

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

	Gender		AGE					EDUCATION					Age 5										
	Male		Other/Prefer not to answer	18-34		35-54		55+		HS		PostSec		Univ Grad		Gen 2		Millennial		Gen X		Boomer	
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
<b>Base: All Respondents (unweighted)</b>	1000	493	507	6	146	346	365	94	177	400	340	105	187	152	192	192	187	152	192	192	192	192	
<b>Base: All Respondents (weighted)</b>	1000	486	508	6	281	346	373	146	276	335	243	131	277	283	283	283	283	283	283	283	283	283	
Cutting back on entertainment	465	204	245	6	111	185	159	72	118	152	114	41	144	137	133	133	133	133	133	133	133	133	
46%	42%	48%	100%	20%	33%	43%	43%	40%	43%	43%	47%	31%	52%	46%	43%	43%	43%	43%	43%	43%	43%	43%	
Cutting back on dining out	167	257	305	4	132	222	213	84	119	195	130	52	180	181	179	179	179	179	179	179	179	179	
17%	33%	33%	60%	60%	47%	64%	57%	37%	48%	56%	32%	32%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	
Cutting back on travel outside the country	269	114	152	3	69	99	101	25	70	95	78	35	74	75	85	85	85	85	85	85	85	85	
27%	23%	30%	47%	24%	29%	27%	17%	25%	29%	32%	20%	27%	27%	28%	28%	28%	28%	28%	28%	28%	28%	28%	
Cutting back on travel inside the country	279	125	153	1	76	91	112	34	80	100	65	33	83	83	67	96	96	96	96	96	96	96	
28%	26%	30%	17%	27%	26%	30%	23%	25%	30%	27%	20%	30%	30%	24%	31%	31%	31%	31%	31%	31%	31%	31%	
More car pooling/leaving car tips	126	44	81	2	51	39	36	23	29	44	26	24	41	31	30	30	30	30	30	30	30	30	
13%	9%	16%	18%	18%	11%	10%	10%	11%	13%	12%	10%	13%	13%	11%	10%	10%	10%	10%	10%	10%	10%	10%	
Cutting back on organized sports for my kids	41	23	18	**	15	27	-	50	10	14	7	5	19	17	-	-	-	-	-	-	-	-	
4%	5%	4%	-	5%	8%	-	7%	4%	4%	3%	4%	7%	6%	-	-	-	-	-	-	-	-	-	
Switched my regular grocery store for one I think is cheaper	303	138	171	4	89	115	99	33	73	110	68	37	94	89	83	83	83	83	83	83	83	83	
30%	26%	34%	72%	32%	33%	27%	33%	26%	33%	30%	20%	34%	34%	31%	27%	27%	27%	27%	27%	27%	27%	27%	
Looking at flyers for sales	526	223	301	3	111	180	235	81	139	190	117	39	139	132	196	196	196	196	196	196	196	196	
53%	46%	50%	60%	46%	49%	52%	43%	53%	50%	57%	48%	29%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	
Using a couponing or sale app to save money	321	123	194	4	69	118	115	49	77	120	75	40	91	98	92	92	92	92	92	92	92	92	
32%	25%	38%	60%	32%	34%	31%	33%	28%	36%	31%	31%	31%	31%	30%	30%	30%	30%	30%	30%	30%	30%	30%	
Eating less meat	285	118	165	3	71	115	99	64	63	96	63	24	91	87	83	83	83	83	83	83	83	83	
29%	24%	32%	40%	25%	33%	26%	44%	23%	29%	25%	19%	33%	31%	27%	27%	27%	27%	27%	27%	27%	27%	27%	
Putting on saving for retirement	162	57	90	5	53	61	38	18	41	51	41	23	55	47	27	27	27	27	27	27	27	27	
16%	13%	16%	18%	18%	13%	10%	12%	10%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	
Dipped into my personal savings to make ends meet	279	120	156	3	94	108	77	46	69	101	63	36	102	78	63	63	63	63	63	63	63	63	
28%	25%	31%	49%	34%	31%	21%	32%	25%	30%	26%	27%	27%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	
Consolidated morning commutes with a lower cost of living than where I live now	171	78	92	1	53	70	48	30	57	49	35	32	53	49	37	37	37	37	37	37	37	37	
17%	16%	18%	14%	10%	20%	13%	22%	21%	15%	14%	24%	19%	17%	12%	12%	12%	12%	12%	12%	12%	12%	12%	
Buying fewer fresh fruits and vegetables	328	106	218	4	90	123	115	61	98	112	56	43	96	97	94	94	94	94	94	94	94	94	
