

June 2019

The Insurance Purchase Decision - US

"Insurance premiums continue to rise, and with consumers' apathetic attitude toward the industry as a whole, they are mainly hanging on due to the necessity of having a policy. Agents are still considered valuable partners in purchasing across most lines of insurance. As premiums continue to increase and consumers potentially ...

Millennials and Finance - US

"Millennials are the generation born between 1977 and 1994, who in 2019 are between the ages of 25 and 42. Millennials are now the largest consumer generation, with roughly 79 million members, and their incredible diversity presents both challenges and opportunities for brands and marketers."

- Chris Shadle, Financial Services Analyst

May 2019

Home Buying Process - US

"Nearly two thirds of US consumers own single-family homes, and just more than half of home buyers are going through the buying process for the first time. Most consumers visited between 1-5 homes in person, but could be "visiting" hundreds more online. With the advent of online home searches, consumers ...

April 2019

Investment Trends - US

"The FinTech revolution has borne a stable of robo-advisor and other self-service investment options for the average consumer, and brought with it tools and products that were previously only accessible for wealthy investors at traditional institutions. But while consumers now have greater accessibility to the investment sector, the glut of ...