



# Early Warning

## Quarterly PR Pulse

*Q3 2022 Topic 4: Consumer Spending and Inflation*

# METHODOLOGY

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## METHODOLOGY

- Ten-minute online survey
- Quarterly tracking
- Sample via EWS Online Research Panel



## POPULATION

- 450 interviews per quarter
- Mobile Majority ages 18-75, determined by U.S. Census data



## QUALIFYING CRITERIA

- Ages 18-75 | Mix of race, gender, age, employment | Not employed in a sensitive industry
- Must have a checking or savings account

## KEY FINDINGS

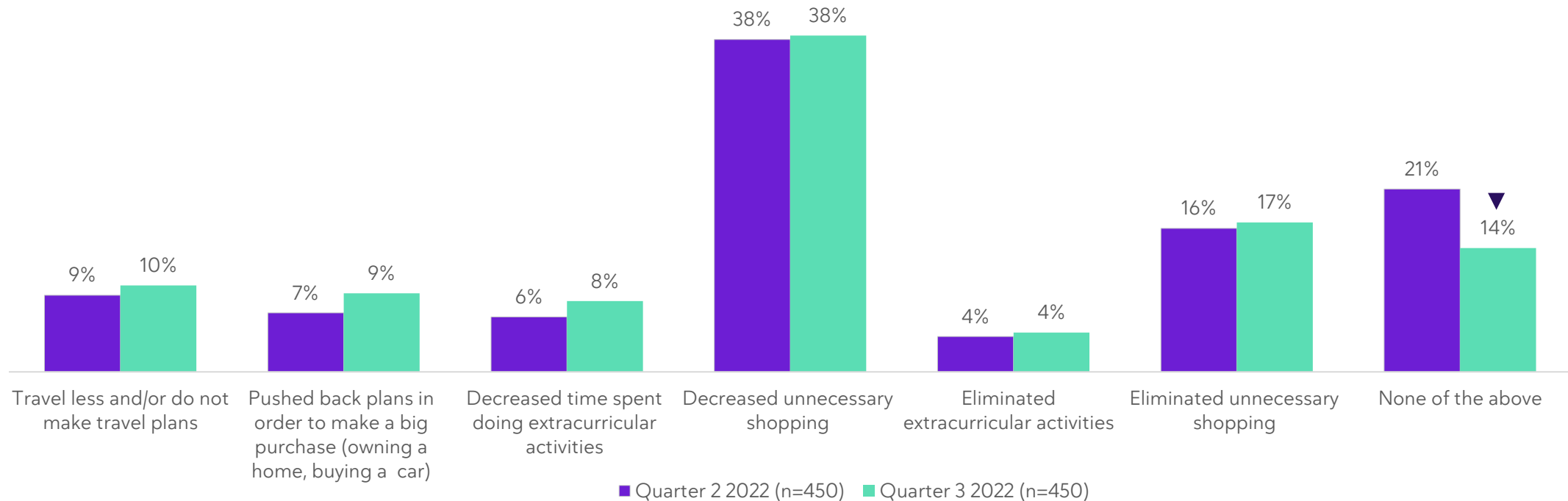
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- Inflation has impacted how consumers spend their funds, with consumers intentionally scaling back on shopping. Specifically, due to the inflation impact, 38% of consumers have decreased unnecessary shopping. Seventeen percent of consumers have eliminated unnecessary shopping. Of note, significantly fewer consumers in Quarter 3 (14%) versus Quarter 2 (21%) reported “none of the above” when asked which option best describes how inflation has impacted their spending.
- Consumers in Quarter 3 (47%) versus Quarter 2 (25%) have a significantly higher incidence of strongly agreeing that saving money is more difficult due to inflation. With high gas prices and concerns about finances, significantly more consumers in Quarter 3 (24%) than in Quarter 2 (15%) reported using alternative transportation (such as carpool, walking, public transportation).
- Significantly more consumers in Quarter 3 compared to Quarter 2 reported running out of money prior to their next paycheck (43% in Quarter 3 versus 31% in Quarter 2). In Quarter 3, significantly fewer consumers reported that they make enough money in between paychecks, to not run out (22%), compared to the previous quarter (33%).
- Consumers in Quarter 3 versus Quarter 2 had a significantly higher incidence of paying their necessities first (59% in Quarter 3 versus 40% in Quarter 2). Significantly fewer consumers in Quarter 3 (27%) than in Quarter 2 (42%) prioritized reviewing their budget to check for allocated amounts.

