

Shoppers' Financial Outlooks and Purchasing Behaviors 2017

IRI Consumer Connect™ Survey

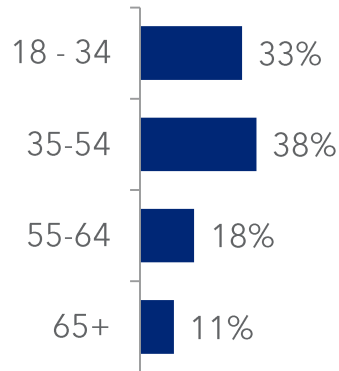


Survey Methodology

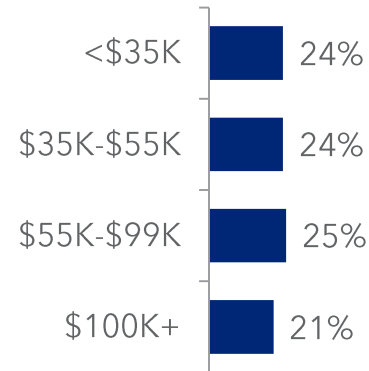
- IRI's Consumer Connect survey provides a quarterly snapshot of shoppers' behaviors and attitudes as they directly relate to their strategies for learning about, purchasing and utilizing CPG and health care products, as well as information regarding perceptions of economic conditions and their ability to provide for their families.
- Consumer Connect is an internet-based survey of more than 2,000 respondents from a nationally representative panel of participants.
- For more results, visit the IRI [website](#).

Seventy percent of consumers expect their household financial health to **improve** in the next six months.

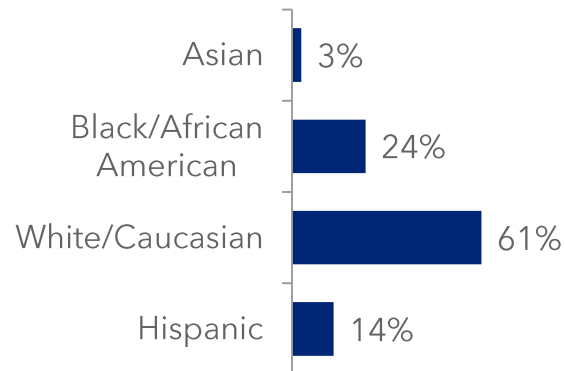
Younger...



From across income segments...



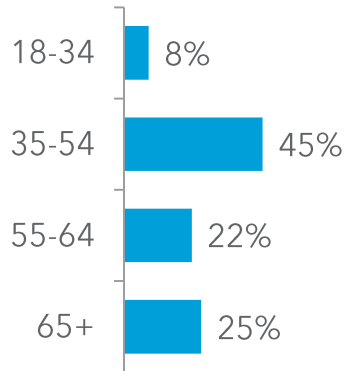
From diverse ethnic backgrounds...



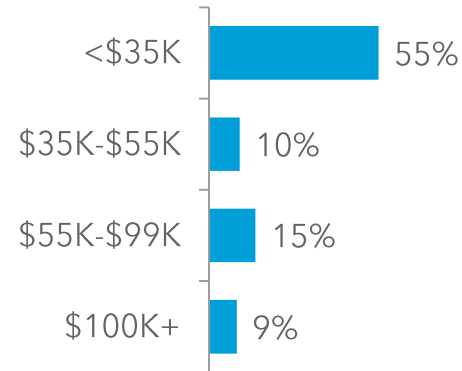
Tweet this: 70 percent of consumers expect their household financial health to improve in the next 6 months #ConsumerConnect @IRIWorldwide

Thirty percent of consumers expect their household financial health to **deteriorate** in the next six months.

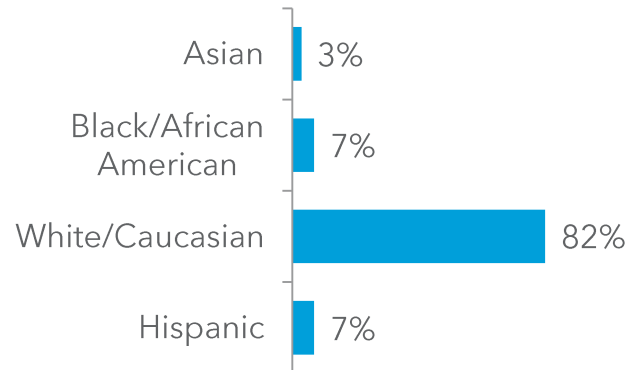
Older...



