

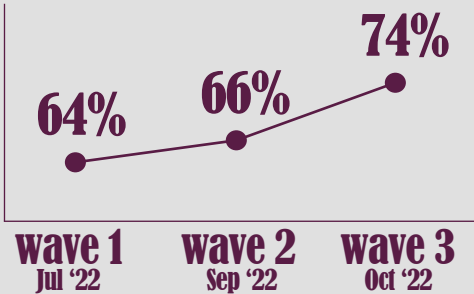


THINGS TO KNOW ABOUT...

CONSUMERS & INFLATION

WAVE THREE

MEXICO



consumers are personally very concerned about the economy

TOP CONCERNS

(among those who are concerned, N=961)



70% Prices on everyday goods (groceries & household items)



38% Cost of gas



38% Wages/salary keeping up with cost of living

CONSUMERS ADJUST SHOPPING HABITS

How consumers shop differently now:



50% Taking better advantage of sales, discounts, promotions



37% Spending more time researching what I plan to buy



37% Buying less of things I want

Buying less or putting off purchases:



48%
Travel



46%
Electronics



43%
Clothes for myself

82%

say current economic situation will impact holiday shopping

SUPPLY CHAIN

66%

say they have been impacted by shortages in the supply chain



69%
SLIGHT



27%
MODERATE



4%
SEVERE

ACTIONS TAKEN TO GET PRODUCTS NEED/WANT (among impacted, N=663)



55% Try new brand or similar product

48% Stock up on essentials when I find them

48% Research online where to find products in stock

