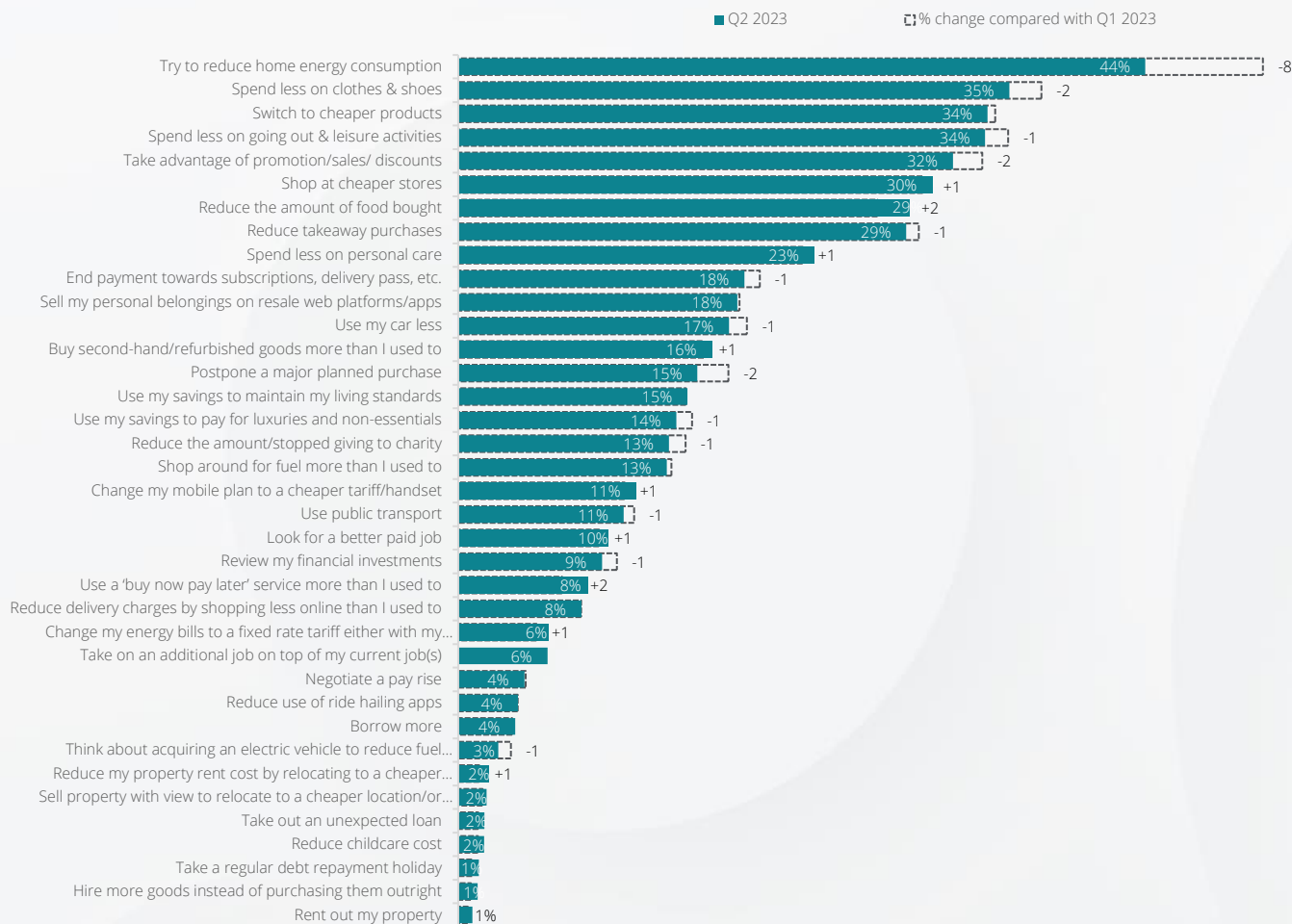


# What consumers are doing to cope with rising prices

Which, if any, of the following have you done, or do you intend to do to reduce your overall expenditure as a result of the increase of the cost of living  
% of UK consumers



## Recessionary behaviours persist as consumers look to reduce consumption and save money

As pressures on consumer budgets ease, our research shows that outside of reducing energy consumption the proportion of consumers adopting coping strategies to manage the rise in the cost of living has remained relatively consistent quarter to quarter.

Around a third of consumers are looking to save money by consuming less or switching to cheaper products including 35% spending less on clothes and shoes, 34% spending less on going out and leisure activities and 29% reducing the amount of food they buy. Those looking to save money are also switching to cheaper products (34%), taking advantage of promotions and discounts (32%), and shopping at cheaper shops (30%).