From lower-earning households...



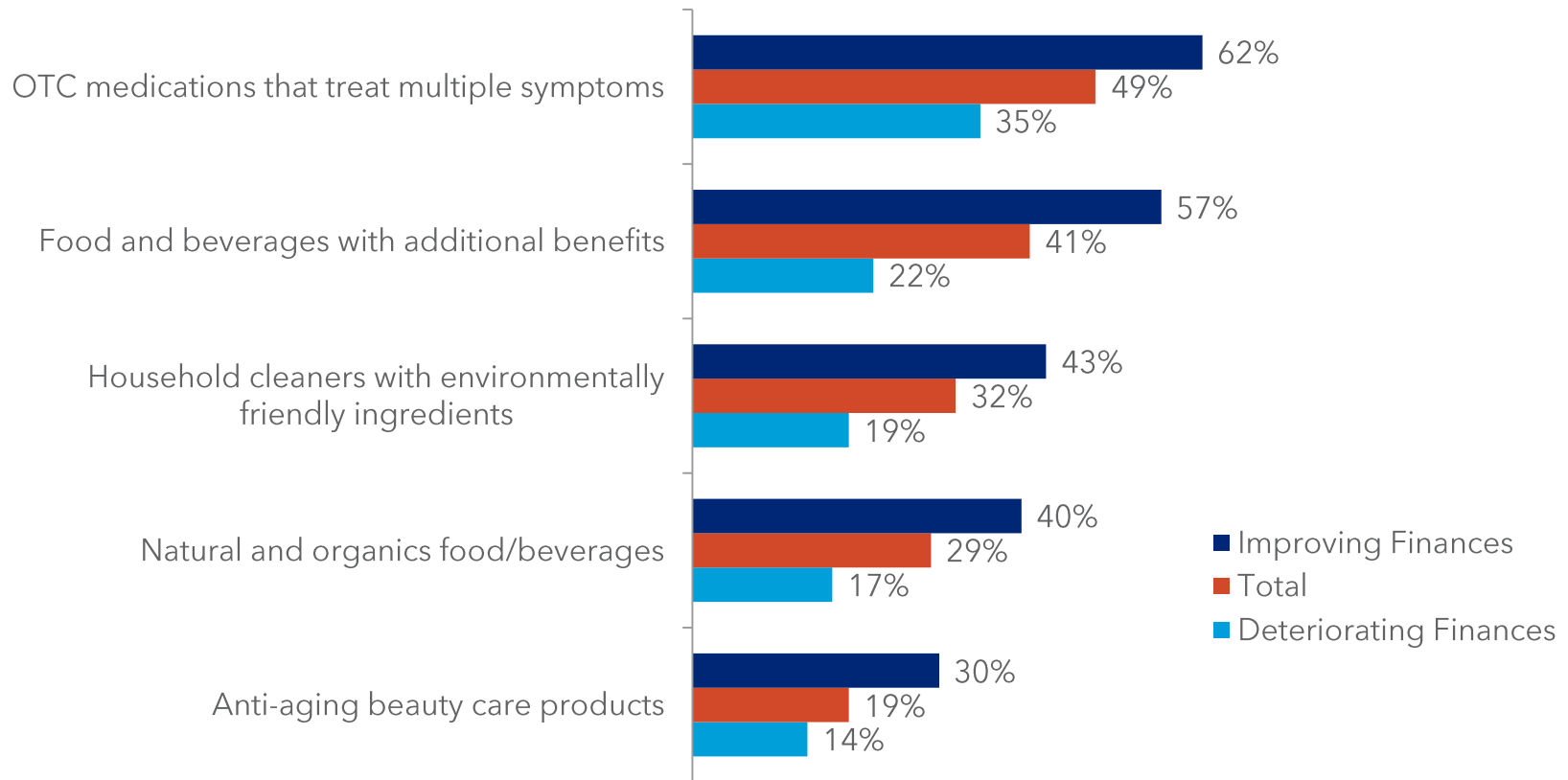
From predominantly Caucasian background...



