

## Consumer Buzz

3/29/2017

### Things Are Looking Up

*Ann-Marie Vazzano*

Seven in 10 consumers think their financial situations will improve over the next six months, according to a survey from IRI Consumer Connect, and they say they're willing to pay more for higher-quality products. Here's a look at the financial optimism broken down by income level:

- 24% are consumers who earn \$35,000 or less
- 24% earn \$35,000 to \$54,000
- 25% earn \$55,000 to \$99,000
- 21% earn \$100,000 or more

This optimism doesn't mean shoppers aren't looking for bargains, though. Among those pessimistic about their finances, 77% will try lower-priced brands to save money, and 64% plan to visit multiple retailers to find the best deals. **GP**