Decisions - US - 2022**

**America's Pet Owners - US - 2022**

**Healthy Lifestyles - US - 2022**

**American Lifestyles - US - 2022**

**Consumers and the Economic Outlook - US - Summer 2022**

**Marketing to Gen Z - US - 2022**

**Women's Wellness - US - 2022**