

# Brand Action & the Cost of Living Crisis

Insight Pulse Poll

February 2023

# What consumers would like brands to do to support them through the cost-of-living crisis – six month trend

*"We'd now like you to think about the current 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?" | February 2023*



Source: Institute of Practitioners in Advertising (IPA), Opinium  
 Base: 2,000 online respondents aged 18+, UK, February 2023

# What consumers would expect brands to do to support them through the cost-of-living crisis – nine month trend

*"We'd now like you to think about the current cost of living crisis. Please select a maximum of 5 answers per question. Which, if any, of the following would you most expect brands to do to support customers during the cost-of-living crisis?" | February 2023*



Source: Institute of Practitioners in Advertising (IPA), Opinium  
 Base: 2,000 online respondents aged 18+, UK, February 2023