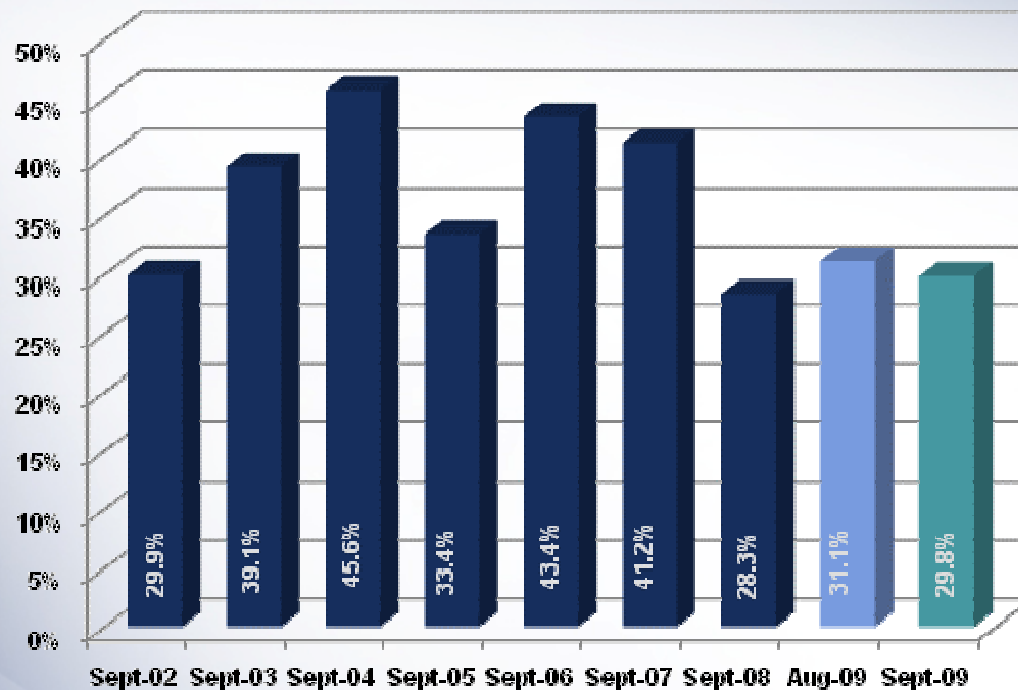


Consumer Confidence

Confident/Very Confident in Chances for a Strong Economy
Adults 18+



Most Likely: 18-24
(48.6%)

37.6%

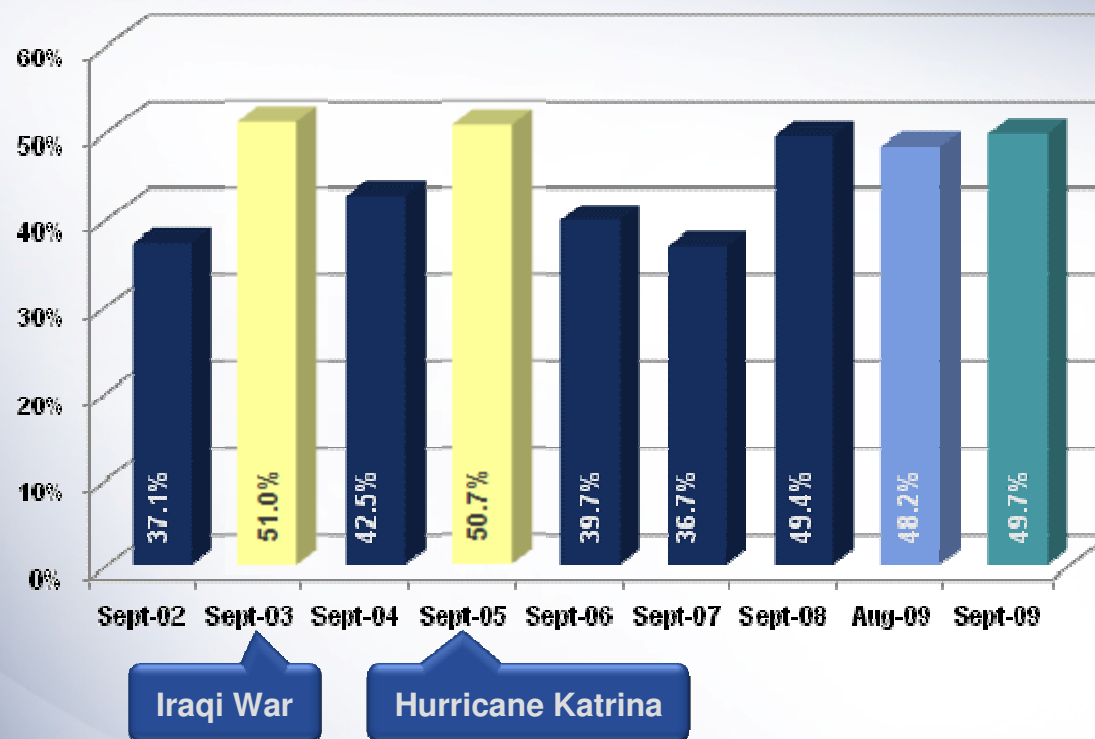
Adults 18+ who think the
stock market reflects the
strength of the economy.

