



The Cost-of-Living Crisis



The cost-of-living crisis

The cost-of-living crisis is a problem that has affected millions of people around the world.

It is a phenomenon that has made it increasingly difficult for many to access basic necessities like food, housing, gas etc., and has resulted in many having to lower their standards of living or cope with the rising costs

In this report, we explore how the cost-of-living crisis affects consumers across different life-stages, and how the different factors that contribute to the cost-of-living crisis manifests in their lives



Everything is expensive

The cost-of-living crisis has been a major cause for concern for consumers across the world

Over the past year, prices of goods have been rising sharply, and hurting consumers' pockets; everything costs more, and the money you make is worth less

The pressure this puts on the consumer affects different facets of life – price of food, essentials, bills

Starts making decent money for the first time
The Universe: "Money is worth less now"

7:26 PM · Jul 27, 2022 · Twitter Web App

This inflation is eating us alive. Grocery stores, mechanics, gas stations. Everything is more expensive.

But at least corporations are still reporting great profits and dividends.

3:33 AM · Jun 5, 2022 · Twitter for Android

I think the public have no idea of the savage price increases of all sorts of items barrelling towards them. Food, energy, transport - the cost of living is rising in real terms at the fastest pace in 40 years. The new pandemic.

12:42 AM · Mar 14, 2022 · Twitter for iPhone

people are anxious & rude, there's a lot of coughing, and sandwiches cost \$15. we are living in airport times.

12:52 AM · Jul 13, 2022 · Twitter for iPhone

Overlapping crises

It isn't that the cost-of-living crisis exists in isolation, but that the crisis is one of many major life events and economic pressures that affect the consumer all at the same time

The COVID pandemic has affected the way of life of many. Aside from the health implications and toll that it has taken on the population, COVID-related shortages contributed to the cost-of-living

Similarly, the Russia-Ukraine war has disrupted the distribution of goods across Europe and the world

The climate change crisis continues to be a source of concern and uncertainty in our collective future



How many overlapping crises are ongoing right now? Covid never ended, the government just started mandating ignoring it. Inflation. Housing, worse than ever. Healthcare, worse than ever. Private debt, out of control. Food prices are shooting up, we never solved supply issues.

1:28 AM · May 29, 2022 · Twitter for Android

Millennials are not fragile. It is a generation that is overwhelmed by several, overlapping, systemic crises and given patronizing advice like "skip the lattes and avocado toast" while under the weight of student loans, rising housing costs, stagnant wages, and a climate crisis.

11:58 PM · Jul 5, 2022 · Twitter for Android

We had 3 consecutive, overlapping waves of inflation (Covid shortage, stimulus surplus, war shortage) that create the appearance of sustained inflation. No one could have predicted the 1st or 3rd, and the 2nd one is over.

11:49 PM · Apr 9, 2022 · Twitter Web App

Quality-of-life crisis

The cost-of-living crisis isn't only about the pinch that consumers feel, but also the sacrifices it requires to sustain a 'normal' lifestyle

The solution posed by experts and the media is one of frugality in difficult times; cutting back, cutting down, making sacrifices etc.

This advice comes across as being a bit rich as it's not only the 'luxuries' that consumers are forced to give up on, but also that it normalizes a 'lower' standard of life while putting the blame on consumers for being unwilling to cope

The quality-of-life crisis is a crisis of inequality – middle- and lower-income groups suffer more, and are expected to sacrifice more

The thing that really pisses me off about the cost of living is that it seems like people shouldn't get to enjoy life if they're not rich. Work more hours, eat the bare minimum, basic food. We shouldn't be forcing people just to survive.

8:46 PM · May 16, 2022 · Twitter for iPhone

- Fire your Butler
- Cut back on caviar
- Sell your Yacht
- Sell your thoroughbred racing horse
- Fire whoever wrote this out of touch article

Bloomberg Opinion @opinion · Mar 20

Inflation stings most if you earn less than \$300K. Here's how to deal:

- Take the bus
- Don't buy in bulk
- Try lentils instead of meat
- Nobody said this would be fun trib.al/Di8F7uF

3:44 PM · May 23, 2022 · Twitter for iPhone

People on low incomes can't cut back their household outgoings anymore as they've already been cutting for a decade, many are in debt. Austerity does not work, it has put many people in a bad position to deal with inflation, and there's more inflation coming. Help is needed now.

2:55 PM · Mar 21, 2022 · Twitter Web App

Man-made crisis

On a more philosophical level, the shifts in economy are a man-made construction that is a result of various contributing factors such as supply and demand, geo-politics etc.

The interplay between the geopolitics of the government and various institutions affects the common public in ways that are beyond their control

Therefore, there is a call for these same governments and institutions to bring order and control and ease the cost-of-living crisis for the common public

Inflation doesn't just happen. It's not a force of nature. Your paycheck is worth less than it was last year because the federal government stole the money from you and gave it to well-connected organizations run by people who hate you.

8:51 PM · Apr 29, 2022 · TweetDeck

Remember everything we are going through, food shortages, cost of living crisis, potential nuclear war, falling wages, increased rents, interest rates. All of these factors are man made.

12:01 AM · Jul 7, 2022 · Twitter for iPhone

If currency is a man made concept doesn't that mean inflation is too? Like everything is electronic anyways like what changes in the world if we gave everyone \$1000 ?

5:58 AM · Apr 18, 2022 · Twitter for iPhone

Inflation is man made. It's not a lack of goods. It's the lack of more money in someone's pocket. We've allowed to be underpaid but overpay for goods for far too long

12:16 AM · Jun 7, 2022 · Twitter for iPhone

Responding to the crisis: **Consumer behaviour**

Eye on the price

It definitely has. It has made me more aware of every penny. 100

10:24 PM · Apr 21, 2022 · Twitter for iPhone

Cutting back

Don't eat out, drive less, try to get budget groceries. More conscious of lights on at the house. Backed off home projects

9:51 PM · Apr 21, 2022 · Twitter for Android

Make it at home

I have started to offset inflation by steering away from prepared products and started making them myself to save a few bucks. Simple things like bread, tortillas, refried beans, tomato sauce etc. I buy pantry items at Walmart and our meat at Cub, and the local butcher. 😊😊

9:47 PM · Feb 18, 2022 from Elk River, MN · Twitter for Android

Going off-brand

Store brand groceries, no more steaks, no sodas sugar free juices, Costco brand water paper towels etc no more brand names for me and the quality is still top notch

10:43 PM · Apr 21, 2022 · Twitter for iPhone

Discount seeking

Inflation is about to push me to become someone I don't want to be. An extreme couponer.

10:23 AM · Jun 19, 2022 · Twitter for iPhone

Responding to the crisis: **Price gouging**

Price gouging is the term that refers to the practice of increasing the price of goods, services and commodities in response to shortages or higher-than-usual demand

Companies respond to rising costs and supply chain issues by increasing the price of goods and services.

Consumers feel that the rise in prices affect them as individuals disproportionately, as the companies still maintain their profit margins → resulting in accusations of corporate greed and profiting from a crisis

If gas was \$4.00 a gallon and the oil companies adjusted their prices solely to account for inflation (8.6%) the price of gas would be \$4.34 a gallon.

\$6.00 a gallon has nothing to do with inflation. It's price gouging.

5:16 AM · Jun 11, 2022 · Twitter for iPhone

Don't drink the Kool-Aid.

It's not inflation when corporations are posting record profits; it's called price gouging.

4:41 PM · Jan 18, 2022 · Twitter for Android

I'm not convinced that what we are experiencing here is inflation as we know it, but rather mass price gouging. I think this is class warfare. I think the immediate solution is to break up big companies to generate more competition.

4:56 PM · May 24, 2022 · Twitter for iPhone

Corporations heard the word inflation and raised prices but never suffered a single quarterly loss... these are the behaviors of sociopaths

11:25 PM · Jun 6, 2022 · Twitter for iPhone

Responding to the crisis: **Shrinkflation**

It isn't just the consumers that have resorted to cutting back in response to the cost-of-living crisis. Brands too have taken certain measures to cope with the economic crisis

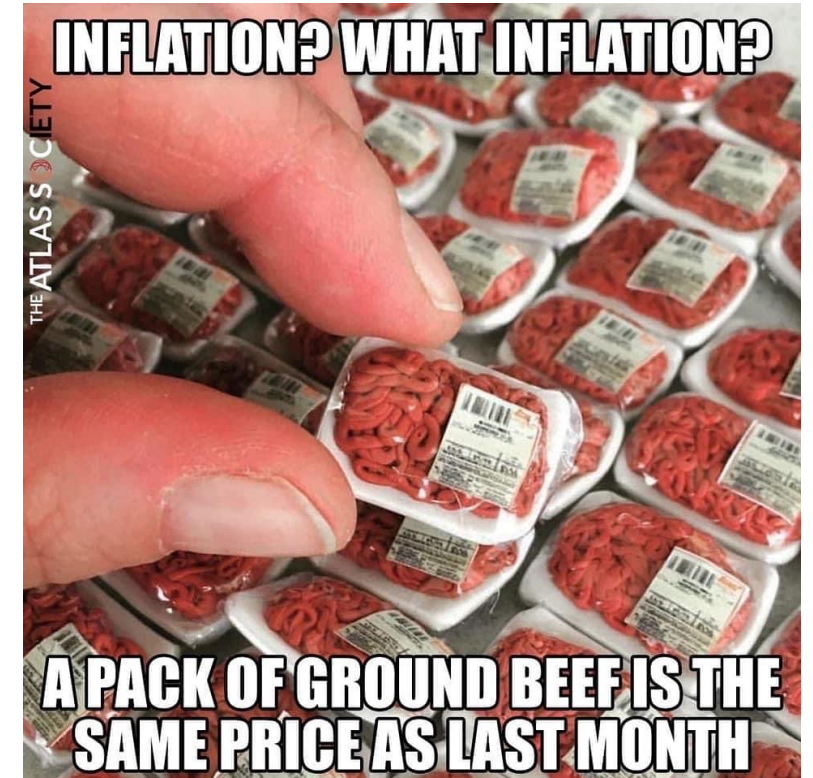
Shrinkflation is the practice of reducing the size of the product, while maintaining its label price.

