

American Lifestyles: Finding Common Ground - US - April 2017

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“Americans may be questioning what lies ahead with a new administration in the White House, but any uncertainty they may have hasn’t significantly changed their outlook on spending.

- Dana Macke, Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- **New immigration policies may shift the labor landscape**
- **Expectations for international trade may change**
- **Growing gap between college- and high school-educated Americans**
- **Where jobs leave, opioids move in**
- **Updated healthcare plan on shaky ground**
- **Americans become politically reactive**

Americans may seem a little shaken following a divisive election cycle, but they don’t think the sky is falling just yet. Most adults feel that their financial situations are stable, and they don’t think that a new administration in the White House will have a negative impact on their income or spending.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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