

January 2021

Social Lives of Singles: Incl Impact of COVID-19 - US

“The COVID-19 pandemic has limited singles’ ability to meet potential partners in person, and lasting cultural shifts toward more time spent working, shopping and exercising at home will continue to prevent unmarried adults from making romantic connections in the future. Dating apps have quickly evolved to incorporate video dating and ...

December 2020

Connection and Communication in a Digital Age: Incl Impact of COVID-19 - US

“Technology’s role in communication today is driven largely by rapid improvements in personal device hardware (ie smartphones) and connectivity. New communication behaviors are emerging in this rapidly evolving category. Consumers have their option of email, phone call, social media, video chats and more to connect with others, but newer forms ...

Cooking in America: Incl Impact of COVID-19 - US

“Increased time at home has resulted in consumers spending more time in their kitchens cooking and baking. While this is great news for cooking and baking brands, they will be challenged as cooking fatigue sets in and consumers report enjoying the cooking process less. It will be important for brands ...

November 2020

Marketing to Dads: Incl Impact of COVID-19 - US

“While dads may see themselves as new and improved version of their own fathers, they still see the room for improvement in their roles. They see their partners as the primary parent, which contributes to their lack of confidence in their parenting abilities and potentially difficult time communicating and connecting ...

October 2020

America's Pet Owners: Incl Impact of COVID-19 - US

“It may be a tough year for humans, but 2020 has been great for pets. Cat and dog adoptions spiked prior to lockdowns in March and April, and now pet owners are



Lifestyles - USA

spending more time at home with their furry loved ones.
Many owners will emerge from the pandemic with ...