

December 2022

Evolving Role of Activism - US

"As the role of social activism in society today continues to evolve, brands must remain informed on who Socially Active consumers are, what causes they support and what they expect from socially active brands. Making up 66% of the population, Socially Active consumers already involve brands in their social advocacy ...

November 2022

The American Workforce - US

"There's a false sense that the ball is in the workers' court. Record low unemployment, job switching that's led to salary increases and unprecedented work flexibility provides a sense of empowerment that leaves the majority of workers happy with work/life balance. However, inflation has led to a decline in ...