There have been numerous examples of this across the various industries:

- Burger King allegedly reducing the number of chicken nuggets in its meals from 10 to 8, and Domino's doing the same with its chicken wings
- A box of Kleenex tissues going down from 65 to 60
- Consumers claiming the size of the Subway cookie has reduced significantly

Consumers have reported shrinkage in all kinds of household products. A keen eye on Reddit found that **Huggies Little Snugglers** packs dropped from 96 diapers per box to 84.

Procter & Gamble's **Cascade** reduced the number of dishwashing pods in a box from 78 to 63, while **Unilever's Seventh Generation** liquid dish soap dropped from 25 to 19 ounces with a bottle redesign.



Responding to the crisis: **Skimpflation**

It is not only quantity, but also quality has been reducing. This is Skimpflation.

Skimpflation is when companies attempt to save money of production of goods or the delivery of services, and as a result reduce the quality of the goods and services provided

Examples of this:

Companies reformulating their products to use cheaper ingredients

Sheets of toilet paper becoming thinner

Services such as airlines and hotels reducing staff

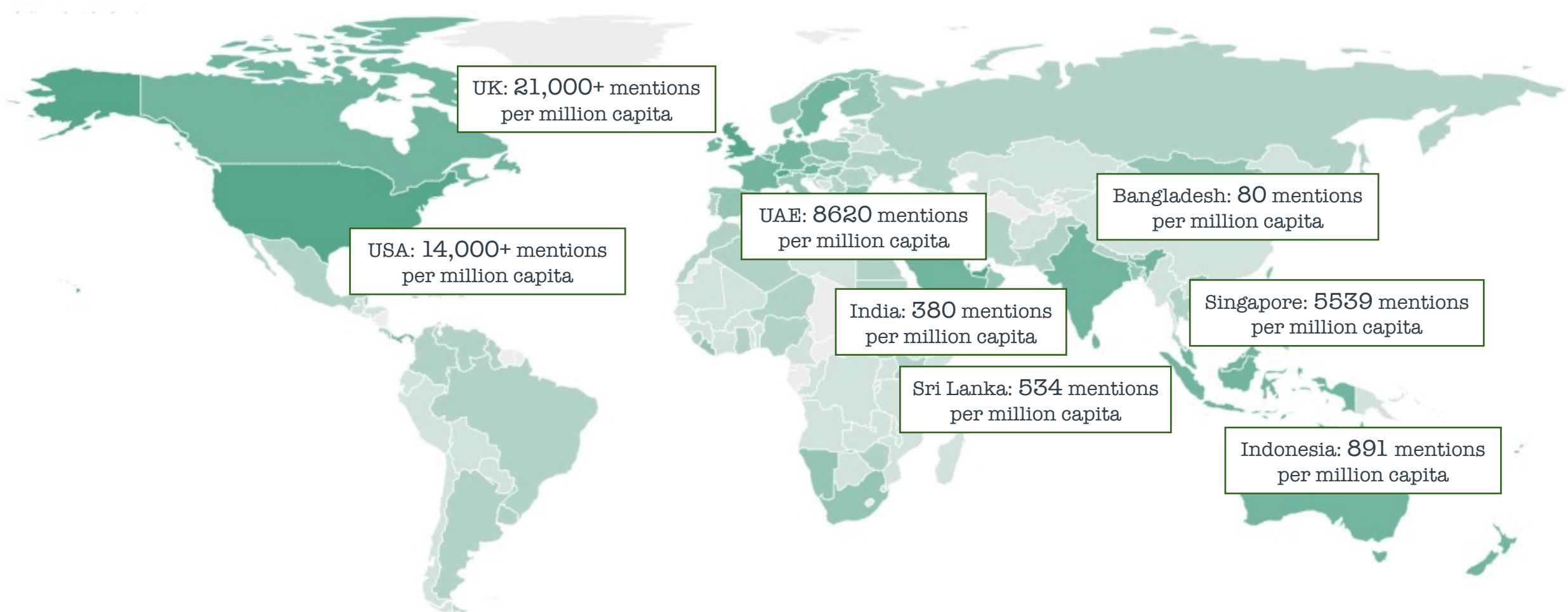
Terry's Chocolate Orange dropping the quantity of chocolate – no longer classified as chocolate → Terry's Chocolate Orange



Just chatting to a friend about inflation and he mentioned how Fairy Liquid is now so thin it just pours out the bottle. I'd noticed that but not joined the dots. Shrinkflation for crisps, dilution for washing up liquid. What next?

5:25 PM · Feb 9, 2022 · Twitter Web App

Crisis happening across the world



NOTE:

The numbers are also a reflection of the internet penetration and the accessibility of certain sites and platforms

The generational divide

The cost-of-living crisis affects different people in different ways.

We see that most clearly in the way that it affects consumers at different life-stages:

- Different priorities of the current and future lives → varying levels of income and financial security
- Different levels of responsibility → self + family + business etc.



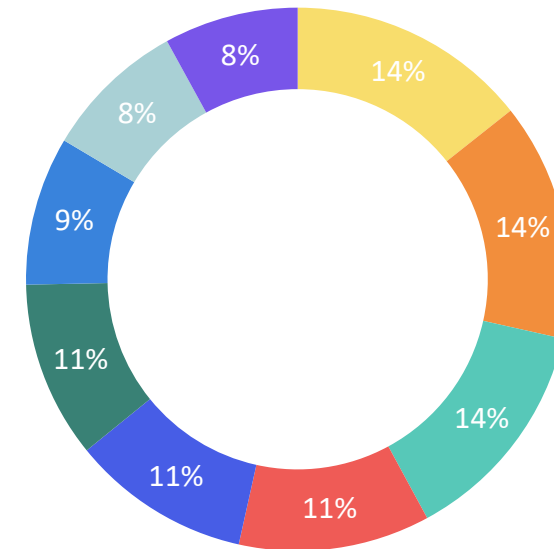
So, we explore the cost-of-living through the eyes of:

Gen Z → Born between 1997 and 2012

Millennials → Born between 1981 and 1996

Gen X → Born between 1965 and 1980

Baby Boomers → Born between 1946 and 1964



- Food and Groceries
- Rent & Housing
- Loans & Debts
- Fuel prices
- Taxes
- Unemployment
- Living Wage
- Savings
- Utility Bills

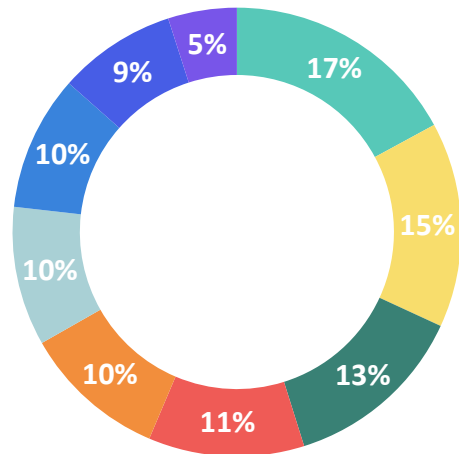
Topics of conversation – overall

We also look at how the cost-of-living crisis affects the consumer across the most commonly mentioned topics of conversation, and how this differs across the different generational age bands

Gen Z (born 1997-2012)

Among the Gen Z audience, we see that there is a high volume of conversation on topics that have greater impact on the short term such as living wages, food and groceries, rent and the ability to save money for the future¹ etc.

There is also a relatively lower volume of conversations on recurring long-term expenses like taxes and bills, coming from a lower level of responsibility (among these expenses) at this life-stage. However, this also results in more condescending remarks from older generations²



- Living Wage
- Food and Groceries
- Savings
- Rent & Housing
- Fuel prices
- Unemployment
- Loans & Debts
- Taxes
- Utility Bills

Experiencing economic hardships as they enter the workforce¹

the raise of gas prices and inflation would happen when I'm at the age of HAVING to pay everything myself 😞😞😞

2:05 AM · Jun 9, 2022 · Twitter for iPhone

I feel like young people don't get enough recognition as cost of living victims. There's a lot of talk about fuel and families. Which 100% matters and is awful. But young people aren't covered enough; "they'll grow out of it" mentality. In fact, they're growing poorer due to costs

11:43 PM · May 17, 2022 · Twitter for iPhone

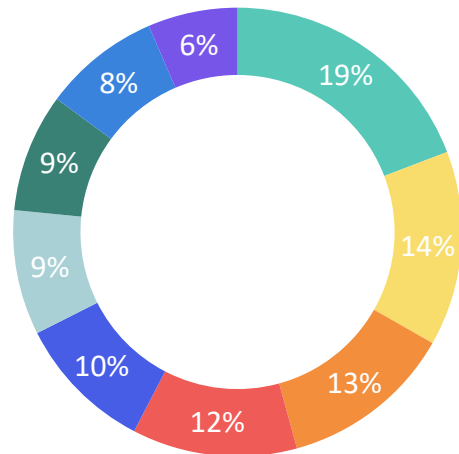
'Kids these days' – saving on Starbucks doesn't help²

Cue the quarterly article where all (inflation, spiking housing prices, off-the-charts student debt and more) can be fixed by not getting guac on your Chipotle. 🤔👉
🤔👉 Okay, Boomer. I'll try and give Gen Z better advice. Or better yet just have empathy.

Millennials (born 1981-1996)

The cost-of-living crisis has been a burden on the day-to-day earnings and expenses (living wages, food and groceries, fuel prices), and the effect that this has on the long-term expenditure – both in the past (college loans, house payments etc.) and the future (home ownership, settling down, impact on savings).

This is evident in conversations about the wages not reflecting their growth and increasing responsibilities¹ (19% being the biggest slice of the pie across generations), while being affected by multiple economic crises in their early working years²



- Living Wage
- Food and Groceries
- Fuel prices
- Rent & Housing
- Taxes
- Unemployment
- Savings
- Loans & Debts
- Utility Bills

Already saddled with the tag of the 'Peter Pan generation' – slow to 'grow up', slow to acquire the means¹

Millennials are the peter pan generation

Discussion

I think our generation was the slowest to grow up compared to other generations. Delayed gratification. We are the oldest to buy homes, get married, etc. We were all told have fun, find your passion, don't worry about money, and jobs will be lined up after college. It's a catch 22, because it's between us and boomers for the generation that had the most fun. However, that's why we are the first generation that is poorer than our boomer parents, most will never be able to buy a house, tons of student debt, and we don't mature until late 20s or 30s. In older generations at 22 it was common to be married, own a home and have kids. In our generation most 22 year olds were still financially dependent on their parents or in college racking up debt

That article title of "finally spending like grownups" is really freaking insulting. Some people, no matter how hard they try, cannot afford to buy a house or a car. Does that mean they should be considered children in regards to finances?

