

THINGS TO **KNOW ABOUT...**

WAVE THREE

wave 1

Iul '22



consumers are personally very concerned about the economy

TOP CONCERNS (among those who are concerned, N=971)



59% Prices on everyday goods (groceries & household items)



50% Cost of gas



43% Wages/salary keeping up with cost of living

CONSUMERS ADJUST SHOPPING HABITS

How consumers shop differently now:



Buying less of things I want



Taking better advantage of sales, discounts, promotions



Buying generic/store **brands**

Buying less or putting off purchases:



51% Electronics



Clothes for myself



76%

say current economic situation will impact holiday shoppina



SUPPLY CHAIN

say they have been impacted by shortages in the supply chain

ACTIONS TAKEN TO GET PRODUCTS NEED/WANT (among impacted, N=842)



52%

Try new brand or similar product

50%

Stock up on essentials when I find them

Research online where to find products in stock

