



## Trend Bites

*A taste of what's going on out there for the consumer to experience.*

**“I really need to cut back.....”** *[Issue 15; April, 2009]*

**Americans are still in a state of unease regarding their financial future. In our ongoing dialogue with the consumer, here is what we heard:**

### **FORGOING MEDICAL CARE**

While some of this information is positive, there is still evidence of consumers not having enough money for necessities in the last six months:

- 31% of consumers reported not going to the doctor in the last six months when they were sick, mainly because of cost.
- Additionally, 20% have not had a prescription filled because of cost.
- 22% have reported taking less vitamins in order to save money.

### **TRADING DOWN**

At least one-in-four consumers report “trading down” (either in model, price, or store) on several categories:

- Women’s Apparel (37%)
- Casual Shoes (30%)
- Athletic Shoes (29%)
- Men’s Apparel (28%)
- Health & Beauty (28%)

### **COST-CUTTING**

55% of consumers report using more coupons than they did six months ago, with two-thirds of all consumers using some coupon in the last six months. The biggest coupon use was in grocery and dining.

- One-third of consumers report skipping salons in favor of getting their hair cut and or colored at home.
- Another one-third of US consumers are no longer getting manicures or pedicures at salons, and instead doing it themselves.