

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 ...

Upcoming Reports

**Americans' Social Circles - US -
December 2021**

**Connecting with Superfans - US -
October 2021**

**Social Awareness and
Engagement - US - August 2021**

**Conservative and Liberal Beliefs -
US - June 2021**

**American Lifestyles - US - April
2021**

**The American Workforce - US -
November 2021**

**The Sustainable Consumer - US -
September 2021**

**Holidays and Traditions - US -
July 2021**

**Ancestry and American Identity -
US - May 2021**

**Consumers and the Economic
Outlook - US - January 2021**