

FEELING THE PINCH:

Across the board, Scots are cutting back on their spending – but the hospitality, leisure, tourism and retail sectors, are likely to be hit especially hard

As spiralling costs seem to be the 'order of the day' across the board, there is clear evidence that ALL sectors of the Scottish economy are going to suffer as consumers tighten their spending belts.

Savings are being made across the board, but there are several categories of spend where over four in five Scots are already cutting back. And for the following, just under half or more are cutting back 'a lot':

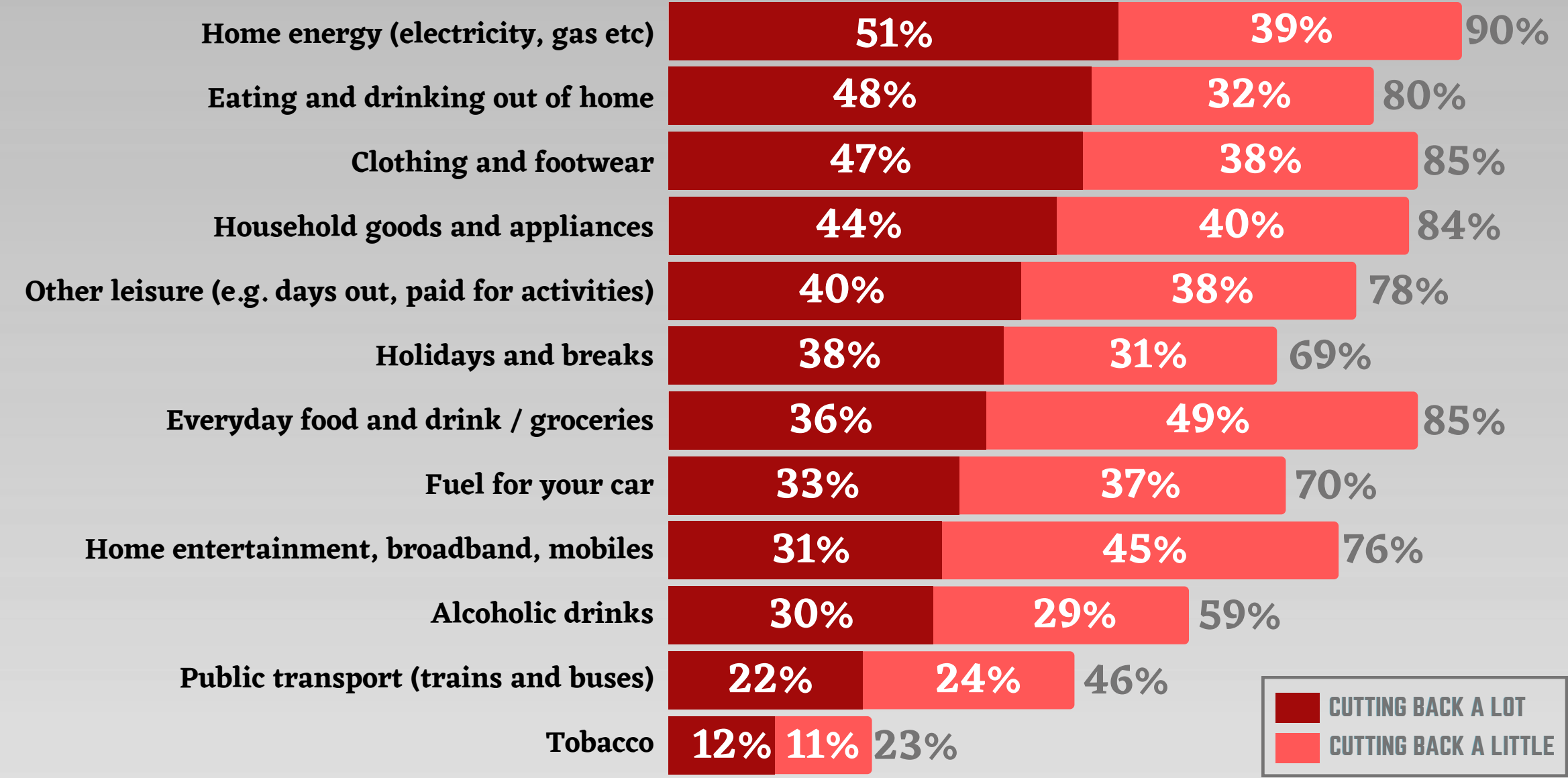
- Home energy (51%)
- Eating and drinking out of home (48%)
- Clothing and footwear (47%)
- Household goods and appliances (44%)
- Leisure activities – days out & attractions (40%)

Clearly, some sectors of the economy are going to suffer first and hardest – especially the hospitality & leisure sector (restaurants, cafes and bars, day trip businesses, and of course the tourism sector). But the retail sector is another clear casualty – whilst 36% of us are spending a lot less on everyday food and drink, a further 49% are trying to spend a bit less. Scottish retail food and drink businesses are faced with 85% of customers looking to spend less in store.

