



December 2022

Attitudes toward Technology: Tracking, Digital Privacy & Security - US

"Maintaining a safe online environment is critical for consumers to feel comfortable spending more time and money online. Yet, the vast majority of consumers are concerned about how their personal information is being used – and a majority believe that both the government and industry should be doing more to ...

November 2022

Streaming Video - US

"As more consumers continue to cut the cord on traditional media, they have added more streaming services. However, as costs increase and services compete for finite time and household entertainment budgets, consumers may take a second look at the value their subscriptions deliver and opt to make cuts. Services should ...

October 2022

Speakers, Audio Systems & Devices - US

"Spending on audio devices experienced significant growth but faces headwinds. Pandemic lifestyle disruption and economic stimulus drove demand as consumers rushed to upgrade their home living spaces to enjoy at-home entertainment. Now, facing slack from the pulled-forward demand, rising prices and a possible economic slowdown, brands will have to differentiate ...

Streaming Audio - US

"Listeners keep tuning in to streaming audio, particularly now that the term 'tuning in' itself is becoming less and less relevant. Streaming audio services have grown consistently with a few key players dominating the space. Most adults pay for ad-free listening, but there are still key opportunities for brands to ...