

Source: BIGinsight™, Monthly Consumer Survey, DEC-12
N = 8333, 12/4 - 12/10/12

Adults 18+

Given the current economic situation, we want to know what you can and cannot live without. With expendable (meaning you CAN live without it) and untouchable (meaning you CANNOT), please select one for each of the following:

Expendable

High-end jewelry	89.1%
Luxury handbag	88.9%
Maid service	88.7%
Club/social memberships (Country Club, golf club, etc.)	88.4%
High end cosmetics	87.9%
Gourmet foods	87.8%
Costume jewelry	87.4%
Fine dining sit down restaurant	86.5%
Specialty shopping for apparel	86.5%
Facial	86.5%
Manicure/Pedicure	86.1%
Satellite Radio	85.1%
Extra-curricular leagues (sports, etc.)	84.7%
Organic foods	84.6%
Magazine subscriptions	83.1%
Lawn care service	82.4%
Fitness/Gym memberships	81.1%
Daily cup of gourmet coffee	80.1%
On-demand video streaming (Netflix, Blockbuster, etc.)	80.0%
Movie/theater tickets	79.9%
New pair of jeans	79.9%
Fast casual (Panera, etc.) restaurant	76.5%
Department store shopping for apparel	75.7%
New pair of shoes	73.7%
Vacation	72.2%
Cable/Satellite TV (Premium)	69.5%
Upgraded mobile device (smartphone, iPad or Android-based tablet, eReader, iPod Touch, wireless laptop, etc.)	67.9%
Casual sit down (Applebees, Olive Garden, etc.) restaurant	67.6%

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	Adults 18+
Fast food restaurant	65.4%
Charitable contribution	65.0%
Mobile/Cell phone service (text, picture, video)	61.3%
Hair cut/color	59.7%
Discount shopping for apparel	59.0%
Cable/Satellite TV (Basic)	43.0%
Mobile/Cell phone service (basic)	38.6%
Internet service	19.9%

Source: BIGinsight™, Monthly Consumer Survey, DEC-12
N = 8333, 12/4 - 12/10/12

Adults 18+

Given the current economic situation, we want to know what you can and cannot live without. With expendable (meaning you CAN live without it) and untouchable (meaning you CANNOT), please select one for each of the following:

Untouchable

Internet service	80.1%
Mobile/Cell phone service (basic)	61.4%
Cable/Satellite TV (Basic)	57.0%
Discount shopping for apparel	41.0%
Hair cut/color	40.3%
Mobile/Cell phone service (text, picture, video)	38.7%
Charitable contribution	35.0%
Fast food restaurant	34.6%
Casual sit down (Applebees, Olive Garden, etc.) restaurant	32.4%
Upgraded mobile device (smartphone, iPad or Android-based tablet, eReader, iPod Touch, wireless laptop, etc.)	32.1%
Cable/Satellite TV (Premium)	30.5%
Vacation	27.8%
New pair of shoes	26.3%
Department store shopping for apparel	24.3%
Fast casual (Panera, etc.) restaurant	23.5%
New pair of jeans	20.1%
Movie/theater tickets	20.1%
On-demand video streaming (Netflix, Blockbuster, etc.)	20.0%
Daily cup of gourmet coffee	19.9%
Fitness/Gym memberships	18.9%
Lawn care service	17.6%
Magazine subscriptions	16.9%
Organic foods	15.4%
Extra-curricular leagues (sports, etc.)	15.3%
Satellite Radio	14.9%
Manicure/Pedicure	13.9%
Facial	13.5%
Specialty shopping for apparel	13.5%
Fine dining sit down restaurant	13.5%
Costume jewelry	12.6%

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	Adults 18+
Gourmet foods	12.2%
High end cosmetics	12.1%
Club/social memberships (Country Club, golf club, etc.)	11.6%
Maid service	11.3%
Luxury handbag	11.1%
High-end jewelry	10.9%

