

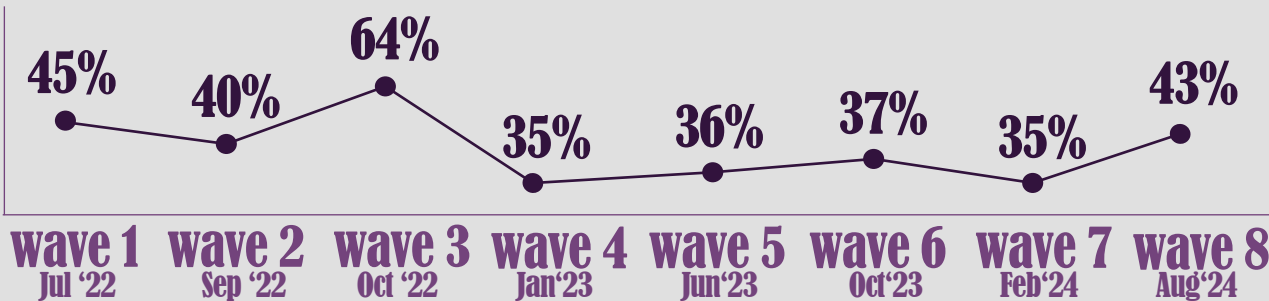


# CONSUMERS & INFLATION

## THINGS TO KNOW ABOUT...

### WAVE EIGHT

### CHINA



% very concerned about the economy

### TOP CONCERNS

(among those who are concerned, N=698)



**51%** Wages/salary keeping up with cost of living



**38%** Availability of jobs



**36%** Potential for recession

**87%** of consumers have at least one financial worry [TOP 3 BOX OUT OF 6]



MEETING LONG-TERM FINANCIAL GOALS



REDUCING MY SAVINGS



BEING ABLE TO AFFORD HEALTH CARE

### SHOPPING BEHAVIORS

% DONE IN PAST YEAR:



**76%** Purchased clothes on sale



**63%** Purchased clothes via social media



**38%** Repaired an item of clothing to extend use

