

December 2006

Urban Living - Media and Communications - US

Urban residents are often on the forefront of product and technology trends. In this report, Mintel analyzes this important audience's usage of media and communications products, in order to better understand this consumer group and gain information on future trends likely to impact the nation as a whole.

November 2006

Spending Power of Young Adults - US

In this report, Mintel explores the demographics of young adults, their shopping and purchasing behavior, how they spend their leisure time, how they use the Internet, and how a wide range of major brands position and promote their products to young adults through TV ads.

Urban Living - Shopping and Spending Patterns - US

Urban residents are a large and influential part of American society. In this report, Mintel analyzes demographic data as well as proprietary survey data in order to create a portrait of these important consumers.

October 2006

Urban Living - Eating Habits - US

Urban Living: Eating Habits and Spending Patterns reports on findings from Mintel's August 2006 Urban Consumer Spending Patterns Survey. This study surveyed 1,788 adults who live in urban centers, custom-selected by zip code, and compared those individuals to an additional 1,000 adults representative of the general population. Standard ...

Diabetics: Attitudes and Behaviors - US

The U.S. is in the midst of a diabetes epidemic. Given current trends, one in three Americans born in 2000 is expected to develop diabetes, with diabetes becoming a disease that affects entire families, including children. Pre-diabetes will become a condition (like high blood pressure) that is diagnosed and ...

Spending Power of the Teen Consumer - US

This report discusses the trends, misperceptions and other influences that have a bearing on teens' attitudes toward money, including their attitudes toward financial matters, their banking practices, and most of all, defining the spending power of today's teen. Contrary to popular perception, the spending power of teens is not increasing ...

Green Living - US

Estimated at over \$200 billion in 2006, the green marketplace is growing. As examples, sales of natural and organic retailer Whole Foods Market continue to rise; the documentary on global warming, *An Inconvenient Truth*, met with unexpected popularity; and pioneering jeans maker Levi Strauss introduced a new line of organic ...

August 2006

Evening Meals - US

On any given day, the meal presenting the most challenges to consumers and households alike is the evening meal, or dinner occasion. In an environment of increased pressure to put a meal on the table, feed the family, or simply squeeze eating between other endeavors, the evening meal occasion continues ...

July 2006

Hispanics and Personal Care - US

Hispanic women are more likely than other women to agree with the statements *"I like the way I look"* and *"I take the time to look my best every day."* This level of interest in personal appearance and grooming holds true regardless of age or the presence of children ...

June 2006

Hispanic Dining Out - US

This report examines Hispanic attitudes and behaviors towards dining out in three main sections. The first section of this report examines a core set of demographics that both uniquely describes the Hispanic consumer and helps illustrate the role of the Hispanic consumer with respect to dining out. The second section ...

May 2006

Kids' and Teens' Eating Habits - US

This report examines trends and patterns in kids' and teens' eating habits, including snacking, meals at home, and restaurant meals. Gender differences, as well as ethnic differences, become more pronounced in the teenage years, as teens spend more time in non-family social settings and carve out their own identities. The ...

Black Americans' Health Attitudes and Behavior - US

In general, blacks Americans appear to have elevated levels of interest in health relative to the population as a whole, as evidenced by increased levels of doctor's visits (among those who do visit the doctor) and increased use of herbal remedies. However, lower levels of health insurance suggest potential ...

April 2006

Attitudes Towards Dining Out - US

Singles and Travel - US



Lifestyles - USA

More than half of adults agree eating out is part of their essential part of their lifestyle. The objective of this report is to cover what consumers who dine out expect at restaurants and the reasons why they dine out. Specifically, this report examines the following:

Some 87 million adults in the U.S. are single, most being younger and having the time, freedom and resources to invest heavily in leisure travel. This study of single travelers is framed by an overview of their demographics, and of several relevant trends in the travel industry. Also examined ...

March 2006

Hispanic Shopping and Spending Patterns - US

The population of the United States is increasingly racially and ethnically diverse. The relative sizes of different racial and ethnic groups are also changing, with certain groups growing at faster rates than others. To succeed in this shifting environment, businesses need to understand the demographics and cultures of these different ...

January 2006

American Living - US

Drawing data from Mintel's full 2005 library of market research, this report examines prevalent themes that have emerged across an array of consumer markets in the US. Further detail about the contents of this report will be available prior to publication.