



TOP CONSUMER CONCERNS % SAY IT IS A MAJOR CONCERN

PERSONAL



60%

Household finances



54%

My family's future



51%

Mental health

SOCIAL



72%

The economy



66%

Wages keep up with cost of living



59%

Healthcare system

CONSUMER EMOTIONS % FEEL STRONGLY WHEN THINKING ABOUT THE WIDER WORLD



45%

Worried



44%

Uncertain



32%

Hopeful



28%

Calm



21%

Excited

44%

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?

24% MORE

35% SAME

41% LESS



of consumers purchased clothing in the past month



purchased clothes on sale



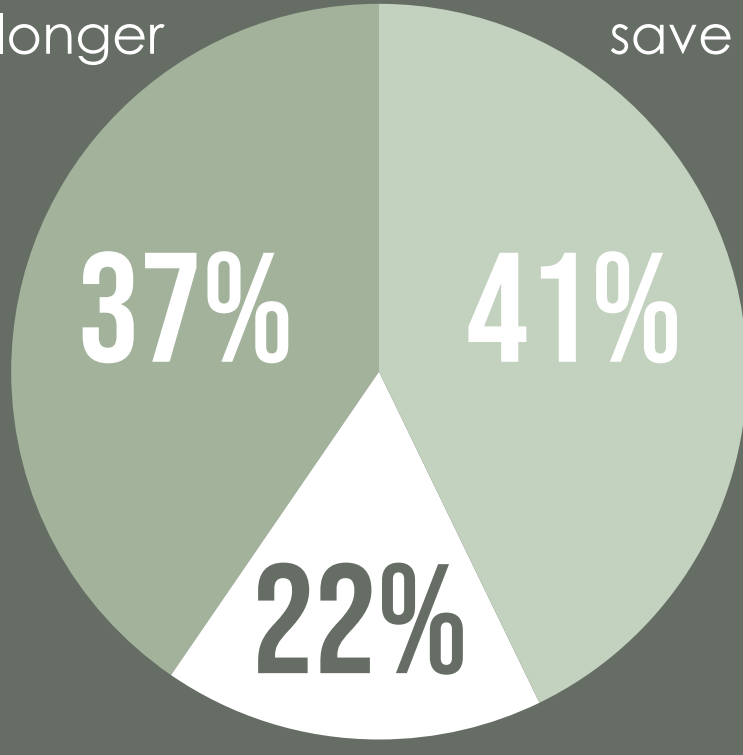
shopped during a promotion

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



Neither

MOST RECENT CLOTHES PURCHASE



39% T-shirts



31% Sweats



24% Athleisure



23% Activewear



22% Denim jeans