4:46 AM · Jan 4, 2022 · Twitter Web App

Not my first rodeo – living through/shaped by multiple crises (i.e., from 2008 until now)²

Millennials have had such a bum deal financially and economically: I know most of us caught the tail-end of it, but we had the 2008 GFC, tuition fees tripling, a pandemic, difficulty getting on the property ladder AND inflation at 40 year highs

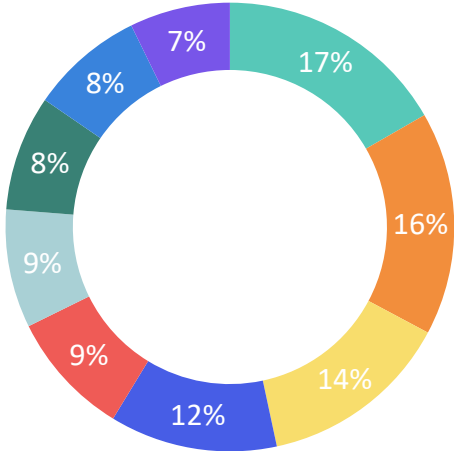
12:43 PM · Aug 17, 2022 · Twitter for iPhone

Gen X (born 1965-1980)

Increased responsibilities reflected in the topics that are most commonly discussed; recurring expenditure like fuel, groceries, taxes etc.¹

These portions of the pie reflect the majority of the conversations for this life-stage, with the remaining 5 topics falling under 10% of conversation

Measures taken to curb inflation or provide relief is seen to increase the burden on this cohort in the form on higher taxes and interest rates²



- Living Wage
- Fuel prices
- Food and Groceries
- Taxes
- Rent & Housing
- Unemployment
- Savings
- Loans & Debts
- Utility Bills

Responsible for kids and the elders in the family¹

My weekly grocery bill is over 200 per week. Inflation is out of control. It's only two people in my house. Imagine a household with teenagers this summer.

Pray for those who are starving.

10:52 PM · Jun 5, 2022 · Twitter for iPhone

My salary can't keep up with rising cost of living. I'm the only source of income in my family.

9:59 PM · Aug 28, 2022 · Twitter for Android

Expenses is eating into their purchasing power²

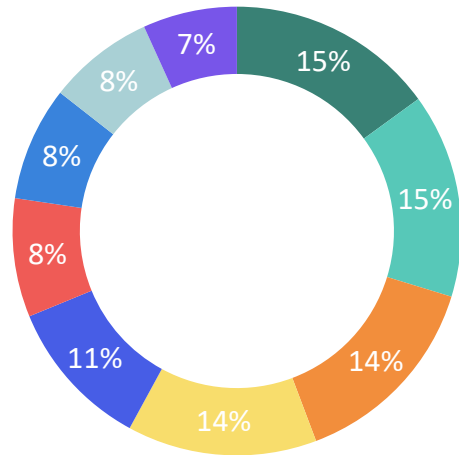
The economy can't grow if many people don't have money to spend due to the cost of living increases, and many businesses can't afford rates, bill, tax increases

3:15 AM · Mar 24, 2022 · Twitter for Android

Baby Boomers (born 1946-1964)

Many within this cohort are retired or planning retirement in the near future, and therefore the depletion of savings is a major concern (biggest piece of the pie)¹

There are also many who are living on limited or fixed income – therefore more concerned about rising costs of frequent/recurrent expenditure (groceries, fuel and taxes)²



- Savings
- Living Wage
- Fuel prices
- Food and Groceries
- Taxes
- Rent & Housing
- Loans & Debts
- Unemployment
- Utility Bills

‘Unretiring’: Rising cost-of-living driving people back to work¹

Britain’s ‘great unretirement’: cost of living drives older people back to work

“Increasing numbers of retirees are feeling poorer than they’ve felt before, with consumer confidence at a record low and purchasing power eroded on a monthly basis,” he added. “All this is driving the trend of unretirement.”

You think gas prices are bad? Try retiring as a teacher in Texas.

Many retired educators have NEVER received a cost-of-living increase for their pensions, while others have gone nearly a decade without one.

Limited or fixed income isn’t able to keep up with the rising prices and inflation²

I am concerned about our elderly living on limited income. This 40 year high inflation will cause them to go hungry or unable to pay increased costs in bills.

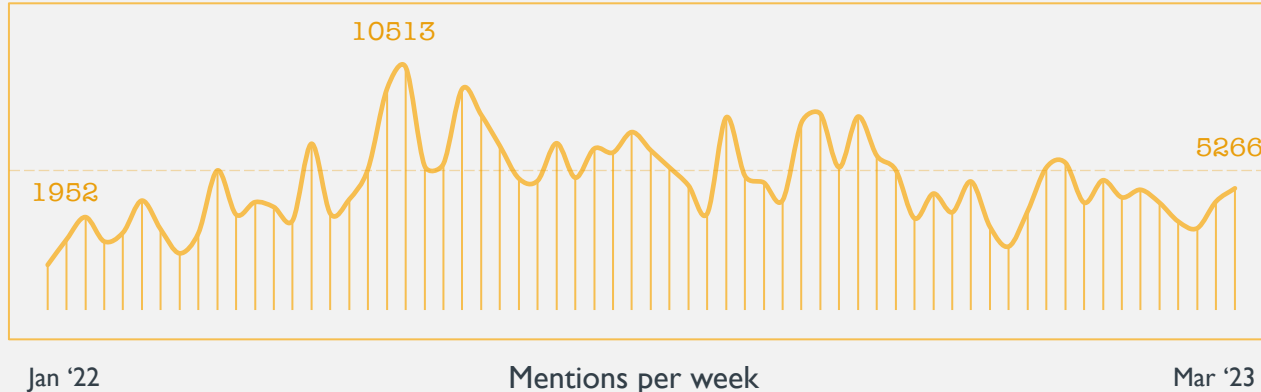
5:25 AM · May 12, 2022



Topic-wise breakdown

Food and Groceries

Total: mentions: 353.4K



Prices are rising at a rate that is beyond the 'stated' inflation of 7-9% → price difference for food and groceries seems to be around 20-30%¹

Beyond the rising prices, there is also a food shortage in parts of the world; for e.g., Sri Lanka, or the baby formula shortage in the US results in extreme fluctuations and rise in prices²

Inflation in prices observed at the supermarket is much higher than the stated inflation¹

Groceries are eating my ass. I'm paying about 30% more for the same shit. It's annoying as hell.

8:36 AM · Apr 17, 2022 · Twitter Web App

Nobody believes inflation is only 8.5% after going grocery shopping.

It's much worse.

8:13 AM · Apr 14, 2022 · TweetDeck

Shortages have contributed to even higher prices – including examples of price gouging²

CNN Business says you can blame grocery inflation on the supply chain, the ongoing labor shortage and Covid. Who do you blame?

8:00 PM · Feb 1, 2022 · Twitter Web App

Soon the government is going to tell us to stop eating food to not feel the effects of inflation...

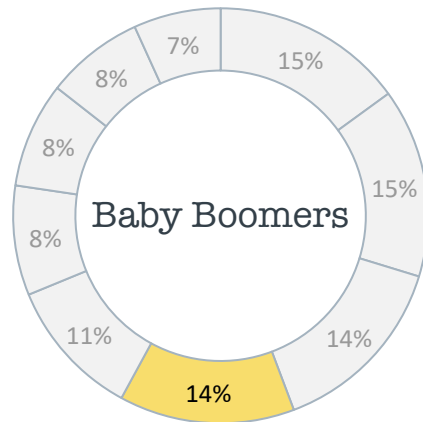
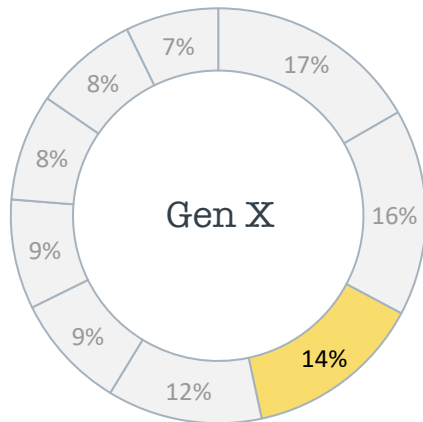
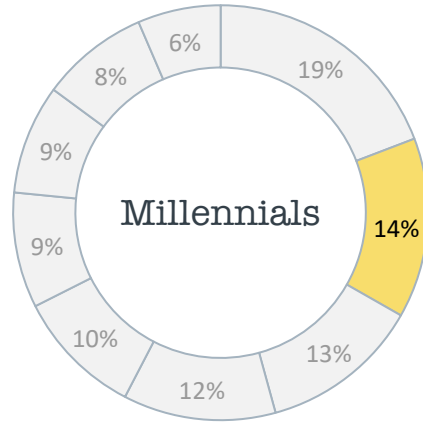
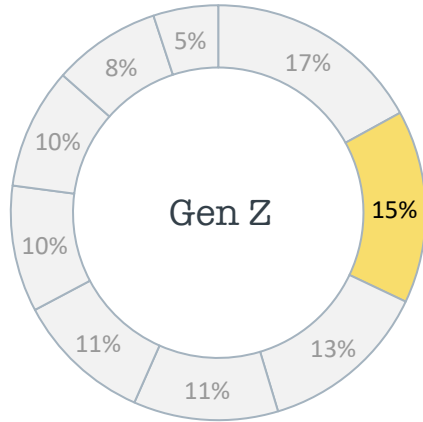
12:19 AM · Mar 19, 2022 · Twitter Web App

Food and Groceries

Food and groceries have been a major concern to all cohorts, and its relative position in the hierarchy remains fairly consistent

Its position is therefore determined by the prioritization of other expenditure, and its impact on the share of daily expenses incurred

Understandably, it's a bigger concern to the younger generations as it forms a bigger chunk of the expenses, and also correlates to being on the lower income scale and living alone



At the grocery store yesterday, I saw a pack of lunch meat for \$10.