Source: BIGinsight™, Monthly Consumer Survey, DEC-12
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	2012	2011	2010	2009	2008
Given the current economic situation, we want to know what you can and cannot live without. With expendable (meaning you CAN live without it) and untouchable (meaning you CANNOT), please select one for each of the following:					
Organic foods					
Expendable	84.6%	81.5%	83.0%	83.0%	85.1%
Untouchable	15.4%	18.5%	17.0%	17.0%	14.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Gourmet foods					
Expendable	87.8%	90.1%	88.8%	NA	NA
Untouchable	12.2%	9.9%	11.2%	NA	NA
Total	100.0%	100.0%	100.0%	NA	NA
Daily cup of gourmet coffee					
Expendable	80.1%	84.6%	83.3%	85.3%	83.0%
Untouchable	19.9%	15.4%	16.7%	14.7%	17.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Facial					
Expendable	86.5%	90.7%	89.0%	91.4%	89.8%
Untouchable	13.5%	9.3%	11.0%	8.6%	10.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Hair cut/color					
Expendable	59.7%	62.6%	57.9%	63.1%	60.0%
Untouchable	40.3%	37.4%	42.1%	36.9%	40.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Manicure/Pedicure					
Expendable	86.1%	90.1%	88.4%	91.0%	88.4%
Untouchable	13.9%	9.9%	11.6%	9.0%	11.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Maid service					
Expendable	88.7%	93.0%	91.1%	91.9%	90.0%
Untouchable	11.3%	7.0%	8.9%	8.1%	10.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Source: BIGinsight™, Monthly Consumer Survey, DEC-12
N = 8333, 12/4 - 12/10/12

	2012	2011	2010	2009	2008
Lawn care service					
Expendable	82.4%	86.3%	84.4%	86.1%	85.5%
Untouchable	17.6%	13.7%	15.6%	13.9%	14.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
High end cosmetics					
Expendable	87.9%	92.4%	90.7%	91.8%	90.7%
Untouchable	12.1%	7.6%	9.3%	8.2%	9.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Luxury handbag					
Expendable	88.9%	93.1%	91.3%	93.0%	92.2%
Untouchable	11.1%	6.9%	8.7%	7.0%	7.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Charitable contribution					
Expendable	65.0%	59.2%	61.6%	61.9%	67.6%
Untouchable	35.0%	40.8%	38.4%	38.1%	32.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Mobile/Cell phone service (basic)					
Expendable	38.6%	32.8%	35.6%	37.7%	35.9%
Untouchable	61.4%	67.2%	64.4%	62.3%	64.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Mobile/Cell phone service (text, picture, video)					
Expendable	61.3%	67.2%	68.8%	76.5%	76.7%
Untouchable	38.7%	32.8%	31.2%	23.5%	23.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Upgraded mobile device (smartphone, iPad or Android-based tablet, eReader, iPod Touch, wireless laptop, etc.)					
Expendable	67.9%	74.3%	77.1%	87.5%	87.7%
Untouchable	32.1%	25.7%	22.9%	12.5%	12.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
New pair of jeans					
Expendable	79.9%	78.5%	76.0%	79.4%	79.8%
Untouchable	20.1%	21.5%	24.0%	20.6%	20.2%