33%	22%	43%	69%	37%	36%	31%	42%	36%	34%	23%	31%	35%	34%	30%	30%	30%	30%	30%	30%	30%	30%	30%	
Putting off purchases like new clothing, etc.	472	178	290	4	127	187	159	60	118	181	105	61	132	132	127	127	127	127	127	127	127	127	
47%	37%	57%	60%	45%	54%	43%	43%	46%	54%	42%	46%	46%	48%	54%	54%	54%	54%	54%	54%	54%	54%	54%	
Taking my kids "not" more often	101	41	60	-	40	60	1	20	20	37	23	9	62	29	1	1	1	1	1	1	1	1	
10%	8%	12%	**	14%	17%	-	14%	7%	11%	10%	11%	11%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	
Using money I was setting aside for retirement	142	61	81	1	38	51	53	7	44	57	34	19	38	44	41	41	41	41	41	41	41	41	
14%	12%	16%	14%	14%	15%	14%	5%	10%	17%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	
Delayed or did not renew a medical prescription	109	36	71	3	32	53	24	18	29	43	19	12	41	41	36	36	36	36	36	36	36	36	
11%	7%	14%	48%	11%	10%	7%	12%	11%	13%	8%	9%	11%	14%	9%	9%	9%	9%	9%	9%	9%	9%	9%	
Assessing food banks	119	49	69	3	37	59	23	25	33	33	17	13	50	15	20	20	20	20	20	20	20	20	
12%	10%	13%	49%	13%	17%	6%	24%	12%	16%	7%	10%	18%	13%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
Made purchases through more payments rather than a one-time payment	118	43	74	1	42	50	26	21	30	39	27	23	41	37	18	18	18	18	18	18	18	18	
12%	9%	15%	14%	10%	14%	7%	10%	11%	12%	11%	17%	11%	13%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
Putting off buying a home	133	48	85	2	50	56	7	29	30	33	26	20	60	29	5	5	5	5	5	5	5	5	
13%	14%	12%	31%	20%	16%	2%	18%	14%	10%	14%	23%	21%	10%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Cut down on holiday spending	439	192	242	5	101	166	172	59	116	158	107	42	136	133	138	138	138	138	138	138	138	138	
44%	39%	48%	84%	36%	48%	46%	46%	42%	47%	44%	32%	45%	47%	45%	45%	45%	45%	45%	45%	45%	45%	45%	
Putting off starting a family or growing your family	72	32	40	1	52	37	1	12	16	25	19	27	36	8	1	1	1	1	1	1	1	1	
7%	6%	8%	14%	10%	5%	*	8%	6%	7%	8%	20%	13%	3%	*	*	*	*	*	*	*	*	*	
Delaying retirement	78	48	26	1	18	31	24	7	20	25	26	16	21	21	20	20	20	20	20	20	20	20	
8%	10%	6%	23%	7%	9%	8%	5%	7%	8%	11%	5%	8%	11%	7%	7%	7%	7%	7%	7%	7%	7%	7%	
Delaying a wedding or other major celebration/event	51	26	24	1	33	19	-	11	15	17	8	13	17	11	-	-	-	-	-	-	-	-	
5%	5%	5%	18%	11%	6%	-	7%	5%	5%	3%	8%	10%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	
Downsizing my home	52	26	24	2	14	19	18	8	14	12	18	7	16	14	14	14	14	14	14	14	14	14	
5%	6%	5%	28%	15%	6%	5%	5%	5%	4%	7%	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
Moving somewhere cheaper	101	47	54	1	18	30	33	26	29	24	20	21	31	23	27	27	27	27	27	27	27	27	
10%	10%	11%	14%	14%	9%	9%	10%	11%	11%	8%	9%	11%	11%	8%	8%	8%	8%	8%	8%	8%	8%	8%	
Participating in "Buy Nothing" Day	103	43	57	**	36	37	29	17	18	17	17	17	17	17	17	17	17	17	17	17	17	17	
10%	9%	11%	32%	13%	11%	8%	14%	10%	10%	7%	11%	11%	11%	8%	8%	8%	8%	8%	8%	8%	8%	8%	
Participating in "Buy Nothing" trade groups	37	11	22	1	15	12	10	5	8	12	10	7	14	5	10	10	10	10	10	10	10	10	
4%	3%	5%	33%	16%	9%	3%	4%	3%	4%	4%	4%	5%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	
Putting more money into savings	138	61	75	2	56	46	34	15	41	38	44	34	45	34	24	24	24	24	24	24	24	24	
14%	13%	15%	**	14%	9%	10%	10%	10%	11%	10%	11%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	
Postponing or cancelling vacations	258	112	121	2	66	106	81	40															

And which of the following do you anticipate doing in 2024 to deal with the higher cost of items due to inflation?

