



TOP CONSUMER CONCERNS % SAY IT IS A MAJOR CONCERN

PERSONAL



83%

My family's future



81%

Household finances



80%

Personal safety



80%

Physical health

SOCIAL



85%

Public safety



84%

Wages keep up with cost of living



82%

Healthcare system



82%

The economy

CONSUMER EMOTIONS % FEEL STRONGLY WHEN THINKING ABOUT THE WIDER WORLD



48%

Worried



44%

Uncertain



44%

Hopeful



34%

Excited



32%

Calm

47%



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?

30% MORE

31% SAME

39% LESS

84%

of consumers
purchased
clothing in
the past
month

53%



purchased clothes on sale

43%



shopped during a promotion

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

47%

42%

11%

Neither

MOST RECENT CLOTHES PURCHASE



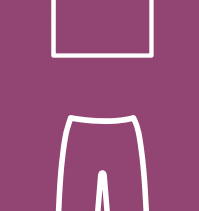
48%

Denim jeans



30%

Casual shirts



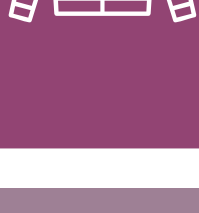
29%

T-shirts



25%

Sweats



23%

Athleisure