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	2012	2011	2010	2009	2008
Total	100.0%	100.0%	100.0%	100.0%	100.0%
New pair of shoes					
Expendable	73.7%	71.7%	69.7%	73.5%	76.0%
Untouchable	26.3%	28.3%	30.3%	26.5%	24.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Fine dining sit down restaurant					
Expendable	86.5%	89.3%	90.0%	90.8%	89.4%
Untouchable	13.5%	10.7%	10.0%	9.2%	10.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Casual sit down (Applebees, Olive Garden, etc.) restaurant					
Expendable	67.6%	68.6%	68.0%	71.3%	67.5%
Untouchable	32.4%	31.4%	32.0%	28.7%	32.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Fast casual (Panera, etc.) restaurant					
Expendable	76.5%	76.4%	73.8%	75.7%	74.5%
Untouchable	23.5%	23.6%	26.2%	24.3%	25.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Fast food restaurant					
Expendable	65.4%	64.5%	61.0%	63.8%	63.4%
Untouchable	34.6%	35.5%	39.0%	36.2%	36.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Specialty shopping for apparel					
Expendable	86.5%	90.1%	89.3%	90.0%	90.7%
Untouchable	13.5%	9.9%	10.7%	10.0%	9.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Department store shopping for apparel					
Expendable	75.7%	74.4%	74.8%	78.6%	80.6%
Untouchable	24.3%	25.6%	25.2%	21.4%	19.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Discount shopping for apparel					
Expendable	59.0%	46.8%	47.8%	51.0%	57.0%
Untouchable	41.0%	53.2%	52.2%	49.0%	43.0%

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	2012	2011	2010	2009	2008
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Movie/theater tickets					
Expendable	79.9%	80.5%	80.0%	83.1%	82.4%
Untouchable	20.1%	19.5%	20.0%	16.9%	17.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Vacation					
Expendable	72.2%	71.3%	71.4%	70.4%	70.3%
Untouchable	27.8%	28.7%	28.6%	29.6%	29.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Magazine subscriptions					
Expendable	83.1%	87.3%	85.2%	85.0%	85.6%
Untouchable	16.9%	12.7%	14.8%	15.0%	14.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Cable/Satellite TV (Basic)					
Expendable	43.0%	40.4%	39.2%	37.4%	39.5%
Untouchable	57.0%	59.6%	60.8%	62.6%	60.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Cable/Satellite TV (Premium)					
Expendable	69.5%	74.2%	73.1%	75.1%	75.2%
Untouchable	30.5%	25.8%	26.9%	24.9%	24.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Internet service					
Expendable	19.9%	17.7%	18.5%	20.6%	19.1%
Untouchable	80.1%	82.3%	81.5%	79.4%	80.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Satellite Radio					
Expendable	85.1%	90.6%	89.6%	89.4%	90.9%
Untouchable	14.9%	9.4%	10.4%	10.6%	9.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Club/social memberships (Country Club, golf club, etc.)					
Expendable	88.4%	92.4%	90.3%	88.0%	86.8%
Untouchable	11.6%	7.6%	9.7%	12.0%	13.2%

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N = 8333, 12/4 - 12/10/12

	2012	2011	2010	2009	2008
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Extra-curricular leagues (sports, etc.)					
Expendable	84.7%	83.7%	83.8%	83.5%	86.3%
Untouchable	15.3%	16.3%	16.2%	16.5%	13.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Fitness/Gym memberships					
Expendable	81.1%	82.5%	83.6%	84.4%	85.6%
Untouchable	18.9%	17.5%	16.4%	15.6%	14.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Costume jewelry					
Expendable	87.4%	88.9%	88.0%	NA	NA
Untouchable	12.6%	11.1%	12.0%	NA	NA
Total	100.0%	100.0%	100.0%	NA	NA
High-end jewelry					
Expendable	89.1%	92.3%	91.0%	NA	NA
Untouchable	10.9%	7.7%	9.0%	NA	NA
Total	100.0%	100.0%	100.0%	NA	NA
On-demand video streaming (Netflix, Blockbuster, etc.)					
Expendable	80.0%	83.2%	83.6%	NA	NA
Untouchable	20.0%	16.8%	16.4%	NA	NA
Total	100.0%	100.0%	100.0%	NA	NA
Have you cut back on any of the items listed above?					
Yes	53.9%	76.4%	69.9%	70.0%	64.3%
No	40.0%	19.4%	24.4%	26.8%	30.5%
No, I plan to shortly	6.0%	4.2%	5.6%	3.3%	5.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Yes to Cutting Back: Which ones? (Check all that apply)					
Organic foods	28.0%	37.4%	33.7%	30.7%	31.9%
Gourmet foods	32.7%	46.2%	42.2%	NA	NA
Daily cup of gourmet coffee	28.8%	40.8%	35.6%	38.2%	36.9%
Facial	23.9%	36.6%	31.1%	32.8%	28.8%
Hair cut/color	37.0%	44.6%	41.4%	43.4%	41.3%
Manicure/Pedicure	29.0%	42.5%	35.7%	38.6%	35.2%

