

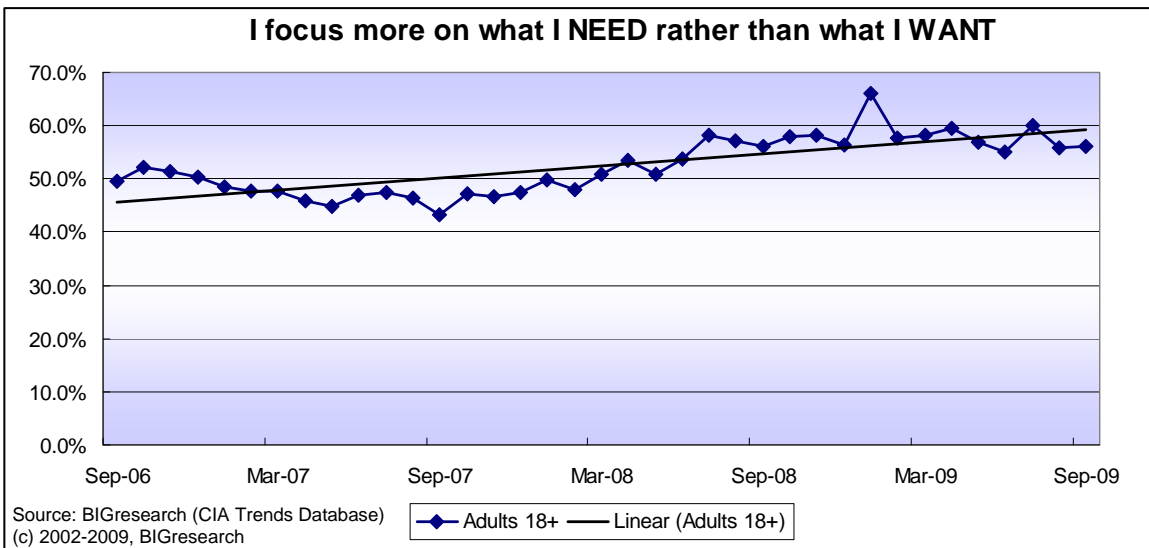
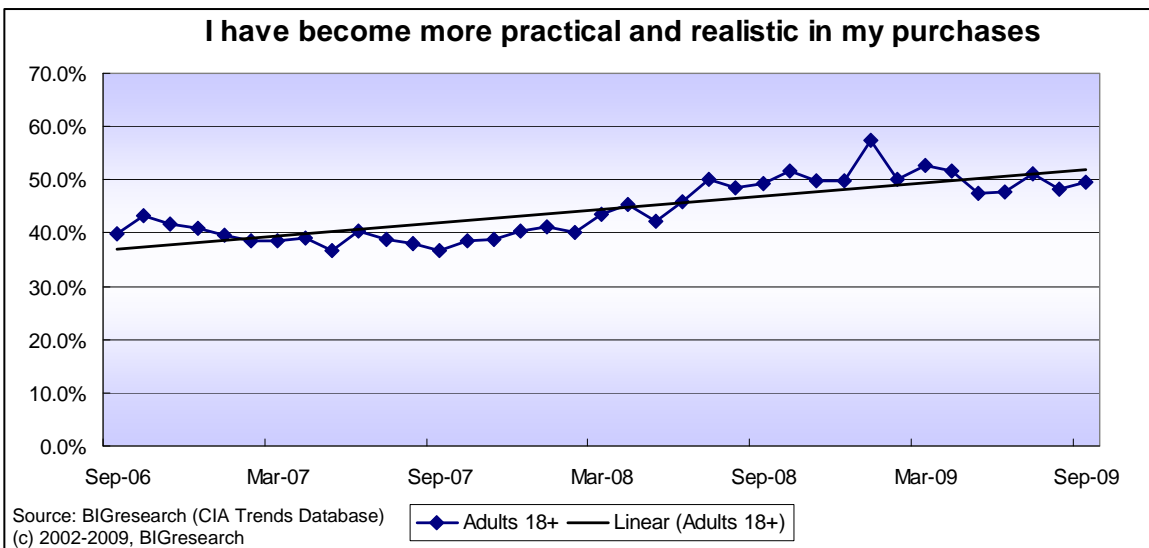
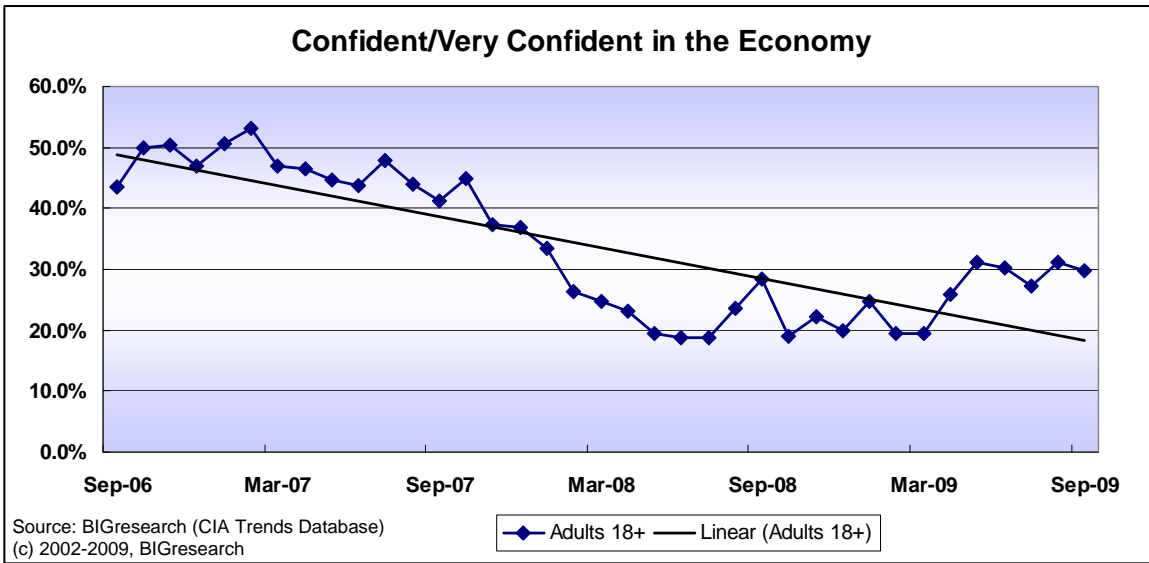
The Changing Behavior of the American Consumer

