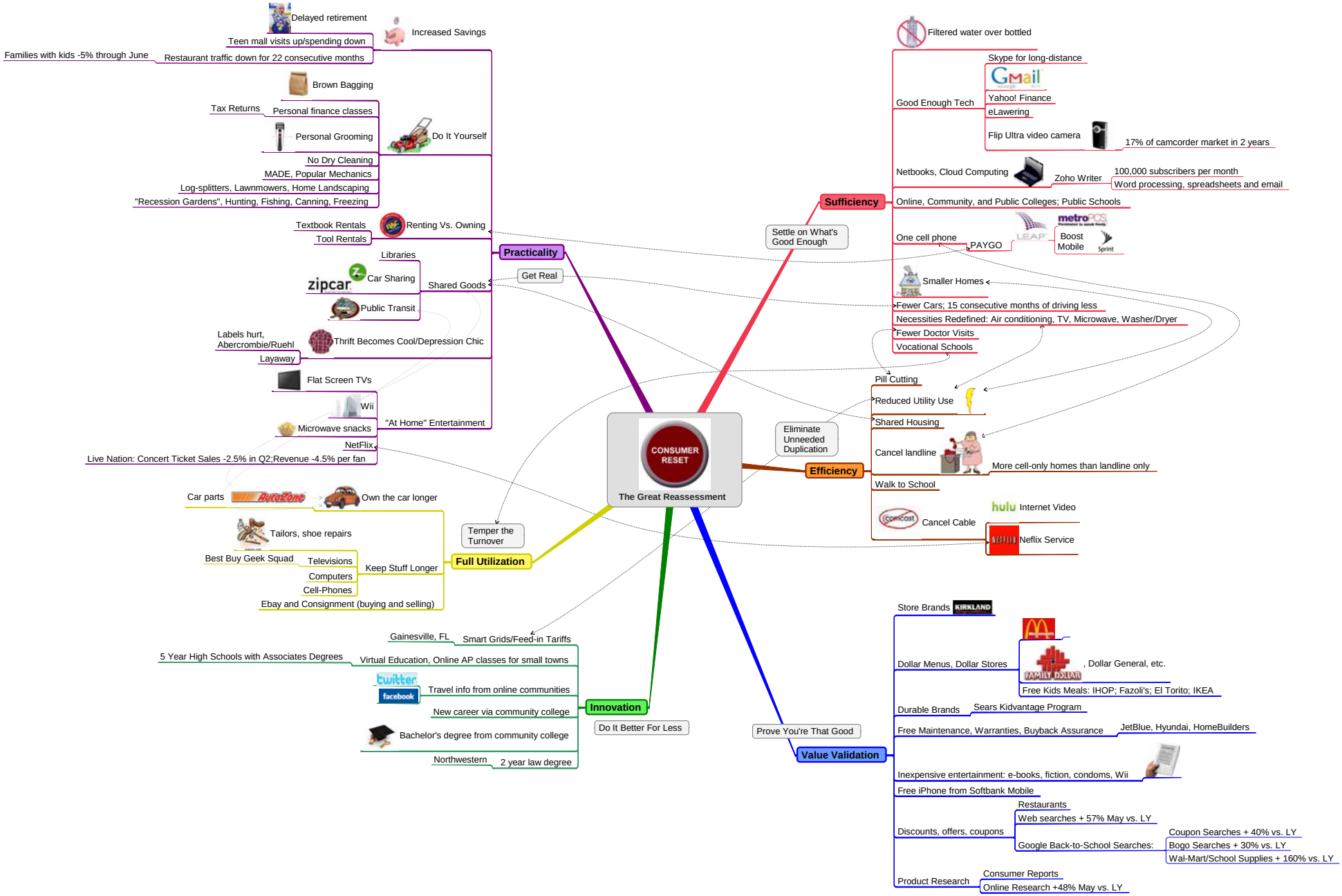
CONSUMER RESET
The Great Reassessment
Practicality
Increased Savings
Delayed retirement
Teen mall visits up/spending down
Restaurant traffic down for 22 consecutive months
Families with kids -5% through June
Do It Yourself
Brown Bagging
Personal finance classes
Tax Returns
Personal Grooming
No Dry Cleaning
MADE, Popular Mechanics
Log-splitters, Lawnmowers, Home Landscaping
"Recession Gardens", Hunting, Fishing, Canning, Freezing
Renting Vs. Owning
Textbook Rentals
Tool Rentals
Shared Goods
Libraries
Car Sharing
Public Transit
Thrift Becomes Cool/Depression Chic
Labels hurt, Abercrombie/Ruehl
Layaway
"At Home" Entertainment
Flat Screen TVs
Wii
Microwave snacks
NetFlix
Live Nation: Concert Ticket Sales -2.5% in Q2;Revenue -4.5% per fan
Get Real
Full Utilization
Own the car longer
Car parts
Tailors, shoe repairs
Keep Stuff Longer
Televisions
Computers
Cell-Phones
Best Buy Geek Squad
Ebay and Consignment (buying and selling)
Temper the Turnover
Innovation
Smart Grids/Feed-in Tariffs
Gainesville, FL
Virtual Education, Online AP classes for small towns
5 Year High Schools with Associates Degrees
Travel info from online communities
New career via community college
Bachelor's degree from community college
2 year law degree
Northwestern
Do It Better For Less
Sufficiency
Settle on What's Good Enough
Filtered water over bottled
Good Enough Tech
Skype for long-distance
Yahoo! Finance
eLawering
Flip Ultra video camera
17% of camcorder market in 2 years
Netbooks, Cloud Computing
Zoho Writer
100,000 subscribers per month
Word processing, spreadsheets and email
Online, Community, and Public Colleges; Public Schools
One cell phone
PAYGO
Boost Mobile
Smaller Homes
Fewer Cars; 15 consecutive months of driving less
Necessities Redefined: Air conditioning, TV, Microwave, Washer/Dryer
Fewer Doctor Visits
Vocational Schools
Efficiency
Eliminate Unneeded Duplication
Pill Cutting
Reduced Utility Use
Shared Housing
Cancel landline
More cell-only homes than landline only
Walk to School
Cancel Cable
Internet Video
Neflix Service
Value Validation
Prove You're That Good
Store Brands
Dollar Menus, Dollar Stores
, Dollar General, etc.
Free Kids Meals: IHOP; Fazoli's; El Torito; IKEA
Durable Brands
Sears Kidvantage Program
Free Maintenance, Warranties, Buyback Assurance
JetBlue, Hyundai, HomeBuilders
Inexpensive entertainment: e-books, fiction, condoms, Wii
Free iPhone from Softbank Mobile
Discounts, offers, coupons
Restaurants
Web searches + 57% May vs. LY
Google Back-to-School Searches:
Coupon Searches + 40% vs. LY
Bogo Searches + 30% vs. LY
Wal-Mart/School Supplies + 160% vs. LY
Product Research
Consumer Reports
Online Research +48% May vs. LY