



## TOP CONSUMER CONCERNS % SAY IT IS A MAJOR CONCERN

### PERSONAL



**70%**

Physical health



**67%**

Personal safety



**66%**

My family's future

### SOCIAL



**58%**

Wages keep up with cost of living



**54%**

Education



**52%**

Healthcare system

## CONSUMER EMOTIONS % FEEL STRONGLY WHEN THINKING ABOUT THE WIDER WORLD



**52%**

Hopeful



**45%**

Excited



**39%**

Calm



**36%**

Uncertain



**31%**

Worried

**55%**

SAY EMOTION  
STRONGLY  
IMPACTS SHOPPING



## CLOTHES SHOPPING

COMPARED TO A FEW MONTHS AGO, ARE YOU SPENDING MORE, LESS, OR ABOUT THE SAME AMOUNT ON CLOTHING?

**33% MORE**

**49% SAME**

**18% LESS**

**96%**

of consumers  
purchased  
clothing in  
the past  
month

**30%**



purchased clothes via social media

**27%**



Checked fiber content of a garment

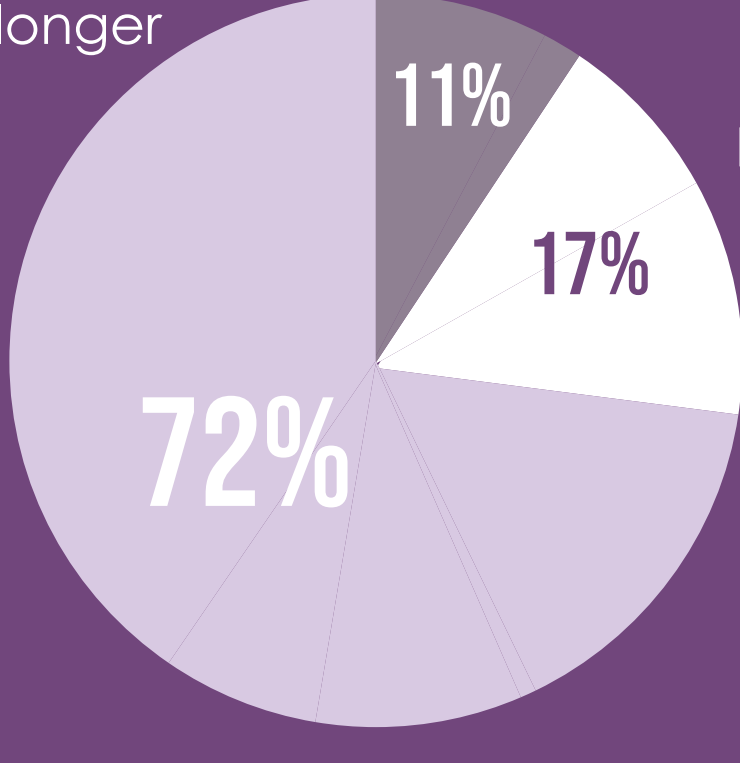
## DURING THE PAST MONTH, HAVE YOU BEEN MORE LIKELY TO:

*Among those purchased clothes in past month*

Buy higher  
quality to  
last longer

Buy lower quality  
to save money

Neither



## MOST RECENT CLOTHES PURCHASE



**39%**

Athleisure



**35%**

Activewear



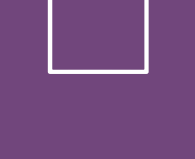
**24%**

Casual shirts



**22%**

Denim jeans



**19%**

T-shirts