



Culture and Identity - USA

July 2020

Marketing to Middle Americans: Incl Impact of COVID-19 - US

“Middle Americans are an advantageous consumer target for brands and marketers, having decent discretionary spending power and an optimistic outlook on their future financial situation. Falling in between the economically limited Lower Tier consumer and the more affluent Upper Tier consumer, Middle Americans represent the average American with moderate income

...

Conservative and Liberal Beliefs: Incl Impact of COVID-19 - US

“America’s two-party system has been a longstanding and defining feature of the country’s political environment. Ideological debates and disputes between the Republican and Democratic Party are nothing new; yet, in recent decades the two political parties have become even more polarized and fundamentally divided, and this schism has come to ...