

# Lifestyles of the Under- and Unemployed - US - July 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Many Americans have not recovered from the financial impact of the Great Recession. These adults need products and services commonly associated with a middle-class lifestyle buy at budget rates as well as services (childcare, transportation) that extend their hours of operation to support those working non-traditional hours.”

– Fiona O’Donnell, Senior Lifestyles & Leisure Analyst

In this report we answer the key questions:

- Downward mobility
- Contingent workforce
- Mismatched skills
- Job creation

More than three years after the official end of the “Great Recession,” some 12.5 million adults were officially unemployed at the end of 2012, but that is only part of the story. Some 23.1 million adults, according to the Bureau of Labor Statistics definition, were actively seeking work, involuntarily working part time or available to work but not actively looking for work. Using Mintel’s broader definition that includes those who are working for less pay or at a job with lesser skills, the “underemployed” estimate reaches 63.2 million. Marketers that ignore this population because its earnings power may be compromised are missing out on a marketing opportunity. In this report, Mintel investigates the lifestyles of the under- and unemployed in order for marketers to gain a better understanding of this powerful consumer segment. This report includes:

- Market drivers
- Demographic profiles of the under- and unemployed
- Shopping behaviors including stores shopped and interest in store brands
- Marketing strategies
- Attitudes and behaviors of under- and unemployed including attitudes toward debt, savings behaviors, methods used for saving money on groceries, items deemed essential vs. luxuries, and lifestyle and leisure interests.

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## Table of Contents

### Scope and Themes

What you need to know  
Definitions  
Mintel's consumer survey  
Experian Marketing Services consumer survey  
Bureau of Labor Statistics survey of households  
Data sources  
Demographic data  
Consumer survey data  
Abbreviations and terms  
Abbreviations  
Terms

### Executive Summary

The new normal: high underemployment  
Figure 1: Unemployment rate (percent) actual and projected, 2007-17  
Market drivers  
Figure 2: GDP (percent change from previous period), Q1 2007-Q3 2013  
Profile of the under- and unemployed based on BLS definitions  
Unemployed  
Underemployed  
Profile of the under- and unemployed based on Mintel's expanded definition  
Marketing strategies  
Issues and insights  
Consumer research highlights  
Attitudes toward debt  
Figure 3: Select attitudes toward debt, by net of under- or unemployed and neither under- nor unemployed, April 2013  
Methods for saving money on groceries  
Figure 4: Methods for saving money on groceries, by underemployed and unemployed, April 2013  
What we think

### Issues and Insights

Downward mobility  
The issues:  
The implications:  
Contingent workforce  
The issues:  
The implications:

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## Mismatched skills

The issues:

The implications:

Job creation

The issues:

The implications:

## Trend Application

Inspire Trend: Let's Make a Deal

Inspire Trend: Nouveau Poor

Mintel Futures: Access Anything, Anywhere

## Market Drivers

### Key points

"Great Recession" and economic doldrums

Figure 5: GDP (percent change from previous period), Q1 2007-Q1 2013

Figure 6: Inflation-adjusted "real" GDP, 2007-17

"Jobless" recovery

Figure 7: Unemployment and underemployment rate, January 2007-April 2013

Figure 8: Monthly net change in non-farm payroll, January 2005-May 2013

Figure 9: Unemployment rate (percent) actual and projected, 2007-17

Government spending

Stimulus

Figure 10: Net annual change in public sector jobs, 2003-13

Sequestration

Shift to contingent workforce

Figure 11: Workforce changes over next five years, 2011

Skills and occupational mismatch

## Overview – Under- and Unemployed

### Key points

More than 23 million adults are underemployed

The ranks of the long-term unemployed remain high

Figure 12: Annual average number of unemployed and underemployed persons, by category, 2006-May 2013

## Profile of the Unemployed

### Key points

Downturn hits men somewhat harder than women

Figure 13: Number and rate of unemployment aged 16 and over, by gender, 2012

Unemployment disproportionately affecting young adults

Figure 14: Rate of unemployment by share of labor force aged 16 and over, by age and gender, 2012

Blacks much more likely to be unemployed

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Figure 15: Rate of unemployment by share of labor force aged 16 and over, by race and Hispanic origin, 2012

Construction and leisure and hospitality industries lead joblessness

Figure 16: Rate of unemployment by share of labor force aged 16 and over, by select industries and gender, 2012

