

 AnalyticsIQ  
The logo for AnalyticsIQ features a stylized icon of three human figures in white, positioned to the left of the text 'AnalyticsIQ'.

RESEARCH DEEP DIVE:

# Inflation's Impact on Women

# Introduction

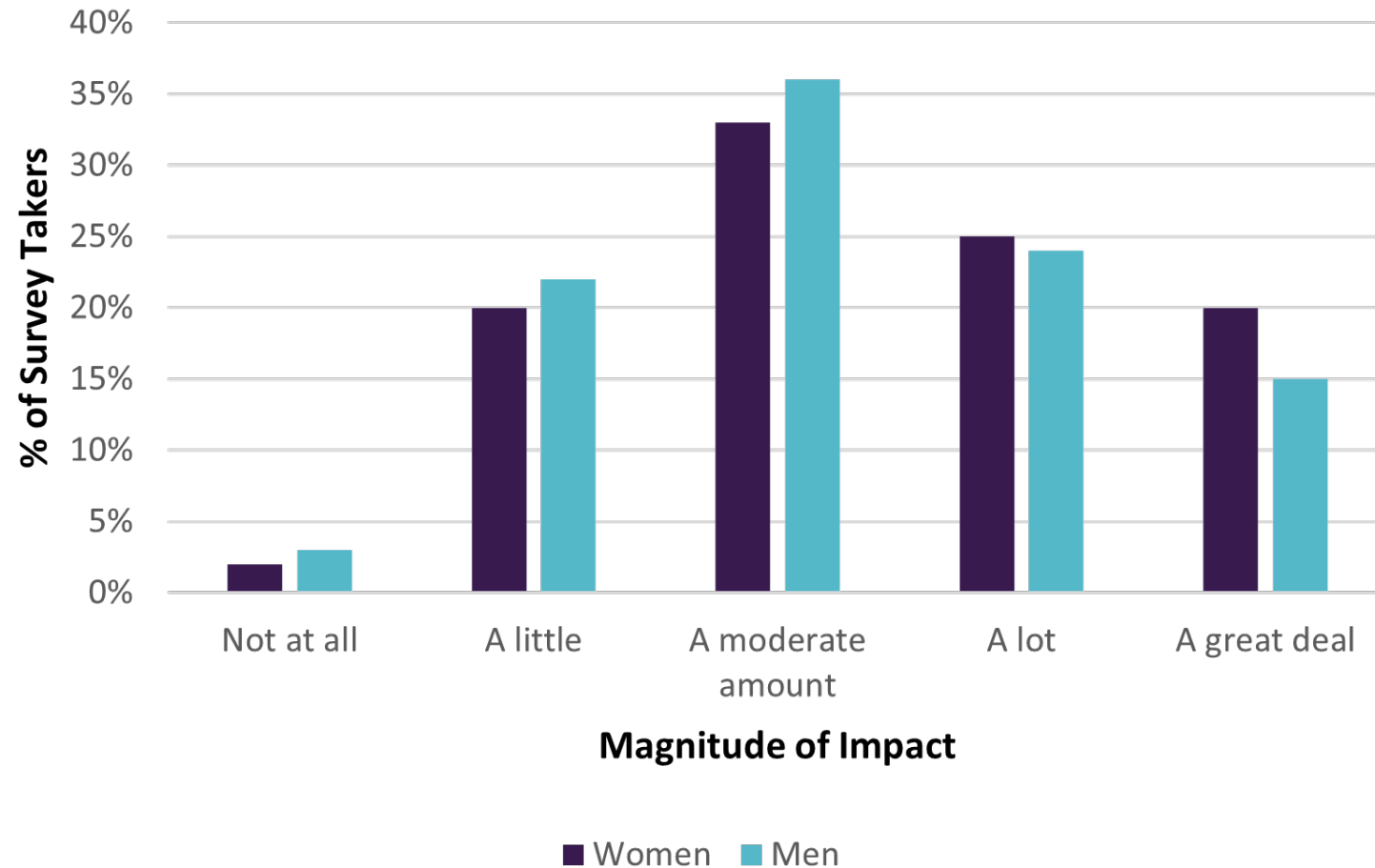
With the recent rise of inflation, the economic impact of the rising cost of living is being felt by individuals of all ages, genders, and socio-economic backgrounds. However, a [recent research report](#) on the overall impact of inflation conducted by our Department of Cognitive Sciences showed that women are feeling the effects more than their male counterparts.

