

Consumers Combining Trips, Eating Out Less, Staying Home, Cutting Spending @ Alarming Levels!

78% combining shopping trips & errands (+ 10 pts from YAGO),
 52% eating out less (+ 14 pts)
 51% staying home more
 63% of U.S. consumers



**Gourmet Cook households
 27% more likely to buy
 larger, economy size; 13%
 more likely to use coupons**

Saving Money in the Store They Shop

Impact higher gas prices had on driving & spending habits? Check all	Jun/Jul '05	Jun '06	Jun '07	Jun '08
Buy less expensive grocery brands	17%	22%	29%	35%
Use more coupons	20%	24%	21%	32%
Shop more @ Supercenters	22%	26%	23%	28%
Buy Larger, Economy Size	10%	11%	10%	16%

Nielsen Homescan Gas Impact Study