## Profile of the Underemployed

### Key points

About one in seven adults aged 16+ are considered underemployed

Figure 17: Rate of underemployment aged 16 and over, by gender, December 2012

Educational attainment key factor in underemployment

Figure 18: Rate of underemployment aged 16 and over, by educational attainment, December 2012

Blacks and Hispanics disproportionately underemployed

Figure 19: Rate of unemployment by share of labor force aged 16 and over, by race/Hispanic origin, December 2012

## Types of Stores Shopped

### Key points

Walmart is dominant store outlet for the under- or unemployed

Figure 20: Stores shopped, by net of under- or unemployed and neither under- nor unemployed, April 2013

Unemployed favor Walmart and Dollar Stores over other value options

Figure 21: Stores shopped, by underemployed and unemployed, April 2013

More than 40% of under- or unemployed men shop at electronics stores

Figure 22: Stores shopped, by net of under- or unemployed and neither under- nor unemployed by gender, April 2013

## Innovations and Innovators

### Overview

Massive Open Online Courses (MOOCs) and online education

Freelancers Union

Talent exchanges

The return of layaway plan

Citi Simplicity credit card

United Colors of Benetton

Starbucks, "Create Jobs for USA"

## Marketing Strategies

### Overview

Value-priced products need not reek cheap

Pricing tiers for national brands

Loyalty programs that reward with discounts on essentials

Coupons, deals, and other promotional pricing

## Employment Status Details

### Key points

Difficult choices: take less pay or lower skilled work, or be out of work

Figure 23: Under- and unemployment details, April 2013

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An expanded definition of underemployment results in up to 63.2 million adults

Figure 24: Under- and unemployment details, by age, April 2013

Many of the underemployed are taking a job requiring a lower skill level

Figure 25: Details of underemployed, by gender and age groups, April 2012

## Life Events in the Past Year

Key points

Employment downgrades lead to major career changes

Figure 26: Job-related life events experienced in the last 12 months, by experienced employment downgrade in the last 12 months, October 2011-November 2012

Job upheaval high for adults who faced a death in the family

Figure 27: Life events experienced in the last 12 months, by experienced employment downgrade in the last 12 months, October 2011-November 2012

## Expectations for the Coming Year

Key points

Majority of laid off adults are worse off today than a year ago

Figure 28: Economic situation compared with 12 months ago and outlook for the next 12 months, by experienced employment downgrade in the last 12 months, October 2011-November 2012

Under- and unemployed are pessimistic about job prospects

Figure 29: Employment-related events experienced in the last 12 months, by events expect to experience in the next 12 months, October 2011-November 2012

## Use of Employment-related Websites

Key points

Laid off or downgraded adults likely to use employment websites

Figure 30: Visitation to employment and research/education websites, by experienced employment downgrade in the last 12 months, October 2011-November 2012

CareerBuilder most-visited employment website

Figure 31: Employment websites visited, by experienced employment downgrade in the last 12 months, October 2011-November 2012

## Household Financial Situation

Key points

Underemployment may have long-lasting financial implications

Figure 32: Household financial situation, by net of under- or unemployed and neither under- nor unemployed, April 2013

Unemployed face financial hurdles

Figure 33: Household financial situation, by underemployed and unemployed, April 2013

Women may face greater financial consequences in the long run

Figure 34: Household financial situation, by net of under- or unemployed and neither under- nor unemployed by gender, April 2013

## Attitudes Toward Debt

Key points

Taking responsibility for debt is universal; anxiety about it is not

Figure 35: Attitudes toward debt, by net of under- or unemployed and neither under- nor unemployed, April 2013

Unemployed slightly different views about debt than the underemployed

Figure 36: Attitudes toward debt, by underemployed and unemployed, April 2013

Under- and unemployed adults 18-44 view debt harshly

Figure 37: Attitudes toward debt, by net of under- or unemployed and neither under- nor unemployed by age group, April 2013

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## Savings Behaviors

### Key points

**Under- and unemployed adults are living on the edge**

Figure 38: Savings behaviors, by net of under- or unemployed and neither under- nor unemployed, April 2013

**Many underemployed have little or no liquid savings**

Figure 39: Savings behaviors, by underemployed and unemployed, April 2013

**Little to fall back on for under- or unemployed aged 45+**

Figure 40: Savings behaviors, by net of under- or unemployed and neither under- nor unemployed, by age group, April 2013

## Methods for Saving Money on Groceries

### Key points

**Like most consumers, the under- or unemployed take price-saving actions**

Figure 41: Methods for saving money on groceries, by underemployed and unemployed, April 2013