As curious researchers at heart, we couldn't help but dig in further to gain a better understanding of this finding by examining how inflation is specifically affecting different aspects of women's lives, their resulting behavioral changes and emotional impact, and more.

Be sure to check out our complete [Research Report: Impact of Inflation](#) to get a full analysis on how inflation is impacting all of us.

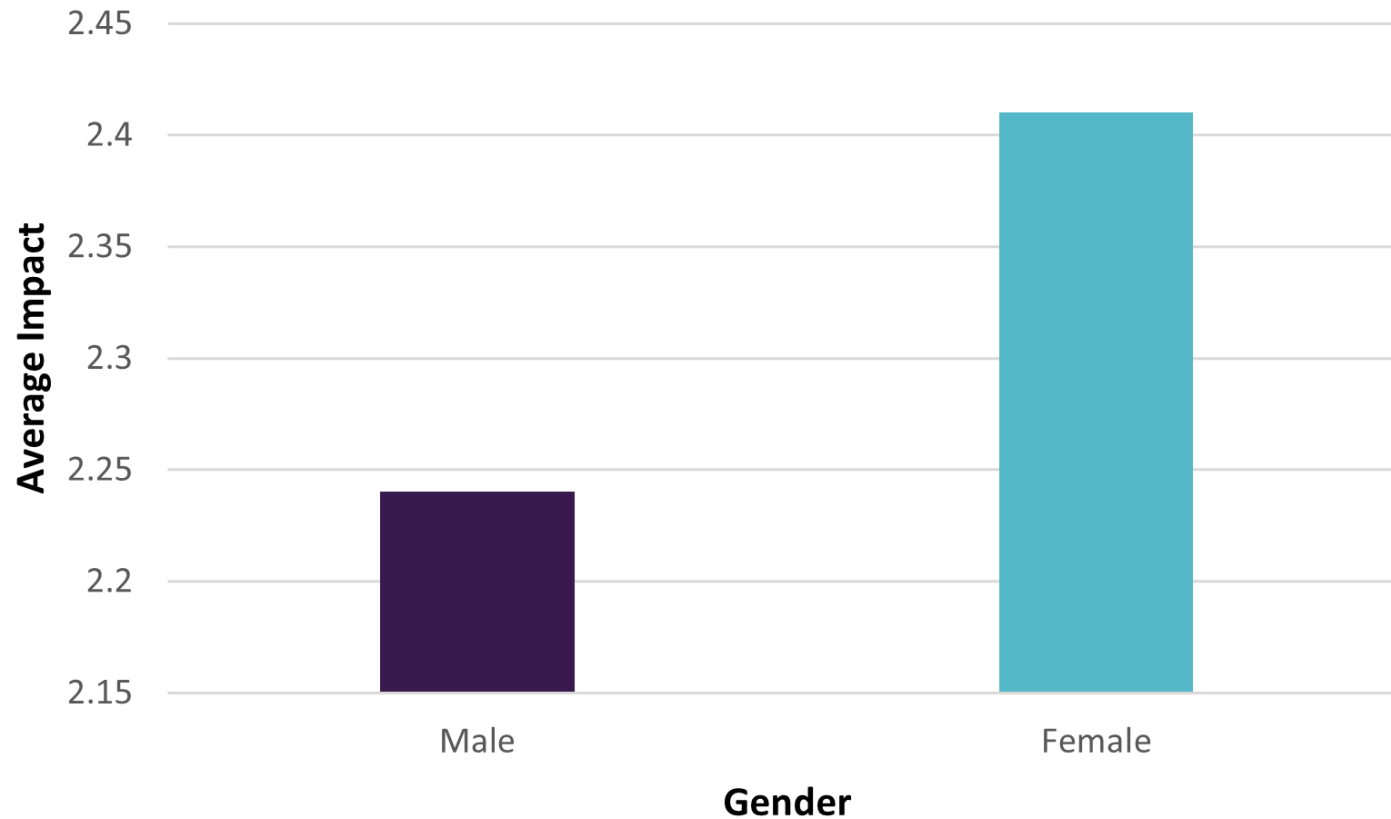
Ready to dig in? Let's go!