A steak for \$16.

A gallon of milk for \$6.

A bag of chips for \$6.

A carton of eggs for \$7.

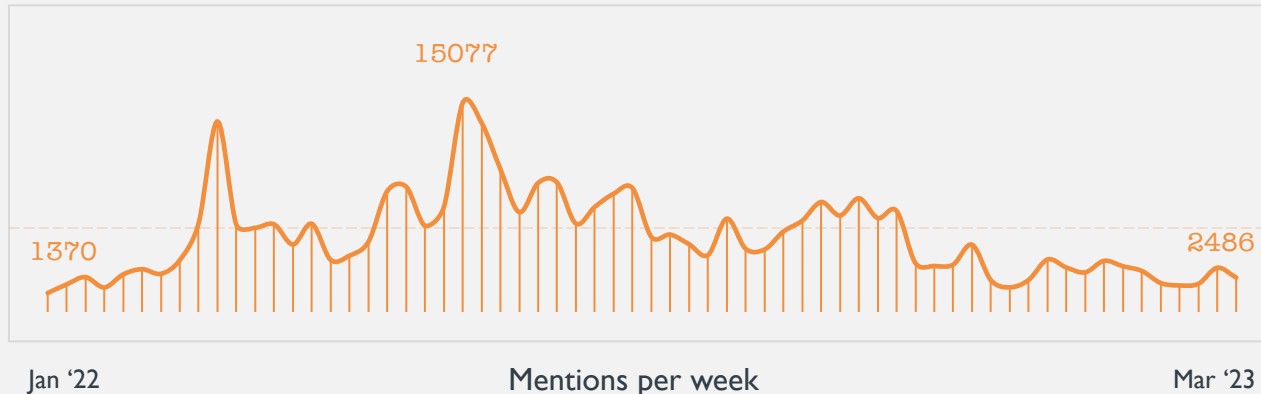
Inflation is a tax on the poor.

8:20 PM · Jan 27, 2023 · 16.1K Views

Rising food prices affecting the daily expenditure

Fuel prices

Total: mentions: 349.1K



2022 saw a rapid rise of fuel prices that was brought on by shortages resulting from the war in Ukraine, and the boycott of Russian products¹

Fuel prices went up dramatically in the following months and affected consumers across the world

Oil companies were accused of capitalizing on the shortages and artificially exaggerating the effects of the shortages to increase gas prices²

Sharp rise in gas prices across the world¹

How could we have gone from gas under \$2.00 and zero inflation, to gas over \$5.00 and double digit inflation- in just two years?

12:25 AM · May 9, 2022 · Twitter Web App

Gas going from 2-3 to 5-7 per gallon in months is not a normal inflation rate. And rent doubling in a year or two is not a normal inflation rate

1:57 AM · Jun 7, 2022 · Twitter for iPhone

Oil companies continued to make profits during a time of shortage²

Oil prices are down 10%, but gas prices are at record highs.

It's not inflation, it's price-gouging.

7:37 PM · May 12, 2022 · Twitter Web App

Shell Petrol's profits have just tripled to £7.3 billion in just 13 weeks.

£80 million pound profit every single day.

How dare politicians call this a cost of living crisis when it's plain to see that it's pure greed.

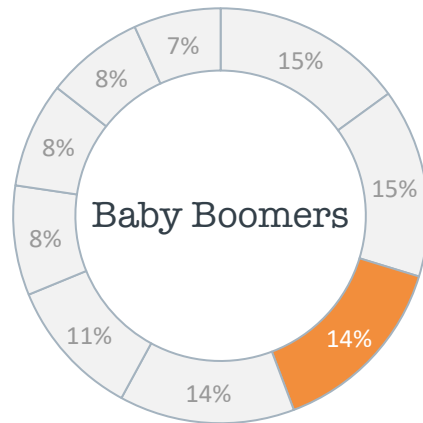
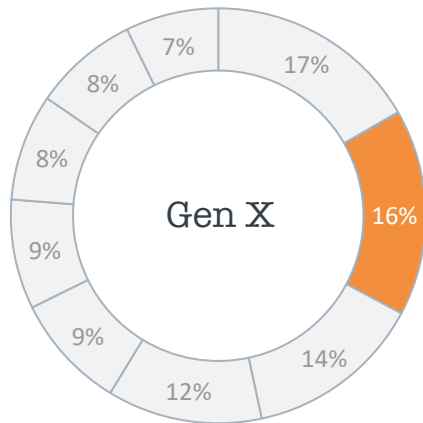
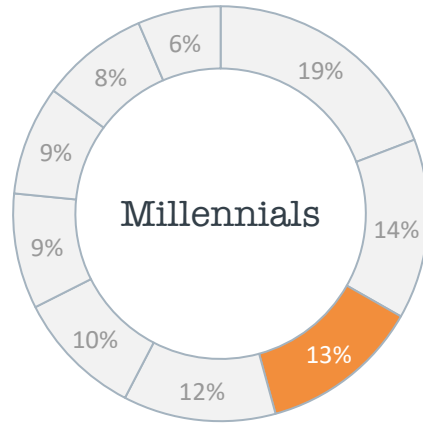
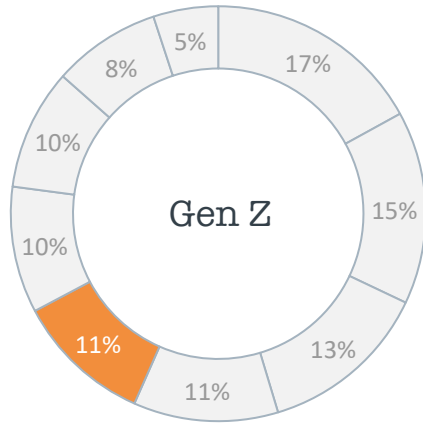
11:54 AM · May 5, 2022 · Twitter for iPhone

Fuel prices

The rising fuel prices affects all generations, but the impact of the rising costs differs, as is seen by the comparative hierarchy of the issues through conversations:

Lower down for Gen Z – other important expenses take more priority (living wages, rent & housing, savings, food)

Higher among Gen X have more responsibilities (to family, to businesses etc.) – and so the added expenditure of rising fuel costs is an important issue. It was also seen as a global issue, not just an individual’s burden



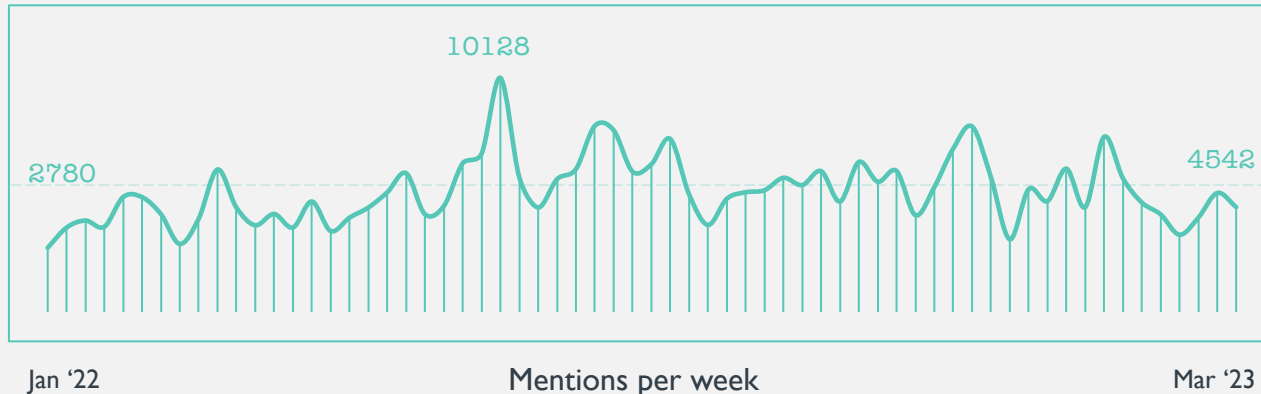
Average family fuel bills to soar by almost half to £1,900 when price cap lifted in April. #partygate matters but cost of living crisis is far more serious for most families

5:07 PM · Jan 29, 2022

The rising fuel prices problem compounds with each individual member of the family

Living Wage

Total: mentions: 334.6K



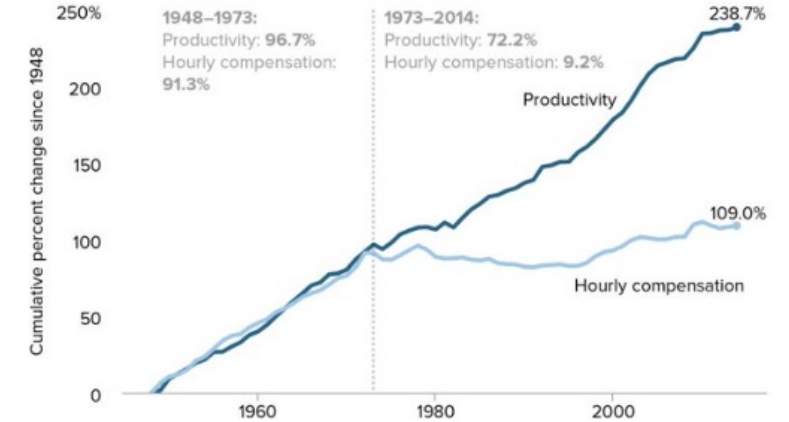
Salaries and wages have not kept pace with the rising cost-of-living

Particularly in the US, where the minimum wage hasn't not increased in accordance with the rising costs

The conversation in the UK has been growing fast – with workers' strikes (especially rail workers and hospital employees)

this is what's creating it

Disconnect between productivity and a typical worker's compensation, 1948–2014



Note: Data are for average hourly compensation of production/nonsupervisory workers in the private sector and net productivity of the total economy. "Net productivity" is the growth of output of goods and services minus depreciation per hour worked.

