

050721 - HOD FLASH (24 Hour) Survey

QS1Q1: Overall, have the prices of consumer goods (e.g., groceries, household products, school supplies) and services (e.g., salon treatments, cleaning services, childcare)

Consumer goods (e.g., groceries, household products, school supplies)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1719	N=190	N=500	N=401	N=519	N=109
Total (Unweighted)	N=1719	N=148	N=488	N=388	N=587	N=108
Yes	78% B	67%	76% b	78% b	82% Bc	88% aBCd
No	15% Ef	29% ACDEF	17% EF	16% ef	10%	7%
Not at all sure	7%	5%	7%	7%	7%	5%

* Table Base: US RESPONDENTS

Services (e.g., salon treatments, cleaning services, childcare)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1719	N=190	N=500	N=401	N=519	N=109
Total (Unweighted)	N=1719	N=148	N=488	N=388	N=587	N=108
Yes	56% E	55%	68% ABDEF	55% E	46%	55%
No	25%	32%	23%	27%	24%	24%
Not at all sure	18% C	13%	9%	18% C	30% ABCD	21% C

* Table Base: US RESPONDENTS

QS1Q2: Compared to last year, how have the prices of each of the following types of consumer goods and services that you regularly purchase changed?

Fresh food and drink (e.g., produce, dairy products)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1413	N=147	N=411	N=317	N=442	N=97 *
Total (Unweighted)	N=1407	N=117	N=403	N=306	N=488	N=93 *
Increased	69% BC	42%	60% B	73% BC	81% ABCD	81% aBC
Stayed about the same	23% E	39% AcDEF	28% dEF	20%	16%	14%
Decreased	4% E	9% aEf	6% E	5% E	1%	2%
Not at all sure	3% E	9% ADE	6% DE	1%	1%	4%
N/A - I do not purchase this good or service	1%	1%	1%	1%	1%	0%

* Table Base:

BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Packaged food and drink (e.g., bottled water, dry pasta, frozen foods)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1413	N=147	N=411	N=317	N=442	N=97 *
Total (Unweighted)	N=1407	N=117	N=403	N=306	N=488	N=93 *
Increased	63% B	46%	60% b	64% B	71% ABC	69% B
Stayed about the same	28%	34%	28%	27%	27%	26%
Decreased	3% E	5% E	4% E	4% E	0%	1%
Not at all sure	5% E	14% ACDE	6% E	3%	2%	5%
N/A - I do not purchase this good or service	1%	2%	3% e	1%	1%	0%

* Table Base:

BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Household goods (e.g., cleaning supplies, pet products, decorations)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1413	N=147	N=411	N=317	N=442	N=97 *
Total (Unweighted)	N=1407	N=117	N=403	N=306	N=488	N=93 *
Increased	64% Bc	35%	57% B	70% BC	75% ABC	67% B
Stayed about the same	25% e	36% adE	28% E	24%	20%	23%
Decreased	4% E	6% E	7% adE	3%	1%	1%
Not at all sure	6% d	20% ACDEF	5% d	2%	4%	4%
N/A - I do not purchase this good or service	2%	3%	3%	1%	1%	5% dE

* Table Base:

BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Personal services (e.g., haircuts, manicures)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1413	N=147	N=411	N=317	N=442	N=97 *
Total (Unweighted)	N=1407	N=117	N=403	N=306	N=488	N=93 *
Increased	41% b	29%	43% B	46% Be	37%	49% Be
Stayed about the same	31%	30%	33%	29%	34%	24%
Decreased	10% Ef	19% AEF	15% aEF	11% Ef	5%	3%
Not at all sure	8% C	16% ACD	4%	7%	10% C	8%
N/A - I do not purchase this good or service	9% C	7%	5%	7%	15% AbCD	15% Cd

* Table Base:

BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Household services (e.g., gardener, cleaning services)

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
Total	N=1413		N=147		N=411		N=317		N=442		N=97 *	
Total (Unweighted)	N=1407		N=117		N=403		N=306		N=488		N=93 *	
Increased	36%	E	30%		47%	ABEF	39%	E	25%		32%	
Stayed about the same	26%		42%	ACDEF	26%		26%		21%		17%	
Decreased	5%	E	7%	E	8%	Ef	6%	E	2%		1%	
Not at all sure	6%		14%	ACDeF	5%		5%		7%		2%	
N/A - I do not purchase this good or service	27%	BC	6%		14%	b	24%	BC	45%	ABCD	47%	ABCD

* Table Base:

BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Childcare services (e.g., daycare, babysitters)

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
Total	N=1413		N=147		N=411		N=317		N=442		N=97 *	
Total (Unweighted)	N=1407		N=117		N=403		N=306		N=488		N=93 *	
Increased	23%	EF	26%	EF	39%	AbDEF	22%	Ef	12%		10%	
Stayed about the same	14%	EF	34%	AcDEF	22%	ADEF	14%	EF	3%		1%	
Decreased	6%	Ef	8%	EF	12%	AEF	8%	EF	0%		1%	
Not at all sure	8%	f	14%	cF	6%		8%	f	9%	f	1%	
N/A - I do not purchase this good or service	49%	BC	19%		21%		48%	BC	76%	ABCD	87%	ABCDe

* Table Base:

BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Healthcare services (e.g., doctor's visits, medical insurance)

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
Total	N=1413		N=147		N=411		N=317		N=442		N=97 *	
Total (Unweighted)	N=1407		N=117		N=403		N=306		N=488		N=93 *	
Increased	39%		33%		46%	abE	37%		36%		38%	
Stayed about the same	41%	b	29%		37%		44%	B	47%	aBC	44%	
Decreased	6%	F	19%	ACDEF	6%	F	7%	F	4%		0%	
Not at all sure	9%		15%	C	6%		8%		10%		14%	C
N/A - I do not purchase this good or service	4%		4%		5%		4%		3%		4%	

* Table Base:

BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Non-medical insurance (e.g., automotive insurance, renter's insurance)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1413	N=147	N=411	N=317	N=442	N=97 *
Total (Unweighted)	N=1407	N=117	N=403	N=306	N=488	N=93 *
Increased	38% B	21%	43% B	37% B	38% B	47% B
Stayed about the same	43%	43%	39%	47%	44%	37%
Decreased	6%	8%	7%	7%	5%	5%
Not at all sure	6%	20% ACDEF	4%	5%	7%	2%
N/A - I do not purchase this good or service	7%	8%	8%	5%	6%	9%

* Table Base:

BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Utilities (e.g., water, electric, gas)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1413	N=147	N=411	N=317	N=442	N=97 *
Total (Unweighted)	N=1407	N=117	N=403	N=306	N=488	N=93 *
Increased	50% B	31%	56% Be	56% Be	47% B	51% B
Stayed about the same	38% c	38%	31%	36%	44% aC	38%
Decreased	5%	7% e	7% E	4%	3%	4%
Not at all sure	6% d	19% ACDEF	5%	2%	4%	5%
N/A - I do not purchase this good or service	2%	4% c	1%	1%	2%	2%

* Table Base:

BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Telecommunication services (e.g., internet, cable)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1413	N=147	N=411	N=317	N=442	N=97 *
Total (Unweighted)	N=1407	N=117	N=403	N=306	N=488	N=93 *
Increased	44% B	28%	49% BE	46% B	40% b	52% B
Stayed about the same	45%	42%	40%	44%	52% aC	42%
Decreased	5% Ef	10% aEF	6% Ef	6% Ef	2%	0%
Not at all sure	5%	19% ACDEF	3%	2%	4%	6%
N/A - I do not purchase this good or service	2%	1%	2%	1%	3%	0%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED
Schooling and school supplies (e.g., tuition fees, books)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1413	N=147	N=411	N=317	N=442	N=97 *
Total (Unweighted)	N=1407	N=117	N=403	N=306	N=488	N=93 *
Increased	27% EF	25% e	39% ABEF	32% EF	16%	13%
Stayed about the same	21% EF	34% AEF	27% aEF	28% AEF	10%	7%
Decreased	9% EF	17% ADEF	15% ADEF	8% EF	3%	0%
Not at all sure	9%	21% ACDEF	7%	7%	9%	3%
N/A - I do not purchase this good or service	35% BCD	4%	13% B	26% BC	63% ABCD	77% ABCDE

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

QS1Q3: Compared to last year, how have the changing prices of consumer goods (e.g., groceries, household products, school supplies) affected your household spending?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1343	N=126	N=381	N=312	N=427	N=96 *
Total (Unweighted)	N=1352	N=102	N=385	N=300	N=473	N=92 *
My household is spending more	61% B	40%	67% B	61% B	61% B	68% B
My household spending has stayed about the same	32%	56% ACDEF	28%	31%	30%	31%
My household is spending less	6%	4%	5%	8% f	9% cf	2%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

QS1Q4: Compared to last year, how have the changing prices of services (e.g., salon treatments, cleaning services, childcare) affected your household spending?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=968	N=105	N=341	N=221	N=240	N=60 *
Total (Unweighted)	N=913	N=87 *	N=310	N=200	N=261	N=55 *
My household is spending more	48% b	34%	56% ABEF	49% b	42%	37%
My household spending has stayed about the same	36%	47% de	36%	32%	33%	51% aDe
My household is spending less	16% C	19% C	7%	19% C	25% AC	12%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

QS1Q5: Compared to one year ago, is your household's overall financial situation better, worse, or about the same?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1719	N=190	N=500	N=401	N=519	N=109
Total (Unweighted)	N=1719	N=148	N=488	N=388	N=587	N=108
Worse	24%	16%	25%	27% b	23%	26%
About the same	60% C	66% C	53%	60%	64% C	60%
Better	16%	17%	22% ADE	13%	13%	14%

* Table Base: US RESPONDENTS

QS1Q6: According to the Bureau of Labor Statistics, from March 2020 to March 2021, inflation (price increase) for all items has increased an average of 2.6%.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1719	N=190	N=500	N=401	N=519	N=109
Total (Unweighted)	N=1719	N=148	N=488	N=388	N=587	N=108
NET: HHI Increased	53% E	58% E	60% ADE	50%	44%	58% E
It has risen higher than the rate of inflation	18% e	17%	26% ADEf	15%	14%	16%
It has risen at the same rate as inflation	20% E	26% E	21% E	21% E	14%	26% E
It has risen lower than the rate of inflation	15%	16%	13%	14%	17%	16%
My household income has not changed	28% BC	16%	21%	27% b	39% ABCD	33% BC
My household income has fallen	10% B	3%	10% B	13% Bf	12% Bf	5%
Not at all sure	9% Ef	23% ACDEF	10% Ef	10% Ef	4%	3%

* Table Base: US RESPONDENTS

050721 - HOD FLASH (24 Hour) Survey

Q51Q1: Overall, have the prices of consumer goods (e.g., groceries, household products, school supplies) and services (e.g., salon treatments, cleaning services, childcare) that you regularly purchase changed over the last year?

Consumer goods (e.g., groceries, household products, school supplies)

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1719	N=799	N=888	N=499	N=289	N=255	N=217	N=383	N=244	N=143	N=115	N=142	N=175	N=256	N=147	N=140	N=150	N=208	N=304	N=648	N=359	N=408	
Total (Unweighted)	N=1719	N=866	N=1025	N=416	N=234	N=206	N=171	N=311	N=181	N=103	N=85	N=103	N=124	N=204	N=119	N=111	N=122	N=166	N=237	N=319	N=498	N=388	N=414
Yes	73%	77%	70%	80%	70%	78%	84%	83%	71%	85%	87%	87%	79%	87%	73%	78%	82%	88%	87%	82%	82%	77%	82%
No	15%	15%	15%	12%	15%	12%	11%	9%	25%	12%	14%	6%	11%	22%	OR	12%	21%	OR	14%	16%	15%	10%	10%
Not at all sure	7%	5%	7%	6%	8%	5%	6%	7%	4%	3%	3%	7%	10%	U	9%	13%	OR	6%	5%	4%	5%	8%	9%

* Table Base: Services (e.g., salon treatments, cleaning services, childcare)

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1719	N=799	N=888	N=499	N=289	N=255	N=217	N=383	N=244	N=143	N=115	N=142	N=175	N=256	N=147	N=140	N=150	N=208	N=304	N=648	N=359	N=408	
Total (Unweighted)	N=1719	N=866	N=1025	N=416	N=234	N=206	N=171	N=311	N=181	N=103	N=85	N=103	N=124	N=204	N=119	N=111	N=122	N=166	N=237	N=319	N=498	N=388	N=414
Yes	56%	61%	52%	62%	GH	53%	FGH	48%	48%	67%	LM	57%	54%	58%	40%	43%	43%	50%	50%	49%	49%	52%	56%
No	25%	25%	26%	24%	20%	21%	25%	26%	25%	25%	27%	19%	28%	27%	24%	27%	24%	23%	18%	18%	27%	33%	20%
Not at all sure	18%	12%	23%	B	12%	17%	e	30%	DEF	7%	DEF	7%	4%	27%	UK	15%	34%	NO	27%	NO	19%	18%	18%

* Table Base: US RESPONDENTS

Q51Q2: Compared to last year, how have the prices of each of the following types of consumer goods and services that you regularly purchase changed?

Fresh food and drink (e.g., produce, dairy products)

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1413	N=671	N=713	N=396	N=238	N=200	N=151	N=217	N=204	N=122	N=96	N=123	N=141	N=192	N=116	N=104	N=127	N=186	N=263	N=526	N=283	N=342	
Total (Unweighted)	N=1407	N=658	N=827	N=336	N=274	N=168	N=127	N=188	N=112	N=122	N=106	N=122	N=166	N=224	N=132	N=122	N=135	N=206	N=280	N=555	N=311	N=361	
Increased	69%	69%	71%	52%	64%	D	76%	De	78%	DE	83%	DE	54%	72%	77%	70%	56%	81%	NO	87%	NO	71%	68%
Stayed about the same	23%	23%	23%	32%	FGH	26%	H	18%	18%	34%	LM	23%	19%	23%	POR	25%	15%	15%	10%	13%	10%	21%	16%
Decreased	4%	4%	4%	7%	GH	6%	GH	4%	2%	1%	5%	3%	7%	1%	2%	8%	OR	9%	OR	2%	1%	2%	4%
Not at all sure	3%	3%	7%	FGH	4%	1%	1%	2%	7%	3%	0%	1%	2%	8%	OR	9%	OR	2%	1%	1%	4%	3%	5%
N/A - I do not purchase this good or service	1%	0%	1%	1%	1%	0%	1%	0%	0%	0%	0%	2%	0%	2%	r	2%	0%	0%	0%	0%	1%	0%	1%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Packaged food and drink (e.g., bottled water, dry pasta, frozen foods)

