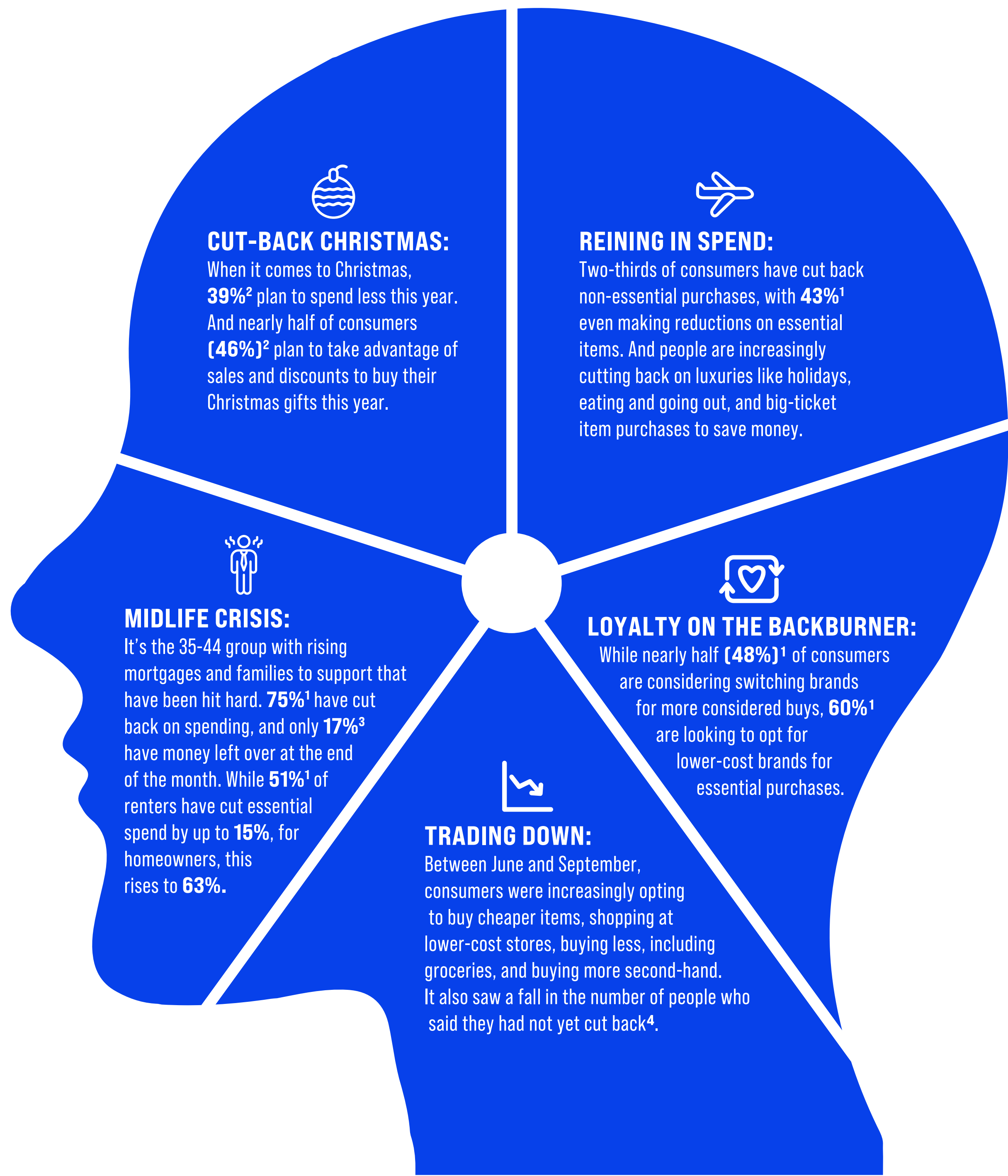


COST OF LIVING RESEARCH

KEY FINDINGS

TODAY'S COST-CONSCIOUS CONSUMER SPENDING TRAITS



KEY TAKEAWAYS

3 AREAS TO FOCUS ON AS THE COST-OF-LIVING CRISIS BITES



SOURCES:
¹ Study done by You Gov in August 2022 with 2,165 UK adults (18+)
² Study done by You Gov on behalf of Deloitte with 3,000 UK adults (18+) between 16-18 Sept 2022
³ PWC Customer Sentiment Survey done between 23-26 Sept 2022 with 2,076 adults
⁴ PWC Customer Sentiment Survey, June-Sep 2022