

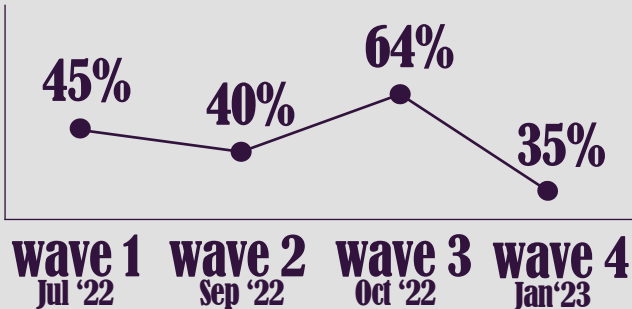


THINGS TO KNOW ABOUT...

CONSUMERS & INFLATION

WAVE FOUR

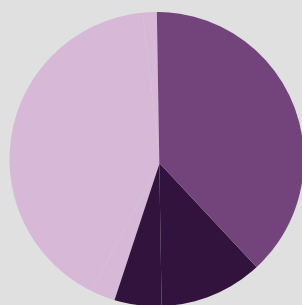
CHINA



Consumers are personally very concerned about the economy



Compared to a few months ago, inflation is impacting consumers:



23% MORE SEVERELY

44% ABOUT THE SAME

32% LESS SEVERELY

TOP CONCERNS

(among those who are concerned, N=824)

45% Wages/salary keeping up with cost of living

38% Potential for recession

35% Cost of healthcare

IMPACT ON SHOPPING

50% Fewer impulse purchases

43% Buy higher quality, longer-lasting items

38% More research so I can get the best value

35% Fewer shopping trips

SUPPLY CHAIN

73% say they have been impacted by shortages in the supply chain

71% SLIGHT

25% MODERATE

4% SEVERE

ACTIONS TAKEN TO GET PRODUCTS NEED/WANT (among impacted, N=731)



48% Try new brand or similar product

47% Stock up on essentials when I find them

41% Ask friends and family to help find products

41% Research online where to find products in stock