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1413	N=671	N=713	N=396	N=238	N=200	N=151	N=217	N=204	N=122	N=96	N=123	N=141	N=192	N=116	N=104	N=127	N=186	N=263	N=526	N=283	N=342	
Total (Unweighted)	N=1407	N=658	N=827	N=336	N=274	N=168	N=127	N=188	N=112	N=122	N=106	N=122	N=166	N=224	N=132	N=122	N=135	N=206	N=280	N=555	N=311	N=361	
Increased	63%	54%	63%	63%	d	68%	D	66%	D	71%	D	55%	64%	52%	61%	68%	n	68%	N	74%	TUV	63%	53%
Stayed about the same	28%	30%	27%	30%	29%	24%	29%	25%	32%	29%	19%	33%	29%	28%	30%	29%	26%	22%	17%	27%	S	32%	S
Decreased	4%	4%	5%	10%	FGH	3%	3%	2%	3%	7%	j	2%	5%	1%	4%	12%	OPQR	3%	2%	3%	2%	6%	4%
Not at all sure	5%	4%	5%	10%	FGH	3%	3%	2%	3%	7%	j	2%	5%	1%	4%	12%	OPQR	3%	2%	3%	2%	6%	4%
N/A - I do not purchase this good or service	1%	1%	2%	2%	3%	0%	1%	1%	2%	2%	0%	0%	0%	2%	2%	0%	2%	0%	0%	0%	2%	1%	2%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Household goods (e.g., cleaning supplies, pet products, decorations)

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1413	N=671	N=713	N=396	N=238	N=200	N=151	N=217	N=204	N=122	N=96	N=123	N=141	N=192	N=116	N=104	N=127	N=186	N=263	N=526	N=283	N=342	
Total (Unweighted)	N=1407	N=658	N=827	N=336	N=274	N=168	N=127	N=188	N=112	N=122	N=106	N=122	N=166	N=224	N=132	N=122	N=135	N=206	N=280	N=555	N=311	N=361	
Increased	64%	62%	66%	45%	68%	D	72%	D	70%	D	55%	64%	52%	61%	68%	n	68%	N	74%	TUV	63%	53%	
Stayed about the same	23%	27%	22%	33%	FGH	23%	23%	24%	18%	39%	LM	21%	25%	21%	25%	26%	8%	25%	8%	23%	1%	2%	28%
Decreased	3%	4%	4%	8%	FGH	5%	h	3%	2%	1%	6%	5%	3%	2%	2%	3%	1%	3%	1%	3%	1%	1%	1%
Not at all sure	6%	6%	11%	FGH	4%	3%	4%	4%	12%	JM	4%	1%	7%	2%	10%	Qr	4%	4%	3%	1%	4%	3%	3%
N/A - I do not purchase this good or service	2%	2%	2%	3%	e	1%	1%	0%	2%	2%	0%	0%	3%	5%	o	1%	1%	1%	1%	2%	2%	1%	1%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Personal services (e.g., haircuts, manicures)

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1413	N=671	N=713	N=396	N=238	N=200	N=151	N=217	N=204	N=122	N=96	N=123	N=141	N=192	N=116	N=104	N=127	N=186	N=263	N=526	N=283	N=342	
Total (Unweighted)	N=1407	N=658	N=827	N=336	N=274	N=168	N=127	N=188	N=112	N=122	N=106	N=122	N=166	N=224	N=132	N=122	N=135	N=206	N=280	N=555	N=311	N=361	
Increased	41%	47%	35%	36%	FGH	44%	36%	41%	40%	52%	52%	46%	39%	37%	30%	36%	42%	n	40%	4%	3%	38%	41%
Stayed about the same	31%	31%	32%	31%	31%	31%	32%	34%	K	31%	K	11%	34%	K	34%	K	34%	32%	25%	34%	S	31%	33%
Decreased	10%	7%	13%	B	17%	GH	14%	H	10%	H	8%	H	2%	11%	M	10%	M	12%	M	5%	1%	2%	9%
Not at all sure	3%	2%	7%	8%	E	3%	7%	11%	E	9%	I	3%	5%	6%	6%	6%	6%	13%	OR	19%	PR	7%	10%
N/A - I do not purchase this good or service	9%	8%	11%	5%	7%	5%	14%	DEF	16%	DEF	3%	6%	2%	12%	I	19%	UK	7%	8%	9%	16%	n	14%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Household services (e.g., gardener, cleaning services)

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1413	N=671	N=713	N=396	N=238	N=200	N=151	N=217	N=204	N=122	N=96	N=123	N=141	N=192	N=116	N=104	N=127	N=186	N=263	N=526	N=283	N=342	
Total (Unweighted)	N=1407	N=658	N=827	N=336	N=274	N=168	N=127	N=188	N=112	N=122	N=106	N=122	N=166	N=224	N=132	N=122	N=135	N=206	N=280	N=555	N=311	N=361	
Increased	36%	41%	31%	40%	GH	46%	GH	42%	GH	28%	26%	44%	M	46%	31%	LM	33%	3%	22%	37%	QJ	4%	3%
Stayed about the same	14%	17%	12%	22%	FGH	21%	GH	15%	GH	4%	3%	19%	LM	23%	LM	23%	LM	24%	24%	18%	24%	3%	2%
Decreased	5%	4%	5%	8%	H	8%	H	4%	H	4%	1%	5%	4%	1%	5%	4%	6%	6%	1%	1%	1%	4%	1%
Not at all sure	6%	6%	7%	8%	4%	6%	8%	4%	9%	M	4%	3%	5%	2%	7%	4%	9%	9%	6%	6%	6%	7%	3%
N/A - I do not purchase this good or service	27%	21%	33%	B	12%	15%	24%	De	41%	DEF	4%	DEF	8%	10%	4%	3%	2%	32%	UK	52%	UKL	15%	24%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Childcare services (e.g., daycare, babysitters)

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-
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* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Non-medical insurance (e.g., automotive insurance, renter's insurance)

	Gender										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=1413	N=671	N=713	N=396	N=238	N=200	N=251	N=327	N=204	N=122	N=96	N=125	N=141	N=192	N=110	N=104	N=127	N=186	N=263	N=226	N=283	N=342												
Total (Unweighted)	N=1407	N=658	N=627	N=336	N=274	N=168	N=257	N=372	N=112	N=122	N=46	N=122	N=166	N=224	N=152	N=126	N=126	N=186	N=263	N=226	N=283	N=342												
Increased	43%	43%	C	38%	38%	38%	41%	38%	38%	38%	54%	42%	39%	41%	39%	38%	41%	41%	ND	44%	V	38%												
Stayed about the same	43%	42%	45%	41%	44%	44%	46%	47%	46%	43%	38%	48%	42%	46%	46%	50%	43%	41%	40%	41%	43%	48%												
Decreased	6%	5%	7%	7%	7%	6%	4%	7%	7%	6%	1%	0%	10%	8%	9%	10%	8%	4%	4%	8%	8%	5%												
Not at all sure	6%	7%	6%	10%	E	3%	5%	6%	11%	m	6%	6%	6%	4%	8%	O	2%	8%	O	5%	7%	8%												
N/A - I do not purchase this good or service	7%	5%	7%	8%	F	7%	3%	7%	6%	8%	9%	1%	3%	4%	8%	6%	11%	8%	6%	6%	7%	7%												

