



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

**PERSONAL**

- 83%** My family's future
- 81%** Personal safety
- 79%** Household finances

**SOCIAL**

- 83%** Public safety
- 82%** Wages keep up with cost of living
- 81%** Healthcare system

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



**48%**

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?



**MOST RECENT CLOTHES PURCHASE**

- 49%** Denim jeans
- 34%** Sweats
- 27%** T-shirts
- 26%** Casual shirts
- 25%** Dress shirts