



**TOP CONSUMER CONCERNS** % say it is a major concern

PERSONAL

**80%** My family's future

**76%** Household finances

**73%** Physical Health

SOCIAL

**73%** Wages keep up with cost of living

**72%** Public safety

**69%** Healthcare system

**CONSUMER EMOTIONS** % feel strongly when thinking about the wider world

**50%**  
Uncertain

**49%**  
Worried

**20%**  
Calm

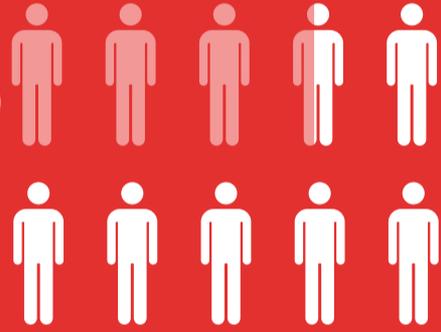
**14%**  
Hopeful

**13%**  
Excited



**34%**

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?

14% more

34% same

52% less

**79%** of consumers purchased clothing in the past month

**56%** have seen prices increasing on clothing in the past month

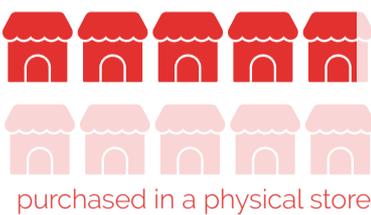
**69%** say shopping is a positive activity for me



**66%**



**47%**



**24%**



**MOST RECENT CLOTHES PURCHASE**

**39%** Denim jeans

**28%** T-shirts

**20%** Dress pants, skirts, or dresses

**17%** Sweats

**17%** Activewear