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Utilities (e.g., water, electric, gas)

	Gender										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=1413	N=671	N=713	N=396	N=238	N=200	N=251	N=327	N=204	N=122	N=96	N=125	N=141	N=192	N=110	N=104	N=127	N=186	N=263	N=226	N=283	N=342												
Total (Unweighted)	N=1407	N=658	N=627	N=336	N=274	N=168	N=257	N=372	N=112	N=122	N=46	N=122	N=166	N=224	N=152	N=126	N=126	N=186	N=263	N=226	N=283	N=342												
Increased	50%	51%	50%	44%	61%	OGH	57%	D	47%	47%	39%	64%	IM	44%	IM	50%	47%	48%	48%	57%	51%	45%												
Stayed about the same	38%	36%	39%	36%	21%	34%	21%	34%	42%	42%	30%	42%	42%	42%	35%	39%	39%	40%	41%	33%	25%													
Decreased	5%	6%	C	3%	10%	EGH	2%	5%	3%	3%	13%	JIM	2%	6%	5%	3%	5%	1%	3%	4%	5%													
Not at all sure	6%	6%	6%	9%	Fgh	5%	3%	4%	5%	6%	4%	0%	4%	0%	3%	7%	9%	R	6%	5%	7%													
N/A - I do not purchase this good or service	2%	1%	2%	2%	1%	1%	2%	2%	2%	1%	2%	0%	0%	2%	1%	0%	5%	p	3%	2%	3%													

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Telecommunication services (e.g., internet, cable)

	Gender										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=1413	N=671	N=713	N=396	N=238	N=200	N=251	N=327	N=204	N=122	N=96	N=125	N=141	N=192	N=110	N=104	N=127	N=186	N=263	N=226	N=283	N=342												
Total (Unweighted)	N=1407	N=658	N=627	N=336	N=274	N=168	N=257	N=372	N=112	N=122	N=46	N=122	N=166	N=224	N=152	N=126	N=126	N=186	N=263	N=226	N=283	N=342												
Increased	44%	45%	42%	42%	57%	OG	51%	OG	37%	42%	46%	e	36%	56%	IL	55%	IL	40%	47%	47%	37%													
Stayed about the same	45%	46%	44%	42%	40%	40%	53%	def	48%	48%	38%	38%	38%	37%	59%	44%	37%	43%	47%	41%	44%													
Decreased	4%	5%	4%	8%	3%	H	4%	H	4%	H	1%	1%	3%	M	3%	0%	1%	3%	1%	0%	4%													
Not at all sure	5%	4%	5%	9%	EFgh	2%	2%	4%	5%	5%	0%	3%	3%	0%	3%	3%	0%	1%	4%	6%	6%													
N/A - I do not purchase this good or service	2%	0%	4%	B	2%	3%	1%	0%	0%	1%	0%	0%	0%	4%	3%	1%	6%	2%	1%	2%	5%													

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Schooling and school supplies (e.g., tuition fees, books)

	Gender										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=1413	N=671	N=713	N=396	N=238	N=200	N=251	N=327	N=204	N=122	N=96	N=125	N=141	N=192	N=110	N=104	N=127	N=186	N=263	N=226	N=283	N=342												
Total (Unweighted)	N=1407	N=658	N=627	N=336	N=274	N=168	N=257	N=372	N=112	N=122	N=46	N=122	N=166	N=224	N=152	N=126	N=126	N=186	N=263	N=226	N=283	N=342												
Increased	27%	31%	C	23%	31%	GH	16%	23%	16%	45%	ILM	39%	IM	22%	19%	31%	QR	42%	PQR	21%	q													
Stayed about the same	21%	22%	20%	31%	GH	26%	GH	29%	GH	12%	8%	34%	LM	23%	M	30%	LM	13%	9%	28%	QR													
Decreased	9%	8%	9%	11%	GH	11%	GH	4%	H	4%	H	1%	1%	15%	LM	11%	M	10%	5%	18%	PQR													
Not at all sure	9%	8%	9%	13%	EH	5%	10%	e	6%	12%	J	4%	4%	8%	5%	13%	or	5%	13%	or	6%													
N/A - I do not purchase this good or service	33%	30%	40%	B	9%	15%	d	25%	DE	58%	DEF	69%	DEFQ	9%	16%	13%	52%	UK	65%	UHI	9%													

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Q51Q: Compared to last year, how have the changing prices of consumer goods (e.g., groceries, household products, school supplies) affected your household spending?

	Gender										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=1342	N=634	N=708	N=354	N=225	N=191	N=239	N=311	N=200	N=122	N=96	N=125	N=141	N=192	N=110	N=104	N=127	N=186	N=263	N=226	N=283	N=342												
Total (Unweighted)	N=1322	N=618	N=697	N=345	N=216	N=165	N=248	N=365	N=101	N=120	N=45	N=117	N=162	N=208	N=145	N=120	N=120	N=186	N=263	N=226	N=283	N=342												
My household is spending more	61%	63%	59%	59%	62%	x	64%	x	52%	69%	69%	I	70%	70%	54%	67%	58%	56%	59%	49%	71%													
My household is spending about the same	32%	32%	37%	H	30%	33%	25%	33%	25%	27%	42%	IM	27%	39%	R	26%	f	29%	36%	f	24%													
My household is spending less	6%	5%	8%	B	4%	7%	8%	9%	D	6%	4%	6%	3%	4%	12%	NR	15%	NR	5%	4%	6%													

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Q51Q: Compared to last year, how have the changing prices of services (e.g., salon treatments, cleaning services, childcare) affected your household spending?

	Gender										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=968	N=461	N=507	N=254	N=160	N=140	N=141	N=185	N=163	N=101	N=77	N=77	N=81	N=147	N=90	N=83	N=84	N=104	N=193	N=149	N=174	N=254												
Total (Unweighted)	N=913	N=434	N=514	N=257	N=160	N=114	N=138	N=203	N=90	N=98	N=37	N=76	N=89	N=147	N=103	N=77	N=82	N=114	N=192	N=149	N=174	N=254												
My household is spending more	48%	54%	C	42%	49%	54%	gh	53%	h	40%	41%	67%	ILM	69%	IM	42%	51%	pa	39%	34%	46%													
My household is spending about the same	36%	35%	38%	42%	ef	32%	36%	39%	38%	f	47%	JK	25%	20%	38%	40%	34%	40%	34%	40%	27%													
My household is spending less	16%	11%	21%	B	10%	21%	D	21%	D	21%	0%	17%	I	22%	U	13%	12%	NR	2%	26%	a													

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Q51Q: Compared to one year ago, is your household's overall financial situation better, worse, or about the same?

	Gender										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=1719	N=799	N=920	N=499	N=314	N=255	N=329	N=411	N=244	N=143	N=115	N=142	N=175	N=226	N=140	N=140	N=150	N=208	N=304	N=248	N=309	N=408												
Total (Unweighted)	N=1719	N=799	N=920	N=499	N=314	N=255	N=329	N=411	N=244	N=143	N=115	N=142	N=175	N=226	N=140	N=140	N=150	N=208	N=304	N=248	N=309	N=408												
Worse	24%	24%	24%	21%	31%	DGH	23%	27%	21%	20%	32%	IM	29%	m	16%	21%	31%	hp	17%	27%	24%													
About the same	60%	55%	64%	60%	49%	62%	63%	63%	63%	57%	44%	48%	46%	f	65%	65%	74%	65%	55%	60%	57%													
Better	16%	22%	C	12%	16%	G	16%	E	10%	E	10%	E	14%	25%	J	15%	14%	JK	16%	pa	13%													

* Table Base: US RESPONDENTS

Q51Q: According to the Bureau of Labor Statistics, from March 2020 to March 2021, inflation (price increase) for all items has increased an average of 2.6%. Knowing this, which of the following best describes how your household income has changed with regards to inflation over the last year?

