



December 2019

Voice Assistants and Skills - US

"Voice assistants are playing a growing role in consumers' everyday lives. Massive investment is underway to develop voice assistant abilities and to further integrate smart home devices to provide a seamless experience utilizing voice commands to control household devices and increase hands-free interfacing. Improving voice assistant capabilities, coupled with the ...

November 2019

Attitudes toward Technology and the Digital World - US

"Technology is rapidly advancing and changing society as we know it. Technology has had a tremendous impact on the way people work, socialize and get entertainment, and in myriad other ways as well. This increased adoption of technology into everyday life has molded attitudes toward technology; the majority of consumers ...

October 2019

Attitudes toward Digital Trends and Fintech - US

"Consumers may seem to have wholly embraced a digital future, but they are not yet ready to cede full control of their financial lives to technology. While more people than ever are using biometric login credentials and mobile wallets, far more believe in-person interactions will always be critical. Perhaps ironically ...

Digital Trends (Hardware) - US

"Consumers today are more reliant on various digital devices than ever before, both at home and on the go. Brands continue to innovate and bring new exciting products to market, and while the robust economy faces headwinds via trade wars, economic cycles and negative global indicators, there is healthy consumer ...