## How much has recent inflation affected you personally?



*Graph 1a.* Survey takers indicated how much recent economic inflation had impacted men and women overall. Responses were given on a 1-5 Likert scale, with 1 indicating 'not at all' and 5 indicating 'a great deal'. Percentages in the above graph reflect the proportion of people who indicated each of the five response choices.

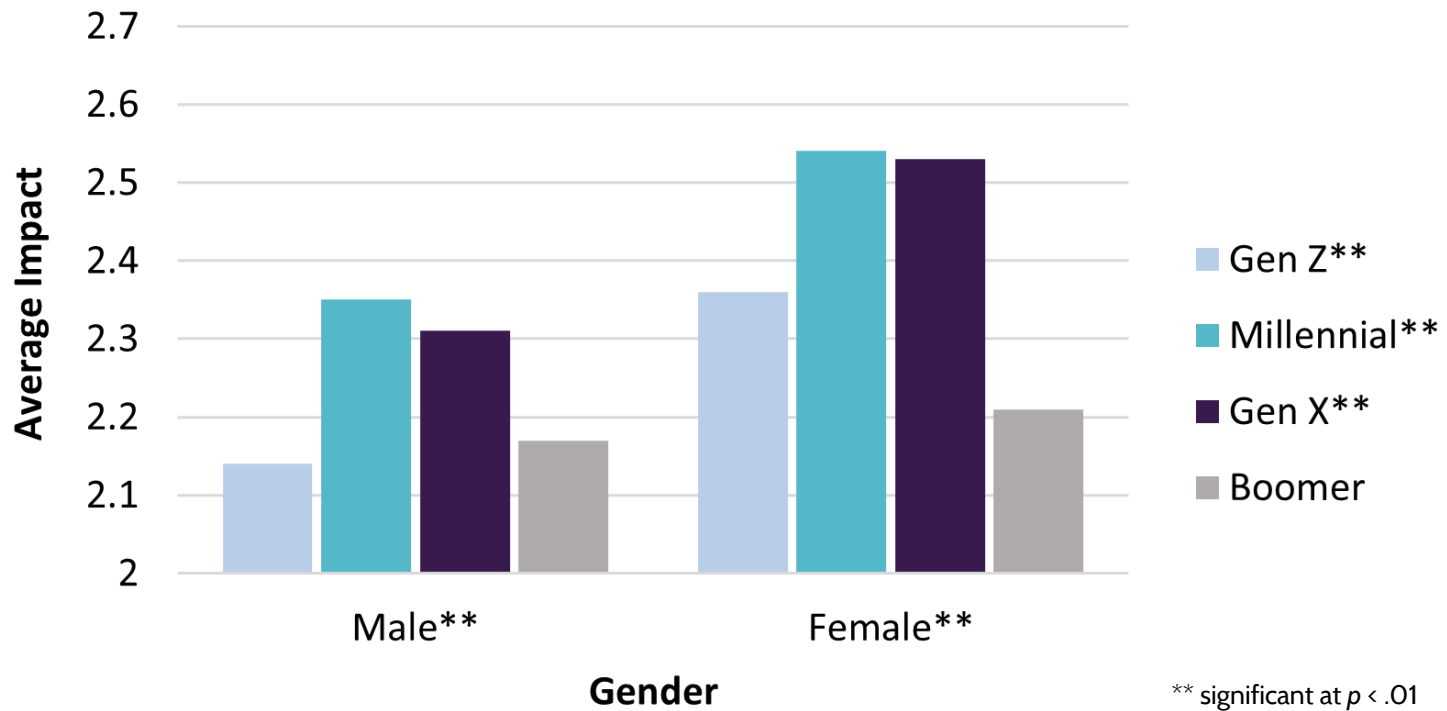
## How much has recent inflation affected you personally?



*Graph 1b.* Survey takers indicated how much recent economic inflation had impacted men and women overall. Responses were given on a 1-5 Likert scale, with 1 indicating 'not at all' and 5 indicating 'a great deal'.

