

# July Webinar

Strategic Storytelling with  
CivicScience Data



# Today we will talk about...

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- **Filtering the Data** – weighting, segments, dates, sample sizes
- **Question Compare** – finding interesting insights
- **Comparing Historic Trends** – how behaviors and attitudes change over time
- **Creating Segments** – how groups of people differ from Gen Pop
- **Building Dashboards** – bringing your work together

# Strategic Storytelling with CivicScience Data

## 91% of Americans are concerned about inflation, but what does that mean?

Inflation affecting consumers' behaviors, and the bottom line for companies isn't new – it's been a constant topic for years now.

But how inflation affects the day-to-day of people's lives is multi-faceted, ever-changing, and can lead to unforeseen changes in how people engage with companies.

For example, we've all likely noticed our grocery bills increasing...



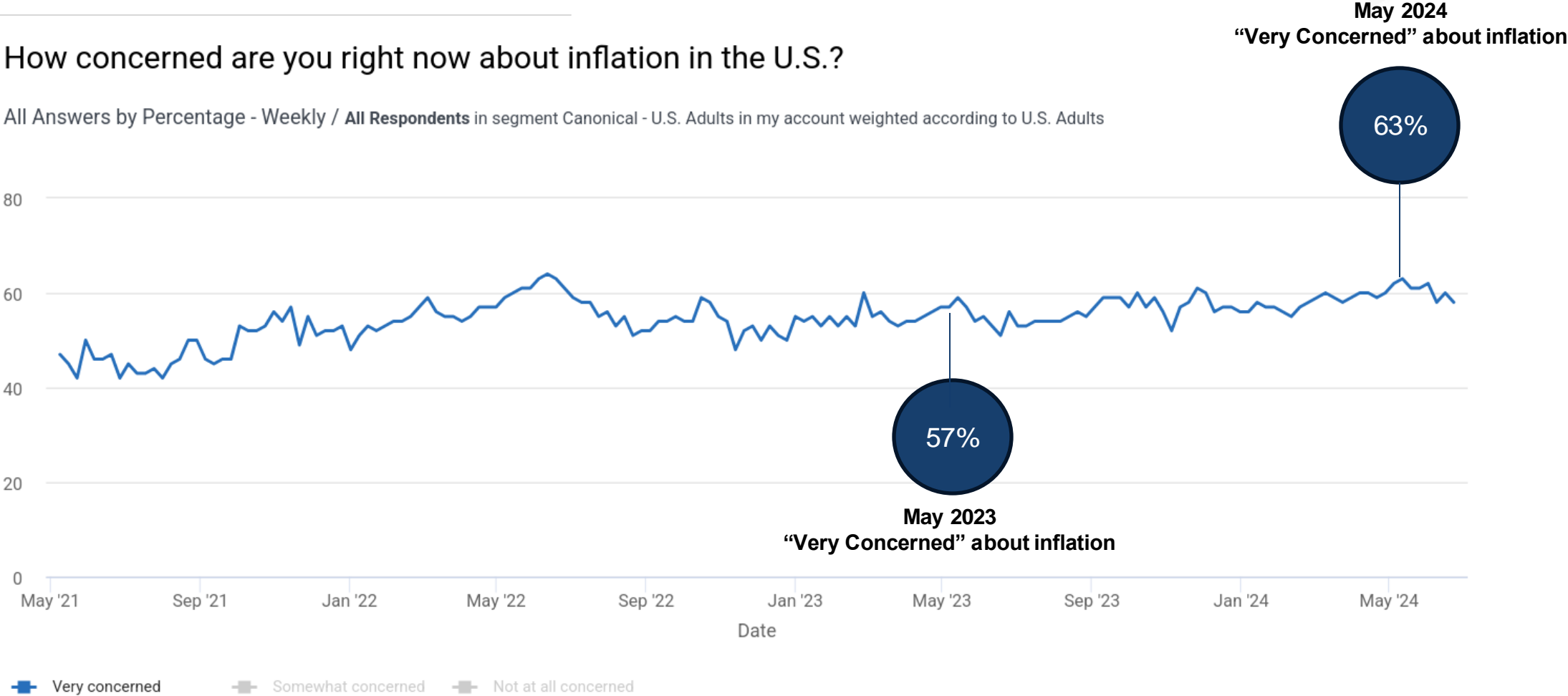
### Story at a glance

- New data from the Food Industry Association found that 65% of shoppers choose store brands or private labels over the big national food brands because of lower prices.
- While grocery costs are up only a little more than 1% from a year ago, they are up 26% compared to prepandemic prices.
- Major retailers have announced price cuts.

# 6-in-10 US Adults are *VERY* concerned about inflation

How concerned are you right now about inflation in the U.S.?

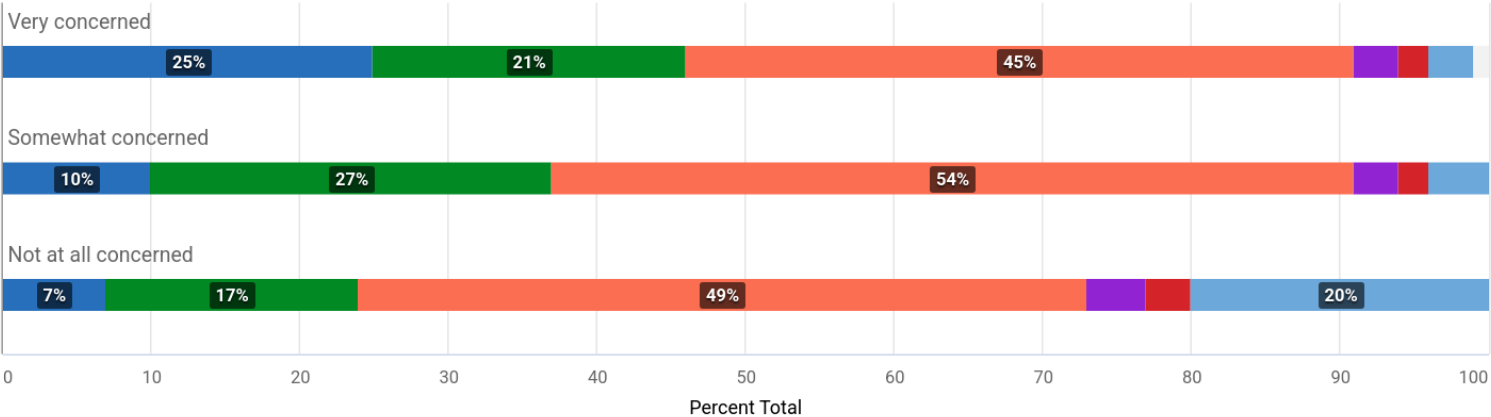
All Answers by Percentage - Weekly / All Respondents in segment Canonical - U.S. Adults in my account weighted according to U.S. Adults



# Going back to our news story, how do inflation concerns relate to shopping for private-label brands?

How concerned are you right now about inflation in the U.S.? **COMPARED WITH** Would you say you are purchasing store-brand grocery items over name-brand grocery items more or less now compared to this time last year?

All Respondents in segment Canonical - U.S. Adults in my account weighted according to U.S. Adults



Would you say you are purchasing store-brand grocery items over name-brand grocery items more or less now compared to this time last year?

■ Much more    
 ■ Somewhat more    
 ■ About the same    
 ■ Somewhat less    
 ■ Much less    
 ■ I never purchase store brand items

1,301 Responses. Significance:  $X^2_{(df=10)}=110.851, p<0.001$ , High Strength of Association( $T=0.164$ )

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# THANK YOU!

Questions?