## IMPACTS OF INFLATION ON SPENDING

Due to the inflation impact, nearly two out of five consumers have decreased unnecessary shopping. Of the inflation impact options listed, "none of the above" was selected by significantly fewer consumers in Quarter 3 than in Quarter 2.

### Different Ways That Inflation Has Impacted Consumer Spending



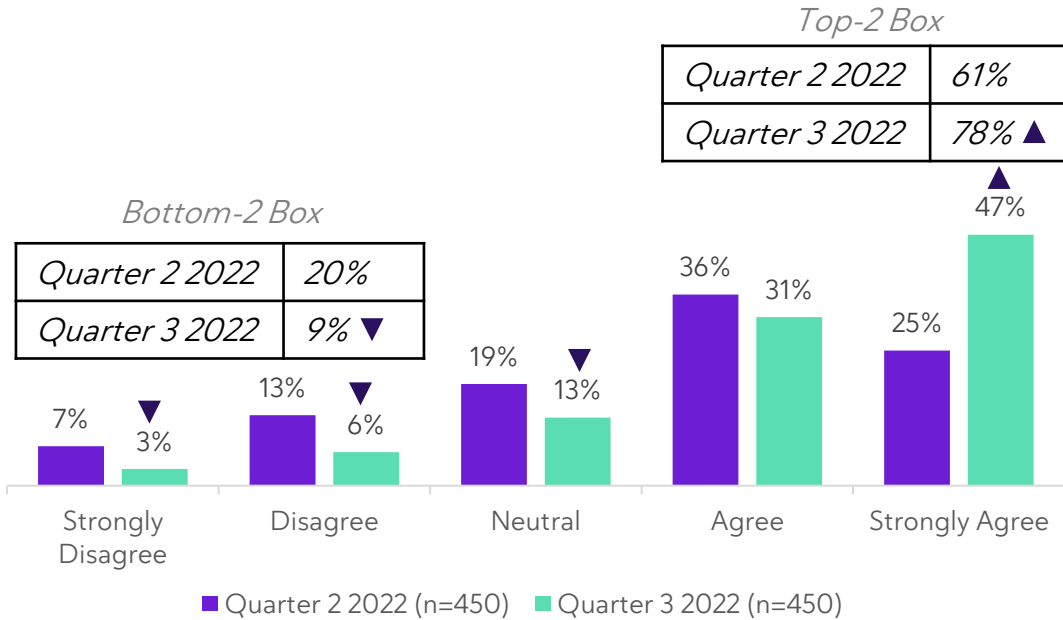
Source: Q11/Q1. Which of the following best describes how inflation has impacted your spending?

## LIFE CHANGES DUE TO INFLATION

Significantly more consumers in Quarter 3 versus Quarter 2 strongly agree that saving money is more difficult due to inflation. In Quarter 3, significantly more consumers use alternative transportation due to high gas prices (24%) than those in Quarter 2 (15%).

