

# Consumers and the Economic Outlook Q3: A Look at Both Sides - US - July 2019

Report Price: £1851.44 | \$2500.00 | €2083.61

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This report looks at the following areas:

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different."

- Jennifer White Boehm, Associate Director -Financial Services & Automotive

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Overview

Key takeaways

Financial priorities cross political lines...

...but future financial outlook is skewed

Positive outlook on government's impact strongly connected to political views

Implications for brands

Authenticity is still important

2020 is unknown and unpredictable

Keep an eye out, but not everything is political

### **State of the Economy**

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## Un- and underemployment remain low, but have not changed significantly

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#### Younger consumers have the most confident financial outlook

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