	Gender										Male Age										Female Age										Region			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)												
Total	N=1719	N=799	N=920	N=499	N=314	N=255	N=329	N=411	N=244	N=143																								

050721 - HOD FLASH (24 Hour) Survey

Q51Q1: Overall, have the prices of consumer goods (e.g., groceries, household products, school supplies) and services (e.g., salon treatments, cleaning services, childcare) that you regularly purchase changed over the last year?

Consumer goods (e.g., groceries, household products, school supplies)

Total	Household Income				Education			Employed	No (J)	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity				
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)		
N=1719	N=848	N=309	N=169	N=341	N=545	N=531	N=411	N=868	N=672	N=1047	N=1183	N=1149	N=557	N=1162	N=1241	N=413	N=809	N=892	N=910	N=1094	N=205	N=260	
Total (Unweighted)	N=1719	N=798	N=309	N=169	N=341	N=531	N=411	N=868	N=672	N=1047	N=1183	N=1149	N=557	N=1162	N=1241	N=413	N=809	N=892	N=910	N=1094	N=205	N=260	
Yes	78%	76%	77%	84%	bc	83%	B	71%	76%	83%	B	71%	81%	N	75%	82%	P	71%	85%	R	72%	81%	T
No	15%	18%	17%	8%		13%		14%	11%	14%		15%	12%	13%	11%	13%	m	18%	Q	11%	19%	Q	
Not at all sure	7%	6%	6%	7%		5%		6%	6%	GH		10%	h	5%	5%			11%	O	5%	8%	Q	6%

* Table Base: US RESPONDENTS
Services (e.g., salon treatments, cleaning services, childcare)

Total	Household Income				Education			Employed	No (J)	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
N=1719	N=848	N=309	N=169	N=341	N=545	N=531	N=411	N=868	N=672	N=1047	N=1183	N=1149	N=557	N=1162	N=1241	N=413	N=809	N=892	N=910	N=1094	N=205	N=260
Total (Unweighted)	N=1719	N=798	N=309	N=169	N=341	N=531	N=411	N=868	N=672	N=1047	N=1183	N=1149	N=557	N=1162	N=1241	N=413	N=809	N=892	N=910	N=1094	N=205	N=260
Yes	56%	49%	58%	54%	67%	49%	52%	62%	44%	69%	72%	48%	60%	63%	49%	63%	49%	50%	55%	60%	62%	62%
No	25%	32%	22%	28%	e	19%	30%	h	27%	23%	21%	30%	21%	28%	M	24%	18%	21%	28%	Q	25%	21%
Not at all sure	18%	19%	20%	18%		15%		21%	21%	15%	13%	26%	1	10%	24%	K	9%	23%	M	16%	26%	O

* Table Base: US RESPONDENTS

Q51Q2: Compared to last year, how have the prices of each of the following types of consumer goods and services that you regularly purchase changed?

Fresh food and drink (e.g., produce, dairy products)

Total	Household Income				Education			Employed	No (J)	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
N=1413	N=390	N=187	N=161	N=304	N=428	N=439	N=305	N=828	N=585	N=825	N=497	N=917	N=1061	N=313	N=704	N=709	N=918	N=1032	N=1128	N=157	N=218	
Total (Unweighted)	N=1407	N=641	N=255	N=141	N=304	N=426	N=429	N=828	N=585	N=825	N=497	N=917	N=1061	N=313	N=704	N=709	N=918	N=1032	N=1128	N=157	N=218	
Increased	69%	73%	73%	73%	64%	74%	78%	F	68%	73%	69%	71%	69%	71%	60%	72%	R	77%	63%	69%	TU	53%
Stayed about the same	23%	27%	e	22%	21%	20%	17%		24%	21%	25%	21%	22%	21%	20%	21%	27%	Q	19%	21%	25%	32%
Decreased	4%	5%	d	4%	d	0%	5%	D	6%	h	3%	3%	5%	D	4%	4%	4%	3%	5%	q	3%	13%
Not at all sure	3%	4%	3%	6%	e	2%	7%	GH	2%	3%	2%	3%	4%	3%	3%	2%	3%	2%	3%	2%	6%	5%

N/A - I do not purchase this good or service 1%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Packaged food and drink (e.g., bottled water, dry pasta, frozen foods)

Total	Household Income				Education			Employed	No (J)	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
N=1413	N=390	N=187	N=161	N=304	N=428	N=439	N=305	N=828	N=585	N=825	N=497	N=917	N=1061	N=313	N=704	N=709	N=918	N=1032	N=1128	N=157	N=218	
Total (Unweighted)	N=1407	N=641	N=255	N=141	N=304	N=426	N=429	N=828	N=585	N=825	N=497	N=917	N=1061	N=313	N=704	N=709	N=918	N=1032	N=1128	N=157	N=218	
Increased	63%	59%	66%	61%	67%	B	57%		64%	66%	f	64%	63%	60%	66%	63%	65%	62%	71%	R	56%	68%
Stayed about the same	28%	31%	e	26%	33%	e	24%		28%	28%	27%	29%	24%	23%	20%	27%	24%	24%	32%	Q	26%	35%
Decreased	3%	5%	de	3%	4%	2%	4%		2%	4%	2%	4%	2%	4%	N	2%	3%	2%	4%	3%	2%	6%
Not at all sure	5%	4%	4%	5%	5%	5%	8%	GH	4%	3%	5%	4%	4%	3%	2%	3%	2%	3%	4%	4%	4%	8%

N/A - I do not purchase this good or service 1%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Household goods (e.g., cleaning supplies, pet products, decorations)

Total	Household Income				Education			Employed	No (J)	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
N=1413	N=390	N=187	N=161	N=304	N=428	N=439	N=305	N=828	N=585	N=825	N=497	N=917	N=1061	N=313	N=704	N=709	N=918	N=1032	N=1128	N=157	N=218	
Total (Unweighted)	N=1407	N=641	N=255	N=141	N=304	N=426	N=429	N=828	N=585	N=825	N=497	N=917	N=1061	N=313	N=704	N=709	N=918	N=1032	N=1128	N=157	N=218	
Increased	64%	58%	64%	62%	70%	B	51%		57%	63%	66%	63%	60%	66%	63%	65%	62%	71%	R	54%	69%	T
Stayed about the same	25%	31%	e	23%	25%	20%	17%		28%	28%	27%	29%	24%	23%	20%	27%	24%	24%	32%	Q	26%	35%
Decreased	4%	4%	de	4%	4%	4%	5%		4%	4%	3%	5%	4%	3%	2%	3%	2%	4%	3%	2%	4%	8%
Not at all sure	6%	4%	4%	7%	6%	5%	7%		6%	5%	6%	6%	6%	5%	6%	6%	6%	3%	4%	4%	4%	7%

N/A - I do not purchase this good or service 2%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Personal services (e.g., haircuts, manicures)