	Gender		AGE					EDUCATION					Race			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	<HS	HS	PostSec	Univ Grad	Gen 2	Hispanic	Gen K	White	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N		
<b>Base: All Respondents (unweighted)</b>	1000	493	507	6	146	368	365	94	177	400	365	105	187	319	290	
<b>Base: All Respondents (weighted)</b>	1000	486	508	6	281	346	373	146	276	335	243	131	277	283	310	
Cutting back on entertainment	455	221	230	4	119	172	165	78	122	148	107	45	143	130	137	
	45%	45%	45%	65%	42%	52%	44%	54%	44%	44%	44%	34%	52%	46%	44%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Cutting back on dining out	134	229	300	5	123	214	197	79	156	182	110	49	147	176	161	
	13%	47%	10%	10%	44%	44%	47%	31%	47%	54%	48%	32%	13%	12%	12%	
	A	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Cutting back on travel outside the country	252	104	144	4	67	95	85	20	70	95	67	31	74	77	70	
	25%	21%	28%	62%	24%	28%	24%	13%	25%	29%	27%	23%	27%	27%	23%	
	A	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Cutting back on travel inside the country	279	127	148	4	66	101	111	26	88	100	65	30	76	78	95	
	28%	26%	29%	63%	23%	29%	30%	18%	32%	30%	27%	23%	27%	27%	31%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
More car pooling/lower car tips	177	67	109	2	70	64	43	26	44	66	42	30	60	50	36	
	18%	14%	22%	28%	25%	19%	12%	18%	16%	20%	17%	23%	22%	18%	12%	
	A	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Cutting back on organized sports for my kids	46	19	27	1	16	29	1	5	10	18	14	5	20	15	1	
	5%	4%	5%	1%	6%	8%	1%	3%	3%	5%	6%	4%	9%	5%	1%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Switching my regular grocery store for one I think is cheaper	364	134	130	4	63	108	92	41	73	90	63	29	79	85	79	
	36%	29%	32%	65%	23%	31%	29%	20%	30%	27%	25%	22%	27%	30%	29%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Looking at flyers for sales	475	182	289	4	96	163	218	77	128	160	110	38	116	135	186	
	48%	37%	52%	68%	34%	34%	47%	16%	32%	47%	40%	29%	43%	48%	42%	
	A	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Using a couponing or sale app to save money	193	126	203	4	81	126	126	45	96	122	70	42	86	100	105	
	19%	26%	40%	60%	29%	35%	34%	13%	30%	35%	29%	12%	13%	15%	14%	
	A	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Eating less meat	287	111	171	5	70	111	105	35	70	100	62	27	86	87	87	
	29%	23%	34%	70%	25%	32%	28%	16%	25%	30%	26%	21%	31%	31%	28%	
	A	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Focusing on saving for retirement	162	64	93	1	54	74	34	18	50	55	38	24	53	63	23	
	16%	13%	16%	6%	26%	24%	16%	12%	26%	27%	12%	10%	16%	16%	7%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Dipping into my personal savings to make ends meet	225	98	124	3	63	87	75	31	58	85	46	30	60	68	66	
	22%	20%	24%	49%	23%	25%	20%	22%	21%	26%	20%	23%	22%	24%	21%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Consolidating dining commitments with a lower cost of living than where I live now	165	70	93	2	57	66	42	30	46	55	34	34	54	44	33	
	16%	14%	18%	12%	20%	19%	11%	20%	17%	17%	14%	20%	20%	16%	11%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Buying fewer fresh fruits and vegetables	276	206	146	69%	24%	29%	28%	28%	30%	29%	22%	24%	28%	28%	28%	
	A	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Putting off purchases like new clothing, etc.	419	155	259	5	103	165	151	62	109	149	99	42	123	134	120	