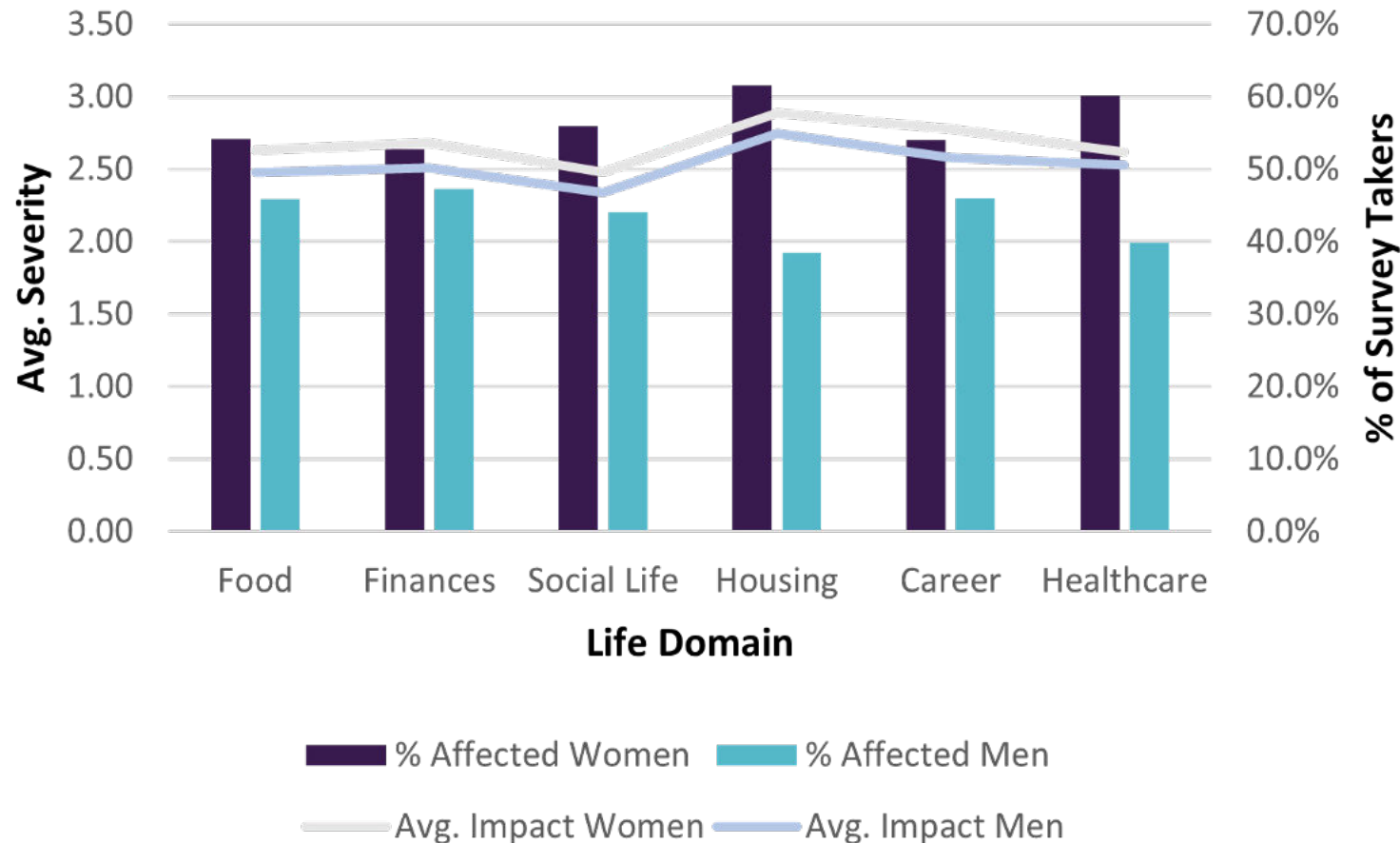
When examining the overall impact on inflation, women reported a greater overall impact than men on average.