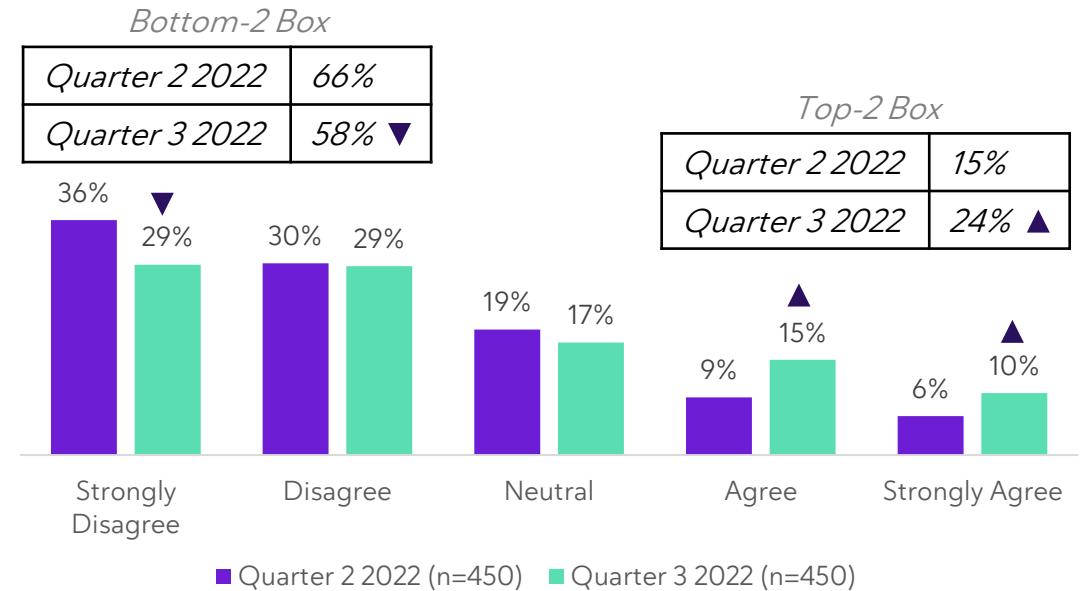
### Difficulties Saving Money Due to Inflation

I find it more difficult to save money due to the current inflation issues.



### Transportation Changes Due to High Gas Prices

Because of high gas prices, I have begun to carpool, take public transportation, and/or walk.



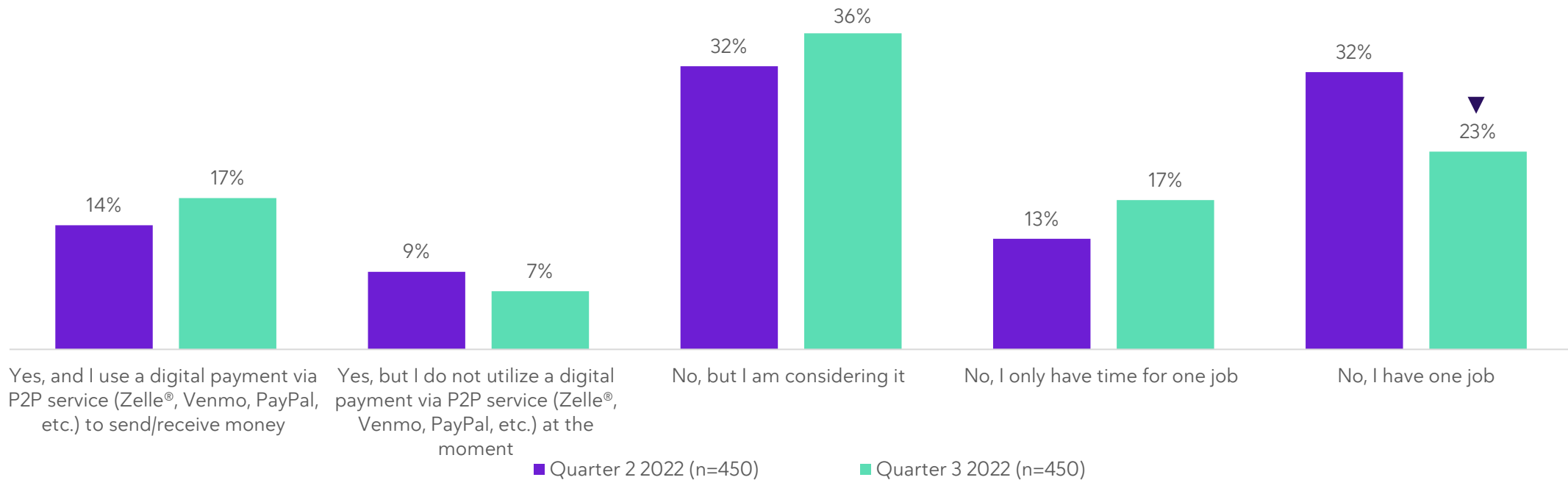
Source: Q12/Q2. Please rate your level of agreement with the following statement. I find it more difficult to save money due to the current inflation issues. | Q13/Q3. Please rate your level of agreement with the following statement. Because of high gas prices, I have begun to carpool, take public transportation, and/or walk.

## LIFE CHANGES DUE TO INFLATION (CONTINUED)

Significantly fewer consumers reported having only one job in Quarter 3 (23%) compared to Quarter 2 (32%).