Tweet this: 30% of consumers expect their household financial health to deteriorate in the next 6 months
#ConsumerConnect @IRIworldwide

Optimistic households will pay more for products with bells and whistles.

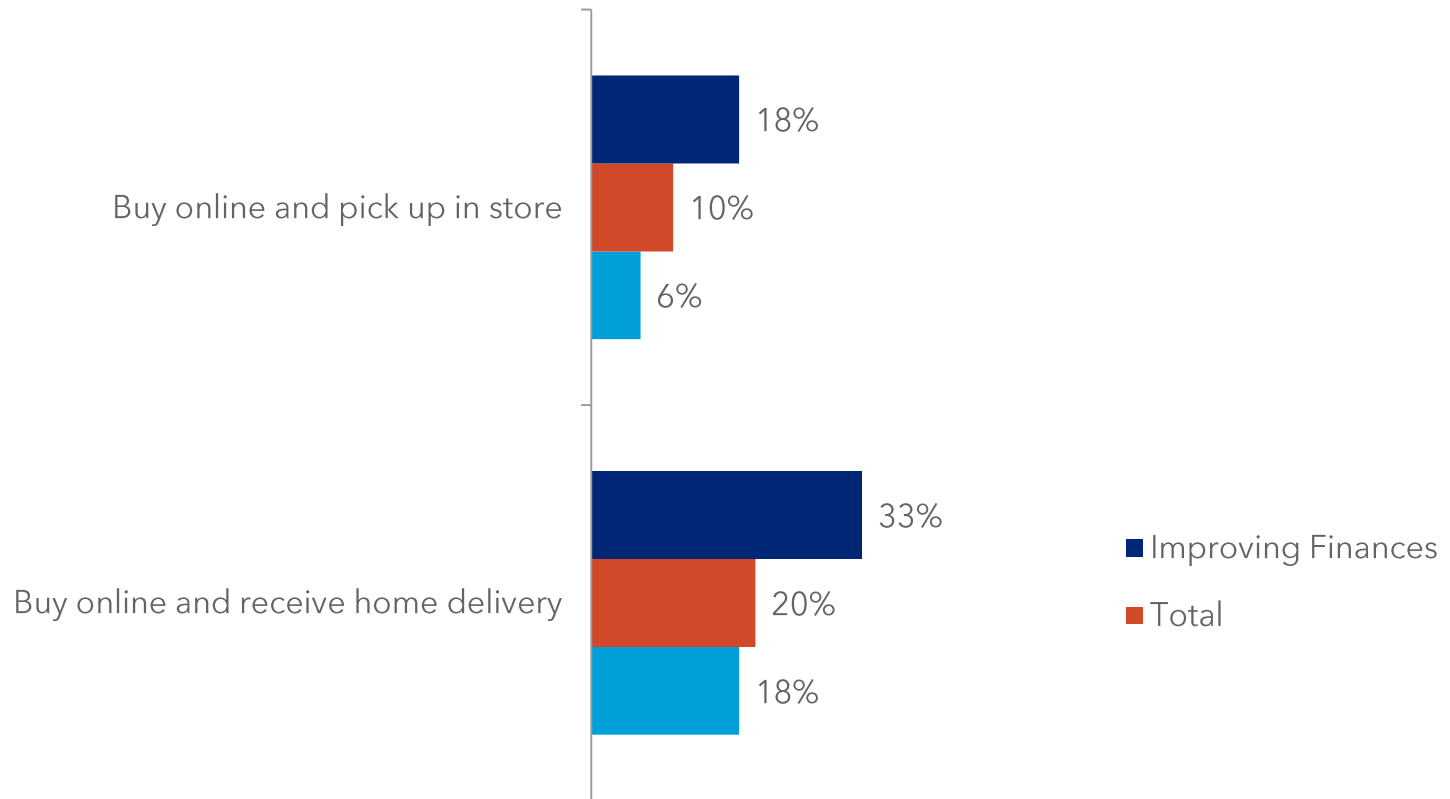
Willingness to Pay a Premium for Products
% of Consumers



[Tweet this](#): Optimistic households will pay more for products with bells and whistles #ConsumerConnect @IRIworldwide