Source: BIGinsight™, Monthly Consumer Survey, DEC-12
N = 8333, 12/4 - 12/10/12

	2012	2011	2010	2009	2008
Maid service	20.8%	33.6%	27.4%	30.0%	25.7%
Lawn care service	23.0%	35.0%	31.5%	31.5%	28.8%
High end cosmetics	26.3%	40.6%	34.5%	37.4%	34.4%
Luxury handbag	24.6%	39.8%	32.5%	34.9%	30.8%
Charitable contribution	26.2%	30.1%	29.5%	32.6%	34.3%
Mobile/Cell phone service (basic)	14.1%	15.7%	18.9%	18.9%	16.0%
Mobile/Cell phone service (text, picture, video)	19.8%	30.5%	31.6%	35.3%	30.1%
Upgraded mobile device (smartphone, iPad or Android-based tablet, eReader, iPod Touch, wireless laptop, etc.)	21.2%	34.2%	33.2%	40.0%	37.8%
New pair of jeans	45.0%	54.2%	55.0%	55.8%	54.7%
New pair of shoes	43.1%	50.8%	51.5%	53.7%	51.9%
Fine dining sit down restaurant	48.9%	63.7%	60.1%	63.2%	64.9%
Casual sit down (Applebees, Olive Garden, etc.) restaurant	49.1%	54.5%	57.5%	63.0%	62.1%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Yes to Cutting Back: Which ones? (continued) (Check all that

Fast casual (Panera, etc.) restaurant	45.8%	52.0%	47.2%	52.1%	50.5%
Fast food restaurant	45.9%	46.4%	45.1%	48.6%	45.8%
Specialty shopping for apparel	36.1%	51.1%	46.3%	52.2%	47.7%
Department store shopping for apparel	39.6%	50.0%	47.4%	50.9%	51.6%
Discount shopping for apparel	26.2%	26.4%	27.5%	29.5%	32.4%
Movie/theater tickets	45.9%	58.5%	53.5%	59.7%	54.4%
Vacation	47.6%	56.9%	50.7%	54.1%	53.8%
Magazine subscriptions	32.8%	46.5%	43.5%	48.0%	44.6%
Cable/Satellite TV (Basic)	17.6%	19.8%	18.9%	17.6%	17.8%
Cable/Satellite TV (Premium)	28.8%	41.5%	38.9%	37.9%	33.2%
Internet service	10.8%	11.5%	11.5%	12.6%	10.1%
Satellite Radio	21.6%	36.9%	31.6%	34.3%	31.0%
Club/social memberships (Country Club, golf club, etc.)	22.0%	38.2%	32.4%	36.1%	31.8%
Extra-curricular leagues (sports, etc.)	22.2%	34.9%	31.4%	34.8%	31.8%
Fitness/Gym memberships	25.4%	38.3%	33.4%	37.8%	32.0%
Costume jewelry	24.7%	37.6%	32.8%	NA	NA
High-end jewelry	27.5%	43.6%	37.2%	NA	NA
On-demand video streaming (Netflix, Blockbuster, etc.)	23.3%	39.8%	32.3%	NA	NA

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Source: BIGinsight™, Monthly Consumer Survey, DEC-12**N = 8333, 12/4 - 12/10/12**

