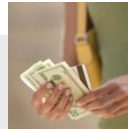




Gov't Incentive Checks being saved...

During the first week of September 2008, International Market Research firm Intellitrends, conducted an online survey among 600 U.S. consumers about their plans and use of the **Government Economic Incentive Check** mailed to households in July & August...

As many saved as spent...



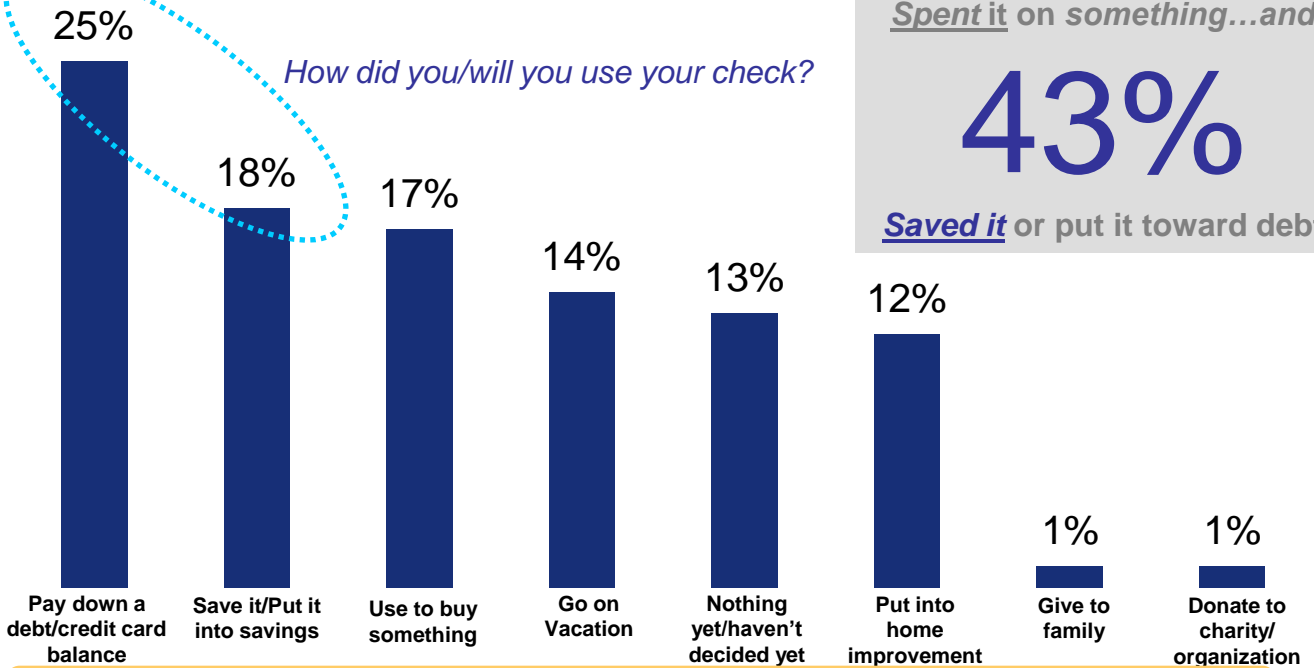
43%

Spent it on something...and

43%

Saved it or put it toward debt

How did you/will you use your check?



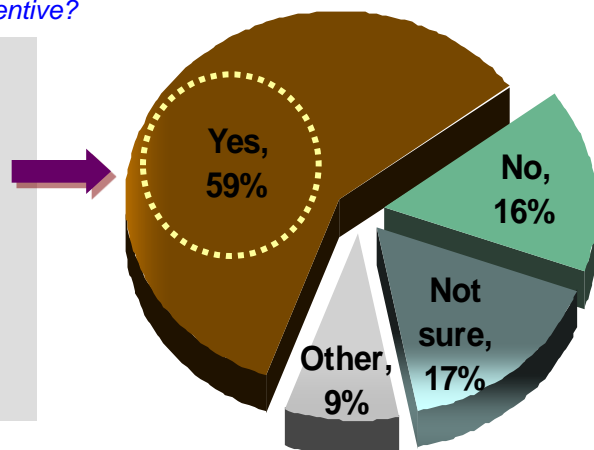
Did it pump *additional* money into the economy?

Would you have still done this regardless of Incentive?

Among those who spent it...

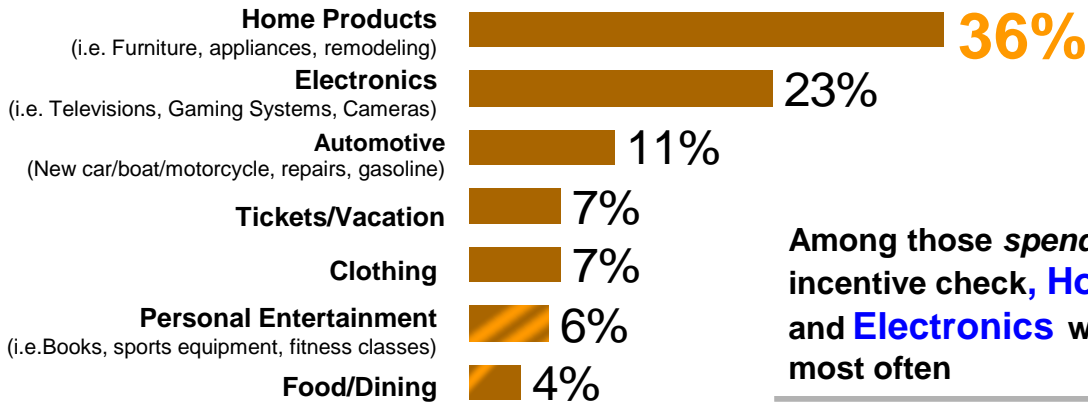
59%

say they would have still made the purchase even if they hadn't received the incentive check





Home Improvements top the spending list



Among those *spending* their incentive check, **Home Products** and **Electronics** were purchased most often

Women focused on “home improvements”

Regardless of gender, ‘Paying down a debt/credit card balance’ and ‘Save it/put into savings’ are cited most frequently.

While men were more likely to “buy something”, **women said they are more likely to use the money “for home improvements.”**