**Under- or unemployed women most likely look for sale items first**

Figure 42: Methods for saving money on groceries, by net of under- or unemployed and neither under- nor unemployed, by gender, April 2013

## Frequency of Purchasing Store Brands

### Key points

**Under- or unemployed more likely to buy store brands**

Figure 43: Frequency of purchasing store brands—always/usually, by net of under- nor unemployed and neither under- nor unemployed, April 2013

**A change to a job requiring less skill is good for store brand sales**

Figure 44: Frequency of purchasing store brands—always/usually, by details of underemployment and unemployment, April 2013

**Under/unemployed men favor store brands**

Figure 45: Frequency of purchasing store brands—always/usually, by net of under- or unemployed and neither under- nor unemployed by gender, April 2013

## Luxuries vs. Essentials

### Key points

**Most view healthcare as essential**

Figure 46: Classified as essential, by under- or unemployed, April 2013

**Under- or unemployed men the least likely to say healthcare is essential**

Figure 47: Classified as an essential, by net of under- or unemployed and neither under- nor unemployed, by gender, April 2013

**Generational differences exist for essential items**

Figure 48: Classified as an essential, by net of under- or unemployed and neither under- nor unemployed, by age group, April 2013

**Dining out and cable TV are luxuries worth the cost**

Figure 49: Classified as a luxury worth the cost, by underemployed and unemployed, April 2013

**Employment status has little bearing on TV/movie subscription activity**

Figure 50: TV and movie subscriptions, by underemployed and unemployed, April 2013

**Some differences by gender for luxuries deemed worthy of the cost**

Figure 51: Classified as a luxury worth the cost, by net of under- or unemployed and neither under- nor unemployed, by gender, April 2013

## Lifestyle and Leisure

### Key points

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## More than half of under- or unemployed adults eat a balanced diet

Figure 52: Lifestyle habits, by net of under- or unemployed and neither under- nor unemployed, April 2013

## Job downgrade = more participation in leisure activities

Figure 53: Leisure activities participated in during the last 12 months, by experienced employment downgrade in the last 12 months, October 2011-November 2012

## Participation rates for hobbies is higher for the under- and unemployed

Figure 54: Hobbies participated in during the last 12 months, by experienced employment downgrade in the last 12 months, October 2011-November 2012

## Impact of Race and Hispanic Origin

### Key points

#### Non-white under/unemployed adults more likely to hold underwater mortgage

Figure 55: Household financial situation, by net of under- or unemployed and neither under- nor unemployed, by white/non-white, April 2013

#### Shared attitudes regarding responsibility for debt

Figure 56: Attitudes toward debt, by net of under- or unemployed and neither under- nor unemployed, by white/non-white, April 2013

#### Under/unemployed Hispanics more judgmental about debt

Figure 57: Attitudes toward debt, by net of under- or unemployed and neither under- nor unemployed, by Hispanic origin, April 2013

#### Under- or unemployed whites most likely to look for sales

Figure 58: Methods for saving money on groceries, by net of under- or unemployed and neither under- nor unemployed, by white/non-white, April 2013

#### Store brands more popular with non-white, under/unemployed adults

Figure 59: Frequency of purchasing store brands – always/usually, by net of under- or unemployed and neither under- nor unemployed, by white/non-white, April 2013

#### Non-white adults more likely to classify higher education as essential

Figure 60: Classified as an essential, by net of under- or unemployed and neither under- nor unemployed, by white/non-white, April 2013

#### Education and technology classified as essential for Hispanic underemployed

Figure 61: Classified as an essential, by net of under- or unemployed and neither under- nor unemployed, by Hispanic origin, April 2013

Figure 62: Classified as a luxury worth the cost, by net of under- or unemployed and neither under- nor unemployed, by Hispanic origin, April 2013

## Appendix – Types of Stores Shopped

Figure 63: Stores shopped, by details of underemployment and unemployment, April 2013

Figure 64: Stores shopped, by net of under- or unemployed and neither under- nor unemployed, by age group, April 2013

Figure 65: Stores shopped, by net of under- or unemployed and neither under- nor unemployed, by household income, April 2013

Figure 66: Stores shopped, by net of under- or unemployed and neither under- nor unemployed, by white/non-white, April 2013

Figure 67: Stores shopped, by net of under- or unemployed and neither under- nor unemployed, by Hispanic origin, April 2013