	Adults 18+	Men	Women	18-34	35-54	55+	Less than \$50K	\$50K+
Given the current economic situation, we want to know what you can and cannot live without. With expendable (meaning you CAN live without it) and untouchable (meaning you CANNOT), please select one for each of the following:								
Organic foods								
Expendable	84.6%	84.4%	84.8%	79.3%	84.3%	89.9%	83.4%	86.6%
Untouchable	15.4%	15.6%	15.2%	20.7%	15.7%	10.1%	16.6%	13.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Gourmet foods								
Expendable	87.8%	85.8%	89.6%	79.9%	88.7%	93.9%	86.6%	89.5%
Untouchable	12.2%	14.2%	10.4%	20.1%	11.3%	6.1%	13.4%	10.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Daily cup of gourmet coffee								
Expendable	80.1%	78.7%	81.5%	77.4%	78.4%	84.6%	80.1%	80.4%
Untouchable	19.9%	21.3%	18.5%	22.6%	21.6%	15.4%	19.9%	19.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Facial								
Expendable	86.5%	85.7%	87.2%	80.3%	86.5%	92.2%	84.5%	88.9%
Untouchable	13.5%	14.3%	12.8%	19.7%	13.5%	7.8%	15.5%	11.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Hair cut/color								
Expendable	59.7%	62.2%	57.3%	67.0%	60.2%	52.2%	63.4%	55.6%
Untouchable	40.3%	37.8%	42.7%	33.0%	39.8%	47.8%	36.6%	44.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Manicure/Pedicure								
Expendable	86.1%	87.3%	84.9%	82.2%	86.8%	88.8%	86.3%	86.2%
Untouchable	13.9%	12.7%	15.1%	17.8%	13.2%	11.2%	13.7%	13.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Maid service								
Expendable	88.7%	87.6%	89.8%	84.6%	89.8%	91.4%	88.2%	89.9%
Untouchable	11.3%	12.4%	10.2%	15.4%	10.2%	8.6%	11.8%	10.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: BIGinsight™, Monthly Consumer Survey, DEC-12**N = 8333, 12/4 - 12/10/12**

	Adults 18+	Men	Women	18-34	35-54	55+	Less than \$50K	\$50K+
Lawn care service								
Expendable	82.4%	81.7%	83.0%	81.5%	84.8%	80.5%	82.6%	82.4%
Untouchable	17.6%	18.3%	17.0%	18.5%	15.2%	19.5%	17.4%	17.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
High end cosmetics								
Expendable	87.9%	88.4%	87.4%	82.1%	88.6%	92.6%	87.0%	89.4%
Untouchable	12.1%	11.6%	12.6%	17.9%	11.4%	7.4%	13.0%	10.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Luxury handbag								
Expendable	88.9%	88.0%	89.7%	82.1%	89.8%	94.2%	88.1%	90.5%
Untouchable	11.1%	12.0%	10.3%	17.9%	10.2%	5.8%	11.9%	9.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Charitable contribution								
Expendable	65.0%	67.0%	63.2%	68.3%	68.8%	57.7%	68.4%	61.2%
Untouchable	35.0%	33.0%	36.8%	31.7%	31.2%	42.3%	31.6%	38.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Mobile/Cell phone service (basic)								
Expendable	38.6%	41.2%	36.1%	40.4%	39.2%	36.1%	39.9%	36.7%
Untouchable	61.4%	58.8%	63.9%	59.6%	60.8%	63.9%	60.1%	63.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Mobile/Cell phone service (text, picture, video)								
Expendable	61.3%	61.8%	60.8%	46.8%	59.5%	76.9%	63.3%	59.8%
Untouchable	38.7%	38.2%	39.2%	53.2%	40.5%	23.1%	36.7%	40.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Upgraded mobile device (smartphone, iPad or Android-based tablet, eReader, iPod Touch, wireless laptop, etc.)								
Expendable	67.9%	67.4%	68.3%	56.2%	66.4%	80.5%	71.5%	64.1%
Untouchable	32.1%	32.6%	31.7%	43.8%	33.6%	19.5%	28.5%	35.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
New pair of jeans								
Expendable	79.9%	76.8%	82.8%	73.4%	79.9%	86.0%	79.5%	80.8%
Untouchable	20.1%	23.2%	17.2%	26.6%	20.1%	14.0%	20.5%	19.2%

