

February 2020

Baseball in America - US

"This Report explores consumer interest in and engagement with America's pastime – baseball. As one of the four major professional sports in the United States, we explore the current state of baseball and what is shaping its future – such as incorporating technology, fantasy sports, and sports betting. We also ...

Dedicated Console Gaming - US

"2020 is a transition year between console generations, capped off by the releases of the PS5 and Xbox Series X at the end of the year. A volatile market will see huge interest from a dedicated console gaming audience looking for an upgraded (but still familiar) gaming experience from the ...

January 2020

PC Gaming: Desktops and Laptops - US

"From older casual gamers playing simple card games on their home computers to younger gamers investing in dedicated gaming hardware, the PC gaming audience encompasses a vast array of interests. A lack of brand loyalty, coupled with a desire to optimize the gaming experience, makes PC gamers an important audience ...

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