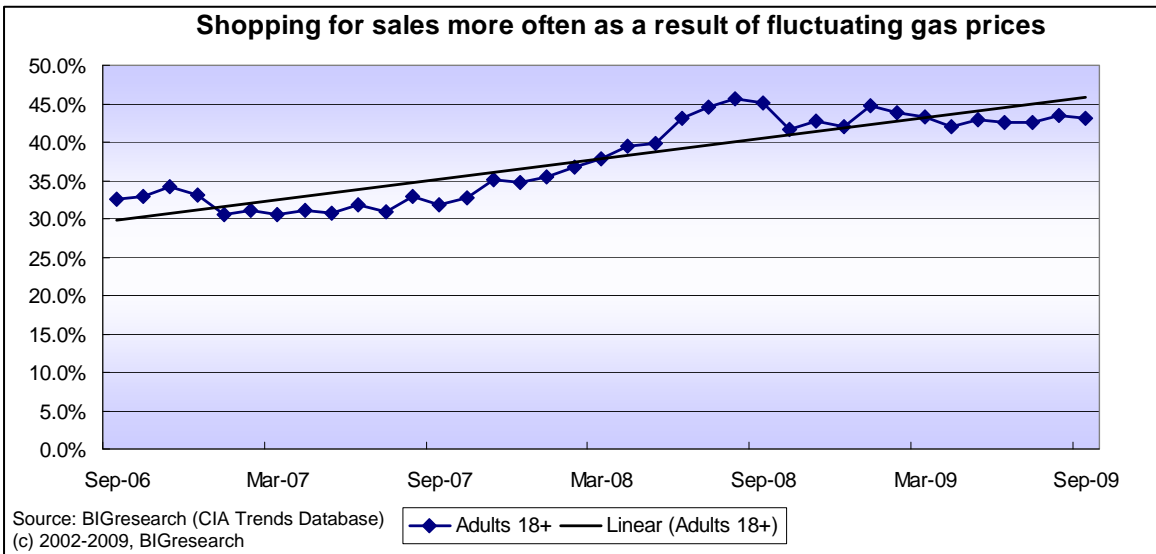
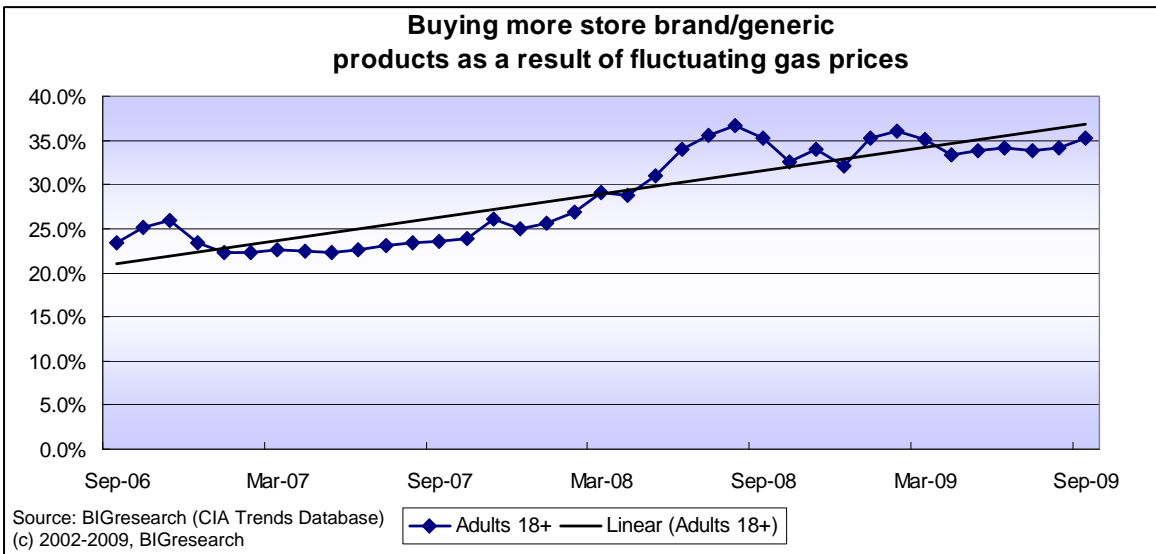
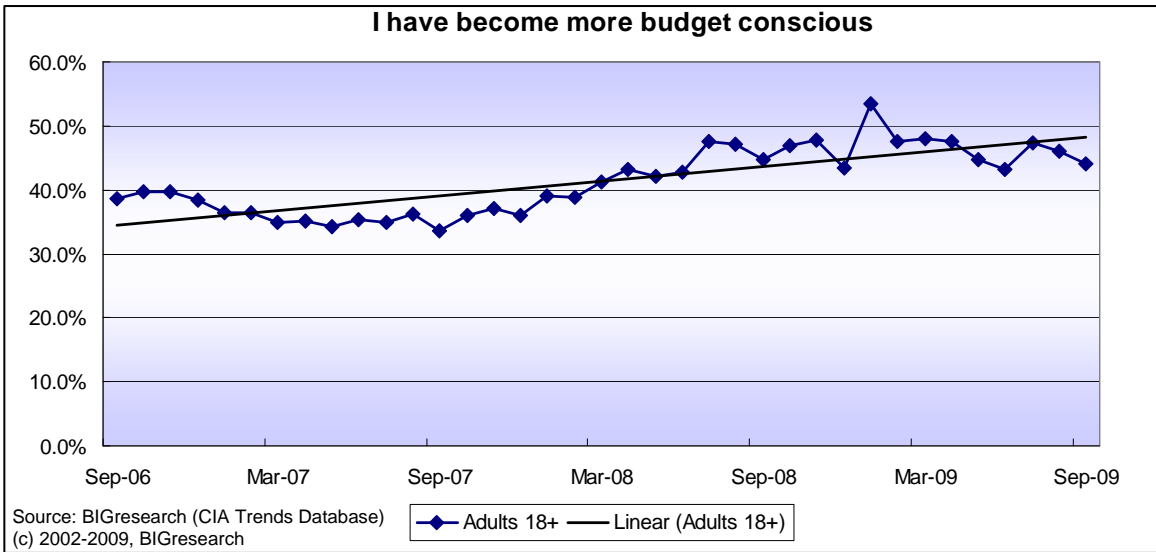
The 2006 Consumer...



