

American Lifestyles: Markets in Motion - US - April 2018

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“After seeing that the divisive political climate did little to disrupt the economy in 2017, Americans seem ready to roll with the punches this year. The headlines may be highlighting the Russia investigation, potential tariffs, and talks with North Korea, but most Americans will be focused on the low unemployment rates and rising wages that have kept their finances stable.”

– **Dana Macke, Associate Director, Reports**

This report looks at the following areas:

While Americans may have entered 2017 with some concerns about the country, they likely feel on more solid ground as they move into 2018. The economy continues its upward trajectory, riding the momentum of low unemployment and rising household income, and pushing consumer confidence to new heights. As a result, consumer spending has improved over the last year, with discretionary categories such as dining out and entertaining experiencing above-average growth.

Financial situations are stable, and the majority of Americans anticipate their finances will only improve in the next 12 months. After experiencing the economic downturn nearly a decade ago, and more recent political turmoil, Americans seem to feel that the country is more resilient than ever. This doesn't mean adults are blind to the country's flaws, but they are using their voices to call out, correct, and overcome them.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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