Source: BIGinsight™, Monthly Consumer Survey, DEC-12
N = 8333, 12/4 - 12/10/12

	Adults 18+	Men	Women	18-34	35-54	55+	Less than \$50K	\$50K+
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
New pair of shoes								
Expendable	73.7%	71.2%	76.1%	69.5%	73.7%	77.6%	72.7%	75.1%
Untouchable	26.3%	28.8%	23.9%	30.5%	26.3%	22.4%	27.3%	24.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Fine dining sit down restaurant								
Expendable	86.5%	84.4%	88.5%	82.6%	88.0%	88.4%	87.8%	85.6%
Untouchable	13.5%	15.6%	11.5%	17.4%	12.0%	11.6%	12.2%	14.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Casual sit down (Applebees, Olive Garden, etc.) restaurant								
Expendable	67.6%	65.6%	69.4%	70.7%	70.5%	61.3%	71.6%	62.8%
Untouchable	32.4%	34.4%	30.6%	29.3%	29.5%	38.7%	28.4%	37.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Fast casual (Panera, etc.) restaurant								
Expendable	76.5%	76.5%	76.5%	74.9%	79.4%	74.6%	80.0%	72.7%
Untouchable	23.5%	23.5%	23.5%	25.1%	20.6%	25.4%	20.0%	27.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Fast food restaurant								
Expendable	65.4%	63.6%	67.0%	66.1%	65.9%	64.0%	65.7%	64.7%
Untouchable	34.6%	36.4%	33.0%	33.9%	34.1%	36.0%	34.3%	35.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Specialty shopping for apparel								
Expendable	86.5%	85.6%	87.3%	80.0%	87.2%	91.8%	85.9%	87.6%
Untouchable	13.5%	14.4%	12.7%	20.0%	12.8%	8.2%	14.1%	12.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Department store shopping for apparel								
Expendable	75.7%	74.9%	76.6%	72.8%	77.9%	76.0%	76.8%	74.9%
Untouchable	24.3%	25.1%	23.4%	27.2%	22.1%	24.0%	23.2%	25.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Discount shopping for apparel								
Expendable	59.0%	62.4%	55.8%	60.1%	59.8%	57.1%	58.2%	60.1%

Source: BIGinsight™, Monthly Consumer Survey, DEC-12
N = 8333, 12/4 - 12/10/12

	Adults 18+	Men	Women	18-34	35-54	55+	Less than \$50K	\$50K+
Untouchable	41.0%	37.6%	44.2%	39.9%	40.2%	42.9%	41.8%	39.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Movie/theater tickets								
Expendable	79.9%	77.7%	82.0%	74.6%	81.3%	83.3%	81.5%	78.6%
Untouchable	20.1%	22.3%	18.0%	25.4%	18.7%	16.7%	18.5%	21.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Vacation								
Expendable	72.2%	69.4%	74.9%	71.4%	74.7%	70.2%	77.1%	67.3%
Untouchable	27.8%	30.6%	25.1%	28.6%	25.3%	29.8%	22.9%	32.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Magazine subscriptions								
Expendable	83.1%	81.6%	84.5%	81.2%	86.6%	81.0%	83.7%	82.9%
Untouchable	16.9%	18.4%	15.5%	18.8%	13.4%	19.0%	16.3%	17.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Cable/Satellite TV (Basic)								
Expendable	43.0%	44.2%	41.8%	55.1%	43.3%	31.2%	45.7%	39.3%
Untouchable	57.0%	55.8%	58.2%	44.9%	56.7%	68.8%	54.3%	60.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Cable/Satellite TV (Premium)								
Expendable	69.5%	66.6%	72.2%	68.4%	70.2%	69.7%	73.3%	65.4%
Untouchable	30.5%	33.4%	27.8%	31.6%	29.8%	30.3%	26.7%	34.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Internet service								
Expendable	19.9%	23.3%	16.8%	27.4%	21.2%	11.6%	21.9%	16.7%
Untouchable	80.1%	76.7%	83.2%	72.6%	78.8%	88.4%	78.1%	83.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Satellite Radio								
Expendable	85.1%	81.9%	88.1%	80.5%	87.4%	86.8%	86.3%	84.1%
Untouchable	14.9%	18.1%	11.9%	19.5%	12.6%	13.2%	13.7%	15.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Club/social memberships (Country Club, golf club, etc.)								