\*\* significant at  $p < .01$



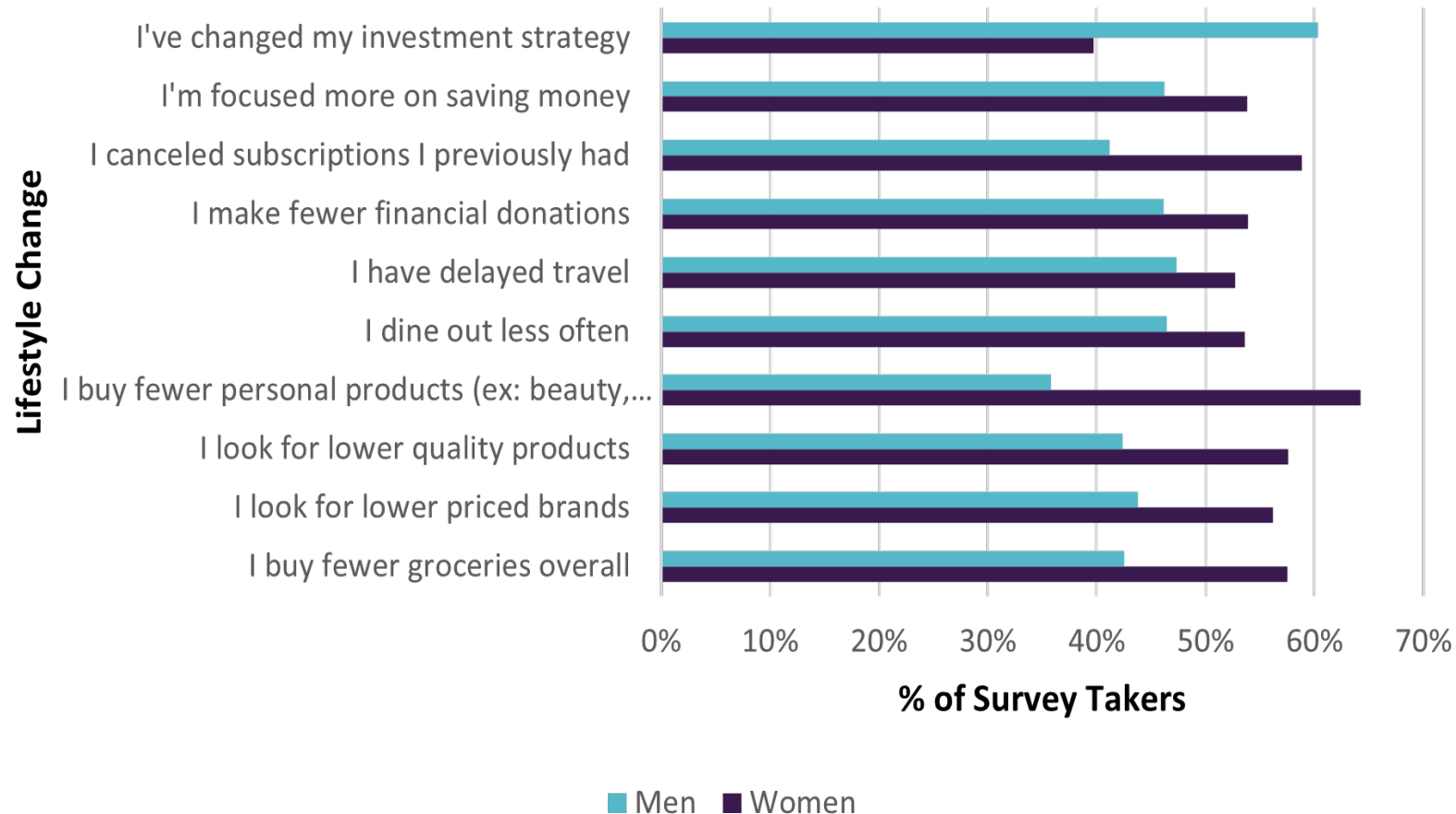
Inflation is being felt by women of all ages, from the younger members of Gen Z to the older members of the Boomer generation, the impact of rising costs are felt by all women.

# What parts of your life have most been impacted by recent inflation?



Graph 2. Survey takers identified which life domains had been impacted by inflation, and then provided a severity rating of how much each domain had been affected on a 5-point Likert scale, ranging from 0 (not at all) to 4 (a great deal). Percentages in the above bar graph reflect the proportion of people who selected each of the life domain categories. Average severity scores are depicted by the line overlay.