Total	Household Income				Education			Employed	No (J)	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
N=1413	N=390	N=187	N=161	N=304	N=428	N=439	N=305	N=828	N=585	N=825	N=497	N=917	N=1061	N=313	N=704	N=709	N=918	N=1032	N=1128	N=157	N=218	
Total (Unweighted)	N=1407	N=641	N=255	N=141	N=304	N=426	N=429	N=828	N=585	N=825	N=497	N=917	N=1061	N=313	N=704	N=709	N=918	N=1032	N=1128	N=157	N=218	
Increased	41%	32%	46%	bd	35%	48%	bd	32%	41%	F	41%	f	44%	J	37%	45%	L	38%	46%	N	38%	42%
Stayed about the same	21%	23%	28%	25%	21%	28%	23%	23%	29%	30%	23%	29%	21%	23%	23%	28%	28%	20%	22%	20%	26%	22%
Decreased	10%	13%	ce	7%	15%	ce	8%		13%	10%	9%	12%	9%	13%	N	9%	11%	10%	10%	q	8%	15%
Not at all sure	8%	9%	9%	7%	7%	7%	7%		9%	7%	7%	9%	7%	8%	5%	9%	M	7%	10%	o	6%	9%

N/A - I do not purchase this good or service 9%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Household services (e.g., gardener, cleaning services)

Total	Household Income				Education			Employed	No (J)	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity			
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
N=1413	N=390	N=187	N=161	N=304	N=428	N=439	N=305	N=828	N=585	N=825	N=497	N=917	N=1061	N=313	N=704	N=709	N=918	N=1032	N=1128	N=157	N=218	
Total (Unweighted)	N=1407	N=641	N=255	N=141	N=304	N=426	N=429	N=828	N=585	N=825	N=497	N=917	N=1061	N=313	N=704	N=709	N=918	N=1032	N=1128	N=157	N=218	
Increased	48%	24%	34%	31%	44%	BCD	33%		30%	37%	41%	39%	41%	39%	37%	39%	31%	37%	31%	30%	41%	30%
Stayed about the same	26%	26%	20%	29%	27%		24%		25%	27%	29%	J	21%	21%	25%	26%	25%	24%	27%	Q	23%	35%
Decreased	5%	6%	5%	6%	5%		6%		4%	5%	4%	5%	4%	4%	7%	4%	6%	4%	6%	q	4%	3%
Not at all sure	2%	6%	3%	6%	c	6%	11%	GH	6%	6%	6%	6%	6%	6%	8%	8%	M	5%	8%	Q	5%	11%

N/A - I do not purchase this good or service 27%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Childcare services (e.g., daycare, babysitters)

Total	Household Income				Education			Employed	No (J)	Yes (K)	Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)				Yes (I)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
N=1413	N=390	N=187	N=161	N=304	N=428	N=439	N=305	N=828	N=585	N=825	N=497	N=917	N=1061	N=313	N=704	N=709					

	N=1407	N=641	N=255	N=141	N=304	N=426	N=429	N=346	N=734	N=673	N=507	N=905	N=450	N=957	N=1001	N=373	N=708	N=699	N=1032	N=128	N=129
Total (Unweighted)	39%	31%	39%	39%	45%	29%	41%	40%	43%	34%	46%	34%	48%	34%	40%	37%	44%	34%	40%	28%	40%
Stayed about the same	44%	44%	c	47%	39%	42%	42%	40%	44%	33%	47%	47%	37%	44%	43%	41%	41%	41%	43%	42%	39%
Decreased	6%	7%		7%	6%	7%	6%	7%	6%	5%	6%	6%	6%	7%	5%	10%	5%	8%	6%	12%	5%
Not at all sure	9%	10%	14%	dE	6%	7%	15%	GH	9%	6%	7%	10%	6%	11%	M	8%	7%	11%	q	8%	13%
N/A - I do not purchase this good or service	4%	8%	DE	e	1%	2%	7%	GH	3%	2%	3%	6%	3%	4%	4%	6%	2%	6%	q	4%	5%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Non-medical insurance (e.g., automotive insurance, renter's insurance)

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed	No (J)	Yes (K)	Children in HH	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1413	N=390	N=218	N=187	N=561	N=428	N=439	N=305	N=828	N=585	N=588	N=825	N=497	N=517	N=1061	N=313	N=704	N=709	N=918	N=128	N=128	N=128	N=129
Total (Unweighted)	38%	37%	41%	d	30%	42%	33%	38%	39%	36%	40%	37%	43%	N	35%	39%	34%	43%	R	33%	40%	30%	39%
Stayed about the same	43%	40%	37%		53%	BC	44%	42%	41%	44%	41%	44%	44%	42%	45%	45%	45%	38%	45%	41%	44%	39%	41%
Decreased	6%	5%	7%		5%	7%	5%	6%	5%	6%	7%	6%	6%	6%	7%	6%	6%	7%	6%	7%	6%	7%	8%
Not at all sure	6%	6%	8%		6%	7%	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	7%
N/A - I do not purchase this good or service	7%	11%	cdE	f	5%	3%	11%	gh	6%	6%	4%	10%	i	5%	8%	3%	8%	M	4%	15%	O	3%	11%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Utilities (e.g., water, electric, gas)

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed	No (J)	Yes (K)	Children in HH	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1413	N=390	N=218	N=187	N=561	N=428	N=439	N=305	N=828	N=585	N=588	N=825	N=497	N=517	N=1061	N=313	N=704	N=709	N=918	N=128	N=128	N=128	N=129	
Total (Unweighted)	50%	44%	55%	b	47%	53%	45%	49%	52%	47%	55%	L	47%	55%	N	46%	52%	47%	55%	R	46%	53%	u	48%
Stayed about the same	38%	41%	c	33%	42%	35%	39%	38%	39%	36%	40%	30%	43%	K	31%	41%	M	37%	37%	38%	38%	37%	36%	
Decreased	5%	6%		3%	4%	6%	6%	5%	6%	4%	6%	4%	6%	4%	6%	4%	6%	3%	3%	7%	Q	3%	5%	
Not at all sure	6%	5%	6%		5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	9%	O	4%	7%	Q	4%	
N/A - I do not purchase this good or service	2%	1%	2%		2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	m	1%	3%	o	1%	2%	2%	1%	

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Telecommunication services (e.g., internet, cable)

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed	No (J)	Yes (K)	Children in HH	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1413	N=390	N=218	N=187	N=561	N=428	N=439	N=305	N=828	N=585	N=588	N=825	N=497	N=517	N=1061	N=313	N=704	N=709	N=918	N=128	N=128	N=128	N=129
Total (Unweighted)	44%	38%	44%		45%	44%	46%	F	45%	44%	45%	44%	47%	42%	44%	43%	44%	43%	47%	f	41%	45%	39%
Stayed about the same	45%	46%	44%		48%	43%	48%	42%	45%	44%	46%	39%	49%	K	39%	48%	M	46%	42%	45%	45%	41%	42%
Decreased	5%	7%	C		3%	4%	3%	4%	3%	4%	3%	4%	3%	L	4%	3%	N	4%	5%	4%	5%	4%	5%
Not at all sure	5%	6%	7%		6%	7%	h	3%	6%	7%	L	4%	4%	4%	6%	6%	4%	6%	3%	7%	Q	4%	11%
N/A - I do not purchase this good or service	2%	4%	E		2%	1%	4%	H	2%	1%	2%	3%	2%	2%	3%	2%	2%	4%	1%	3%	Q	2%	4%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Schooling and school supplies (e.g., tuition fees, books)