Least Likely: 55+
(33.7%)

Focus on Frugality

In the last 6 months, I have become more practical in my purchases.

Adults 18+



56.1%

*Adults 18+ focused on
Needs over Wants*

Sept-07 = 43.2%

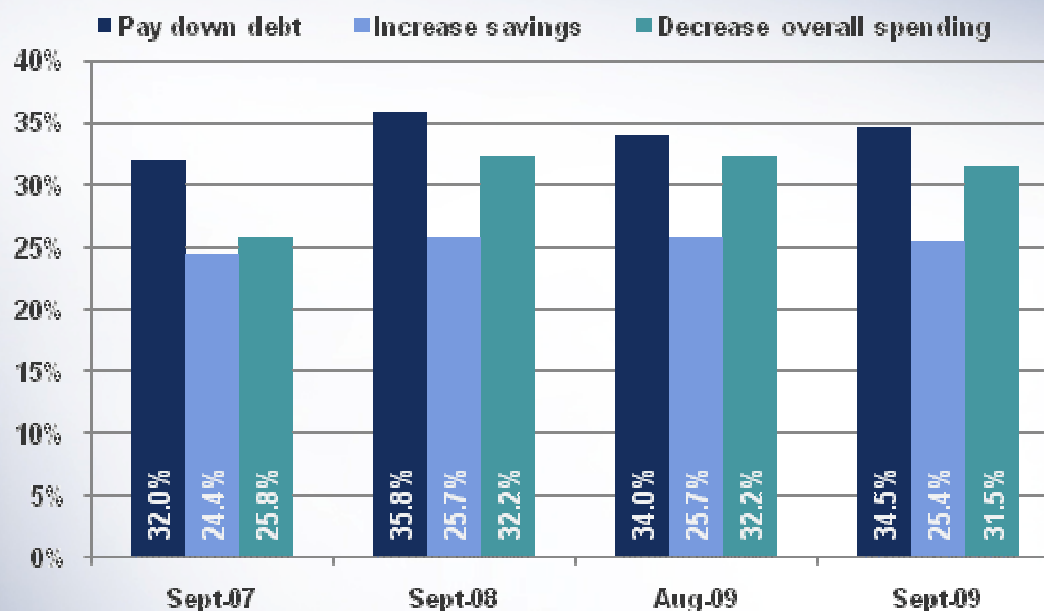
44.2%

*Adults 18+ who have
become more
Budget Conscious*

Sept-07 = 33.6%

Financial Planning

Which of the following financial steps are you planning to take in the next 3 months?
Adults 18+



22.1%

% increase in plans to
decrease overall spending
(Sept-07 to Sept-09)

Top Financial Plans by Age Group

18-34: Increase Savings (33.9%)

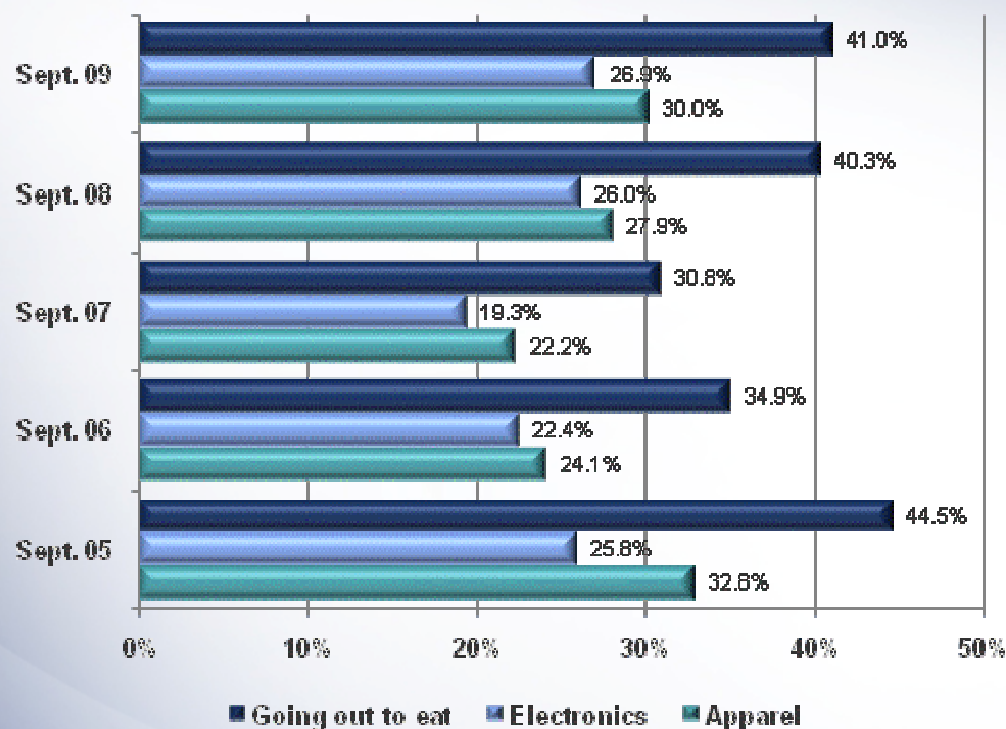
35-54: Pay Down Debt (39.1%)