# What parts of your life have most been impacted by recent inflation?



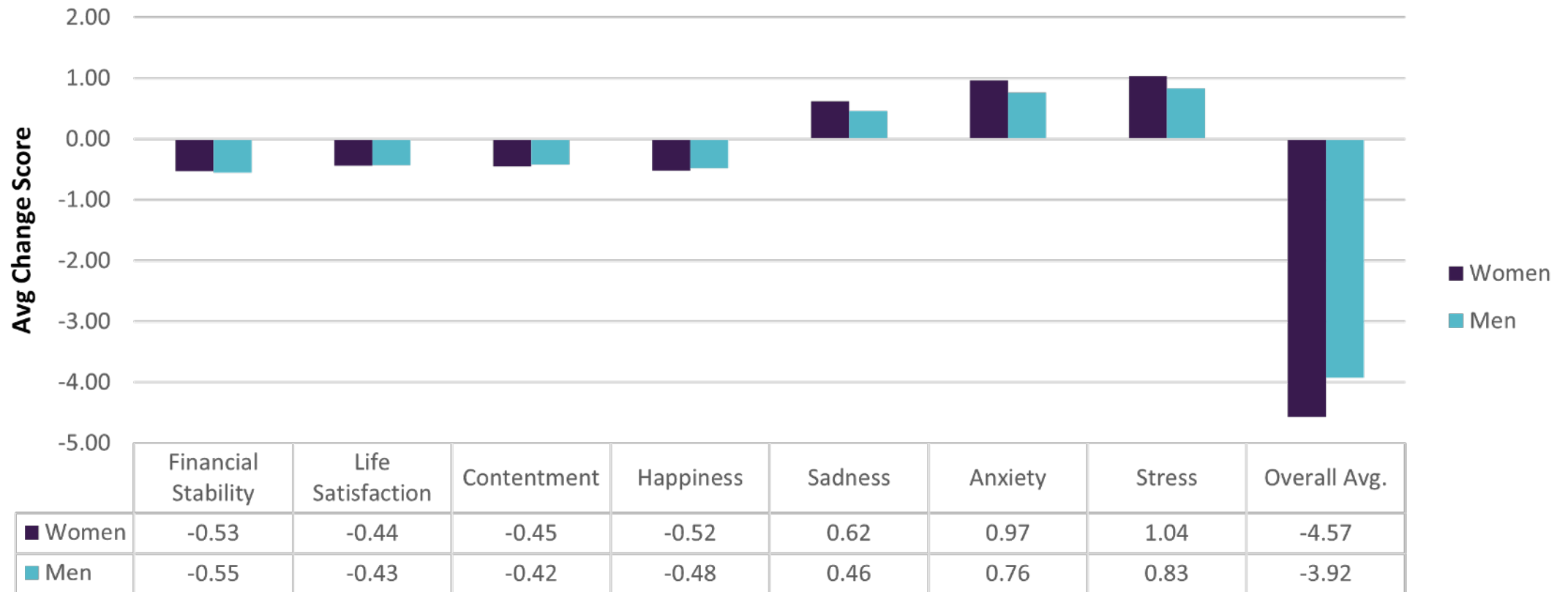
Graph 3. Survey takers identified all the lifestyle changes they had made to adjust for the impact inflation has had on their finances. Percentages in the above graph reflect the proportion of people who selected each of the lifestyle changes. The majority of our sample (~61%) said they made between 2 and 5 lifestyle changes (M=4).

A hand holding a smartphone displaying a cryptocurrency price chart for BTC/USD. The chart shows a price of 37,019.36 with a 12.25% increase. The background features a laptop keyboard and a cup of coffee on a desk.

From opting to spend less on personal products to canceling active subscriptions, women reported lifestyle changes as a result of inflation more often than men across all categories examined except for investment strategies.

