

American Values - US - 2023

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This report looks at the following areas:

- Consumer rating of America's moral health as well as their comparison to the country's past values and anticipated future change
- A review of the country's most important national values and consumer outlook on which American groups and institutions authentically demonstrate these values
- Attitudes towards American pride
- Consumers outlook on the country's future and the issues currently needing the most attention

As consumers continue to contend with and recover from recent years of unprecedented turmoil, their outlook on the country's morals and values are also in flux. While the overall view of the country's morality continues to be bleak, younger generations show more hope and optimism in the country's values and outlook for the future.



"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."

- Lisa Dubina, Associate Director | Culture and Identity

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