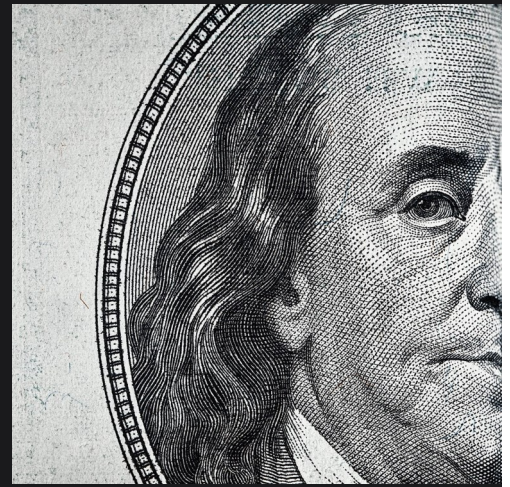
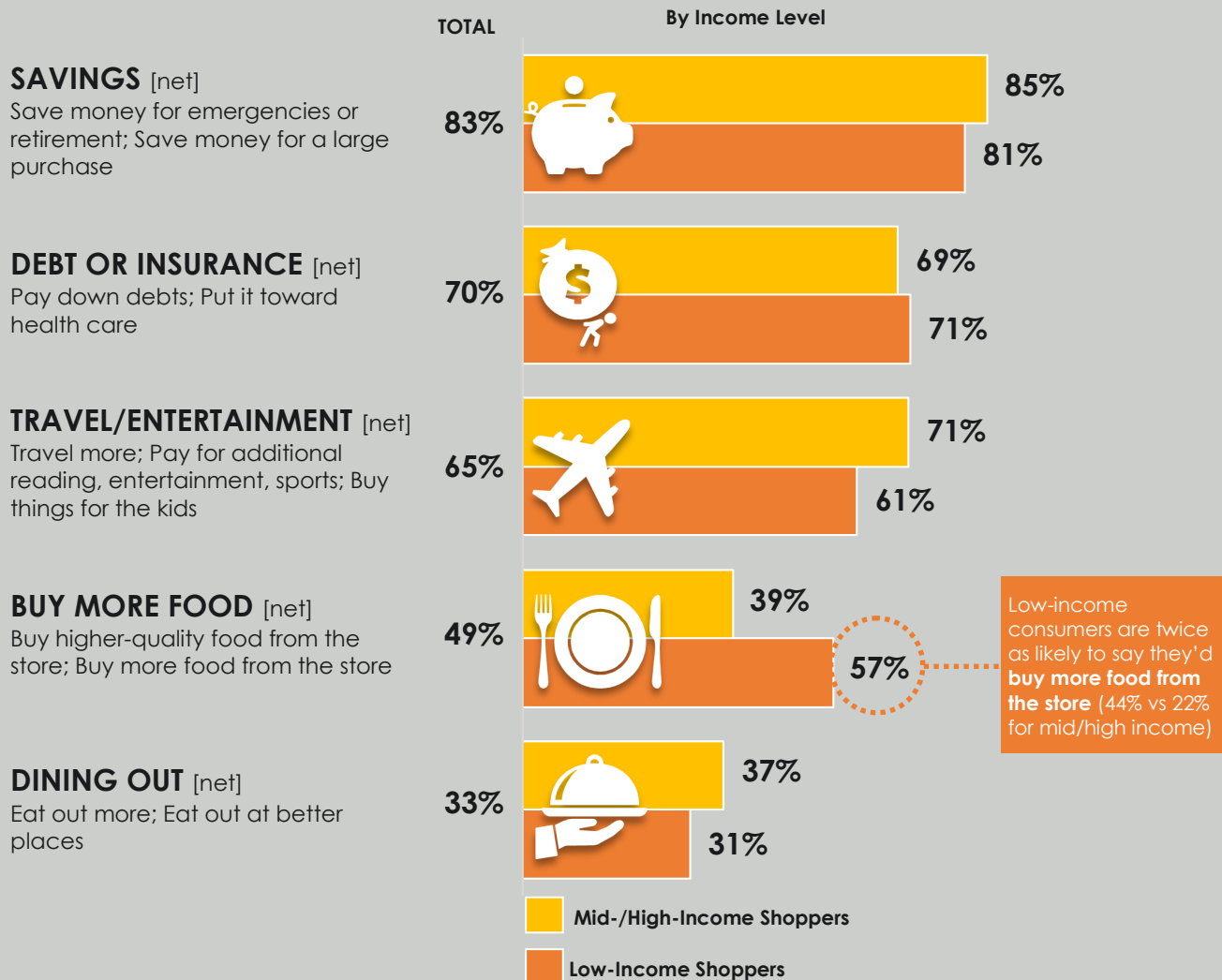


IF CONSUMERS HAD AN EXTRA \$100 PER WEEK, HOW WOULD THEY SPEND IT?



Consumers generally aspire to save more and pay down debts with extra income, regardless of their income level. However, low-income consumers are much more likely to say they would use extra money to buy more food, suggesting a large gap between what they want and what they can afford.



Source: The Business of Thrift: Understanding Low-Income and Value-Oriented Consumers, report