

# CARAT PULSE NEWS

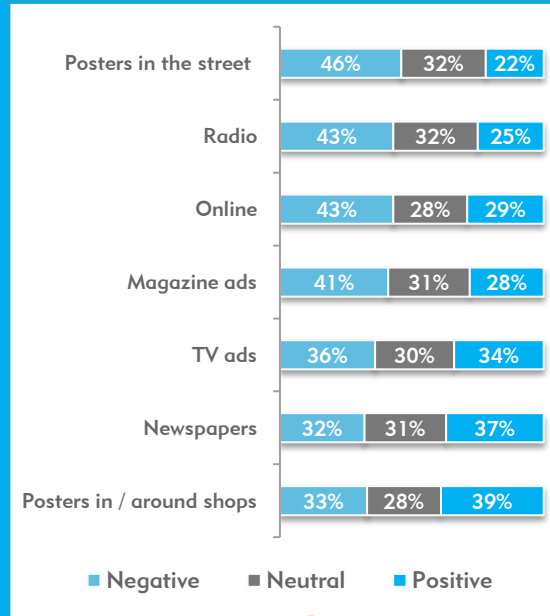
## SEPTEMBER 2011 BACK-TO-SCHOOL

Back-to-school shopping starts well in advance of school re-opening and spreads throughout the whole summer. Almost half (43%) of parents start shopping for back-to-school items in June or even before. Early shopping allows parents to shop smart (choice of deals) but it also helps them ease back-to-school stress.

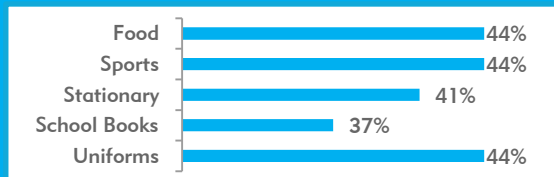
Buying Back-to-School Items - Timing	
Before June	14%
June	29%
July	29%
August	27%
September	1%

We particularly wanted to understand with our panel, what they thought of back-to-school advertising and to what extent it could impact on their purchasing across various relevant back-to-school categories. Just over 60% of parents on our panel notice back-to-school advertising and 45% claim that back-to-school offers can change which brands they buy.

Back-to-school media channels need to be highly relevant to parents. Back-to-school ads placed at the point of purchase are most likely to appeal to the target audience. Newspaper and TV ads also perform well, both scoring well for parents in terms of back-to-school advertising.



### BtS OFFERS CAN CHANGE WHICH BRANDS I BUY



## SHIFTING CONSUMER SPENDING

In September 2010, we asked our panel how they were managing their costs with the changed economic reality. We checked in again with them this year and found that even further cuts and changes have been happening across most categories.

The data shows that the spending pressure on consumers is still increasing and they are continuing to make value choices across most categories. The tables below show the impact on media channels and food and drink, but we also saw a dramatic increase in use of public transport, changing or cancelling insurance and going to the hair salon less (women).

### MEDIA & ENTERTAINMENT

Cutting Back on Services	2011	2010
Buying less MAGAZINES	72%	67%
Buying less NEWSPAPERS	65%	60%
Changed /cancel MOBILE PHONE	28%	25%
Changed / Cancelled TV SERVICES	35%	27%

### FOOD & DRINK

Cutting Back on Services	2011	2010
Buy more GENERIC BRANDS	69%	64%
Taking LUNCH to work	70%	69%
Drinking less ALCOHOL	56%	53%
Buying COFFEE in the morning	55%	54%