Source: EPI analysis of data from the BEA and BLS (see technical appendix for more detailed information)

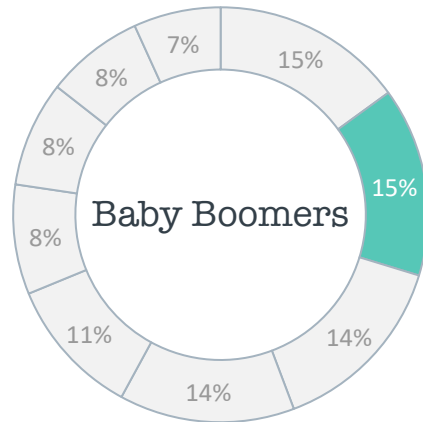
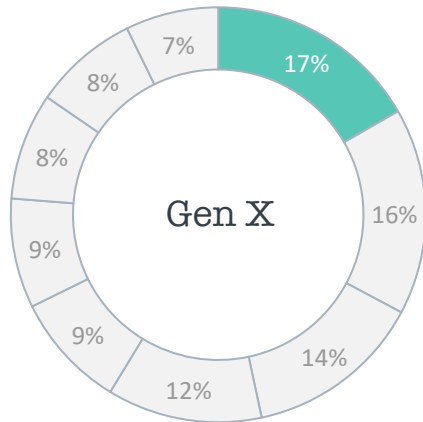
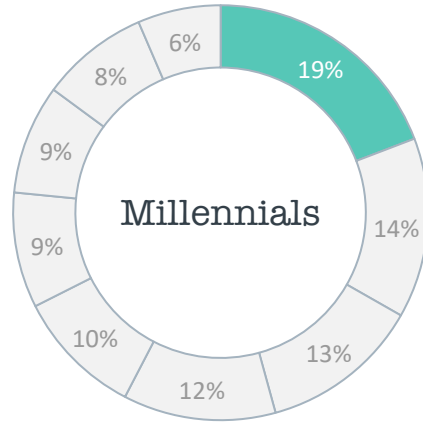
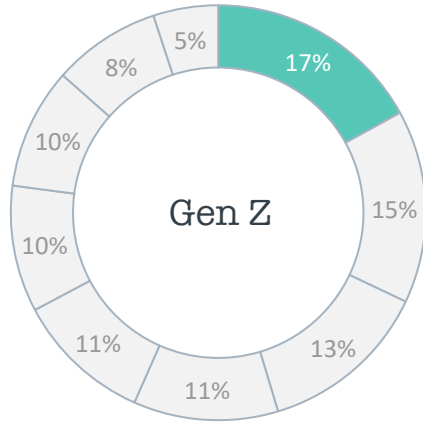
Economic Policy Institute

8:40 AM · May 17, 2022 · Twitter Web App

Everybody using "inflation" to raise prices. Why inflation ain't hitting the salaries too?!

8:02 PM · Feb 16, 2022 · Twitter for iPhone

Living Wage



The impact on the living wages being worth less than before is a problem that has affected every cohort

Among the Gen Z and Millennial audiences, in particular:

- Lower on the pay scale – starting salaries and minimum wage isn't in keeping with the needs
- Recruitment and retention issue – the 'Great Resignation', moonlighting for multiple sources of income

This isn't a question of being unwilling to work hard, but that working hard is not enough

is it "quiet quitting," or are people just doing the work they're paid for? productivity, profit, & inflation have been increasing for decades, but wages have not, meaning workers are being paid less than ever for consistently record-breaking amounts of work (1/2)

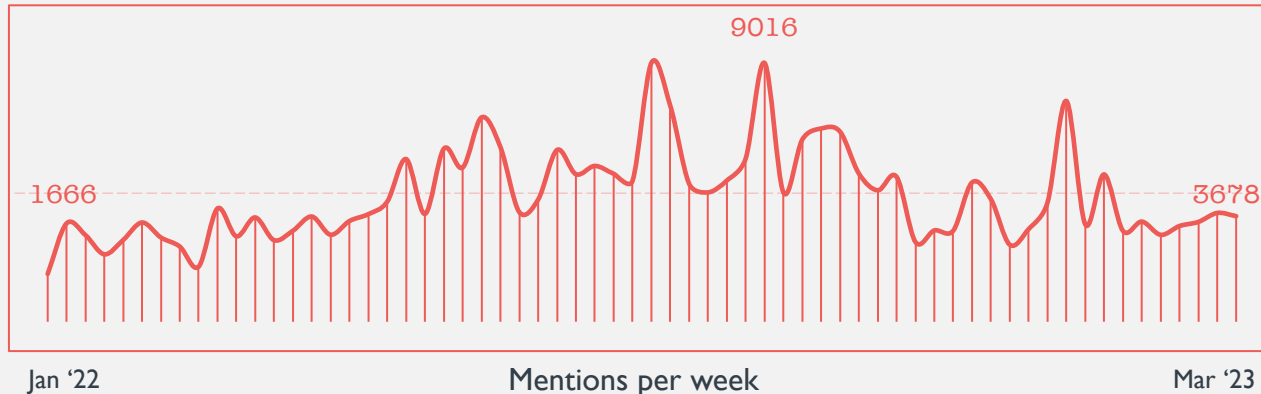
not sure how I feel about framing decades of workers doing increasingly more work for increasingly less pay as the "norm," while framing the choice to do less work when you're paid less as some sort of new, aberrant trend (2/2)

10:46 PM · Aug 16, 2022

Quiet quitting' and 'acting your wage' i.e., doing no more than is expected of your pay grade, and not going 'above and beyond' without adequate remuneration for the time and effort

Rent and Housing

Total: mentions: 280.6K



Cost of housing is rising, and rent is increasing drastically in many markets, particularly after the pandemic

The younger generations feel excluded from being an active participant in this category. While buying a house is generally considered a marker of 'settling down' i.e., more financially settled and secure, it is not a purchase that is viable in the same way it has been for previous generations!

Being priced out of the housing market

My parents in their 30s



Me in my 30s

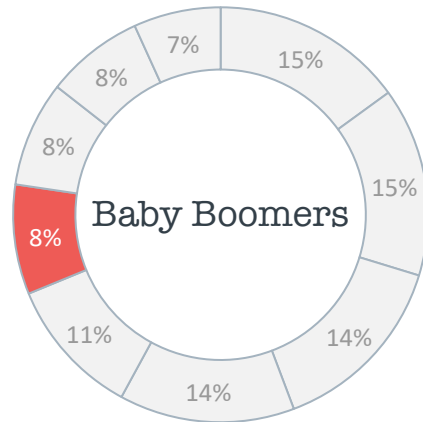
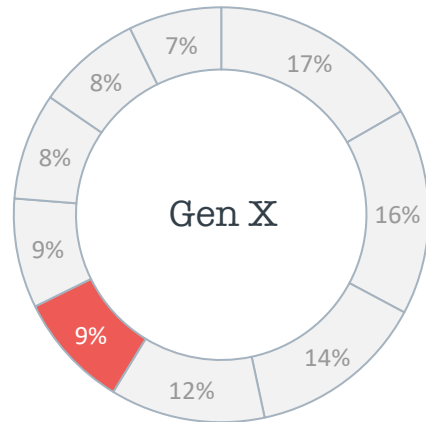
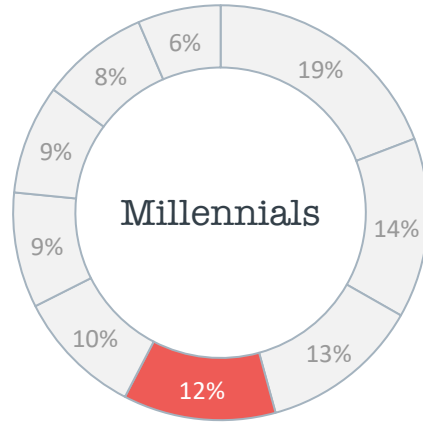
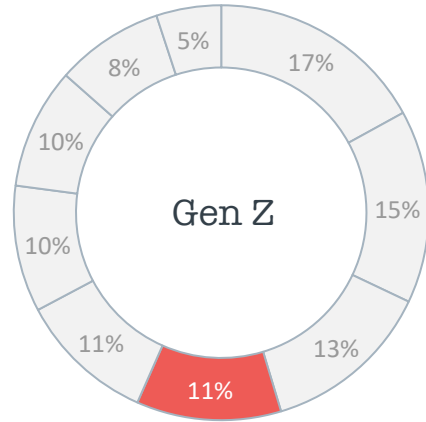


Lurpak is premium brand of butter that became part of a meme that shows the burden on short and long term purchases

Can't believe i need a part time job to accommodate this inflation. The pressure on myself to buy a new car and house is real 😞

9:21 PM · Apr 12, 2022 · Twitter for Android

Rent and Housing



This is observed as a bigger concern among the younger cohorts.

Rent comprises a large part of the monthly income, and hence the rising rents are a big concern

Housing prices remain out of reach for many

I work full time in university admin and I do not earn enough to afford the rising cost of living. I pay 42% of my salary on rent, and my other bills are rising while my wage doesn't. I am constantly sick with stress over money while the VC earns £368k per year.

1:19 AM · Mar 3, 2022

Worried about rising rent prices affecting the present situation

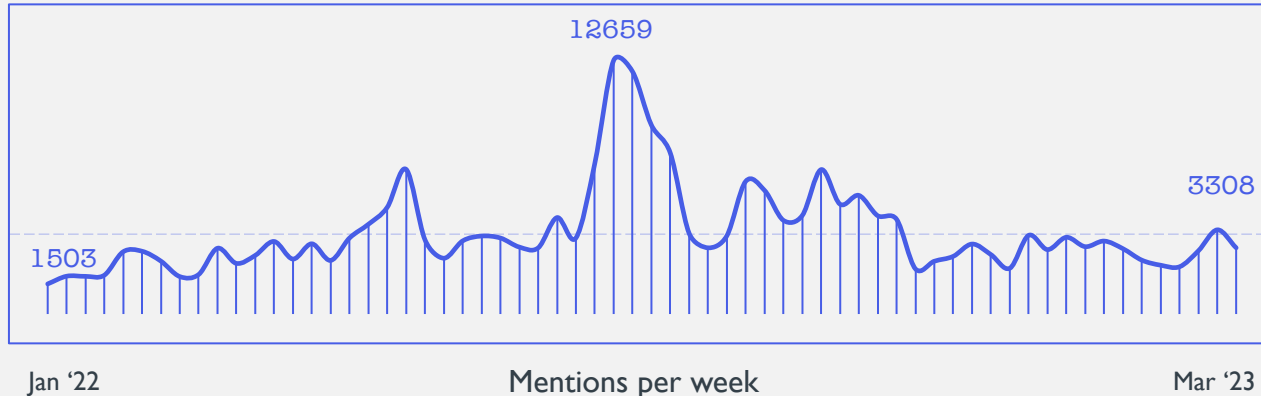
Why is it that when people argue about millennials buying property, particularly in london, it's never that the property market is brazy and wages are not in line with property inflation. Why is it always about coffee sacrifices

5:57 PM · Feb 9, 2022

Worried about rising housing prices affecting the future

Taxes

Total: mentions: 262.7K



Taxes are seen as a measure to curb inflation, but in doing so adds an additional burden on the consumer¹

Consumers don't want to bear more of the burden – whether directly or indirectly

- Taxes on companies affect the price of goods and services
- Taxes hitting income that's already stretched

The rising prices during the crisis is also a hidden tax, in that it affects every consumer but affects them in unequal ways as it does so regardless of income levels²

Raising taxes to curb inflation¹

I can answer. Increasing taxes gives gov't revenue to redistribute so inflation pain is eased and to address inequities.