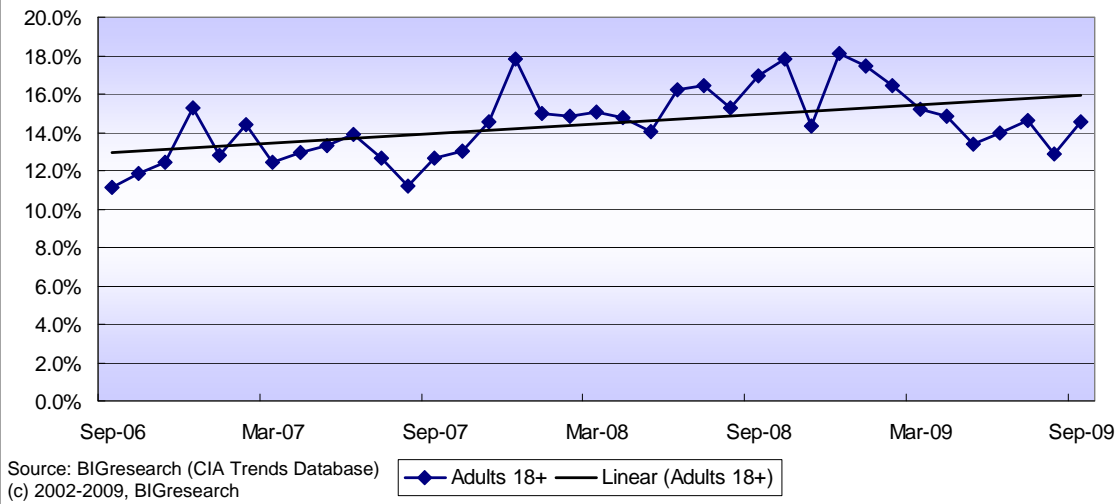
The 2009 Consumer...



