

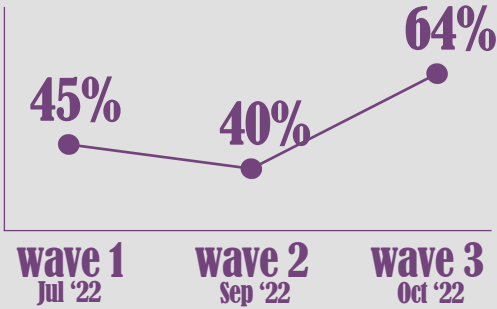


# CONSUMERS & INFLATION

## THINGS TO KNOW ABOUT...

### WAVE THREE

### CHINA



consumers are personally very concerned about the economy

### TOP CONCERNS (among those who are concerned, N=930)

- 43%** Wages/salary keeping up with cost of living
- 38%** Potential for recession
- 37%** Availability of items

## CONSUMERS ADJUST SHOPPING HABITS

How consumers shop differently now:

- 53%** Shopping online to avoid trips to the store
- 47%** Taking better advantage of sales, discounts, promotions
- 32%** Spending more time researching what I plan to buy

Buying less or putting off purchases:

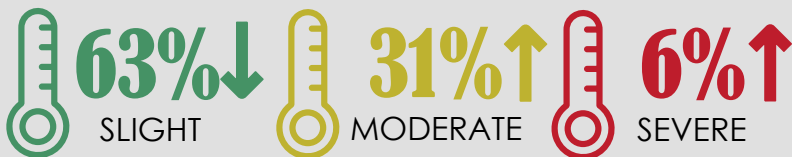
- 53%** Entertainment
- 36%** Electronics
- 35%** Accessories

# 64%

say current economic situation will impact holiday shopping

## SUPPLY CHAIN

**74%** say they have been impacted by shortages in the supply chain



### ACTIONS TAKEN TO GET PRODUCTS NEED/WANT (among impacted, N=745)

- 50%** Try new brand or similar product
- 49%** Stock up on essentials when I find them
- 43%** Research online where to find products in stock

