

December 2020

The Modern Workplace: Incl Impact of COVID-19 - US

“COVID-19 has significantly changed what the modern workplace looks like for Americans, including where and how they effectively work. The modern workplace was already in flux prior to the pandemic, but COVID-19 has accelerated several workplace trends, including the ubiquity of remote work, the reliance on technology to support a ...

November 2020

Gender Identity and Expression - US

“Today more people are coming to accept the gender spectrum model that supports fluid and non-binary gender identification. While gender-expansive identities remain a minority, they are most common among Gen Z and LGBTQ+ adults. The widespread awareness and acceptance among these segments indicates that this shift in the concept of ...

October 2020

Religion and Spirituality in America: Incl Impact of COVID-19 - US

“While religious affiliation may be declining in the United States, consumers’ need for communal support, emotional comfort, and a set of beliefs that help them understand the world is still prevalent. The COVID-19 pandemic and the uncertainty of 2020 has only accentuated this need. Brands have an opportunity to act ...