55+: None (34.2%)

Purchase Deferrals

Over the last 30 days, have you put off or deferred purchases in any of the following areas?

Adults 18+



Age Group Most Likely to Defer...

Apparel: 18-24 (36.6%)
Dining Out: 45-54 (45.5%)
Electronics: 25-34 (32.7%)

Smart Shoppers

As a result of fluctuating gas prices, are you doing any of the following?
*Adults 18+, Women's Clothing Shoppers**

	Adults 18+	Department Store Shoppers	Discount Store Shoppers	Specialty Store Shoppers
Buying more store brand/generic products	35.3%	35.1%	45.0%	39.5%
Doing more comparative shopping with ad circulars/newspapers	31.9%	40.2%	36.6%	33.2%
Shopping for sales more often	43.1%	48.6%	50.9%	48.2%
Taking fewer shopping trips	43.0%	47.4%	51.1%	47.0%
Using coupons more	39.2%	46.9%	46.4%	43.0%

90 Day Outlook: BIG Forward Look

Over the next 90 days (September, October and November), do you plan on spending more, the same or less on the following items than you would normally spend at this time of the year?

Adults 18+

Retail Merchandise Categories - 90 Day Outlook (Sept-09 compared to Aug-09 and Sept-08)

Category:	Aug-09	Sept-08	Category:	Aug-09	Sept-08
Children's Clothing	down	down	Toys/Games	up	down
Women's Dress Apparel	flat	down	CDs/DVDs/Videos/Books	up	down
Women's Casual Apparel	down	down	Electronics	up	down
Men's Dress Apparel	down	down	Groceries	up	down
Men's Casual Apparel	up	down	Home Improvement	down	down
Shoes	down	down	Lawn & Garden	down	down
Health & Beauty Care	down	down	Home Furniture	down	down
Dining Out	flat	down	Home Décor	up	down
Sporting Goods	down	down	Linens/Bedding/Draperies	flat	down



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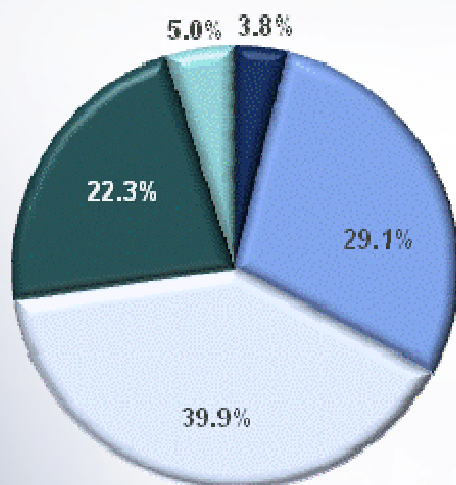
Note: "Up," "Down," "Flat" refers to the direction of the Diffusion Index compared to the previous month (Aug-09) or year (Sept-08). Diffusion Index = % Spending More - % Spending Less.

Source: BIGresearch, Consumer Intentions & Actions Survey, SEPT 08-09

Holiday Outlook

Based on your present situation and feelings toward the economy, which of the following best describes your plans for the December Holiday Season?

Adults 18+



- ☐ I plan on spending more for gifts than last year.
- ☐ I plan on spending the same for gifts as last year.
- ☐ I plan on spending less for gifts than last year.
- ☐ It's too early for me to know.
- ☐ I don't celebrate the holiday season.

Demographic Profile	Big Spenders "Spend More"	Penny Pinchers "Spend Less"
Gender	Male – 62.8%	Female – 58.6%
Average Age (yrs.)	36.9	46.7
Marital Status	Single – 47.4%	Married – 54.3%
Consumer Confidence	57.1%	21.7%
Concerned with Becoming Laid Off	4.8%	11.2%
Saving Enough for Future Needs	49.8%	14.0%