



June 2022

Early Adopters & Emerging Consumer Technology - US

“Technology is a major driver of the economy, making Early Adopters an important audience to win. This group is motivated by curiosity and the sheer fun of discovering something new, but innovations must also serve a helpful purpose. Even during turbulent times, Early Adopters remain excited about new technology; providing ...

April 2022

Smartphones & Wearable Technology - US

“In many respects, the market for smartphones and wearables is positive. Consumer interest in the category is strong and barely dampened by the pandemic. Meanwhile, the mainstreaming of 5G should eventually encourage smartphone upgrades. However, an uncertain economy could stunt growth. Smartphone upgrades may be delayed and purchase of wearables ...

Tech & Wellness - US

“Technology touches nearly every aspect of modern consumers’ lives. Other markers of modern life include the increasingly faster pace of innovation, information flow, and pressure to get ahead – or to just keep up. Along with this pressure, the past two years of the pandemic created additional stress and Americans’ ...

March 2022

Digital Trends: 2022 - Spotlight on the Metaverse - US

“Two years on from the beginning of the pandemic, there is a simultaneous increase of both clarity and uncertainty. Consumer behavior is returning more to pre-pandemic levels as restrictions loosen and mobility increases; but at the same time, the metaverse is creating questions about what the future of the internet ...

Mobile Network Providers: Spotlight on 5G - US

“Wireless services are a utility for consumers today, with near-universal penetration. Meanwhile, price competition remains steep thanks to antitrust laws, limiting growth prospects. The upcoming rollout of high-speed 5G could change this outlook, but with only one carrier upcharging for advanced 5G, any growth will likely come from phone sales ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains,

Families and Technology - US

“Though it remains a top concern for parents, the pandemic has resulted in an abundance of screen time for kids. The popularity of YouTube and video games means brands have opportunities to reach kids with strategic ad placements and partnerships. Parents may not be aware of potential threats to their ...



consumers' financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...

Upcoming Reports

Attitudes toward Technology: Tracking, Digital Privacy & Security - US - 2022

Speakers, Audio Systems & Devices - US - 2022

Digital Advertising - US - 2022

Baby Boomers & Technology - US - 2022

Streaming Video - US - 2022

Streaming Audio - US - 2022

Social Media Influencers - US - 2022

Consumers and the Economic Outlook - US - Summer 2022