### Need for Extra Income Due to Inflation

*Since inflation, I have started a side-hustle/small business or taken up another job to bring in extra income.*

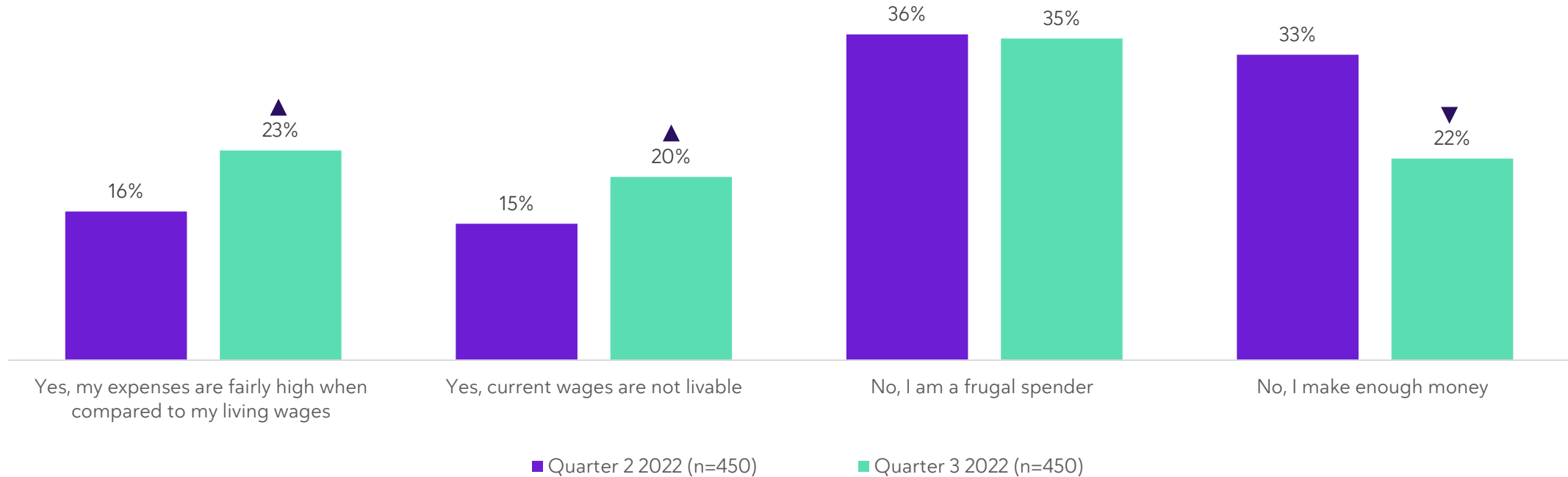


Source: Q14/Q4. Which of the following best describes how inflation has impacted you? Since inflation, I have started a side-hustle/small business or taken up another job to bring in extra income.

## SPENDING HABITS

Significantly more consumers reported running out of money prior to their next paycheck in Quarter 3 (43%) compared to Quarter 2 (31%). Consumers in Quarter 3 versus Quarter 2 also have a lower incidence of making enough money between paychecks.

