

December 2019

Attitudes toward Higher Education - US

"The high cost of higher education and a growing need for a degree to earn a living wage mean the stakes are high when it comes to choosing a school. For today's prospective students, twenty-first century tools like school websites are replacing some of the in-person touchpoints upon which older ...

November 2019

Marketing to Sports Fans - US

"Nearly all consumers in the US are fans of watching at least one sport, and the majority of sports fans enjoy watching football, basketball and/or baseball. Sporting events offer marketers a plethora of opportunities to reach a broad population of consumers with advertising, sponsorships and athlete endorsements."

- **Kristen Boesel** ...

October 2019

Cooking in America - US

"There are over 80 million Americans who enjoy cooking, cook often, and cook because they want to, not just because they have to. An additional 43 million share their enthusiasm, even if they don't cook as often. This receptive audience bodes well for brands in the cooking space. However, this ...