

SUMERS



% very concerned about the economy

wave 2 wave 1 **IIII '22 Sep '22**

wave 3 Oct '22

wave 4

wave 5

wave 8 Aug'24

TOP CONCERNS

(among those who are concerned, N=940)



58% Prices on everyday goods (groceries & household items)



43% Wages/salary keeping up wi keeping up with cost of living



Cost of

of consumers have at least one extreme WOTTY [TOP BOX OUT OF 6]

MEETING LONG-TERM FINANCIAL GOALS

HAVING \$ UNTIL **NEXT PAYCHECK**



EXPERIENCING MAJOR FINANCIAL **HARDSHIP**

SHOPPING BEHAVIORS

% DONE IN PAST YEAR:



Purchased clothes on sale



Repaired an

item of clothing to extend use



Purchased clothes via

social media

