

# What consumers would *like* brands to do during cost-of-living crisis



« Please select a maximum of 5 answers per question. Which, if any, of the following would you most like brands to do to support customers during the cost-of-living crisis?»

	All respondents		Gender		Age		Social status		
			Women	Men	18-34	35-54	55+	Upmarket	Downmarket
Keep prices fair	60%	<div></div>	64%	55%	42%	61%	71%	59%	61%
Freeze prices on value-range products or services	44%	<div></div>	48%	39%	29%	47%	51%	42%	45%
Offer more value for money propositions	37%	<div></div>	37%	37%	25%	38%	44%	35%	40%
Reward existing customers' loyalty (e.g. with extra low prices, special treats/small luxuries)	32%	<div></div>	36%	29%	26%	34%	35%	33%	32%
Increase the number of promotions they offer	29%	<div></div>	33%	26%	23%	31%	32%	29%	30%
Be transparent and forthcoming (e.g. about future price increases)	23%	<div></div>	25%	22%	21%	20%	27%	23%	24%
Offer a greater choice of products/services across a range of price points	19%	<div></div>	20%	18%	18%	17%	22%	19%	19%
Support local communities, businesses and charities	17%	<div></div>	18%	15%	18%	14%	18%	18%	14%
Provide excellent customer service	14%	<div></div>	14%	14%	11%	10%	18%	13%	15%
Offer a wide range of support/practical tools for those groups hardest hit	14%	<div></div>	15%	12%	15%	13%	13%	14%	13%
Acknowledge the rising cost of living in their communications	13%	<div></div>	13%	12%	15%	11%	12%	12%	13%
Educate customers' through their marketing channels (e.g. money saving tips)	12%	<div></div>	13%	11%	15%	11%	10%	14%	9%
Improve/diversify loyalty scheme offerings	12%	<div></div>	14%	11%	11%	14%	12%	13%	12%
Make people aware of support services/resources available to them in their communications	12%	<div></div>	12%	11%	13%	11%	11%	11%	12%
Offer affordable customer finance	10%	<div></div>	10%	10%	14%	10%	6%	10%	9%
Engage directly with customers to develop new solutions to help tackle the crisis	8%	<div></div>	8%	7%	11%	7%	6%	9%	6%
None of the above	5%	<div></div>	4%	6%	6%	5%	5%	4%	7%
Entertain and make customers' laugh/smile	4%	<div></div>	4%	5%	8%	4%	2%	5%	4%
Other	1%	<div></div>	1%	1%	1%	1%	1%	1%	0%