

August 2024

1. Over the past three months (since May), which of the following purchasing trends have you noticed (outside of normal seasonal trends)?

Topic: Revenue and Margins

	Total [n=238]	Manufacturing [n=82]	Non-Manufacturing [n=156]
	Yes	Yes	Yes
Customers have purchased less in units	61.5%	65.8%	58.5%
Customers have purchased less in dollar amount	59.2%	65.8%	55.1%
Customers have delayed purchases	66.8%	70.5%	64.6%
Customers have bundled purchases into fewer interactions (i.e., less foot traffic)	32.8%	28.6%	35.3%
Customers have shifted purchases to cheaper items	44.6%	45.7%	43.9%
Customers have declined to purchase entirely from your firm	29.7%	26.8%	31.3%
Customers will only purchase in normal volumes if they perceive goods or services to be of higher quality	38.1%	28.3%	44.2%
Customers have become more responsive to promotions or sales	41.3%	38.5%	42.9%

2. Over the past three months (since May), have you experienced a pullback in spending from any of the following groups (outside of normal seasonal trends)?

Topic: Revenue and Margins

	Total [n=238]	Manufacturing [n=82]	Non-Manufacturing [n=156]
	Yes	Yes	Yes
Higher-income customers	32.9%	36.0%	31.6%
Lower-income customers	57.1%	57.8%	56.9%