

Which of the following have you done in 2022 in order to deal with the higher cost of living due to inflation?

	Total	Gender		AGE			EDUCATION				Generation			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	449	552	237	400	364	58	169	442	332	73	274	317	337
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	99	281	279	342
Cutting back on entertainment	458	211	247	121	160	178	72	118	163	104	32	131	137	158
	46%	43%	48%	43%	46%	48%	49%	43%	49%	43%	32%	47%	49%	46%
Cutting back on dining out	545	261	284	135	200	210	83	158	190	115	44	145	167	190
	54%	53%	56%	48%	58%	56%	57%	57%	57%	47%	45%	51%	60%	55%
Cutting back on travel outside the country	329	170	160	92	98	140	46	85	112	86	35	84	83	128
	33%	35%	31%	33%	28%	37%	32%	31%	33%	35%	35%	30%	30%	37%
Cutting back on travel inside the country	312	154	158	82	107	123	41	82	109	80	32	73	97	111
	31%	32%	31%	29%	31%	33%	28%	30%	33%	33%	32%	26%	35%	32%
More car pooling/fewer car trips	183	81	102	64	74	45	14	49	77	44	30	54	57	42
	18%	17%	20%	23%	21%	12%	9%	18%	23%	18%	30%	19%	21%	12%
Cutting back on organized sports for my kids	38	12	25	14	19	4	3	4	19	12	-	19	18	1
	4%	3%	5%	5%	6%	1%	2%	2%	6%	5%	-	7%	6%	*
Switched my regular grocery store for one I think is cheaper	263	110	153	79	106	78	34	75	98	56	33	66	95	67
	26%	22%	30%	28%	31%	21%	23%	27%	29%	23%	34%	24%	34%	20%
Looking at flyers for sales	506	226	280	119	175	212	74	154	170	109	33	126	155	193
	51%	46%	55%	42%	51%	57%	50%	56%	51%	45%	33%	45%	55%	56%
Using a couponing or sale app to save money	314	154	160	95	111	108	45	94	103	71	26	99	95	94
	31%	32%	31%	34%	32%	29%	31%	34%	31%	29%	27%	35%	34%	27%
Eating less meat	241	102	139	74	75	92	31	69	86	54	24	72	64	81
	24%	21%	27%	26%	22%	25%	21%	25%	26%	22%	24%	26%	23%	24%
Buying fewer fresh fruits and vegetables	217	88	129	61	88	68	28	63	81	45	20	67	69	60
	22%	18%	25%	22%	25%	18%	19%	23%	24%	18%	21%	24%	25%	18%
Putting off purchases like new clothing, etc.	467	201	266	136	174	158	91	130	152	95	49	130	147	141
	47%	41%	52%	48%	50%	42%	62%	47%	45%	39%	50%	46%	53%	41%
Telling my kids "no" more often	72	22	50	27	42	4	7	14	34	17	4	35	31	2
	7%	4%	10%	9%	12%	1%	5%	5%	10%	7%	4%	13%	11%	*
Using money I was setting aside for retirement	131	64	67	31	49	51	29	25	49	29	15	35	40	42
	13%	13%	13%	11%	14%	14%	20%	9%	15%	12%	15%	12%	14%	12%
Delayed or did not renew a medical prescription	79	30	49	38	22	19	11	12	34	23	9	37	17	16
	8%	6%	10%	14%	6%	5%	7%	4%	10%	9%	9%	13%	6%	5%
None of the above	143	68	74	32	41	69	23	31	48	41	13	34	34	61
	14%	14%	15%	12%	12%	18%	15%	11%	14%	17%	13%	12%	12%	18%
Sigma	4298	1954	2344	1200	1540	1557	629	1163	1524	982	399	1206	1306	1386
	429%	399%	458%	427%	445%	417%	430%	421%	454%	404%	404%	429%	469%	405%