



March 2018

Digital Trends (Consumer) - US

With ever expanding means of accessing the internet, ranging from skills on smart speakers to television apps to podcasts, brands face an increasingly daunting task of determining the best points of contact; adding to the difficulty of this task is the finding that the same demographic groups run above average ...

January 2018

Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

Television Advertising - US

"Many online adults viewed a commercial via linear television in the last week, and these ads continue to have a powerful influence; the majority of viewers for every category surveyed have had some positive responses to commercials, including the desire to learn about new products and gain new insight into ...