

IRI Consumer Connect™ Survey

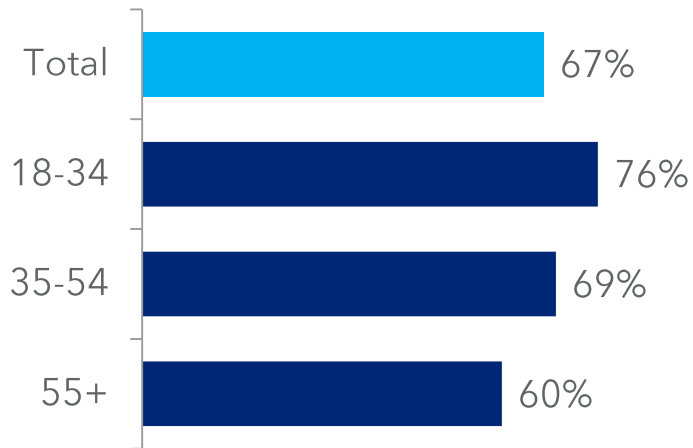
Library of Key Trends

Consumers are fairly optimistic about their financial health throughout 2016.

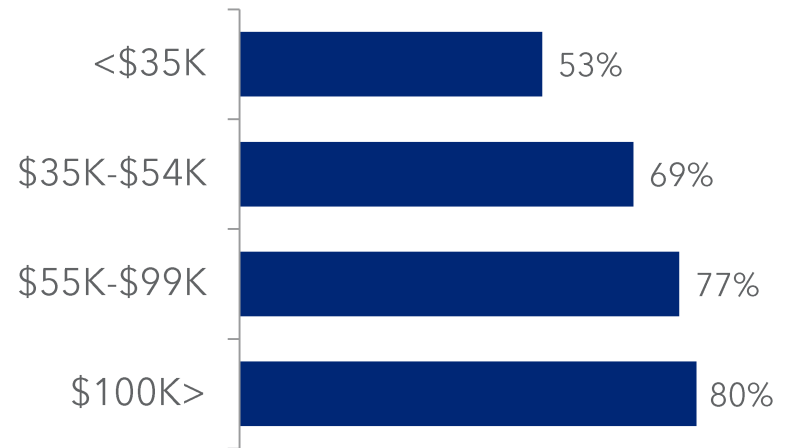
Household Financial Health % of Consumers - Top 2 Box

My Household Finances Will Improve in the Next Six Months...

