



## September 2017

### Digital Trends: Fall - US

"This Report tracks ownership of electronics, intent to purchase electronics, hardware used to access the internet, and online activities, identifying shifts in consumer behavior on the basis of comparing data from semiannual surveys. Findings in this report include, for the first time, trends in the frequency of online activities, bearing ...

## August 2017

### Digital Advertising - US

"Propelled by growth in mobile and social, digital ad sales in total increased by more than 20% annually from 2014-17, but rapid growth in mobile and social is stunting other opportunities, particularly considering that desktop remains the primary platform for browsing and streaming video among large sections of the adult ...

### Social Media in Foodservice - US

"The dining out landscape has permanently been impacted by social media from both a marketing standpoint and the actual on-premise experience. Social media has created a new focus toward the concept of being an influencer, whether on a small or large scale, and iGens and Millennials have specifically adopted social ...

## July 2017

### Mobile Phone and Tablet Accessories - US

"For many, and especially younger adults, mobile hardware is the center of digital lives. Accessories that protect that hardware or add functionality to it have grown in sales as a result."

- **Billy Hulkower, Senior Technology Analyst**

### Travel Tech - US

"Technology is an integral component of the travel experience. Consumers utilize all elements of the immense travel tech landscape to help them function away from home. All-in-one mobile devices tend to house a majority of travelers' needs. Travelers use tech to initiate transactions, communicate and stay informed with travel providers ...

### Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...