

## American Values - US - February 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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"This report assesses the division between consumers' personal values and their perceived "American values" as well as explores their reaction to social issues currently impacting the country overall. It evaluates how consumers personally support social issues they're passionate about and what issues they look to governmental organizations or private companies to address."  
- Lisa Dubina, Senior Analyst

This report looks at the following areas:

- Engaging the Conscious Consumer
- The divide in American values
- The role brands can play

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Proud to be an American?

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