



INFLATION

PERSONAS

Original Research by
hypothesis



From 100K+ households frequenting dollar store chains to increased consumer spending despite high prices, US consumers are behaving in surprising ways as inflation continues to rise. What, exactly, is going on behind these (sometimes contradictory) patterns? We polled a representative sample of Americans about their perspectives on inflation – and life in general – to better understand their mindsets.

Our research showed that consumers were falling into three distinct **Inflation Personas** with similar outlooks and corresponding behaviors. Read on to learn more about the Inflation Personas, and get tips for how to best communicate with each one while prices remain high.

Original Research by

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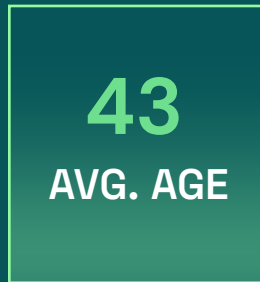
OPPORTUNISTS

**“You have to look
at your money
and plan correctly.”**

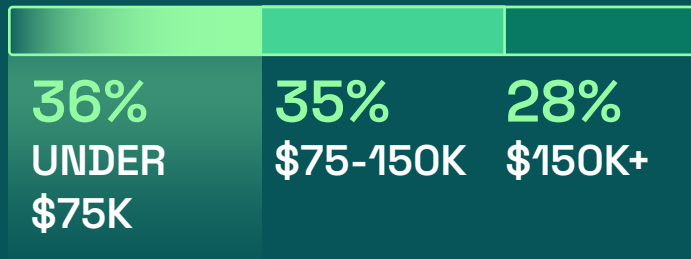
Disciplined and optimistic, Opportunists feel in control despite the challenges of inflation. They're cutting back on spending, but are ultimately confident that everything will turn out okay.

OPPORTUNISTS

WHO THEY ARE



INCOME



*A small percentage of respondents preferred not to say.

WHAT THEY'RE CUTTING BACK ON

- Dining
- Clothing
- Groceries
- Gas
- Entertainment

HOW TO REACH THEM

Opportunists are looking for ways to save just like everyone else, but they're uniquely motivated to seize the moment. Engage with Opportunists by positioning your offer as a "big win" that's unique for this moment in time.



MINIMIZERS

“I work my ass off. I should be able to reward myself.”

Minimizers may notice that prices are higher, but they certainly aren't going to let that get in the way of treating themselves to what they deserve. Inflation is just one of many things on the Minimizer's mind, and they're optimistic it'll all work out in the end.

MINIMIZERS

WHO THEY ARE

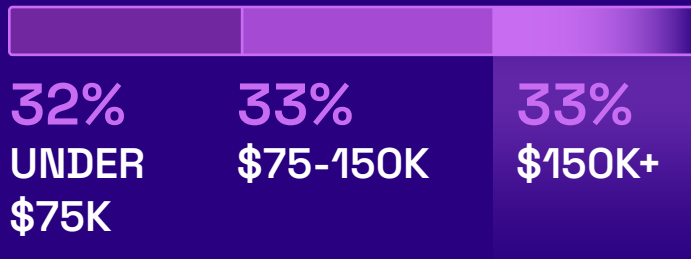


More likely to be male

More likely to be
a parent

39
AVG. AGE

INCOME



*A small percentage of respondents preferred not to say.

WHAT THEY'RE CUTTING BACK ON

- Groceries
- Clothing

HOW TO REACH THEM

Minimizers just want to live a little. Avoid messaging that references trying economic times and instead look to marketing concepts that will reinforce feelings of joy, satisfaction, and escapism.



CORPORATION BLAMERS

“Companies are taking advantage of the everyday working person just to make a few extra dollars. It’s disgusting. We are barely staying afloat.”

Angry, worried, and vulnerable, Corporation Blamers are feeling left behind. They’ve been hit hardest by inflation and are upset with companies and government institutions about rising costs. Forced to make tough choices on basic necessities, many are at their breaking point. To Blamers, price hikes feel personal.

CORPORATION BLAMERS

WHO THEY ARE



39
AVG. AGE

WHAT THEY'RE CUTTING BACK ON

 Groceries

 Clothing

 Dining

 Beauty

 Entertainment

 Travel

 Gas

INCOME

46%
UNDER
\$75K

33%
\$75-150K

20%
\$150K+

*A small percentage of respondents preferred not to say.

HOW TO REACH THEM

Corporation Blamers are hurting from economic realities, so lighthearted ads may be perceived as tone deaf by this group while inflation remains high. Earn Blamers' trust with messaging that reinforces your commitment to making their lives easier, and highlights the value that you deliver.

OPPORTUNISTS

Disciplined
Traditional
Self-Reliant
In-Control

“You have to look at your money and plan correctly.”

CUTTING BACK ON

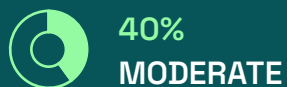


INCOME



*A small percentage of respondents preferred not to say.

SKEW OLDER (43 AVG)



MINIMIZERS

Spontaneous
Social
Optimistic
Trend-Led

“I work my ass off. I should be able to reward myself.”

CUTTING BACK ON



INCOME



MORE URBAN DWELLERS



CORPORATION BLAMERS

Angry
Defeated
Worried
Left Behind

“Companies are taking advantage of the everyday working person just to make a few extra dollars. It’s disgusting. We are barely staying afloat.”

CUTTING BACK ON



INCOME



HIGHEST REPRESENTATION OF GEN Z, BUT ALSO MANY BOOMERS