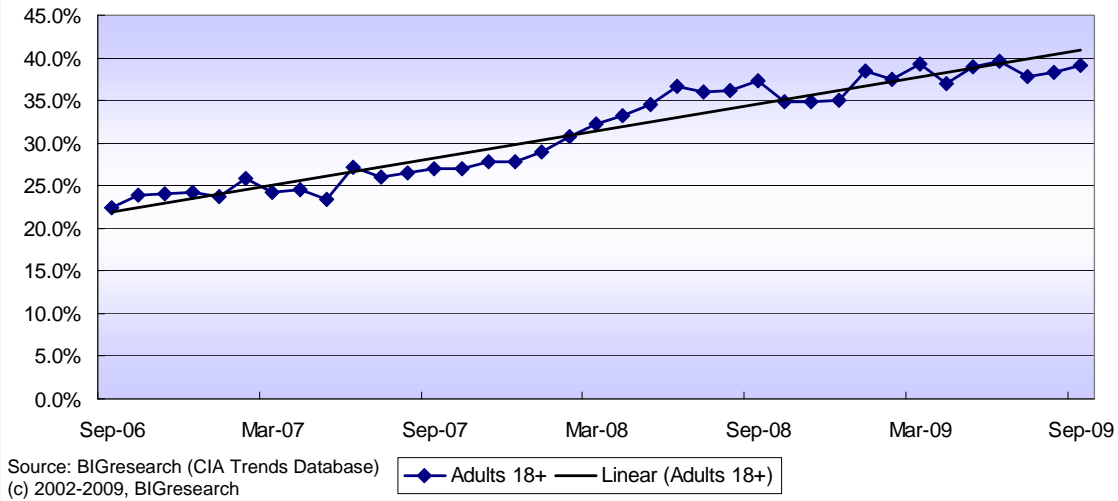




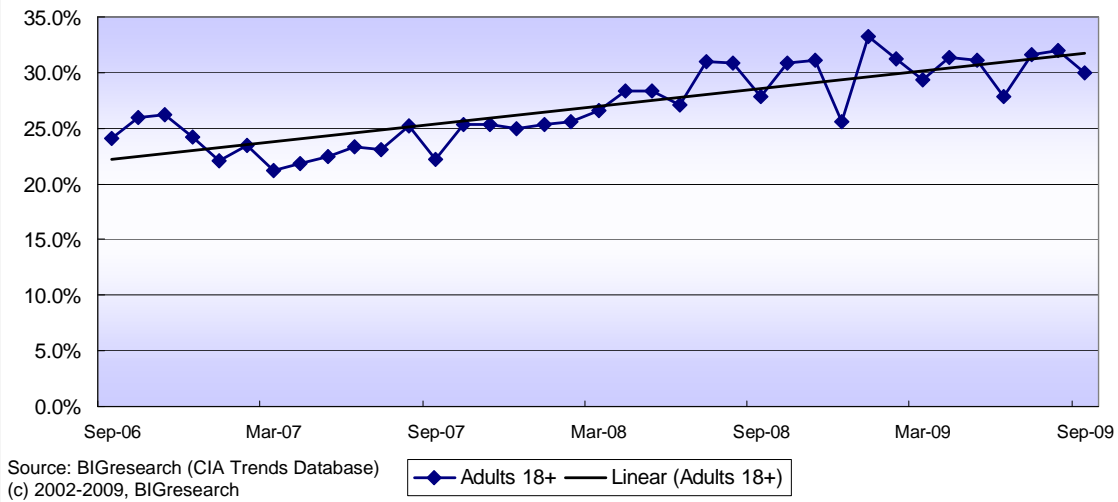
Shopping more online as a result of fluctuating gas prices



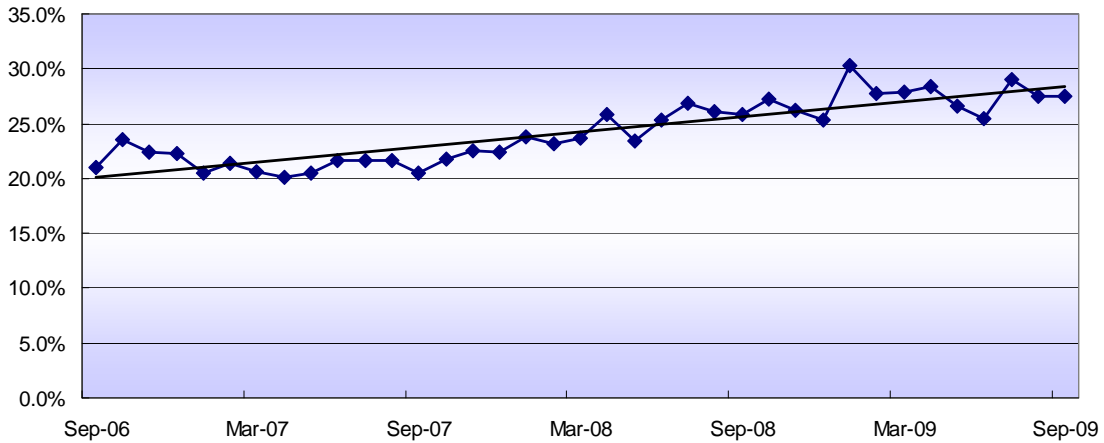
Using coupons more as a result of fluctuating gas prices