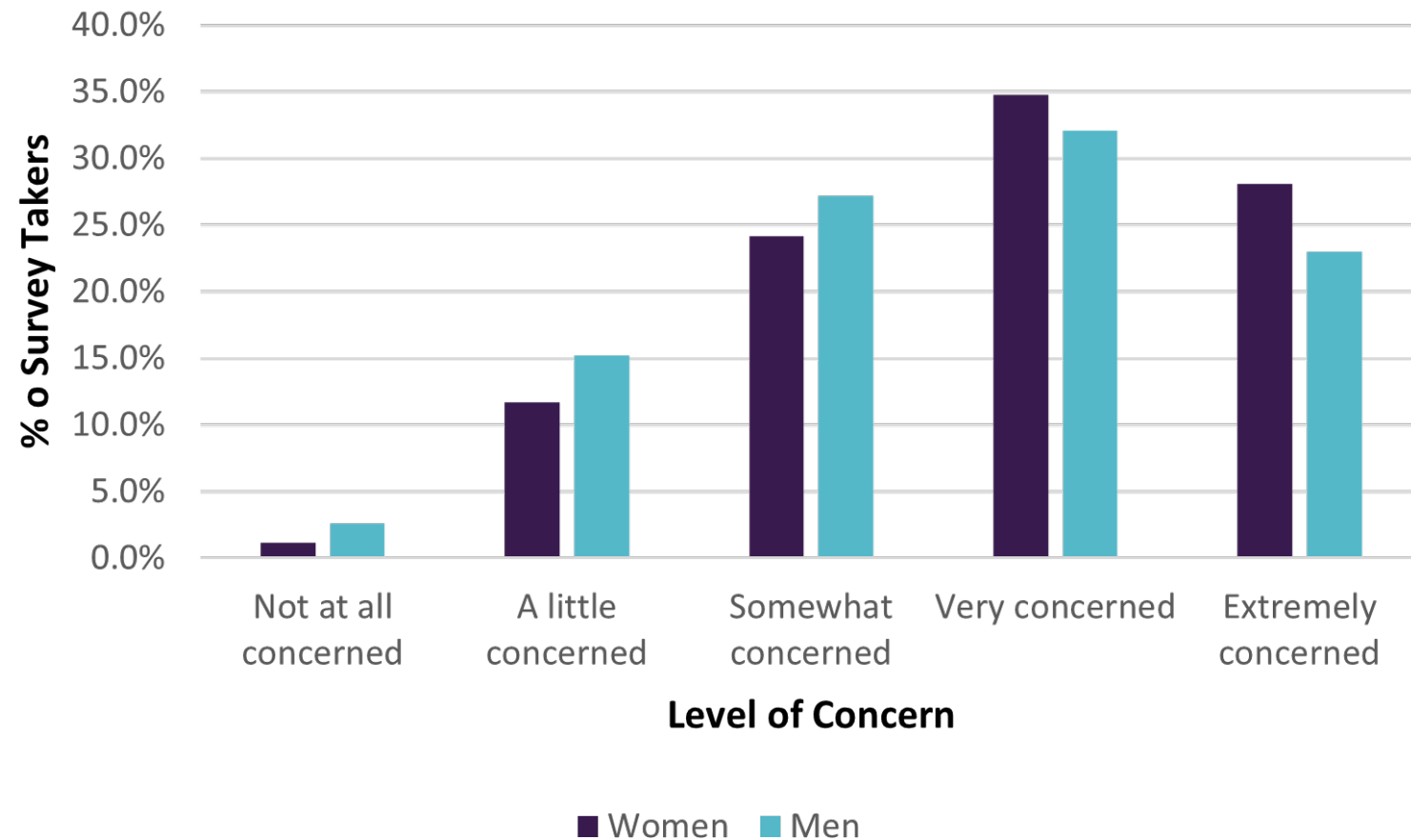


# How has the recent economic inflation affected different aspects of your life?



Graph 4a. Survey takers indicated how much each of the above dimensions had changed due to inflation. All emotions were self-reported on a 5-point Likert scale, ranging from -2 (decreased a lot) to +2 (increased a lot), with 0 representing no change. Average change scores for each emotion are presented in the graph above. Overall, there was a significant decrease in positive emotions and a significant increase in negative emotions across all respondents.

## How concerned are you about inflation continuing into the future?



*Graph 5.* Survey takers indicated how concerned they were about inflation continuing into the future. Responses were given on a 1-5 Likert scale, ranging from 1 (not at all concerned) to 5 (extremely concerned). Percentages in the above graph reflect the proportion of people who indicated each of the five response choices.

## Conclusions

- Women from every generation are feeling the impacts of rising cost of living more heavily than their male peers.
- Healthcare is one of the main areas where women are heavily feeling the impact. Data shows women reported feeling impacts of inflation in this area over 20% more than men.
- Men are looking to change the way they invest during these times of high inflation while women are more often cutting costs across categories like personal products and canceling subscriptions previously held.
- Women are experiencing 25% more stress and 28% more anxiety than men when considering the recent economic impact inflation has had on their lives.
- Women reported more concern about the future impact inflation might have on their lives than men, though men are taking more initiative to change their current investing strategies.

If you're interested in learning more about AnalyticsIQ, any of our research, or our predictive data and analytics, we'd love to talk. Contact us today at [sales@analyticsiq.com](mailto:sales@analyticsiq.com).



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