

Consumer Sentiment Falls For The First Time In Six Months - Consumer Behavior

Sentiment among U.S. consumers fell in January for the first time in six months as concerns surrounding unemployment and proposed tariffs kept hindering consumers. Data from the University of Michigan's Sentient Index also revealed that lingering inflation concerns were also a factor in sentiment declines.

Unemployment has become more of an issue for consumers since it is taking longer for those unemployed to find a job. Credit card use and debt among consumers has increased over the past few months, indicating that consumers may be stretched in meeting monthly expenditures.

Sources: Dept. of Labor, Univ. of Michigan

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