Deferred Apparel Purchases over Last 30 Days



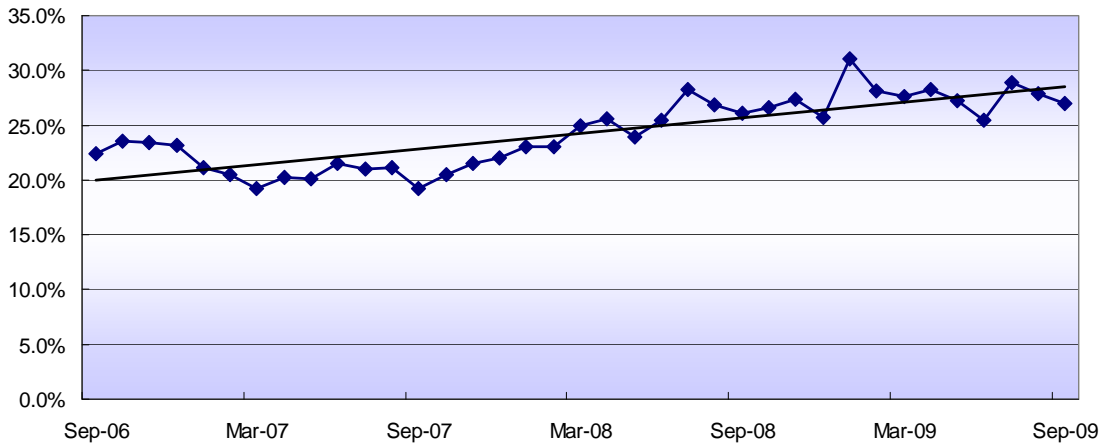
Deferred Home Improvement Projects Purchases over Last 30 Days



Source: BIGresearch (CIA Trends Database)
 (c) 2002-2009, BIGresearch

◆ Adults 18+ — Linear (Adults 18+)

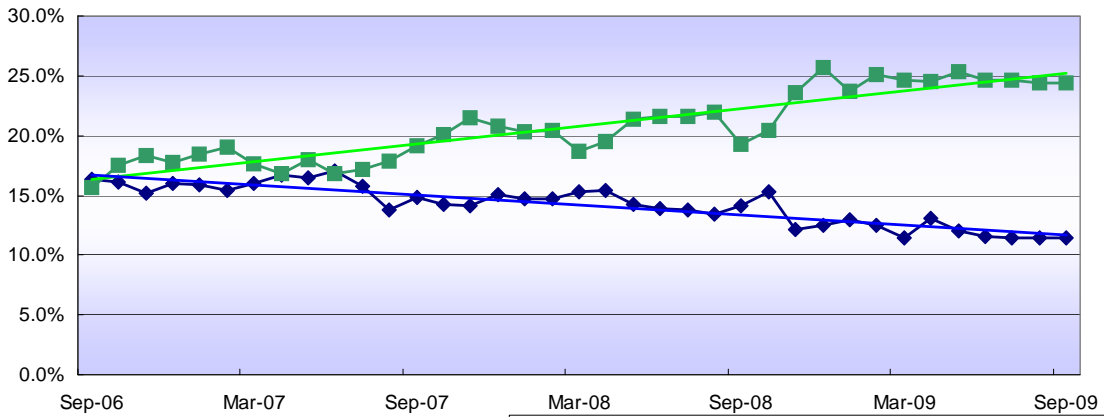
Deferred Electronics (TV, DVD, etc.) Purchases over Last 30 Days



