

American Values - US - 2022

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This report looks at the following areas:

- American consumers' outlook on the state of the US, including the current issues impacting American society
- Consumers' opinion of their fellow Americans and their perceptions of Americans' global reputation
- Americans' outlook on their own personal values and moral philosophies
- Consumers' expectations for and trust in brands compared to other government and public institutions

For Americans, the past few years have been characterized by uncertainty, social tension and political division. It's not surprising that this tumultuous and unprecedented period of time has affected American consumers' outlook on their country, their fellow Americans and their own personal values. While people's trust in government institutions and figures continues to wane, their expectations for brands to be moral leaders and agents of social change has only grown. As the country begins to recover from the COVID-19 pandemic and adapt to the next normal, brands have the opportunity to help consumers restore their sense of American pride, optimism and values.



"The past two years have affected Americans' outlook on the country, their fellow Americans and their own personal American values. As the country begins to recover from the pandemic and adapt to the next normal, brands have the opportunity to help consumers restore their sense of American pride, optimism and values."

– Lisa Dubina, Associate Director | Culture and Identity

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