Source: BIGinsight™, Monthly Consumer Survey, DEC-12**N = 8333, 12/4 - 12/10/12**

	Adults 18+	Men	Women	18-34	35-54	55+	Less than \$50K	\$50K+
Expendable	88.4%	85.9%	90.9%	83.1%	90.2%	91.4%	88.1%	89.2%
Untouchable	11.6%	14.1%	9.1%	16.9%	9.8%	8.6%	11.9%	10.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Extra-curricular leagues (sports, etc.)								
Expendable	84.7%	81.2%	87.9%	77.1%	84.4%	92.0%	85.5%	84.5%
Untouchable	15.3%	18.8%	12.1%	22.9%	15.6%	8.0%	14.5%	15.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Fitness/Gym memberships								
Expendable	81.1%	79.6%	82.6%	74.9%	82.6%	85.3%	83.3%	79.3%
Untouchable	18.9%	20.4%	17.4%	25.1%	17.4%	14.7%	16.7%	20.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Costume jewelry								
Expendable	87.4%	88.1%	86.8%	82.0%	88.6%	91.1%	86.1%	89.1%
Untouchable	12.6%	11.9%	13.2%	18.0%	11.4%	8.9%	13.9%	10.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
High-end jewelry								
Expendable	89.1%	88.1%	90.1%	84.0%	89.5%	93.5%	88.3%	90.5%
Untouchable	10.9%	11.9%	9.9%	16.0%	10.5%	6.5%	11.7%	9.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
On-demand video streaming (Netflix, Blockbuster, etc.)								
Expendable	80.0%	79.3%	80.7%	70.0%	80.4%	88.9%	78.7%	82.0%
Untouchable	20.0%	20.7%	19.3%	30.0%	19.6%	11.1%	21.3%	18.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Have you cut back on any of the items listed above?								
Yes	53.9%	50.2%	57.5%	53.3%	57.4%	50.7%	58.7%	49.1%
No	40.0%	42.9%	37.3%	38.1%	36.6%	45.8%	34.9%	45.8%
No, I plan to shortly	6.0%	6.9%	5.2%	8.6%	6.0%	3.6%	6.4%	5.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes to Cutting Back: Which ones? (Check all that apply)								
Organic foods	28.0%	30.6%	25.6%	27.9%	26.7%	29.8%	28.3%	28.3%
Gourmet foods	32.7%	37.2%	28.4%	31.1%	31.5%	35.5%	32.4%	33.7%
Daily cup of gourmet coffee	28.8%	31.4%	26.3%	27.7%	27.5%	31.2%	28.9%	28.9%

