

October 2008

Kids' and Teens' Eating Habits - US

The eating habits of kids and teens remain a hot topic for food manufacturers and retailers, which recognize that they are targeting an often-fickle audience. However, the increasing influence that these young consumers have at mealtime at home makes them a demographic worth pursuing. At the same time, pressure from ...

August 2008

Lifestyles of High Net Worth Individuals - US

With more than \$7.2 trillion in wealth, high net worth individuals (HNWIs) may be the most coveted of all demographics. This group, however, has a surprisingly wide range of priorities, concerns, and desires that are far more complex than what is typically portrayed in the mass media. Readers of ...

July 2008

Attitudes of Women Aged 18-34 - US

Women ages 18-24 and 25-34 are some of the most important demographics in American society, with each group having its own distinct values, aspirations, and attitudes towards a wide variety of products and services. The information presented herein will provide readers with considerable insight into women in these two age ...