Source: BIGresearch (CIA Trends Database)
 (c) 2002-2009, BIGresearch

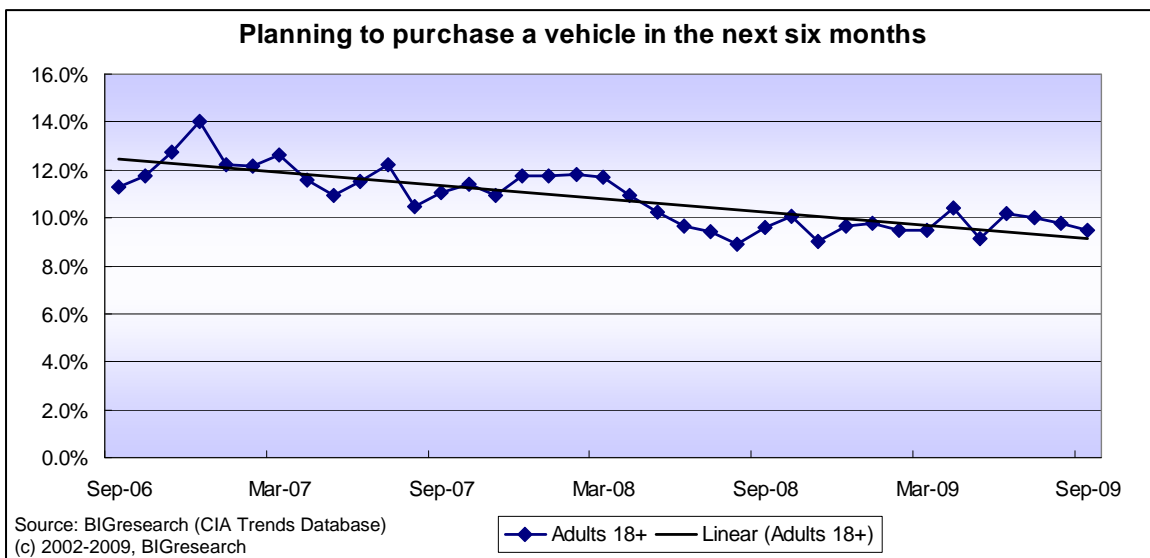