### Running Out of Money Between Paychecks



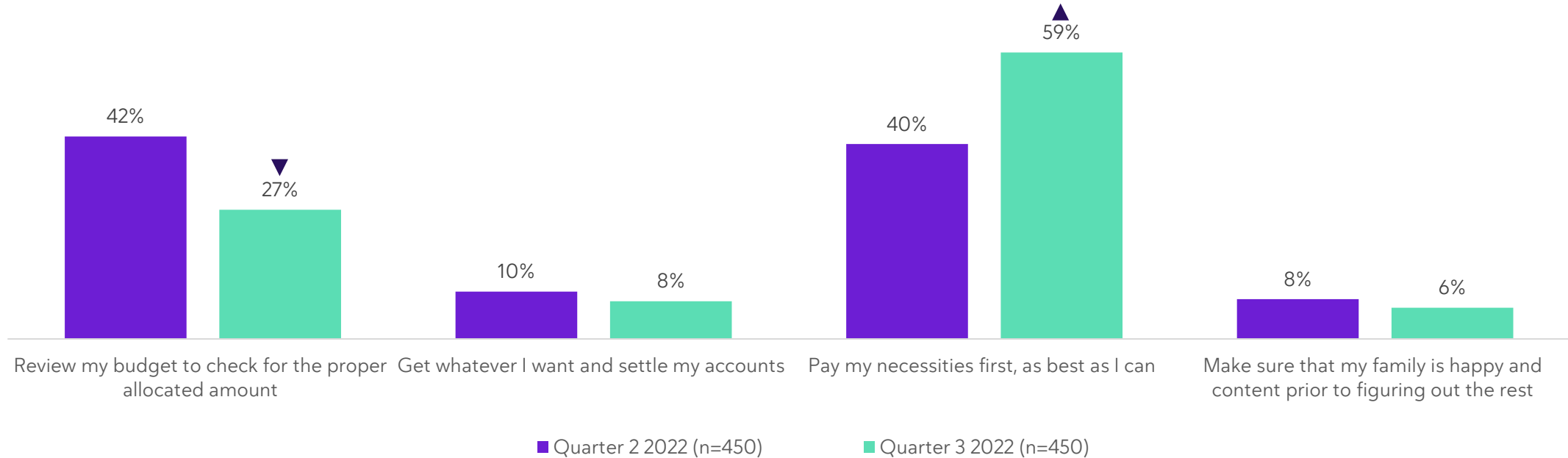
Source: Q16/Q5. Do you typically run out of money prior to your next paycheck?

## SPENDING HABITS (CONTINUED)

In Quarter 3, significantly more consumers prioritize paying necessities first (59%) than those in Quarter 2 (40%). Significantly fewer consumers in Quarter 3 (27%) versus Quarter 2 (42%) prioritize reviewing their budget to check for proper amounts.

### Spending Priorities for Consumers

When spending money, I always make sure to\_\_\_\_\_.