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed	No (J)	Yes (K)	Children in HH	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1413	N=390	N=218	N=187	N=561	N=428	N=439	N=305	N=828	N=585	N=588	N=825	N=497	N=517	N=1061	N=313	N=704	N=709	N=918	N=128	N=128	N=128	N=129
Total (Unweighted)	27%	23%	20%		23%	23%	23%	23%	23%	17%	20%	17%	40%	L	17%	18%	27%	28%	32%	R	22%	26%	26%
Stayed about the same	21%	24%	19%		25%	18%	24%	24%	R	17%	15%	13%	14%	L	14%	15%	21%	23%	20%	23%	20%	25%	25%
Decreased	8%	8%	6%		6%	11%	C	10%	G	8%	9%	13%	13%	L	6%	6%	8%	6%	8%	6%	6%	14%	13%
Not at all sure	9%	8%	9%		10%	8%	14%	gh	9%	9%	6%	9%	12%	L	7%	7%	6%	6%	11%	Q	7%	15%	S
N/A - I do not purchase this good or service	35%	37%	E		43%	E	40%	E	27%	29%	44%	gh	36%	21%	54%	i	4%	4%	57%	k	3%	52%	M

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Q51Q3: Compared to last year, how have the changing prices of consumer goods (e.g., groceries, household products, school supplies) affected your household spending?

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed	No (J)	Yes (K)	Children in HH	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1343	N=368	N=206	N=185	N=532	N=393	N=421	N=295	N=776	N=567	N=544	N=799	N=468	N=475	N=956	N=292	N=740	N=292	N=685	N=658	N=604	N=144	N=202	
Total (Unweighted)	61%	57%	64%		61%	64%	b	60%	56%	64%	b	62%	60%	66%	L	58%	68%	N	58%	63%	58%	64%	u	57%
My household is spending more	32%	37%	e		29%	36%	30%	34%	34%	35%	30%	31%	34%	29%	34%	26%	35%	M	31%	34%	28%	37%	Q	29%
My household is spending less	6%	7%		3%	7%	6%	6%	7%	6%	6%	6%	5%	8%	6%	8%	6%	9%	6%	6%	6%	7%	7%	3%	8%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Q51Q4: Compared to last year, how have the changing prices of services (e.g., salon treatments, cleaning services, childcare) affected your household spending?

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed	No (J)	Yes (K)	Children in HH	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=968	N=236	N=156	N=128	N=428	N=273	N=290	N=218	N=628	N=464	N=464	N=628	N=401	N=411	N=831	N=292	N=740	N=292	N=685	N=658	N=604	N=144	N=202	
Total (Unweighted)	48%	42%	39%		56%	bc	52%	bc	41%	42%	52%	J	39%	56%	L	40%	58%	N	40%	50%	42%	51%	f	44%
My household is spending more	36%	41%	38%		30%	34%	33%	33%	35%	39%	33%	33%	40%	31%	40%	M	36%	38%	31%	40%	q	35%	42%	
My household is spending less	16%	17%	23%		14%	13%	14%	13%	14%	13%	22%	i	11%	11%	10%	M	14%	20%	16%	16%	16%	15%	15%	

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Q51Q5: Compared to one year ago, is your household's overall financial situation better, worse, or about the same?

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed	No (J)	Yes (K)	Children in HH	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1719	N=484	N=269	N=219	N=643	N=554	N=554	N=352	N=961	N=758	N=672	N=1047	N=557	N=572	N=1162	N=413	N=1241	N=413	N=809	N=828	N=604	N=144	N=202
Total (Unweighted)	24%	30%	DE		30%	DE	34%	25%	23%	25%	27%	22%	28%	N	22%	22%	30%	O	22%	25%	24%	24%	26%
About the same	60%	57%	56%		67%	bc	60%	63%	62%	64%	64%	I	53%	64%	K	49%	65%	M	62%	P	55%	58%	62%
Better	16%	13%	9%		15%	13%	12%	20%	FG	21%	J	11%	21%	L	13%	13%	16%	16%	20%	R	13%	17%	20%

* Table Base: US RESPONDENTS

Q51Q6: According to the Bureau of Labor Statistics, from March 2020 to March 2021, inflation (price increase) for all items has increased an average of 2.6%. Knowing this, which of the following best describes how your household income has changed with regards to inflation over the last year?

	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed	No (J)	Yes (K)	Children in HH	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=1719	N=484	N=269	N=219	N=643	N=554	N=554	N=352	N=961	N=758	N=672	N=1047	N=557	N=572	N=1162	N=413	N=1241	N=413	N=809	N=828	N=604	N=144	N=202
Total (Unweighted)	53%	49%	48%		52%	bcG	47%	57%	FG	60%	J	43%	61%	L	47%	47%	54%	50%	47%	55%	51%	44%	64%
NET: HH increased	18%	19%	C		14%	14%	24%	CD	16%	13%	13%	13%	24%	L	14%	26%	N	14%	18%	18%	20%	f	16%
It has risen higher than the rate of inflation	20%	17%		20%	24%	B	19%	15%	20%	22%	i	17%	23%	L	17%								

It has risen lower than the rate of inflation	15%	13%	19%	B	18%	15%	11%	18%	Fh	13%	17%	i	13%	14%	16%	13%	16%	16%	15%	13%	16%	15%	12%	15%					
My household income has not changed	28%	28%	32%	e	33%	26%	25%	34%	F	31%	25%	32%	i	22%	32%	K	23%	31%	M	31%	P	23%	o	30%	26%	30%	u	26%	22%
My household income has fallen	10%	11%	14%	e	8%	9%	11%	12%	9%	9%	8%	12%	i	9%	11%	11%	10%	9%	13%	o	10%	13%	o	10%	10%	11%	13%	6%	
Not at all sure	9%	12%	CE	6%	7%	4%	18%	GH	8%	H	3%	6%	13%	i	8%	10%	4%	12%	M	5%	13%	O	5%	13%	Q	8%	17%	Su	8%

* Table Base: US RESPONDENTS

050721 - HOD FLASH (24 Hour) Survey

Q51Q1: Overall, have the prices of consumer goods (e.g., groceries, household products, school supplies) and services (e.g., salon treatments, cleaning services, childcare) that you regularly purchase changed over the last year?

Consumer goods (e.g., groceries, household products, school supplies)

	Total (A)	Believe the price of goods has changed (B)		Believe the price of services has changed (C)	
Total	N=1719	N=1343		N=968	
Total (Unweighted)	N=1719	N=1352		N=913	
Yes	78%	100%	C	93%	
No	15%	0%		7%	B
Not at all sure	7%	0%		1%	B

* Table Base: US RESPONDENTS

Services (e.g., salon treatments, cleaning services, childcare)

	Total (A)	Believe the price of goods has changed (B)		Believe the price of services has changed (C)	
Total	N=1719	N=1343		N=968	
Total (Unweighted)	N=1719	N=1352		N=913	
Yes	56%	67%		100%	B
No	25%	19%	C	0%	
Not at all sure	18%	14%	C	0%	

* Table Base: US RESPONDENTS

Q51Q2: Compared to last year, how have the prices of each of the following types of consumer goods and services that you regularly purchase changed?