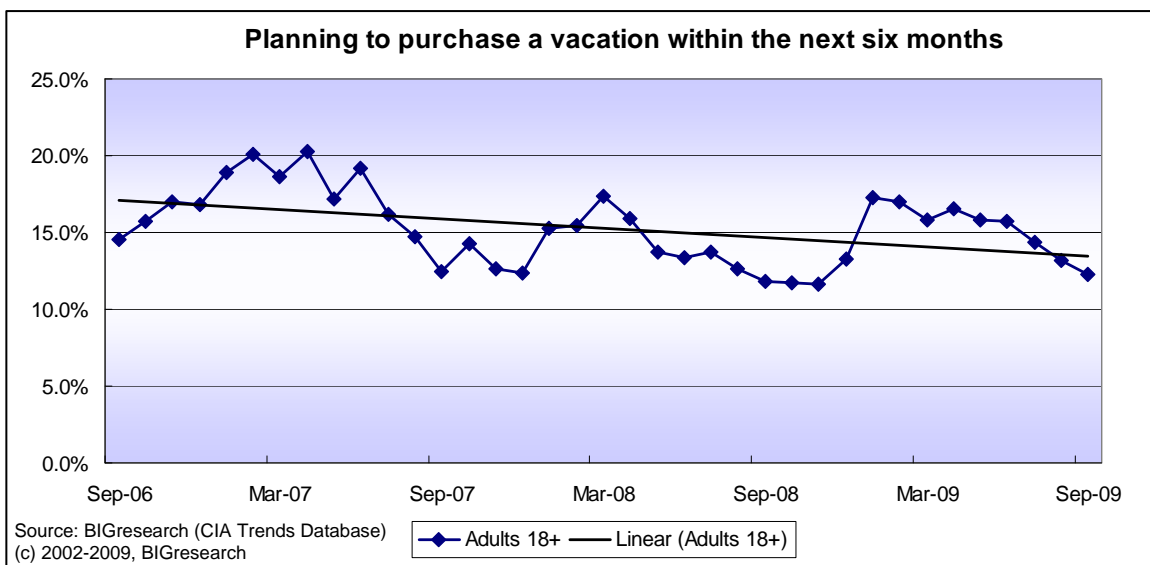
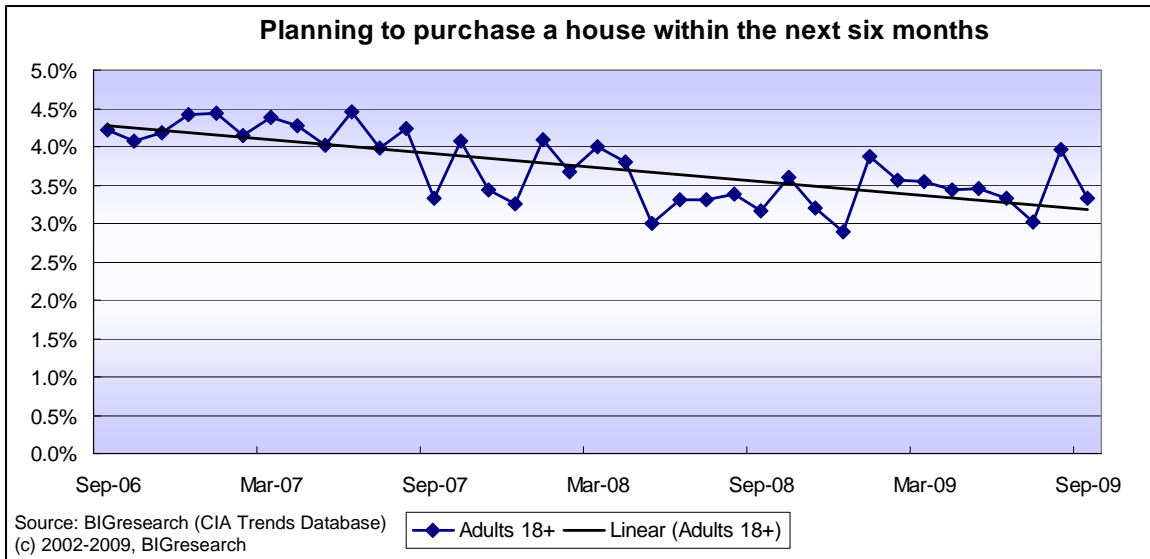
◆ Adults 18+ — Linear (Adults 18+)