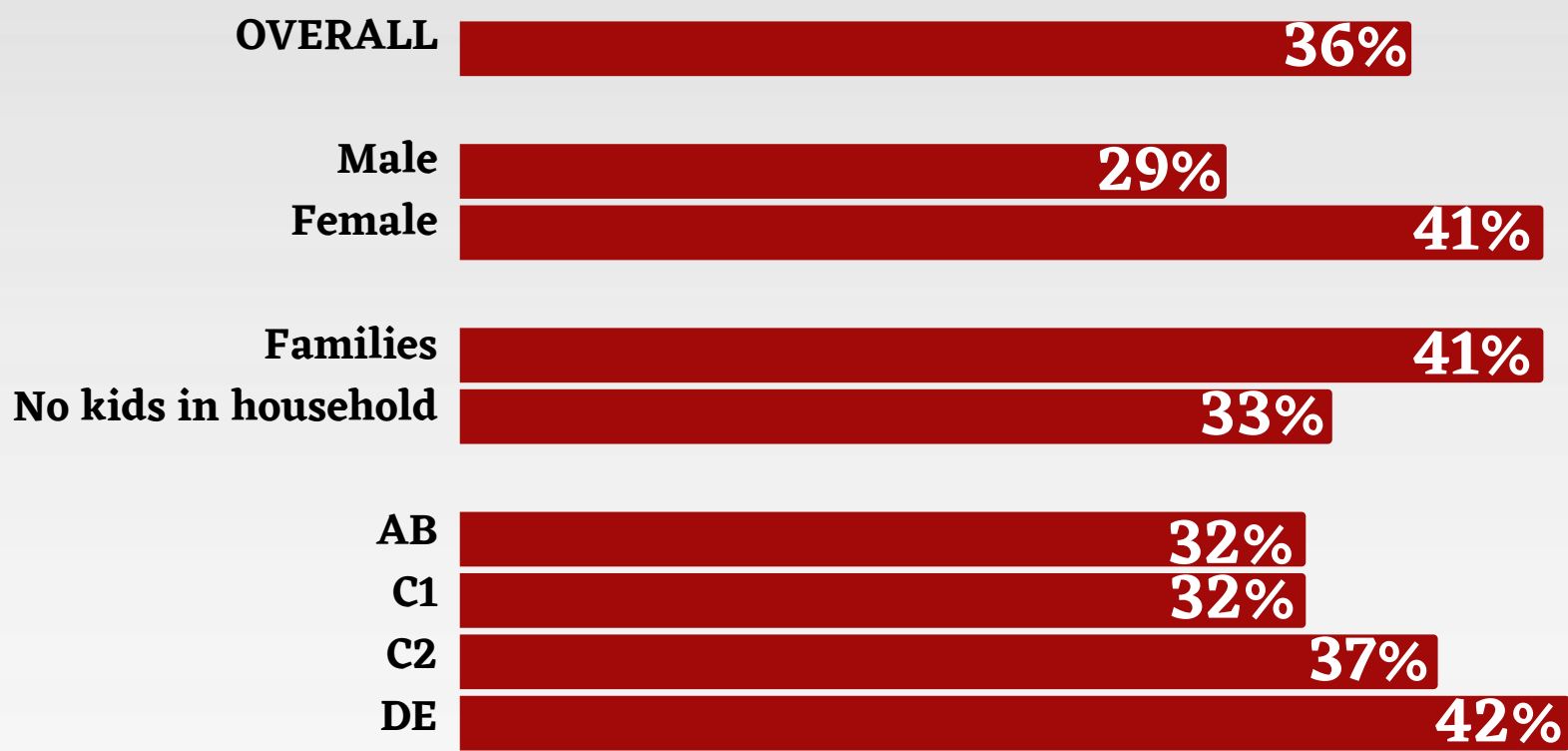
And cutbacks on everyday food and drink seem to be happening across all population segments, but the biggest spending cuts are being made by those in the DE socio-economic groups (42%), women (41%) and families (41%).



With the current increases in cost of living, to what extent, if any are you taking steps to reduce your spend on each of the following?



Everyday food and drink and grocery purchases - who are cutting back most?



Scotland's Viewpoint is a regular survey of 1,000+ Scots - statistically representative of the Scottish population and undertaken by 56 Degree Insight. It is conducted online over a two-day period on a quarterly basis. The results displayed here are taken from the 2nd wave of the survey which ran over 1st and 2nd August - 1,007 Scots were interviewed.

As well as key tracking questions on Scottish public opinion, we also offer space on the survey for client-confidential polling of the Scottish population:

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Scotland's Viewpoint