Fresh food and drink (e.g., produce, dairy products)

	Total (A)	Believe the price of goods has changed (B)		Believe the price of services has changed (C)	
Total	N=1413	N=1343		N=968	
Total (Unweighted)	N=1407	N=1352		N=913	
Increased	69%	71%		69%	
Stayed about the same	23%	22%		22%	
Decreased	4%	4%		5%	
Not at all sure	3%	3%		4%	
N/A - I do not purchase this good or service	1%	1%		0%	

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Packaged food and drink (e.g., bottled water, dry pasta, frozen foods)

	Total (A)	Believe the price of goods has changed (B)		Believe the price of services has changed (C)	
Total	N=1413	N=1343		N=968	
Total (Unweighted)	N=1407	N=1352		N=913	
Increased	63%	64%		65%	
Stayed about the same	28%	27%		26%	
Decreased	3%	2%		3%	
Not at all sure	5%	4%		4%	
N/A - I do not purchase this good or service	1%	1%		1%	

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Household goods (e.g., cleaning supplies, pet products, decorations)

	Total (A)	Believe the price of goods has changed (B)		Believe the price of services has changed (C)	
Total	N=1413	N=1343		N=968	
Total (Unweighted)	N=1407	N=1352		N=913	
Increased	64%	66%		66%	
Stayed about the same	25%	24%		23%	
Decreased	4%	4%		5%	

Not at all sure	6%	5%	5%
N/A - I do not purchase this good or service	2%	2%	2%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED
Personal services (e.g., haircuts, manicures)

	Total (A)	Believe the price of goods has changed (B)	Believe the price of services has changed (C)
Total	N=1413	N=1343	N=968
Total (Unweighted)	N=1407	N=1352	N=913
Increased	41%	40%	52%
Stayed about the same	31%	32%	28%
Decreased	10%	10%	10%
Not at all sure	8%	8%	5%
N/A - I do not purchase this good or service	9%	10%	4%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED
Household services (e.g., gardener, cleaning services)

	Total (A)	Believe the price of goods has changed (B)	Believe the price of services has changed (C)
Total	N=1413	N=1343	N=968
Total (Unweighted)	N=1407	N=1352	N=913
Increased	36%	35%	44%
Stayed about the same	26%	26%	26%
Decreased	5%	5%	6%
Not at all sure	6%	6%	5%
N/A - I do not purchase this good or service	27%	28%	18%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED
Childcare services (e.g., daycare, babysitters)

	Total (A)	Believe the price of goods has changed (B)	Believe the price of services has changed (C)
Total	N=1413	N=1343	N=968
Total (Unweighted)	N=1407	N=1352	N=913
Increased	23%	23%	28%
Stayed about the same	14%	13%	17%
Decreased	6%	6%	8%
Not at all sure	8%	7%	8%
N/A - I do not purchase this good or service	49%	50%	39%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED
Healthcare services (e.g., doctor's visits, medical insurance)

	Total (A)	Believe the price of goods has changed (B)	Believe the price of services has changed (C)
Total	N=1413	N=1343	N=968
Total (Unweighted)	N=1407	N=1352	N=913
Increased	39%	39%	44%
Stayed about the same	41%	41%	39%
Decreased	6%	6%	6%
Not at all sure	9%	9%	8%
N/A - I do not purchase this good or service	4%	4%	3%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED
Non-medical insurance (e.g., automotive insurance, renter's insurance)

	Total (A)	Believe the price of goods has changed (B)	Believe the price of services has changed (C)
Total	N=1413	N=1343	N=968

Total (Unweighted)	N=1407	N=1352	N=913
Increased	38%	38%	42%
Stayed about the same	43%	43%	42%
Decreased	6%	6%	6%
Not at all sure	6%	6%	5%
N/A - I do not purchase this good or service	7%	6%	5%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Utilities (e.g., water, electric, gas)

	Total (A)	Believe the price of goods has changed (B)	Believe the price of services has changed (C)
Total	N=1413	N=1343	N=968
Total (Unweighted)	N=1407	N=1352	N=913
Increased	50%	51%	54%
Stayed about the same	38%	37%	33%
Decreased	5%	5%	6%
Not at all sure	6%	5%	6%
N/A - I do not purchase this good or service	2%	1%	1%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Telecommunication services (e.g., internet, cable)

	Total (A)	Believe the price of goods has changed (B)	Believe the price of services has changed (C)
Total	N=1413	N=1343	N=968
Total (Unweighted)	N=1407	N=1352	N=913
Increased	44%	45%	48%
Stayed about the same	45%	45%	42%
Decreased	5%	4%	5%
Not at all sure	5%	4%	5%
N/A - I do not purchase this good or service	2%	2%	1%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Schooling and school supplies (e.g., tuition fees, books)

	Total (A)	Believe the price of goods has changed (B)	Believe the price of services has changed (C)
Total	N=1413	N=1343	N=968
Total (Unweighted)	N=1407	N=1352	N=913
Increased	27%	27%	33%
Stayed about the same	21%	20%	23%
Decreased	9%	9%	11%
Not at all sure	9%	8%	8%
N/A - I do not purchase this good or service	35%	36%	25%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Q51Q3: Compared to last year, how have the changing prices of consumer goods (e.g., groceries, household products, school supplies) affected your household spending?

	Total (A)	Believe the price of goods has changed (B)	Believe the price of services has changed (C)
Total	N=1343	N=1343	N=897
Total (Unweighted)	N=1352	N=1352	N=858
My household is spending more	61%	61%	66%
My household spending has stayed about the same	32%	32%	28%
My household is spending less	6%	6%	6%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Q51Q4: Compared to last year, how have the changing prices of services (e.g., salon treatments, cleaning services, childcare) affected your household spending?

	Total (A)	Believe the price of goods has changed (B)	Believe the price of services has changed (C)
Total	N=968	N=897	N=968
Total (Unweighted)	N=913	N=858	N=913
My household is spending more	48%	48%	48%
My household spending has stayed about the same	36%	36%	36%
My household is spending less	16%	16%	16%

* Table Base: BELIEVES THE PRICES OF GOODS OR SERVICES HAS CHANGED

Q51Q5: Compared to one year ago, is your household's overall financial situation better, worse, or about the same?

	Total (A)	Believe the price of goods has changed (B)	Believe the price of services has changed (C)
Total	N=1719	N=1343	N=968
Total (Unweighted)	N=1719	N=1352	N=913
Worse	24%	26%	28%
About the same	60%	57%	53%
Better	16%	16%	19%

* Table Base: US RESPONDENTS

Q51Q6: According to the Bureau of Labor Statistics, from March 2020 to March 2021, inflation (price increase) for all items has increased an average of 2.6%. Knowing this, which of the following best describes how your household income has changed with regards to inflation over the last year?

	Total (A)	Believe the price of goods has changed (B)	Believe the price of services has changed (C)
Total	N=1719	N=1343	N=968
Total (Unweighted)	N=1719	N=1352	N=913
NET: HHI Increased	53%	57%	63%
It has risen higher than the rate of inflation	18%	20%	25%
It has risen at the same rate as inflation	20%	20%	21%
It has risen lower than the rate of inflation	15%	16%	17%
My household income has not changed	28%	27%	24%
My household income has fallen	10%	10%	9%
Not at all sure	9%	6%	5%

* Table Base: US RESPONDENTS