2:24 AM · May 17, 2022 · Twitter for iPhone

Raising taxes to reduce demand and lower inflation is a basic economic principle.

8:45 AM · May 14, 2022 · Twitter Web App

Inflation is already a hidden tax on the poor and middle classes²

Shouldn't the income tax slabs change with inflation?

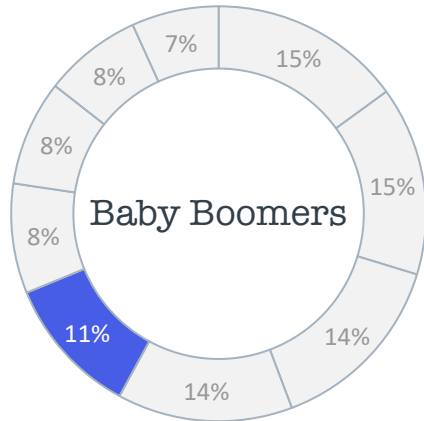
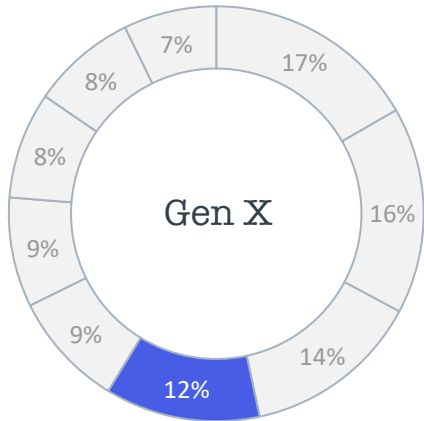
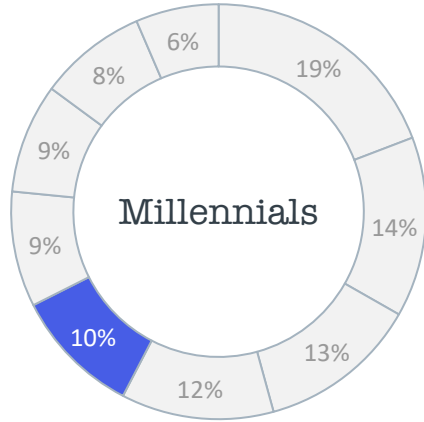
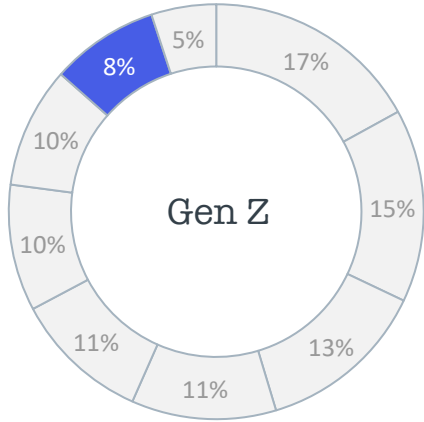
10:09 AM · Feb 4, 2022 · Twitter for iPhone

64% of Americans are living paycheck to paycheck.

Inflation is a regressive tax on the poor and middle class. There is no debate.

5:56 AM · Mar 10, 2022

Taxes



Taxes are impacting Gen X the most, as they are often the ones with a higher income and increased familial responsibility (given the life-stage)

While it is an increased burden in a difficult time, it is also seen as one that is unavoidable in the society in which we live.

Therefore, the question becomes one of who is taxed for what, and who is not. For example, corporate taxes, inheritance tax, wealth tax etc.

This would increase taxes on working class families earning between \$15k and \$50k by 16%. In a time when inflation is already reducing our effective income by 8.5%

6:08 PM · Apr 27, 2022

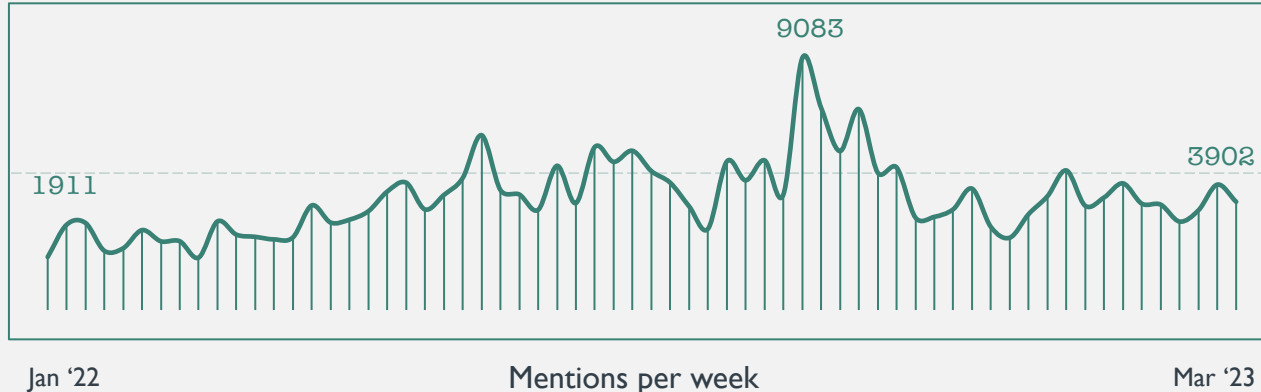
It's quite sinister to watch politicians cheer about raising taxes on the middle class, families and businesses, while they already struggle with high inflation costs.

4:55 AM · Aug 8, 2022

Taxing an already overburdened public

Savings

Total: mentions: 258.9K



Inflation is eating into savings¹ and reducing the value of investments²

Raises the fears of those thinking about their own futures

- How much is needed to required to safe-guard my future?
- Does this reduce the value of the hard earning savings and investments that I have already made?
- Do I have to push my retirement? how long do I have to work?

Inflation and the cost-of-living affecting my retirement fund¹

My wife and I live off our SS. It has always been tight financially. Since inflation has worsened we are having a very difficult time making ends meet. We are too old to work. I'm 73 and she's 74. Both of us are not in good health. Life has become very frightening.

8:43 PM · Jul 1, 2022 · Twitter Web App

Who's old enough to remember when someone had a million dollars they were "set for life" vs now when it means "maybe I can start a modest retirement at age 75 as long as inflation doesn't get too bad from here?"

11:03 PM · Mar 11, 2022 · TweetDeck

one of my greatest fears is runaway inflation that destroys the value of any retirement funding

1:53 AM · Apr 12, 2022 · Twitter Web App

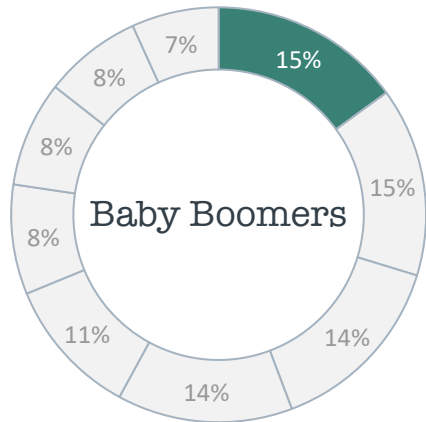
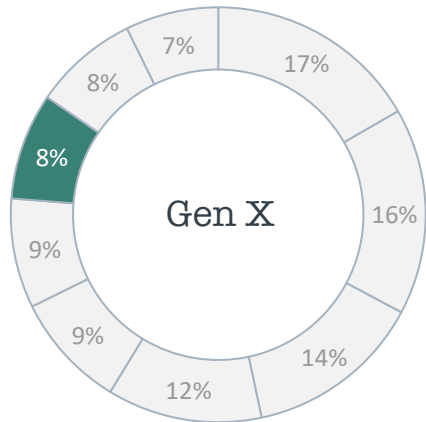
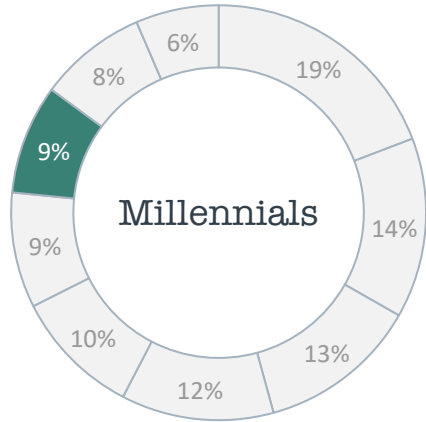
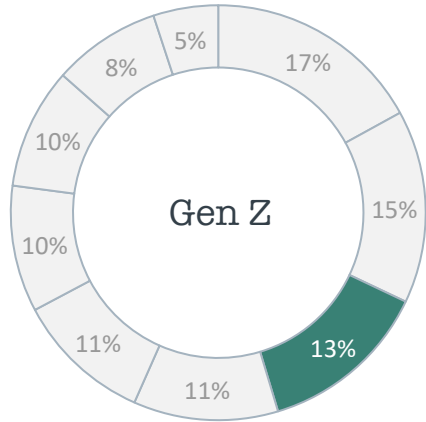
The money that I put aside isn't able to keep up with the inflation²

Inflation - 6%
Tax - 30%

Your investments need to generate a minimum of 8.57% returns to just break even.

