

## August 2023

### Marketing Financial Services - US

“A continued state of economic turbulence brought on by the banking crisis of early 2023 has caused young financial services consumers to grow up fast, interpreting uncertainty as a mandate to expand their research and desire a more serious tone from financial brands. Consumer tastes have correspondingly shifted toward brand-level ...

## 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 ...

### Life Insurance - US

“Life insurance is a product with a long-term focus, causing consumers to be most receptive to it when their futures are top-of-mind. These forward-looking considerations occur at key individual lifestages such as the start of parenthood, but they also occurred on a macro scale when the pandemic cast a spotlight ...

## June 2023

### Investment Trends - US

“While the macroeconomic challenges of 2022 have quelled investor confidence, the US has continued to make strides and seen considerable improvements across various areas of its economy. Should these improvements be sustained, and the coveted soft landing be achieved, investor confidence could be reignited alongside an influx of younger, first-time ...

## May 2023

### Payment Preferences - US

“The past couple of years have seen a rare reversal in trends within payment preferences, with credit cards declining as a top choice and cash climbing back upward. Recent economic developments have had a significant impact on the payments space, with the pandemic driving digital payment adoption and inflation causing ...

### Property and Casualty Insurance - US

“With an economic downturn possible in 2023, this year is shaping up to be an extension of the carriers' headwinds faced in 2022. Elevated inflation has boosted the costs of repairs and replacement parts, leading to larger claim pay-outs from insurers. Homeowners have been especially constricted by the Federal Reserve ...

### March 2023

#### Home Purchasing and Mortgages - US

"Consumers are changing the way they approach home purchasing, leaning more on digital tools to streamline the search process and looking to intrapersonal and digital sources to find their mortgage lenders. A surge in independent decision-making in the home search process has led to an increase in consideration for new ...

#### Educational Lending - US

"Although the ultimate destiny of federal student loan forgiveness hangs in limbo preceding a Supreme Court ruling, student loan customers have already adjusted their attitudes in anticipation of a changing educational lending landscape. Focus on interest rates has subsided in favor of customer service and digital offerings, showing that customers ...

### February 2023

#### Financial Services in 2023 - US

"For the third consecutive year, consumer attitudes toward the financial services industry are colored by macroeconomic volatility that incentivizes flexibility and prevents confidence in medium-term financial planning. Record inflation rates have tempered consumers' immediate ambitions, causing them to become more concerned about tackling their existing debt and more likely to ...

#### The Banking Experience - US

"With economic uncertainty still looming, FIs must remain engaged and in-tune with their customers' needs and wants. If it is support that customers desire, FIs must position themselves as subject matter experts in their customers' corner ready to support their financial aspirations as well as enhance their knowledge and literacy ...

#### 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 – ...

### Upcoming Reports

**Trust in Financial Services - US - 2023**

**Buy Now, Pay Later - US - 2023**

**Credit Cards - US - 2023**

**Vehicle Financing - US - 2023**

**Gen Z, Millennials and Finance - US - 2023**

**Health Insurance - US - 2023**