

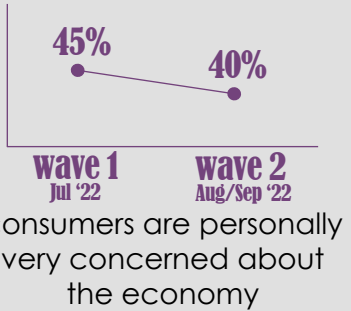


# CONSUMERS & INFLATION

## THINGS TO KNOW ABOUT...

### WAVE TWO

### CHINA



### TOP CONCERNS

(among those who are concerned, N=852)



**39%** Wages/salary keeping up with cost of living



**35%** Cost of healthcare



**33%** Availability of items



**32%** Prices on everyday goods (groceries & household items)

## CONSUMERS ADJUST SHOPPING HABITS

How consumers shop differently now:



**47%** Taking better advantage of sales, discounts, promotions



**47%** Shopping online to avoid trips to the store



**31%** Spending more time researching what I plan to buy

Buying less or putting off purchase:



**46%** Electronics



**39%** Major purchases



**↓36%** Entertainment



**34%** \*Clothes for myself

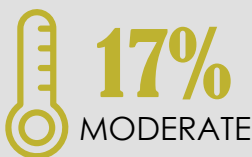
# 74%

\*expect to buy clothes before the end of the year

## SUPPLY CHAIN

# 50%

say they have been impacted by shortages in the supply chain



### ACTIONS TAKEN TO GET PRODUCTS NEED/WANT

(among impacted, N=483)



**↑53%** Try new brand or similar product

**47%** Ask friend and family for help finding products

**↑45%** Research online where to find products in stock