Source: BIGinsight™, Monthly Consumer Survey, DEC-12
N = 8333, 12/4 - 12/10/12

	Adults 18+	Men	Women	18-34	35-54	55+	Less than \$50K	\$50K+
Facial	23.9%	24.2%	23.5%	21.8%	23.3%	26.4%	24.5%	23.4%
Hair cut/color	37.0%	29.9%	43.7%	39.3%	37.8%	33.9%	41.1%	32.8%
Manicure/Pedicure	29.0%	23.6%	34.2%	27.1%	29.3%	30.5%	29.3%	29.5%
Maid service	20.8%	23.9%	17.8%	17.2%	19.9%	25.1%	20.8%	20.6%
Lawn care service	23.0%	25.9%	20.2%	17.7%	23.9%	26.9%	23.8%	22.3%
High end cosmetics	26.3%	24.8%	27.7%	21.6%	26.3%	30.7%	26.4%	27.1%
Luxury handbag	24.6%	24.2%	24.9%	20.5%	24.3%	28.6%	23.9%	25.8%
Charitable contribution	26.2%	27.1%	25.4%	16.9%	27.4%	33.6%	27.2%	26.3%
Mobile/Cell phone service (basic)	14.1%	16.0%	12.4%	14.3%	14.2%	13.9%	16.2%	11.1%
Mobile/Cell phone service (text, picture, video)	19.8%	22.3%	17.4%	16.9%	19.1%	23.2%	20.6%	18.6%
Upgraded mobile device (smartphone, iPad or Android-based tablet, eReader, iPod Touch, wireless laptop, etc.)	21.2%	23.0%	19.6%	18.3%	20.6%	24.7%	22.4%	20.0%
New pair of jeans	45.0%	42.7%	47.1%	41.5%	46.5%	46.4%	47.1%	42.7%
New pair of shoes	43.1%	39.1%	46.9%	39.6%	42.4%	47.3%	44.7%	41.4%
Fine dining sit down restaurant	48.9%	50.4%	47.5%	38.4%	49.7%	57.9%	45.5%	55.3%
Casual sit down (Applebees, Olive Garden, etc.) restaurant	49.1%	44.7%	53.3%	43.6%	52.0%	51.1%	51.6%	46.3%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Yes to Cutting Back: Which ones? (continued) (Check all that apply)

Fast casual (Panera, etc.) restaurant	45.8%	45.7%	46.0%	46.2%	46.7%	44.5%	47.5%	44.0%
Fast food restaurant	45.9%	44.3%	47.5%	46.8%	47.1%	43.8%	49.6%	41.7%
Specialty shopping for apparel	36.1%	35.6%	36.6%	31.4%	35.0%	41.7%	35.7%	38.1%
Department store shopping for apparel	39.6%	35.3%	43.7%	34.5%	39.3%	44.7%	40.7%	39.3%
Discount shopping for apparel	26.2%	23.2%	29.1%	25.2%	26.2%	27.1%	28.9%	23.0%
Movie/theater tickets	45.9%	46.2%	45.6%	44.1%	47.1%	46.3%	47.3%	45.4%
Vacation	47.6%	47.6%	47.5%	41.0%	49.0%	52.2%	46.8%	49.7%
Magazine subscriptions	32.8%	32.9%	32.7%	21.9%	32.1%	43.7%	33.3%	33.3%
Cable/Satellite TV (Basic)	17.6%	18.2%	17.0%	20.6%	17.8%	14.5%	20.3%	14.0%
Cable/Satellite TV (Premium)	28.8%	29.3%	28.3%	25.1%	29.1%	32.0%	30.2%	28.2%
Internet service	10.8%	12.1%	9.6%	12.8%	10.3%	9.5%	12.3%	8.5%
Satellite Radio	21.6%	22.8%	20.5%	16.5%	22.4%	25.5%	22.3%	21.6%
Club/social memberships (Country Club, golf club, etc.)	22.0%	24.5%	19.6%	16.8%	21.3%	27.5%	22.1%	22.6%
Extra-curricular leagues (sports, etc.)	22.2%	24.0%	20.4%	17.4%	21.3%	27.6%	22.2%	22.7%
Fitness/Gym memberships	25.4%	26.9%	23.9%	22.1%	25.1%	28.7%	25.3%	26.4%
Costume jewelry	24.7%	22.9%	26.3%	19.1%	23.1%	31.6%	25.5%	24.3%
High-end jewelry	27.5%	27.0%	27.9%	19.1%	26.4%	36.5%	27.3%	29.1%

Source: BIGinsight™, Monthly Consumer Survey, DEC-12
N = 8333, 12/4 - 12/10/12

	Adults 18+	Men	Women	18-34	35-54	55+	Less than \$50K	\$50K+
On-demand video streaming (Netflix, Blockbuster, etc.)	23.3%	25.2%	21.6%	19.5%	21.2%	29.3%	24.7%	22.5%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.