

Consumer Sector Overview: Retail purchasing trends and expectations

Tracking spending dislocations due to sharply higher food and energy costs

A survey among 1,080 U.S. consumers

Study Description

Methodology	Online survey
Data collection period	September 15-19, 2008
Survey audience	U.S. consumers (N = 1,080) Sample represents an accurate cross section of the American population with respect to household income, gender, age, and geographic region.

Study Objectives

Decision Metrics surveyed U.S. consumers to assess the current and expected retail climate. Specifically, we explored five areas regarding consumer retail spending.

- Measure what items consumers are sacrificing most to pay for food and energy
- Gauge prospects for the upcoming holiday season segmented by socioeconomic level
- Assess trends for the 2008 back-to-school season and determine most desired items
- Understand how the current economic environment has impacted vacation habits
- Forecast on what consumers would most likely spend if their financial position were to improve

Tables / Charts Included in This Report

1. Impact of inflation by vertical
2. Anticipated 2008 holiday spending by household income
3. Back-to-school spending by product category, 2007 vs. 2008
4. Coveted back-to-school items
5. Vacation patterns, 2007 vs. 2008
6. Spending priority by category

For additional information on this study or to purchase this report, please contact:

Dan Meichenbaum

Phone: 415.263.6628; Email: dan.meichenbaum@wedbush.com