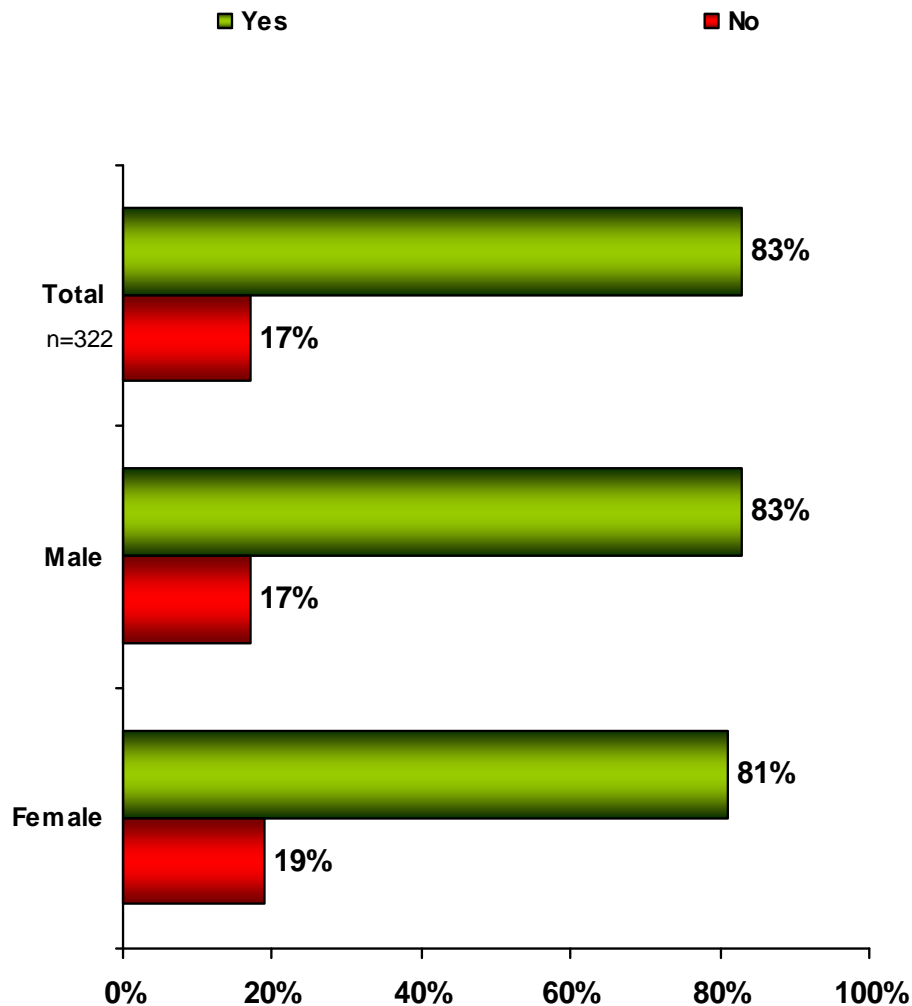


“In the past year, has the economic recession impacted your spending at all?”

BEFORE Video



Percentages may not equal 100 due to rounding

“In what ways has the economy impacted your spending? Select all that apply.”

BEFORE Video

	Total (n=266)	Males (n=183)	Females (n=83)
Delaying purchases	79%	77%	83%
Shopping at discount stores or less expensive stores	69%	67%	72%
Using more coupons/waiting for specials or sales on purchases	76%	73%	83%
Avoid buying luxury or non-necessity items	86%	87%	84%
Other	86%	13%	10%
None	12%	1%	0%

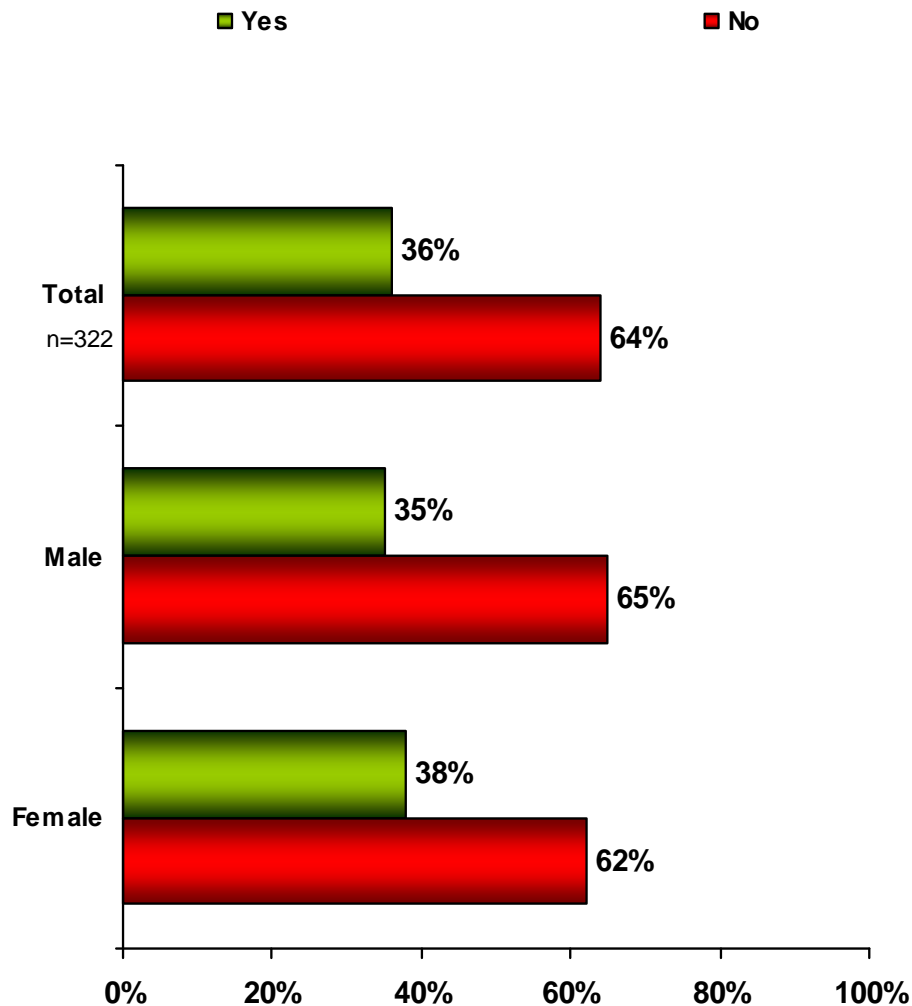
“Have you made any efforts to earn extra income in the past year? Select all that apply.”

BEFORE Video

	Total (n=322)	Males (n=220)	Females (n=102)
Business consulting	7%	7%	7%
Direct selling (Avon, Mary Kay, Arbonne, Tupperware, etc.)	4%	2%	7%
Part time job	19%	15%	26%
Selling personal items (Ebay, Flea Markets, etc.)	31%	30%	34%
Other	21%	20%	24%
None	42%	44%	37%

“Do you plan to or would you ever consider a form of direct selling to earn extra income?”

AFTER Video



Percentages may not equal 100 due to rounding