

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 ...

State of Sustainability - US

“Stress and concern over non-stop social, political and personal issues has consumers deprioritizing sustainable living. Instead they are placing the onus of addressing the climate crisis on brands, governments and other consumers. As unsustainable behaviors remain more common than sustainable ones, brands should encourage small, incremental steps toward sustainability to ...

May 2023

Understanding LGBTQ+ Communities - US

“As LGBTQ+ communities contend with financial uncertainty, strained mental wellbeing and mounting legislative attacks, consumers need more than simply inclusivity exercises from brand allies. LGBTQ+ people and their loved ones fear for the future of LGBTQ+ ...

acceptance and rights in the US. They need and expect brand allies to take ...

April 2023

Expressions of Identity - US

“Consumers use a range of channels to represent and communicate who they are – or who they want to be – to other people. Authentic self-expression can directly impact their mental wellbeing, as well as help them build likeminded communities. Brands are already embedded into facets of consumers’ identity and ...

February 2023

Monetary Value vs Moral Value - US

“As inflation and economic uncertainty continue to drive consumers to cautiously monitor their spending, brands and marketers have questioned if purpose-driven shopping can survive as price consciousness takes center stage in consumers’ minds. However, a brand’s moral value and social consciousness can enhance its purchase value just as effectively as ...

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers’ positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

January 2023

Appealing to Introverts and Extroverts - US

“Most consumers recognize where they are on the personality trait continuum, and few feel they sit on the extreme ends of being either ‘very introverted’ or ‘very extroverted’. With some 40% who feel their personality traits have shifted in the past two years, this represents a transitional period as consumers ...

Upcoming Reports

Modern Spirituality - US - 2023

Divided America - US - 2023

Customs and Traditions - US - 2023

Diversity, Equity and Inclusion - US - 2023