

September 2023

American Lifestyles: Consumer Recovery & Reset - US

"After several years of unprecedented turmoil and uncertainty, American consumers are ready to look to the future and discover their 'next normal.' Although economic uncertainty and global concerns persist, many consumers are determined to refocus on their physical and financial health over the next year. As Americans navigate this ...

August 2023

American Values - US

"As the country continues to recover from several years of unprecedented turmoil, Americans' outlook on the country remains fairly bleak. Many question the moral health of the country and anticipate American values will worsen in next 20 years. Despite a growing generational divide in Americans' sense of patriotism and national ...

July 2023

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...