2:45 PM · Jan 10, 2022 · Buffer

Savings



Savings and investments are a major concern across life-stages

Most impacted are the Baby Boomers – the savings set aside for their future is worth significantly less the longer the the cost-of-living crisis continues

The impact on savings among the Gen Z cohort is also significant; impacts their growth (ability to put aside money) and their futures (pushing retirement and having to work longer)

I remember thinking saving a million in cash and getting 5-6% interest was a good goal at retirement. Kinda hard when savings acct is 0.5%

12:11 AM · Mar 12, 2022

Inflation eats into the value of the savings, and also its ability to grow and earn interest

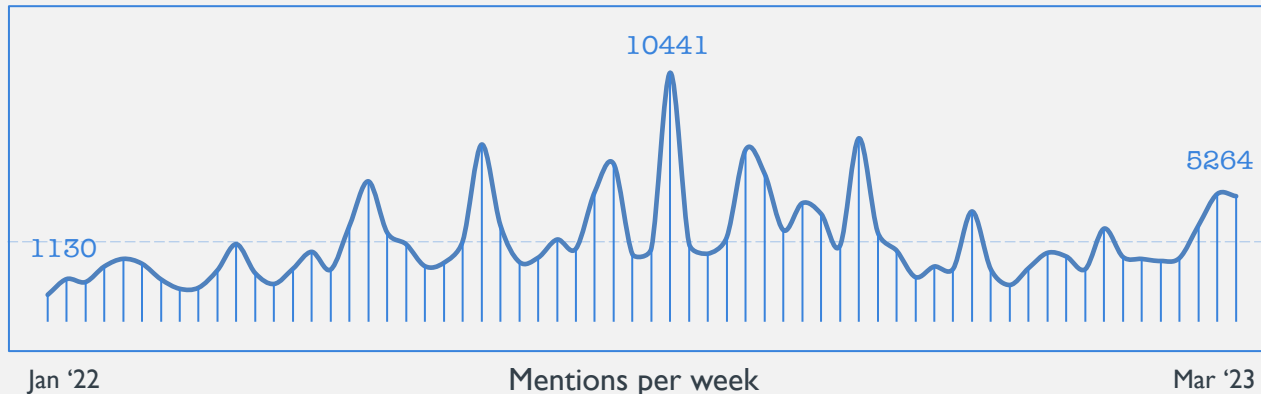
how are yall saving money in this recessions chile?? i need some tips and trix cause at this point its not looking good for me.

9:39 PM · Jul 23, 2022

It's getting harder for young people to save money

Loans and Debt

Total: mentions: 217.6K



Interest rates are being raised in response to inflation¹ – but interest rates still continue to hurt consumers and businesses

Despite measures from different governments, banks have still been vulnerable, adding yet more uncertainty to the financial markets

While interest rates rises, little relief is offered to consumers to fall deeper in debt with credit card, debt, auto loans, home loans and student loans etc.²

Rising interest rates in response to inflation¹

Inflation in the UK is being driven by the wealthy who can pay higher prices. The Bank of England has rewarded them by increasing interest rates today, increasing their incomes, whilst charging those on low pay more. This does not solve inflation, but it does increase inequality

5:12 PM · May 5, 2022 · Twitter for iPad

Am I missing something on the Bank of England interest rate rise to curb inflation?

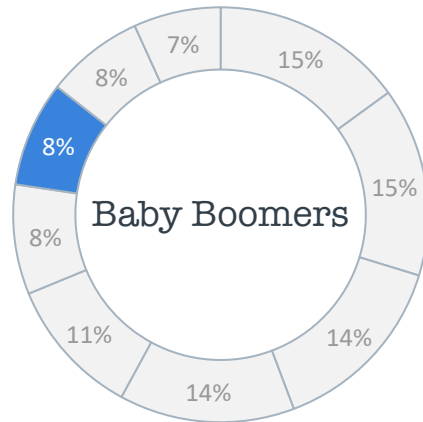
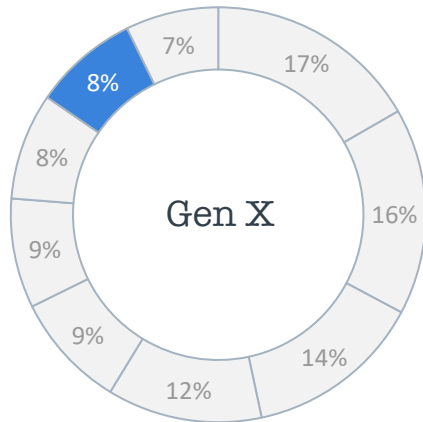
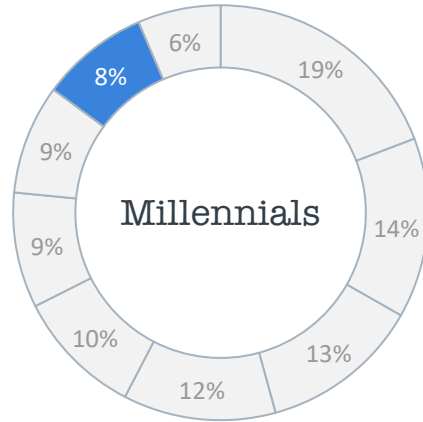
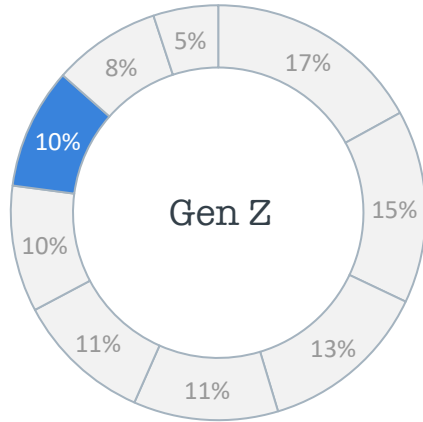
The main driver of inflation is energy /fuel costs. This is not consumer demand led. What does increasing interest rates, that increase cost of living for many in mortgage payments achieve?

4:01 AM · Feb 4, 2022 · Twitter for Android

Increasing debt among the general public²

United States is in great shape; Inflation is near 40 year highs, banks are collapsing, credit card debt is all time highs, lowest personal savings rates, auto loan delinquencies all time highs, credit card delinquencies highest since 2009, delinquencies highest since 2010.

Loans and Debt



Personal debt continues to rise at an alarming rate with credit card debt, auto loans, student loans etc.

Forgiving student loans/debt is a big issue in the US – easing the pressure on those still finding their feet. There is discontent among many who believe that it is easier for big corporations to find relief from Governments than it is for the common public

If major corporations/rich bankers can get bailouts & PPP loans requiring no pay-back because of a recession- so can students. It's not catastrophic. I would rather a student get relieved 10k than a rich guy get a 6 figure PPP loan during covid that he never had to pay back lol.

9:55 PM · Aug 25, 2022 from Pennsylvania, USA

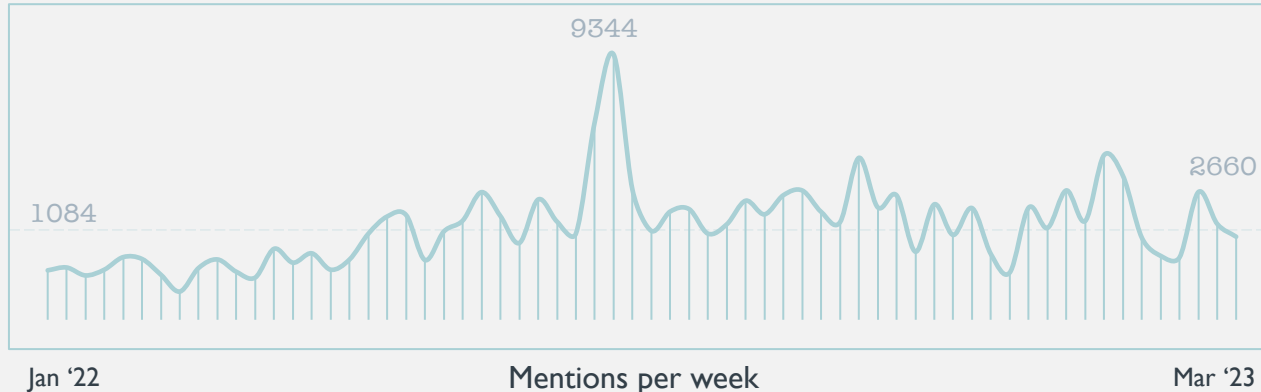
Thing about inflation that I remember from being young in the 1970s that youngsters have not experienced, is that the state was almost entirely powerless against it, except for rising interest rates and more pain. You can increase spending in a recession to try and kickstart...

