

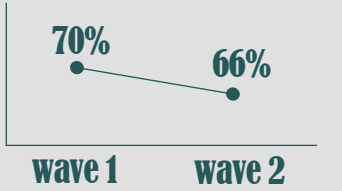


CONSUMERS & INFLATION

THINGS TO KNOW ABOUT...

WAVE TWO

U.S.



consumers are personally very concerned about the economy

TOP CONCERNS

(among those who are concerned, N=971)



62%

Prices on everyday goods (groceries & household items)



51%

Cost of gas



46%

Wages/salary keeping up with cost of living



33%

Availability of items

CONSUMERS ADJUST SHOPPING HABITS

How consumers shop differently now:

60% Buying less of things I want

52% Taking better advantage of sales, discounts, promotions

42% Buying generic/store brands

40% Shopping lower-priced retailers

Buying less or putting off purchase:



63%

*Clothes for myself



50%

Entertainment



48%

Electronics

56%

*expect to buy clothes before the end of the year



SUPPLY CHAIN

84%

say they have been impacted by shortages in the supply chain

58%↑ SLIGHT

30% MODERATE

12% SEVERE

ACTIONS TAKEN TO GET PRODUCTS NEED/WANT (among impacted, N=837)



50% Stock up on essentials when I find them

46% Try new brand or similar product

35% Shop early in the day/when products are stocked