Age



Household Income

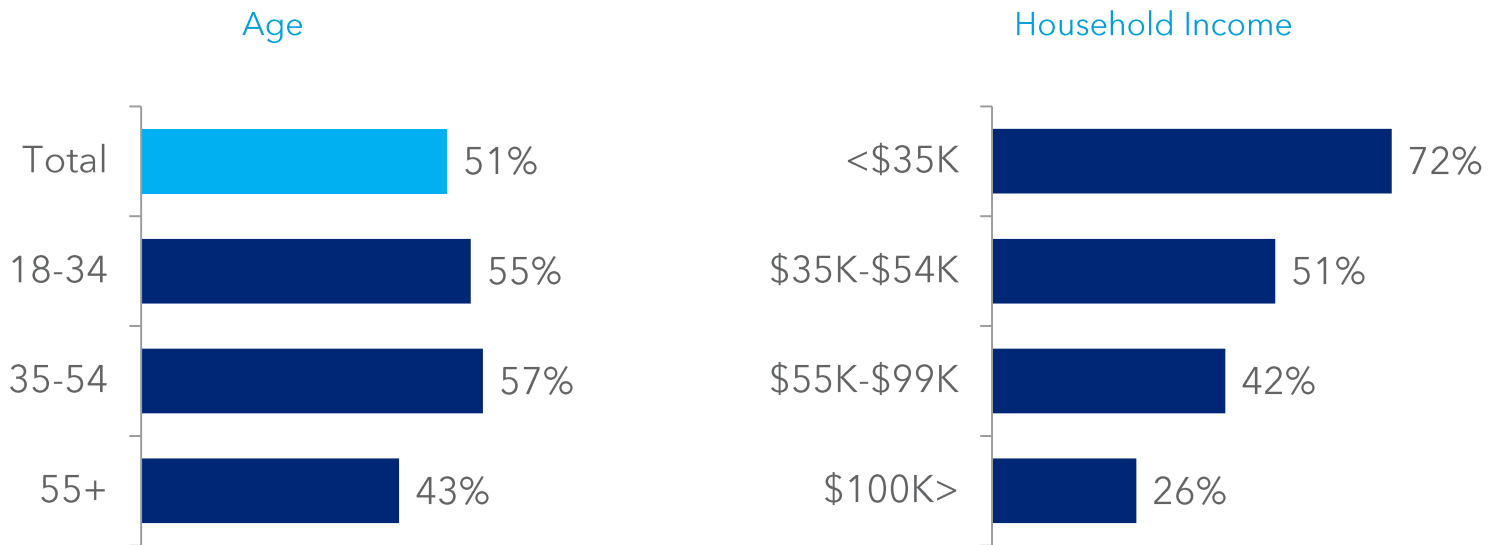


Source: IRI Consumer Connect™ Survey, Q2 2016

But, many are making sacrifices to make ends meet—particularly younger and lower-income households.

Household Financial Health % of Consumers

My Household Is Making Sacrifices to Make Ends Meet...



Source: IRI Consumer Connect™ Survey, Q2 2016

And there is significant concern associated with the installation of a new President of the United States at the start of 2017.

64%

of consumers

feel their **financial health will deteriorate** if **Donald Trump** is elected president

60%

of consumers

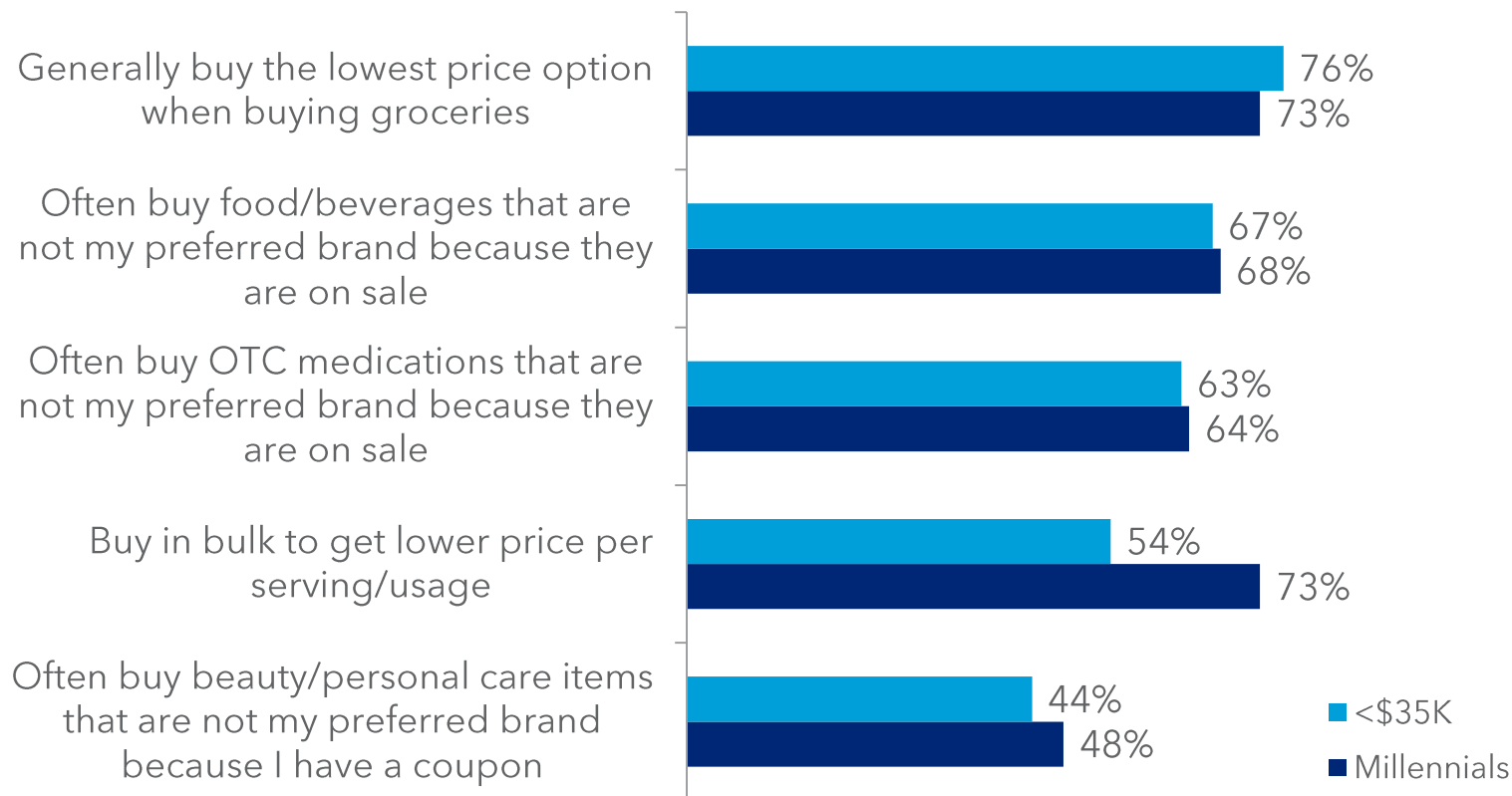
feel their **financial health will deteriorate** if **Hillary Clinton** is elected president

