

December 2020

The Modern Workplace: Incl Impact of COVID-19 - US

“COVID-19 has significantly changed what the modern workplace looks like for Americans, including where and how they effectively work. The modern workplace was already in flux prior to the pandemic, but COVID-19 has accelerated several workplace trends, including the ubiquity of remote work, the reliance on technology to support a ...

November 2020

Gender Identity and Expression - US

“Today more people are coming to accept the gender spectrum model that supports fluid and non-binary gender identification. While gender-expansive identities remain a minority, they are most common among Gen Z and LGBTQ+ adults. The widespread awareness and acceptance among these segments indicates that this shift in the concept of ...

October 2020

Religion and Spirituality in America: Incl Impact of COVID-19 - US

“While religious affiliation may be declining in the United States, consumers’ need for communal support, emotional comfort, and a set of beliefs that help them understand the world is still prevalent. The COVID-19 pandemic and the uncertainty of 2020 has only accentuated this need. Brands have an opportunity to act ...

The New Activist: Incl Impact of COVID-19 - US

“Throughout 2020, America has seen a surge in social awareness and consumer activism. The COVID-19 pandemic, the social inequities it’s underscored, and a series of racially fueled conflicts and killings have led to a social and racial justice awakening across the country. While the New Activist consumer segment only includes ...

September 2020

Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic

about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

August 2020

Trendsetters and Early Adopters: Incl Impact of COVID-19 - US

"Trendsetters do not just pave the way for cutting-edge tech brands. This group of engaged consumers can bolster the perceptions of value brands, bring authenticity to luxury brands and help connect fitness fanatics with products outside of the gym environment. Brands can connect with trendsetters who may not be internet ...

July 2020

Marketing to Middle Americans: Incl Impact of COVID-19 - US

"Middle Americans are an advantageous consumer target for brands and marketers, having decent discretionary spending power and an optimistic outlook on their future financial situation. Falling in between the economically limited Lower Tier consumer and the more affluent Upper Tier consumer, Middle Americans represent the average American with moderate income ...

Conservative and Liberal Beliefs: Incl Impact of COVID-19 - US

"America's two-party system has been a longstanding and defining feature of the country's political environment. Ideological debates and disputes between the Republican and Democratic Party are nothing new; yet, in recent decades the two political parties have become even more polarized and fundamentally divided, and this schism has come to ...

March 2020

Marketing to LGBTQ+ Communities - US

"This Report focuses on the growing LGBTQ+ population in the United States, and explores the challenges, concerns, and unique experiences of these consumers. By assessing perceptions of LGBTQ+ inclusivity and representation, as well as reactions to Pride marketing efforts, this Report aims to help clients better understand how to effectively ...

February 2020

American Values - US



Culture and Identity - USA

"This report assesses the division between consumers' personal values and their perceived "American values" as well as explores their reaction to social issues currently impacting the country overall. It evaluates how consumers personally support social issues they're passionate about and what issues they look to governmental organizations or private companies ...

January 2020

Coastal and Heartland Consumers - US

"Where people live can shape their attitudes and behaviors. However, even though the media paints two very different pictures of Heartland and Coastal Americans, there are more similarities than differences between the two consumer groups. From organizational trust to overall life satisfaction, Heartland and Coastal adults display more nuanced differences ...

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