

February 2020

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

Upcoming Reports

Connection and Communication in a Digital Age - US - December 2020

Social Lives of Singles - US - December 2020

America's Pet Owners - US - August 2020

Consumers and the Economic Outlook - US - July 2020

Marketing to Gen X - US - June 2020

Marketing to Millennials - US - May 2020

Marketing to Gen Z - US - April 2020

Cooking in America - US - December 2020

Marketing to Dads - US - November 2020

Marketing to Moms - US - August 2020

Marketing to Seniors - US - July 2020

Marketing to Middle Americans - US - June 2020

American Lifestyles - US - April 2020

Feeding the Family - US - March 2020



Lifestyles - USA

**Kids' Impact on Household
Decisions - US - February 2020**