And provide support for those suffering. Inflation, though, was just brutal. Further spending seem to feed it, but trying to curb it caused pain while prices rose. Is this fair

Interest rates continue to rise despite everything else

Unemployment

Total: mentions: 208.4K



Unemployment and creation of new jobs are a concern in this economy. The past few months have seen a number of companies engage in major layoffs

In the context of the cost-of-living, it is seen more as a collective problem than an individual one – problem of unemployment, not being unemployed cannot help push the economy forward

There is the fear that the redundancies and layoffs may continue² and be indicative of a larger recession

Loss of jobs hurting the economy¹

We haven't been able to recover from the pandemic, a lot of people are still unemployed, inflation is going to rise higher along with everything else. It's going to be even tough for people plus the market is crashing

7:38 PM · Feb 24, 2022 · Twitter for iPhone

1. Inflation rate as per Consumer price Index is at 6.6%
2. Unemployment rate in Urban India is at 18.38 %.
3. 12.3 Millions lost their jobs in Feb 2022
4. Petrol and Diesel prices may rise by 25% by mid April

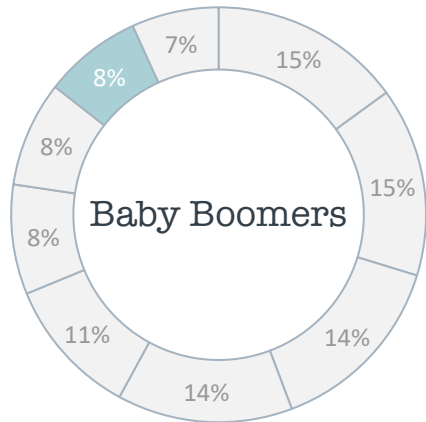
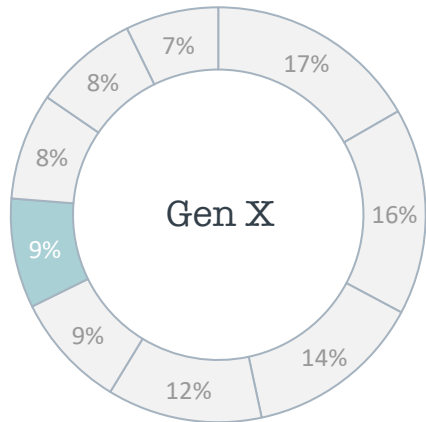
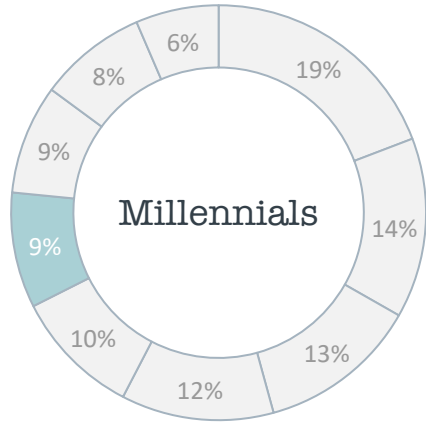
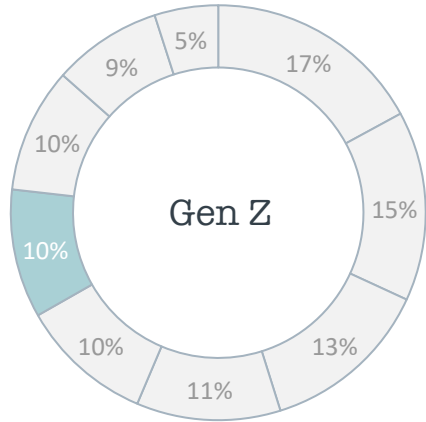
11:22 PM · Mar 21, 2022 · Twitter for Android

Massive layoffs in tech create fear²

Google and Microsoft are reportedly laying off thousands of people. The Recession is here 🤔🤔

12:35 AM · Jan 21, 2023 · 20.2K Views

Unemployment



Unemployment affects most of the cohorts in equal measure – with the exception of the oldest set

But the threat that unemployment is poses is viewed differently – moving towards more of a collective problem as we ascend life-stages

Getting a job vs. Keeping a job – and the burden of the unemployed
Massive layoffs in the tech industry over the past quarter further heighten the insecurity

“Does full employment seem worthwhile if it comes with a risk of inflation?”

“No.”

“Do we need a better social safety net, then, to catch the unemployed?”

“No.”

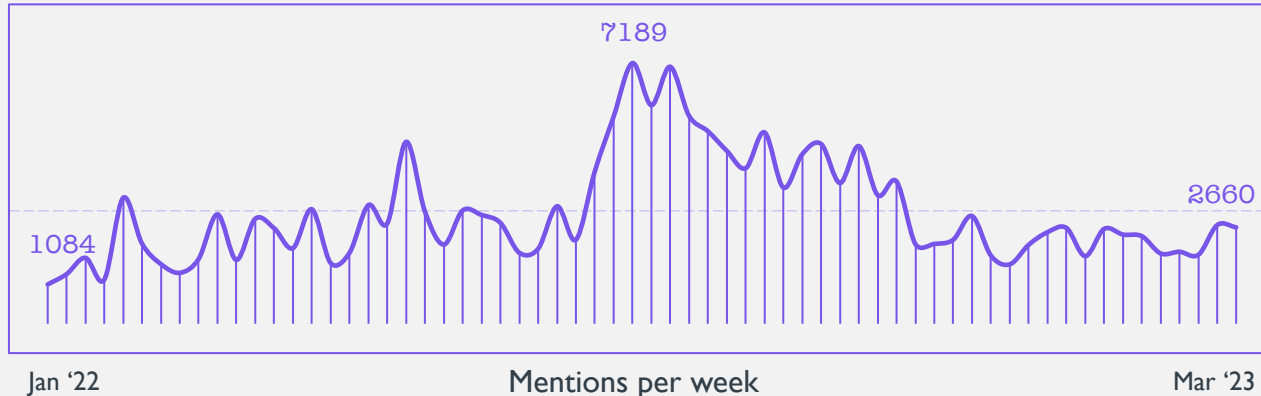
”Do we at least have a duty to adopt policies that make the basics affordable for the unemployed?”

“Also no.”

Overemployed organizations are looking to cut back with layoffs, but there is no fallback plan for the problems that this could create

Utility Bills

Total: mentions: 196.3K



The energy crisis and the rise of utility bills was a big part of the conversation, particularly in the UK¹

This was impacted by the Russia-Ukraine war that led to a shortage of resources around the world

Utility bills is an expense that is hard to avoid or cut down on, therefore a rise in these costs hurt the consumer more²

Sharp rise in the utility expenses¹

The cost of living crisis it real...

My electricity bill has doubled, from £74 a month to £121 a month!

I live on my own btw 😊

You turn on a light nowadays & it's already like £15 😂

ELECTRICITY

\$ 6.95

Unavoidable expense²

They say inflation is 5%. Not for ordinary people, it isn't!

Essentials up over 20%. Paying basic bills is becoming impossible. Our energy bills are soaring.

NO ESCAPE

Those who haven't lived through high inflation are shocked to learn there's really no way for the public to avoid it

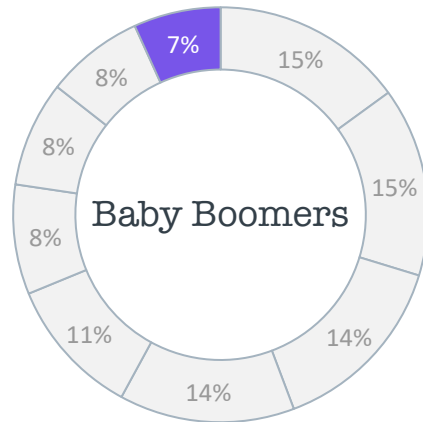
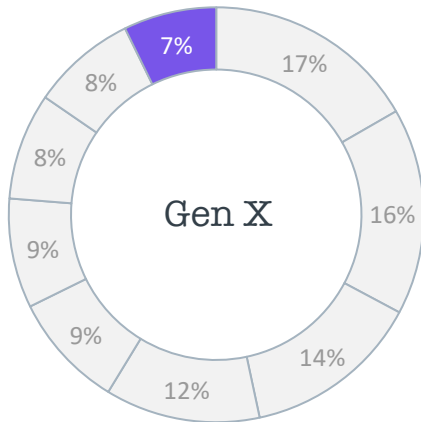
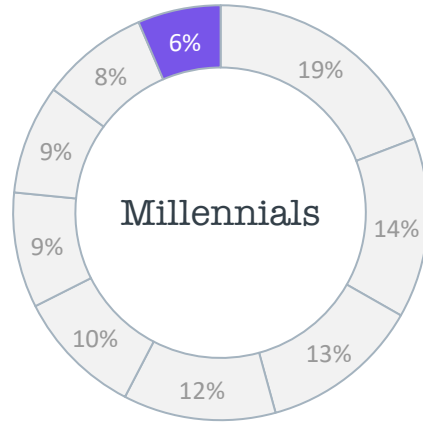
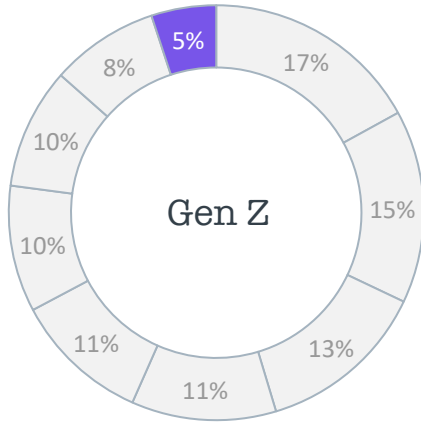
Everyone gnashes their teeth at crazy food & energy prices - but they still have to eat & drive & stay warm

Utility Bills

Utility bills have been a major part of the cost-of-living conversations, particularly in the UK

But it doesn't seem to affect one cohort significantly more than others – it's prioritization in the hierarchy seems largely low as this is largely considered a fixed and regular expenditure with little room for alternatives

Rising bill costs are still impacting consumer lives, but without the power to change/adapt the lifestyle to cope – therefore affects those who are more reliant on consistent expenditure like the Gen Xers and the Baby Boomers



I am concerned about our elderly living on limited income. This 40 year high inflation will cause them to go hungry or unable to pay increased costs in bills.
 5:25 AM · May 12, 2022 · Twitter for iPhone

Increasing utility expenses makes people on lower or limited income choose between essentials

Quantum Digital Listening's Approach

At Quantum Digital Listening we source relevant consumer commentary and conversations from a wide variety of online sources.

We unpick, map and analyse this data to identify themes of conversation, sentiment, product or brand feedback, and other topics of interest hidden within to help you guide your business strategy and direction

Methodology

Data Collection

- We used a keyword search methodology to identify conversations online that refer to the cost of living crisis – such as, "cost of living", mentions of goods and services becoming more expensive, inflation etc.
- We identified online mentions from a mixture of online sources around the world including Twitter, Instagram, Facebook, reddit & a variety news sites
- Dates: 1st January 2022 – 31st March 2023

Analysis

- Using a mixture of analysis tools & brain power we identified volumes of conversation, sentiment & other metrics in order to unpack the complex and multifaceted problem; the contributing factors, and the manifestations of the crisis in the lives of the people.
- As we continued to analyse the data, we identified connections that helped us group similar issues together
- By identifying keywords in their responses, as well as information available on their profiles, we isolated voices on the basis of different life-stages

Thank You

If you would like to know more about the trends highlighted, explore the topic through a different lens or deep dive any other topic, then please contact us with the details below

CONTACT

Abhimanyu Kumta | Lead – Digital Listening
abhimanyu.kumta@quantumcs.com