	42%	32%	51%	84%	37%	48%	41%	42%	39%	45%	41%	12%	44%	47%	39%	
	A	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Taking my kids "not" more often	85	35	49	1	32	52	1	14	22	29	20	5	14	26	1	
	8%	7%	10%	21%	11%	12%	1	10%	10%	9%	8%	11%	10%	11%	1	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Using money I was setting aside for retirement	146	57	86	3	36	64	47	8	47	53	37	14	39	60	30	
	15%	12%	17%	46%	13%	18%	13%	6%	17%	16%	10%	11%	14%	21%	10%	
	A	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Delaying or not renewing a medical prescription	91	36	52	2	30	37	24	7	36	30	17	12	30	29	20	
	9%	7%	10%	32%	11%	11%	6%	5%	13%	9%	7%	9%	11%	10%	6%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Assessing food banks	145	76	67	2	42	67	36	20	42	22	20	48	47	30	30	
	15%	16%	13%	32%	15%	20%	10%	20%	19%	12%	16%	17%	17%	10%		
	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
Making purchases through more payments rather than a one-time payment	126	47	78	1	50	46	30	13	39	43	30	24	47	32	22	
	13%	10%	15%	14%	18%	13%	8%	9%	14%	13%	12%	18%	12%	11%	7%	
	A	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Putting off buying a home	121	58	63	3	63	46	9	29	36	31	28	27	58	29	6	
	12%	12%	12%	30%	23%	14%	3%	13%	11%	11%	11%	21%	21%	10%	2%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Cutting down on holiday spending	415	177	234	5	80	169	157	76	113	143	86	40	114	134	122	
	42%	36%	46%	84%	32%	48%	42%	52%	40%	43%	35%	11%	41%	47%	41%	
	A	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Putting off starting a family or growing your family	71	36	34	1	48	27	1	12	15	27	21	29	32	9	1	
	7%	7%	7%	14%	12%	6%	1%	6%	5%	7%	9%	22%	12%	3%	1%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Delaying retirement	188	44	141	3	11	33	35	5	10	14	8	15	26	16	23	
	20%	16%	25%	53%	11%	16%	16%	4%	11%	10%	12%	9%	15%	11%	16%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Delaying a wedding or other major celebration/event	59	19	38	1	36	19	3	7	19	19	11	17	19	13	1	
	6%	4%	7%	32%	11%	6%	1%	4%	7%	6%	6%	11%	10%	4%	1%	
	A	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Downsizing my home	92	35	55	3	14	34	24	13	26	30	24	19	24	29	23	
	9%	7%	11%	40%	12%	10%	6%	6%	9%	9%	10%	13%	9%	10%	7%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Moving somewhere cheaper	131	65	68	3	42	58	36	24	44	42	25	22	44	46	24	
	14%	13%	15%	48%	15%	17%	10%	12%	15%	12%	10%	12%	15%	10%	8%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Participating in "Buy Nothing" Day	135	55	77	1	35	67	34	16	47	31	41	16	41	50	38	
	13%	11%	15%	40%	13%	19%	9%	17%	13%	13%	13%	13%	15%	18%	9%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Participating in "Buy-Forward" trade groups	38	17	20	1	21	12	5	1	14	13	10	13	15	6	3	
	4%	3%	4%	14%	6%	3%	1%	1%	5%	4%	4%	6%	6%	3%	1%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Putting more money into savings	176	83	92	3	76	83	38	23	46	53	54	40	67	41	29	
	18%	17%	18%	41%	28%	28%	10%	12%	18%	18%	18%	22%	14%	15%	9%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Postponing or cancelling vacations	293	143	148	2	68	123	104	33	74	105	65	28	86	92	88	
	29%	29%	29%	52%	24%	30%	28%	17%	27%	30%	27%	17%	31%	31%	28%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
None of the above	87	55	42	1	30	25	57	18	26	17	17	17	17	23	46	
	10%	11%	8%	1%	7%	7%	14%	11%	9%	11%	7%	6%	6%	8%	15%	