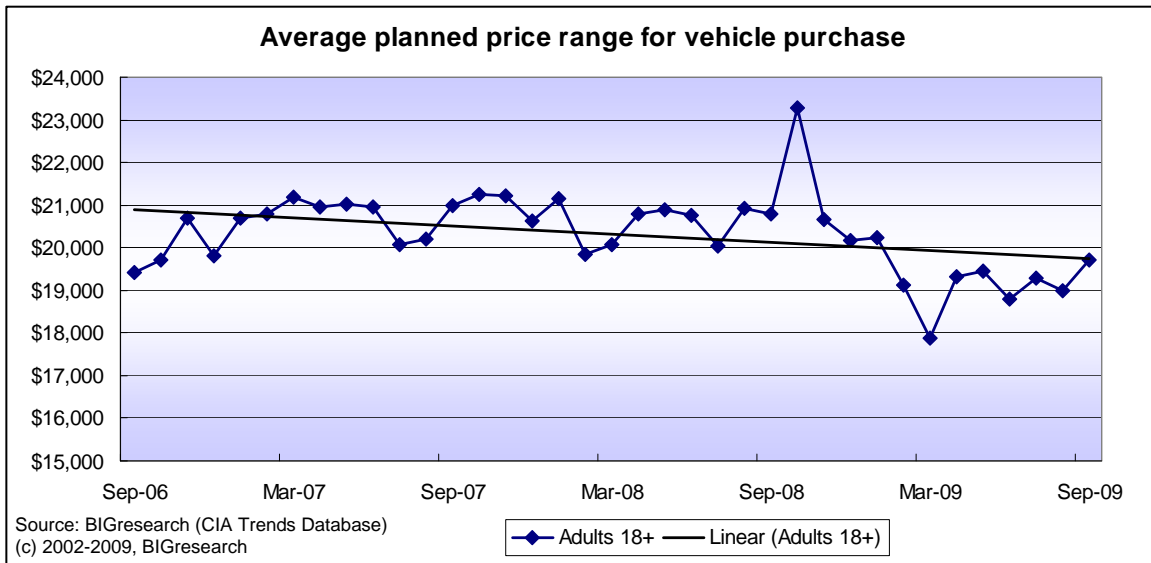
Shopping Strategy



Source: BIGresearch (CIA Trends Database)
 (c) 2002-2009, BIGresearch

◆ Sales are not important to me when buying clothing
 ■ I only buy clothing when it's on sale
 — Linear (I only buy clothing when it's on sale)
 — Linear (Sales are not important to me when buying clothing)





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