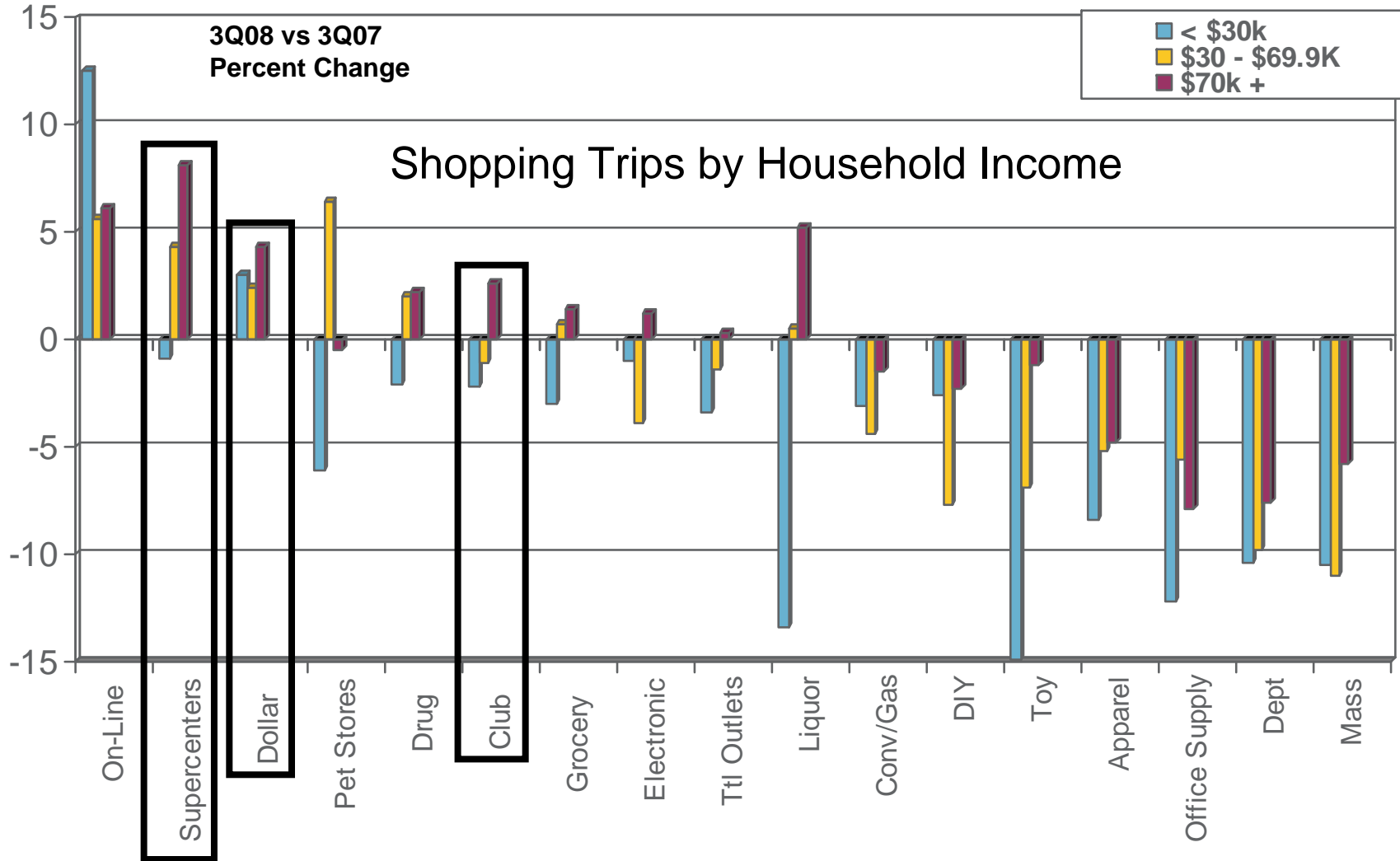


# Low Income Taking More Drastic Trip Cuts, More Affluent Driving Trips to Value Channels



Source: Homescan®, a service of The Nielsen Company

Excludes gas only trips