

Inflation concerns cut across generations

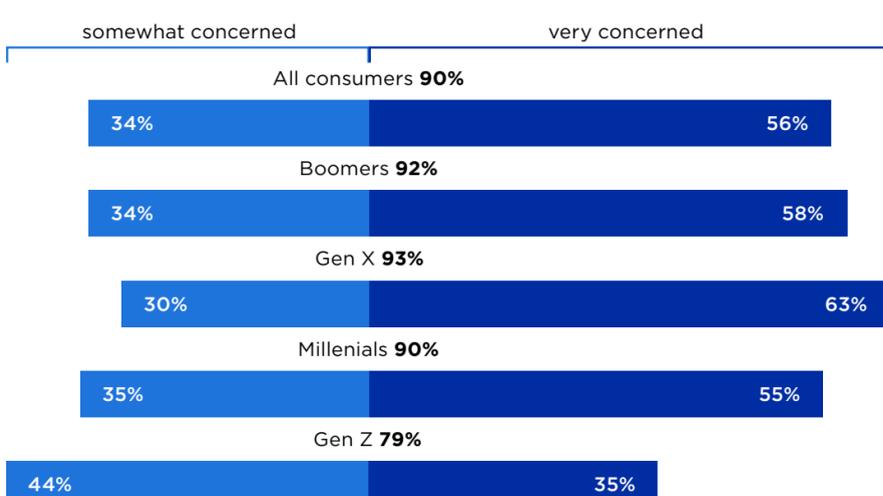


Inflation impacts nearly all consumers, but people may respond to rising prices in different ways depending on their incomes and experiences.

In February, the Nationwide Retirement Institute[®] polled 2,000 U.S. consumers across generations to gauge how rising prices are affecting their budgets and outlooks. Concerns are high across all age groups, but younger consumers are more likely to make short-term decisions that could impact their finances in the long term.

Among all consumers, nine out of 10 are either somewhat or very concerned about inflation.

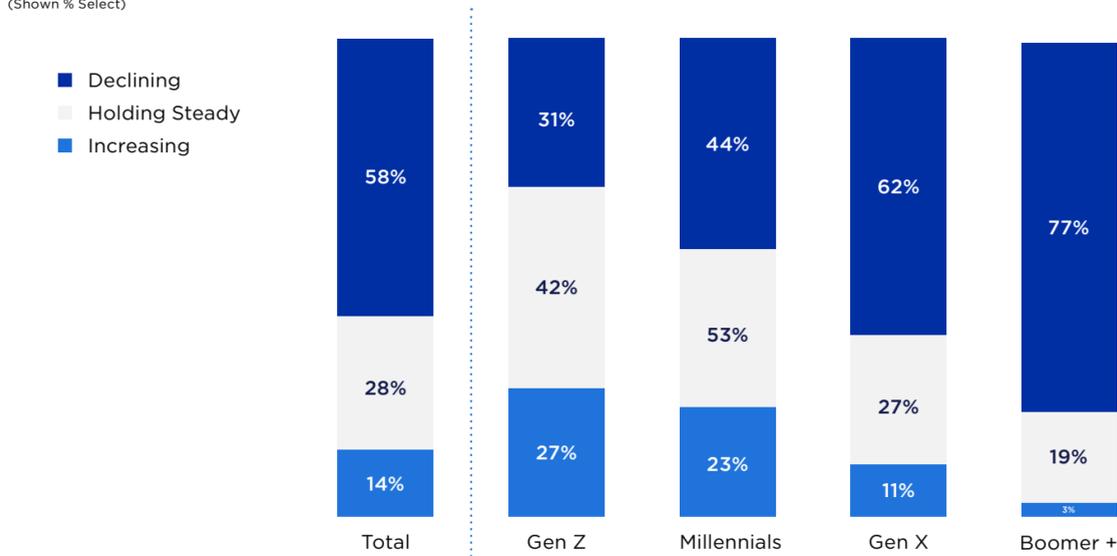
Younger Gen Z consumers seem significantly less concerned about inflation than older consumers.



Over half of all consumers have perceived a decline in their purchasing power.

Older consumers are more likely to feel the pinch from inflation as many are currently living on fixed incomes.

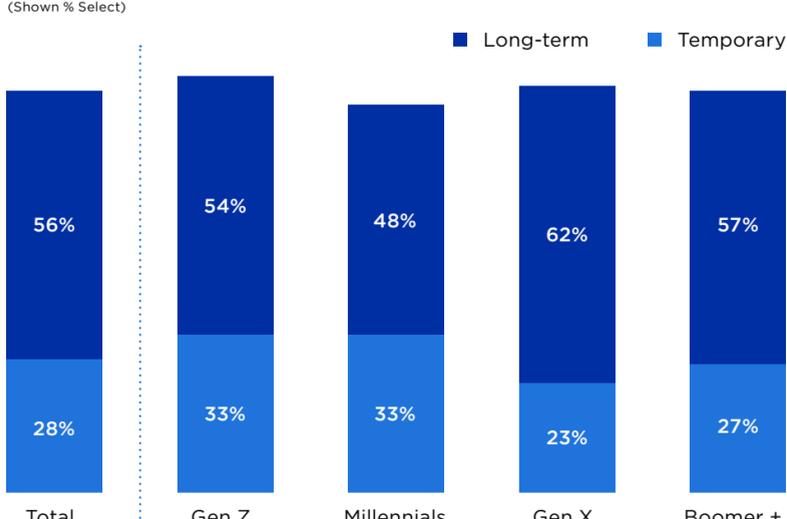
Perceived Change in Purchasing Power (Shown % Select)



More than half of consumers expect the current rise in inflation to be long-term, not temporary.

Older consumers, who lived through rising inflation in the 1970s, are more likely to think higher prices will stick around for longer.

Expected Duration of Inflation (Shown % Select)



Concerns over rising inflation are leading younger consumers to put off or cancel major life events.

Gen Z consumers are delaying important milestones that could have lasting effects on their long-term finances.

Canceled or Postponed Plans Due to Inflation - By Generation (Shown % Select)

Event	Total		Gen Z		Millennials		Gen X		Boomer +	
	Canceled/Postponed	Considering								
Take a planned vacation	19%	22%	23%	33%	22%	30%	20%	19%	15%	13%
Buy a home	10%	15%	20%	21%	15%	27%	10%	12%	3%	3%
Retire	8%	12%	13%	19%	10%	17%	8%	11%	3%	7%
Start a family	8%	10%	15%	20%	14%	20%	6%	6%	0%	1%
Hold a wedding	8%	8%	13%	20%	14%	14%	6%	5%	1%	0%



For financial professionals, client concerns about inflation can present opportunities to fine-tune their financial plans. Generational differences and experiences can influence the challenges your clients face and the solutions that can help keep their financial plans on track.



Get our latest insights on inflation and other financial topics to help you plan your client conversations.



Methodology: Edelman Data and Intelligence (Dxi) conducted a nationally representative online survey of 2,000 adult U.S. consumers ages 18 and over on behalf of Nationwide. The survey was fielded from February 11 through February 17, 2022.

This material is not a recommendation to buy or sell a financial product or to adopt an investment strategy. Investors should discuss their specific situation with their financial professional.

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NFM-21769AO (03/22)