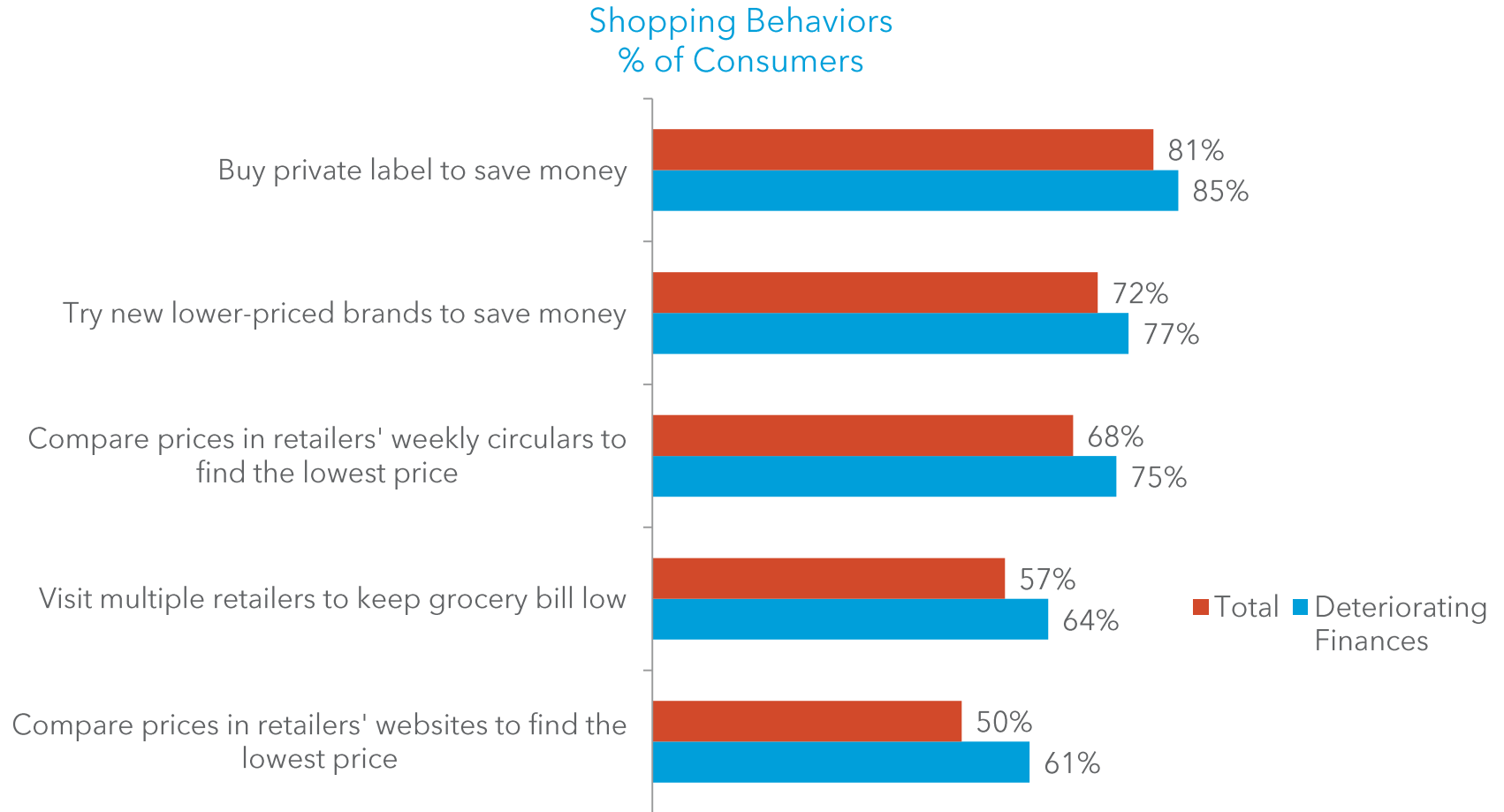
They will also pay more to join the e-tail world.

Willingness to Pay a Premium for Online
% of Consumers



[Tweet this:](#) *Optimistic households will pay more for premium products they can buy online*
#ConsumerConnect #ecommerce @IRIworldwide

Households that expect their finances to deteriorate are more entrenched in money-saving behaviors than the general population.



[Tweet this:](#) *Households that expect finances to deteriorate, more entrenched in money-saving behaviors than gen. pop. #ConsumerConnect @IRIworldwide*

Contact

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