



February 2020

Wearable Technology - US

"Wearable tech has gone from tech-savvy early adopters to the mainstream. Bluetooth headsets were once lambasted and stereotyped for high-powered businessmen, but today, about one quarter of all consumers own a set of wireless earbuds. Smartwatches also gained significant market share in 2019, matching ownership rates for activity trackers at ...

January 2020

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

**Connection and Communication
in a Digital Age - US - December
2020**

**Digital Trends - Fall - US - October
2020**

Televisions - US - September 2020

**Consumers and the Economic
Outlook - US - July 2020**

Smart Homes - US - June 2020

**Digital Trends - Spring - US - April
2020**

**Mobile Network Providers - US -
March 2020**

**Streaming Audio - US - November
2020**

**Digital Advertising - US -
September 2020**

**Television Advertising - US -
August 2020**

Digital Video - US - July 2020

Smartphones - US - May 2020

**Internet Influencers - US - March
2020**