## Appendix – Employment Status Details

Figure 68: Under- and unemployment details, April 2013

Figure 69: Under- and unemployment details, by gender, April 2013

Figure 70: Gender, age, and gender by age, by underemployment details, April 2013

Figure 71: Household income, by underemployment details, April 2013

Figure 72: Race/Hispanic origin, by underemployment details, April 2013

Figure 73: Regions, by underemployment details, April 2013

Figure 74: Generations, by underemployment details, April 2013

Figure 75: Experienced employment downgrade in the last 12 months, by gender, age, and household income, October 2011-November 2012

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- Figure 76: Experienced employment downgrade in the last 12 months, by gender and age groups, October 2011-November 2012
- Figure 77: Experienced employment downgrade in the last 12 months, by race/Hispanic origin, October 2011-November 2012
- Figure 78: Experienced employment downgrade in the last 12 months, by race/Hispanic origin by age groups, October 2011-November 2012
- Figure 79: Experienced employment downgrade in the last 12 months, by household size, presence of children in household and marital status by presence of children, October 2011-November 2012
- Figure 80: Purchases/investments experienced in the last 12 months, by experienced employment downgrade in the last 12 months, October 2011-November 2012

## Appendix – Life Events and Expectations

- Figure 81: Employment status, employment-related events experienced in the last 12 months, and expect to experience in the next 12 months, October 2011-November 2012
- Figure 82: Employment status, 2006-12
- Figure 83: Employment-related events experienced in the last 12 months, 2006-12
- Figure 84: Employment-related events expect to experience in the next 12 months, 2006-12

## Appendix – Household Financial Situation

- Figure 85: Household financial situation, by details of underemployment and unemployment, April 2013
- Figure 86: Household financial situation, by net of under- or unemployed and neither under- nor unemployed, by age group, April 2013
- Figure 87: Household financial situation, by net of under- or unemployed and neither under- nor unemployed, by household income, April 2013

## Appendix – Attitudes Toward Debt

- Figure 88: Attitudes toward debt, by details of underemployment and unemployment, April 2013
- Figure 89: Attitudes toward debt, by net of under- or unemployed and neither under- nor unemployed, by gender, April 2013
- Figure 90: Attitudes toward debt, by net of under- or unemployed and neither under- nor unemployed, by household income, April 2013

## Appendix – Savings Behaviors

- Figure 91: Savings behaviors, by net of under- or unemployed and neither under- nor unemployed, by gender, April 2013
- Figure 92: Savings behaviors, by net of under- or unemployed and neither under- nor unemployed, by household income, April 2013
- Figure 93: Savings behaviors, by details of underemployment and unemployment, April 2013

## Appendix – Methods for Saving Money on Groceries

- Figure 94: Methods for saving money on groceries, by details of underemployment and unemployment, April 2013
- Figure 95: Methods for saving money on groceries, by net of under- or unemployed and neither under- nor unemployed, by age group, April 2013
- Figure 96: Methods for saving money on groceries, by net of under- or unemployed and neither under- nor unemployed, by household income, April 2013

## Appendix – Frequency of Purchasing Store Brands

### Always/usually (net)

- Figure 97: Frequency of purchasing store brands – always/usually, by underemployed and unemployed, April 2013
- Figure 98: Frequency of purchasing store brands – always/usually, by net of under- or unemployed and neither under- nor unemployed, by household income, April 2013

### Always

- Figure 99: Frequency of purchasing store brands – always, by net of under- or unemployed and neither under- nor unemployed, April 2013
- Figure 100: Frequency of purchasing store brands – always, by underemployed and unemployed, April 2013
- Figure 101: Frequency of purchasing store brands – always, by details of underemployment and unemployment, April 2013
- Figure 102: Frequency of purchasing store brands – always, by net of under- or unemployed and neither under- nor unemployed, by gender, April 2013
- Figure 103: Frequency of purchasing store brands – always, by net of under- or unemployed and neither under- nor unemployed, by age group, April 2013
- Figure 104: Frequency of purchasing store brands – always, by net of under- or unemployed and neither under- nor unemployed, by household income, April 2013

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Figure 105: Frequency of purchasing store brands – always, by net of under- or unemployed and neither under- nor unemployed, by white/nonwhite, April 2013  
 Figure 106: Frequency of purchasing store brands – always, by net of under- or unemployed and neither under- nor unemployed, by Hispanic origin, April 2013  
 Figure 107: Frequency of purchasing store brands – always/usually, by net of under- or unemployed and neither under- nor unemployed, by Hispanic origin, April 2013

