

January 2011

Mobile and Casual Gaming - US

Recent years have seen a shift in video game users—the Wii hearkened a new vision of what a “gamer” looks like—often older than previously envisioned, and female to boot. This new gamer seeks games that are easier to learn, less time-consuming, and that allow them to interact with friends and ...

December 2010

Baby Boomers and Vacation - US

The U.S. leisure travel market was in decline in 2009 compared to 2008, driven down by the still-staggering economy and the rising cost of travel. While 2010 sales are up over 2009, Americans are still carefully monitoring their discretionary spending. Although Baby Boomers represent more than one third of ...

Family Vacations - US

This report explores the family vacation in the U.S. It provides insight into why, where and how families vacation and what this means for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are not limited to, the following:

Home Theater Hardware - US

Despite recession-driven cutbacks in spending, the market for home theater hardware has continued to grow, thanks to game-changing technologies that vastly improve the home viewing experience. However, hardware sales face increasing competition from alternative content sources. Furthermore, evolving means of content distribution threaten to make some types of hardware redundant.

November 2010

Console and PC Games - US

Video game sales surpassed movie ticket sales from 2007 to 2010; in its first day sales of *Halo Reach* (\$200 million) exceeded domestic box office sales (\$108 million) for the opening weekend of *Transformers—Revenge of the Fallen*, the highest grossing movie of 2009. Gaming is a central past ...

October 2010

Sports Marketing and Sponsorship - US

Cooking Enthusiasts - US

Leisure and Entertainment - USA

The U.S. sports marketing and sponsorship market is highly dynamic, operating at a range of athletic levels, from professional leagues to grade school programs, and involves leagues and teams marketing themselves, as well as sponsors marketing their own brands.

Since the recession began in December 2007, millions of Americans have made changes to their lifestyles in an effort to mitigate the impact of the downturn. High rates of unemployment and poverty combined with historically low consumer confidence levels have driven many to continue embracing frugality despite statements from the ...

Attitudes Toward Traditional Media Advertising and Promotion - US

The year 2009 was the worst the traditional advertising industry has faced in recent history. The challenging economic environment is forcing advertisers to consider how traditional marketing fits into the larger puzzle of consumer engagement with brand, especially given the rise of digital marketing and social media.

August 2010

Ticket Purchasing Process: Sports Events and Concerts - US

This report explores the ticketing market in the U.S. It provides insight into the external and internal factors affecting sales and trends and what they mean for future sales, promotional campaigns and industry innovations. Specific questions that are answered in this report include, but are not limited to, the ...

May 2010

Camping - US

The profile of the typical camper has remained the same for the last decade—white, male, 25-54 years old. Population shifts over the next few years will make it important for the camping industry to look beyond this core demographic and begin to reach out to other groups. Incorporating technology, offering ...

Cigarettes - US

It is increasingly difficult for smokers to light up—cigarette taxes are at an all-time high, and smoking bans have relegated smokers to “back rooms and alleyways.” Legislation makes marketing cigarettes nearly impossible, and the social milieu increasingly sees cigarette smoking as pernicious in spite of the vast sums that ...

April 2010

Book Retailing - US

The recession has significantly impacted retail book sales. Sales of all books declined 5% between 2007 and 2009, to \$23.9 billion. When professional and educational books are excluded, sales declined 4%, to \$11 billion. As sales of trade hardback and paperback books dropped, e-book sales soared. Sales of e-books ...

March 2010

Entertainment Venues - US

This report explores the live entertainment market in the US. It provides insight into the external and internal factors affecting sales, consumption and consumer trends, and what they mean for future sales, promotional campaigns and industry innovations. This report is a follow-up to *Entertainment Venues—US, January 2009*. It provides ...

Active Lifestyles - US

According to the Centers for Disease Control, roughly one third of the American population is considered obese. Obesity and related health issues are having a profound effect on the overall population, as well as with individuals struggling with weight issues. At the same time, it is almost impossible to separate ...

February 2010

Hunting and Fishing Equipment - US

The \$7 billion hunting and fishing equipment market experienced 22% growth from 2005-09. While growth has accelerated in the face of the economic recession in large part due to increased sales of firearms and ammunition rose prior to and just after the 2008 presidential election, the “new normal”, in which ...

Casino and Casino-style Gambling - US

The casino industry enjoyed steady growth between 2004 and 2007 but revenues remained flat thereafter. Revenues at physical US casino locations (i.e. not online) reached \$64.9 billion in 2009, a 27% increase over 2004. The recession and high unemployment has caused Americans to reduce their spending, especially on ...