

March 2021

Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

American Values - US

“2020 took a toll on Americans’ outlook on their country, its leaders, and their fellow Americans. Trust and optimism are lacking, with three in 10 Americans still doubting the validity of the presidential election results, and more than four in 10 skeptical that the country will be able to restore ...

January 2021

Marketing to LGBTQ+ Communities - US

“Following a traumatic year marked by a global pandemic, economic struggle and political divisiveness, the LGBTQ+ population is in a unique and unsteady position entering 2021. LGBTQ+ Americans have been notably vulnerable to the COVID-19 pandemic and its affects; LGBTQ+ adults are more likely to have lost their job, be ...