

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

"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

Upcoming Reports

The Impact of the Modern Workplace - US - December 2020

Religion and Spirituality in America - US - October 2020

Consumers and the Economic Outlook - US - July 2020

Sexuality and Gender Identity in America - US - November 2020

The New Activist - US - September 2020

Trendsetters and Early Adopters - US - July 2020



Culture and Identity - USA

**Marketing to Middle Americans -
US - June 2020**

**Conservative and Liberal Beliefs -
US - May 2020**