Source: IRI Consumer Connect™ Survey, Q2 2016



As a result, the focus on money-saving opportunities remains high.

Shopping Behaviors
% of Consumers

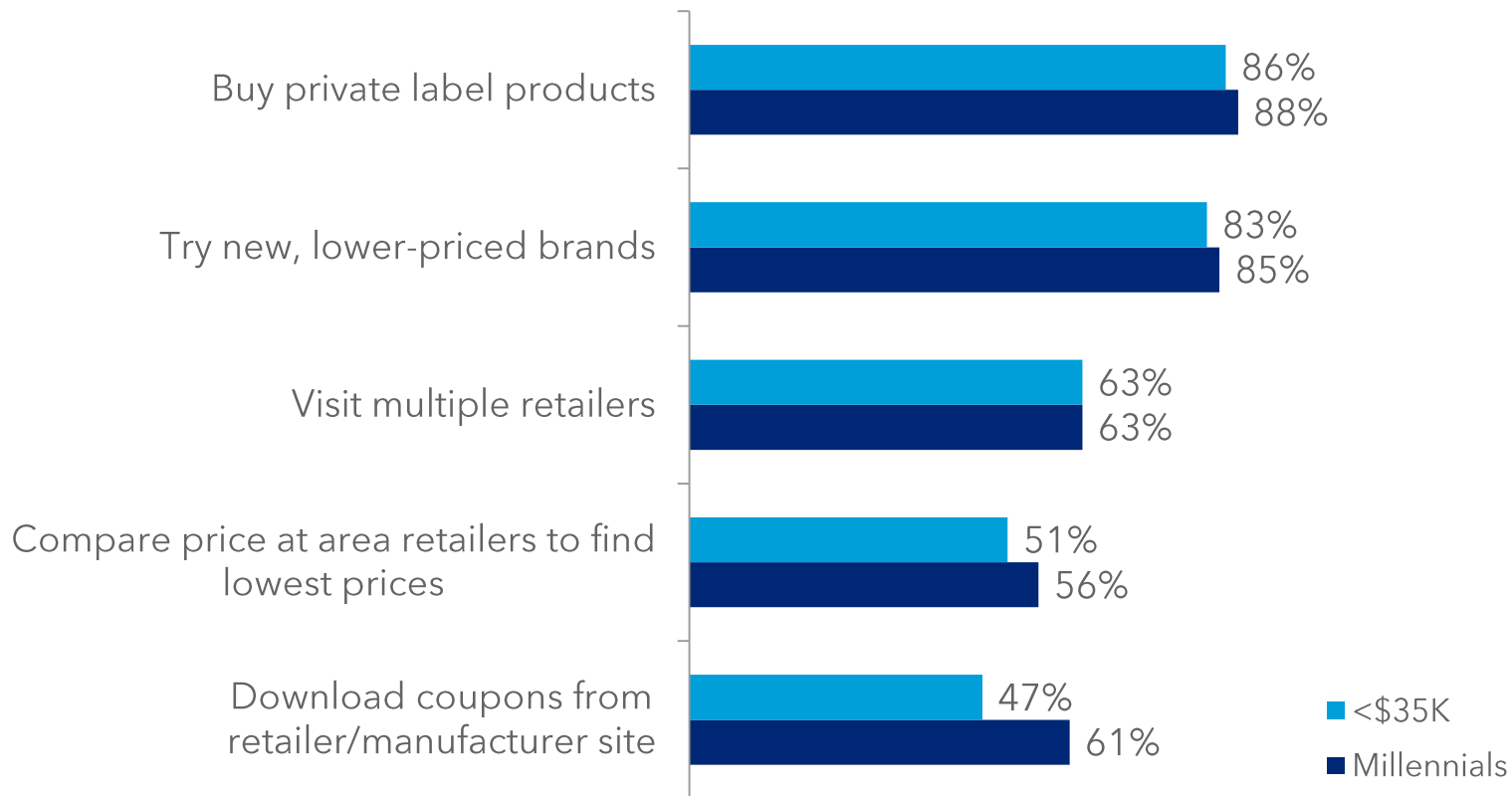


Source: IRI Consumer Connect™ Survey, Q2 2016



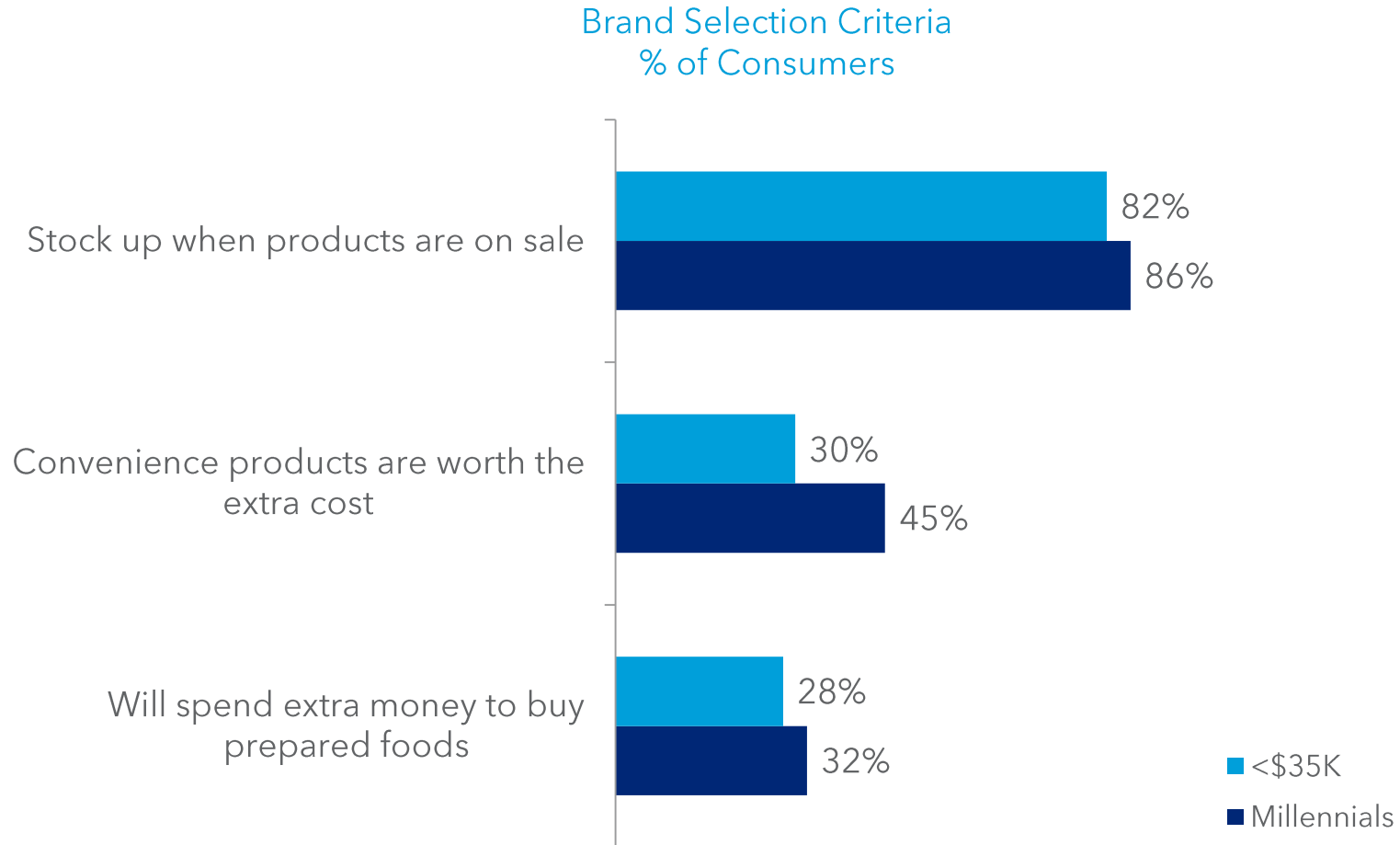
Consumers are taking proactive steps to minimize their grocery bills.

Steps Taken to Save Money
% of Consumers



Source: IRI Consumer Connect™ Survey, Q2 2016

Despite a focus on frugality, consumers are willing to splurge on value-oriented opportunities.



Source: IRI Consumer Connect™ Survey, Q2 2016