

Which of the following have you done in 2023 in order to deal with the higher cost of living due to inflation?

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Prefer not to answer	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	N
Base: All Respondents (unwtd)	1000	463	531	6	275	366	359	40	189	412	359	105	331	256	308
Base: All Respondents (wtd)	1000	462	533	5	274	362	365	39	189	413	359	105	328	252	316
Cutting back on entertainment	476	204	271	2	118	191	168	18	90	204	166	48	151	137	141
	48%	44%	51%	33%	43%	53%	46%	45%	47%	49%	46%	46%	46%	54%	45%
Cutting back on dining out	561	227	333	3	144	202	216	16	108	247	190	53	177	147	185
	56%	49%	62%	47%	53%	56%	59%	42%	57%	60%	53%	51%	54%	58%	59%
Cutting back on travel outside the country	290	128	162	-	74	106	110	7	54	125	105	30	95	69	96
	29%	28%	30%	-	27%	29%	30%	17%	28%	30%	29%	29%	29%	27%	30%
Cutting back on travel inside the country	292	128	163	1	83	105	104	10	50	128	102	30	100	74	88
	29%	28%	31%	16%	30%	29%	29%	26%	27%	31%	29%	28%	31%	29%	28%
More car pooling/fewer car trips	144	63	84	-	54	61	32	3	19	66	58	24	60	33	29
	14%	14%	16%	-	20%	17%	9%	9%	10%	16%	16%	23%	18%	13%	9%
Cutting back on organized sports for my kids	44	17	28	-	11	30	3	1	6	25	12	4	25	14	1
	4%	4%	5%	-	4%	8%	1%	2%	3%	6%	3%	4%	8%	6%	*
Switched my regular grocery store for one I think is cheaper	299	119	179	1	85	116	98	9	60	124	107	31	106	80	82
	30%	26%	34%	14%	31%	32%	27%	23%	32%	30%	30%	30%	32%	32%	26%
Looking at flyers for sales	533	219	312	2	104	186	243	18	96	235	184	39	142	139	213
	53%	47%	59%	33%	38%	52%	67%	45%	50%	57%	51%	37%	43%	55%	68%
Using a couponing or sale app to save money	317	108	212	1	83	127	110	9	66	139	106	35	103	90	93
	32%	23%	40%	16%	30%	35%	30%	22%	35%	34%	30%	33%	31%	36%	29%
Eating less meat	264	108	157	2	74	86	107	6	45	117	99	26	84	66	90
	26%	23%	29%	33%	27%	24%	29%	14%	24%	28%	28%	25%	26%	26%	29%
Pausing on saving for retirement	135	48	85	-	32	60	40	5	28	57	42	4	53	44	32
	13%	10%	16%	-	12%	17%	11%	13%	15%	14%	12%	4%	16%	17%	10%
Dipped into my personal savings to make ends meet	250	95	155	1	68	94	88	9	47	118	76	30	80	68	72
	25%	20%	29%	16%	25%	26%	24%	22%	25%	29%	21%	28%	25%	27%	23%
Considered moving somewhere with a lower cost of living than where I live now	154	54	100	1	58	57	40	6	25	74	50	27	61	30	36
	15%	12%	19%	16%	21%	16%	11%	15%	13%	18%	14%	26%	19%	12%	12%
Buying fewer fresh fruits and vegetables	258	93	166	3	75	90	96	8	51	126	76	27	82	69	83
	26%	20%	31%	47%	27%	25%	26%	20%	27%	31%	21%	26%	25%	27%	26%
Putting off purchases like new clothing, etc.	427	158	268	2	118	170	140	12	87	189	140	52	142	112	121
	43%	34%	50%	33%	43%	47%	38%	30%	46%	46%	39%	50%	43%	44%	38%
Telling my kids "no" more often	82	34	48	-	22	56	4	1	18	41	23	5	44	32	1
	8%	7%	9%	-	8%	16%	1%	2%	9%	10%	6%	5%	13%	13%	*
Using money I was setting aside for retirement	138	61	75	-	36	44	57	8	28	61	39	10	43	37	46
	14%	13%	14%	-	13%	12%	16%	20%	15%	15%	11%	10%	13%	15%	15%
Delayed or did not renew a medical prescription	100	41	61	-	30	47	25	7	21	47	27	8	39	38	17
	10%	9%	11%	-	11%	13%	7%	17%	11%	11%	7%	8%	12%	15%	5%
Accessing food banks	96	32	62	2	32	50	14	7	19	46	25	8	51	26	11
	10%	7%	12%	33%	12%	14%	4%	17%	10%	11%	7%	8%	16%	10%	4%
Made purchases through micro payments rather than a one-time payment	108	39	66	2	52	37	17	3	16	52	36	26	41	27	13
	11%	9%	12%	33%	19%	10%	5%	7%	9%	13%	10%	25%	12%	11%	4%
Putting off buying a home	117	49	67	-	56	34	26	4	16	48	48	21	53	20	22
	12%	11%	13%	-	21%	9%	7%	10%	9%	12%	14%	21%	16%	8%	7%
None of the above	95	56	37	2	25	29	41	4	17	37	38	12	25	22	37
	10%	12%	7%	36%	9%	8%	11%	9%	9%	9%	11%	11%	8%	9%	12%
	518%	451%	580%	408%	524%	548%	488%	429%	511%	559%	488%	527%	537%	545%	479%