### Appendix – Luxuries vs. Essentials

#### Essential

Figure 108: Classified as an essential, by net of under- or unemployed and neither under- nor unemployed, April 2013  
 Figure 109: Classified as an essential, by details of underemployment and unemployment, April 2013  
 Figure 110: Classified as an essential, by net of under- or unemployed and neither under- nor unemployed, by household income, April 2013

#### Classified as luxury

Figure 111: Classified as a luxury, by net of under- or unemployed and neither under- nor unemployed, April 2013  
 Figure 112: Classified as a luxury, by underemployed and unemployed, April 2013  
 Figure 113: Classified as a luxury, by details of underemployment and unemployment, April 2013  
 Figure 114: Classified as a luxury, by net of under- or unemployed and neither under- nor unemployed, by gender, April 2013  
 Figure 115: Classified as a luxury, by net of under- or unemployed and neither under- nor unemployed, by age group, April 2013  
 Figure 116: Classified as a luxury, by net of under- or unemployed and neither under- nor unemployed, by household income, April 2013  
 Figure 117: Classified as a luxury, by net of under- or unemployed and neither under- nor unemployed, by white/nonwhite, April 2013  
 Figure 118: Classified as a luxury, by net of under- or unemployed and neither under- nor unemployed, by Hispanic origin, April 2013

#### Classified as luxury worth the cost

Figure 119: Classified as a luxury worth the cost, by net of under- or unemployed and neither under- nor unemployed, April 2013  
 Figure 120: Classified as a luxury worth the cost, by details of underemployment and unemployment, April 2013  
 Figure 121: Classified as a luxury worth the cost, by net of under- or unemployed and neither under- nor unemployed, by age group, April 2013  
 Figure 122: Classified as a luxury worth the cost, by net of under- or unemployed and neither under- nor unemployed, by household income, April 2013

#### TV and movie subscriptions

Figure 123: TV and movie subscriptions, by net of under- or unemployed and neither under- nor unemployed, April 2013  
 Figure 124: TV and movie subscriptions, by details of underemployment and unemployment, April 2013  
 Figure 125: TV and movie subscriptions, by net of under- or unemployed and neither under- nor unemployed, by gender, April 2013  
 Figure 126: TV and movie subscriptions, by net of under- or unemployed and neither under- nor unemployed, by age group, April 2013  
 Figure 127: TV and movie subscriptions, by net of under- or unemployed and neither under- nor unemployed, by household income, April 2013  
 Figure 128: TV and movie subscriptions, by net of under- or unemployed and neither under- nor unemployed, by white/nonwhite, April 2013  
 Figure 129: TV and movie subscriptions, by net of under- or unemployed and neither under- nor unemployed, by Hispanic origin, April 2013

### Appendix – Lifestyle and Leisure

Figure 130: Lifestyle habits, by underemployed and unemployed, April 2013  
 Figure 131: Lifestyle habits, by details of underemployment and unemployment, April 2013  
 Figure 132: Lifestyle habits, by net of under- or unemployed and neither under- nor unemployed, by gender, April 2013  
 Figure 133: Lifestyle habits, by net of under- or unemployed and neither under- nor unemployed, by age group, April 2013  
 Figure 134: Lifestyle habits, by net of under- or unemployed and neither under- nor unemployed, by household income, April 2013  
 Figure 135: Lifestyle habits, by net of under- or unemployed and neither under- nor unemployed, by white/nonwhite, April 2013  
 Figure 136: Lifestyle habits, by net of under- or unemployed and neither under- nor unemployed, by Hispanic origin, April 2013  
 Figure 137: Memberships, by experienced employment downgrade in the last 12 months, October 2011-November 2012

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Figure 138: Hobbies participated in during the last 12 months, experienced employment downgrade in the last 12 months, October 2011-November 2012

### Appendix – Race or Hispanic Origin

Figure 139: Household financial situation, by net of under- or unemployed and neither under- nor unemployed, by Hispanic origin, April 2013

Figure 140: Savings behaviors, by net of under- or unemployed and neither under- nor unemployed, by white/nonwhite, April 2013

Figure 141: Savings behaviors, by net of under- or unemployed and neither under- nor unemployed, by Hispanic origin, April 2013

Figure 142: Methods for saving money on groceries, by net of under- or unemployed and neither under- nor unemployed, by Hispanic origin, April 2013

Figure 143: Classified as a luxury worth the cost, by net of under- or unemployed and neither under- nor unemployed, by white/nonwhite, April 2013

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