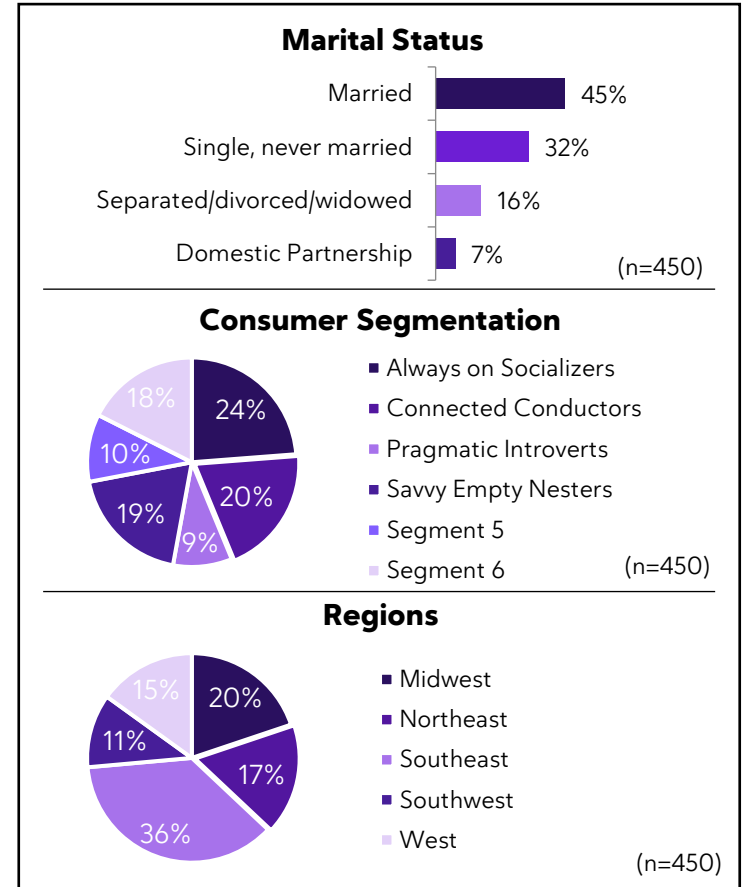
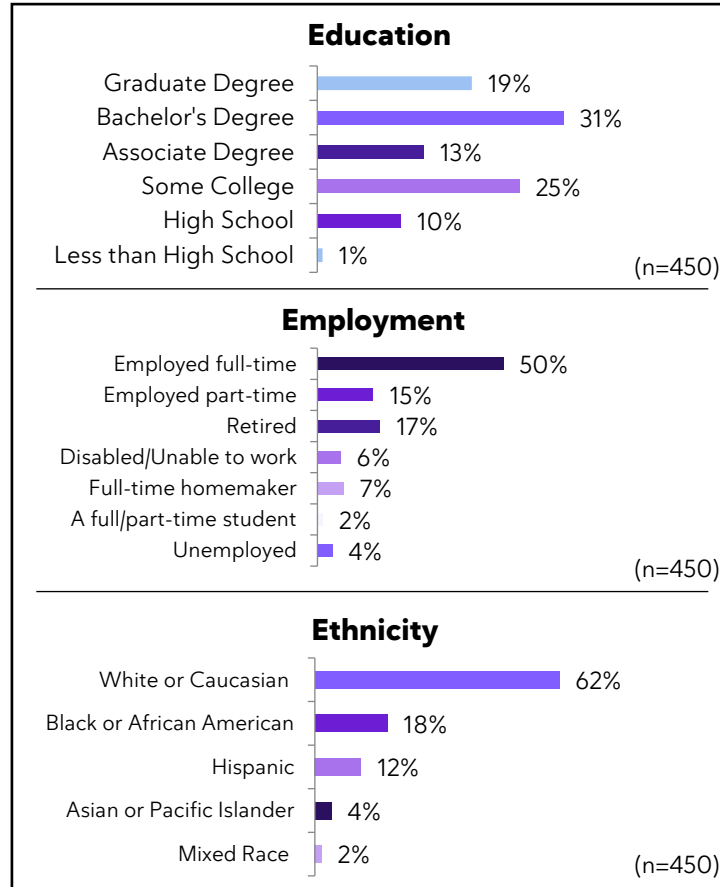
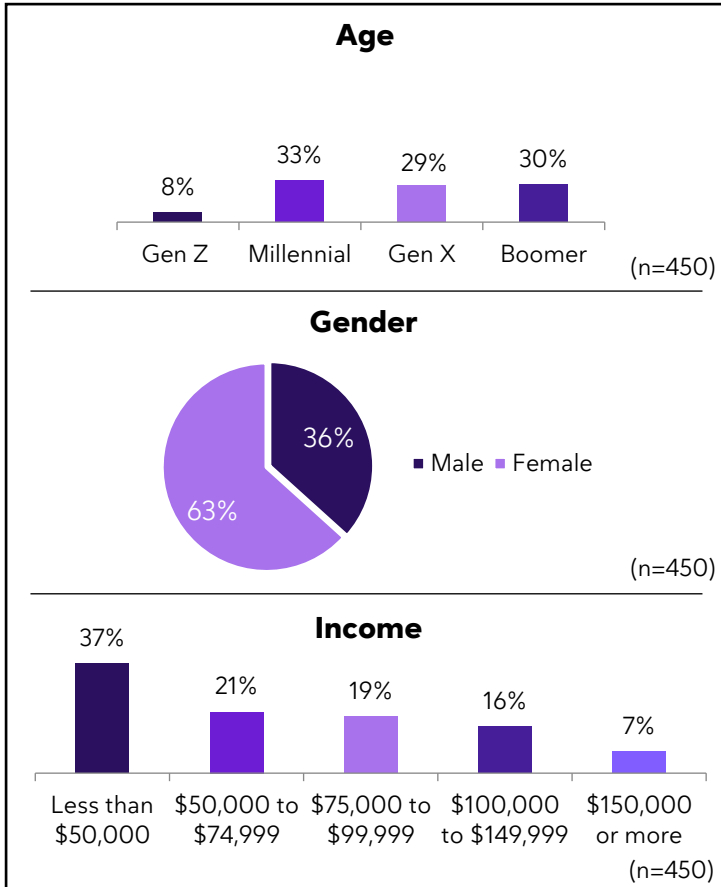
Source: Q17/Q6. Please select the statement that best describes how you spend money. When spending money, I always make sure to\_\_\_\_\_.





# Appendix: Demographics

# DEMOGRAPHIC PROFILE



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THIS IS HOW MONEY MOVES®