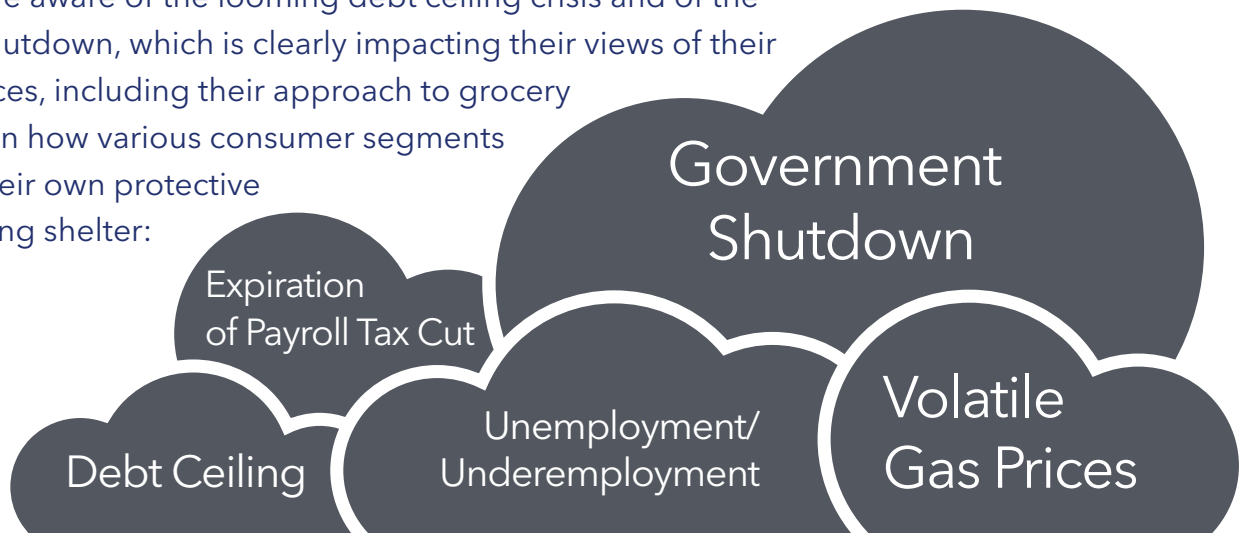


# How Consumers are Weathering the Financial Storm

According to IRI's Q3 2013 MarketPulse™ survey, 85% of American consumers were aware of the looming debt ceiling crisis and of the government shutdown, which is clearly impacting their views of their personal finances, including their approach to grocery shopping. Learn how various consumer segments are donning their own protective gear and seeking shelter:



## Hispanics

**49%**

Trying new brands priced below regular brands

**41%**

Shopping multiple stores to find the lowest prices

**30%**

Using online resources to find coupons



**46%**

anticipating increased financial strain

**35%**

expecting to have less money

**33%**

anticipating upcoming difficulty in meeting monthly expenses

## Millennials

**55%**

Trying new brands priced below regular brands

**43%**

Shopping multiple stores to find the lowest prices

**39%**

Using online resources to find coupons



## Families

**54%**

Trying new brands priced below regular brands

**45%**

Shopping multiple stores to find the lowest prices

**40%**

Using online resources to find coupons



**IRI**

Growth delivered.

For complete coverage of Q3 2013 MarketPulse survey findings, [click here](#).