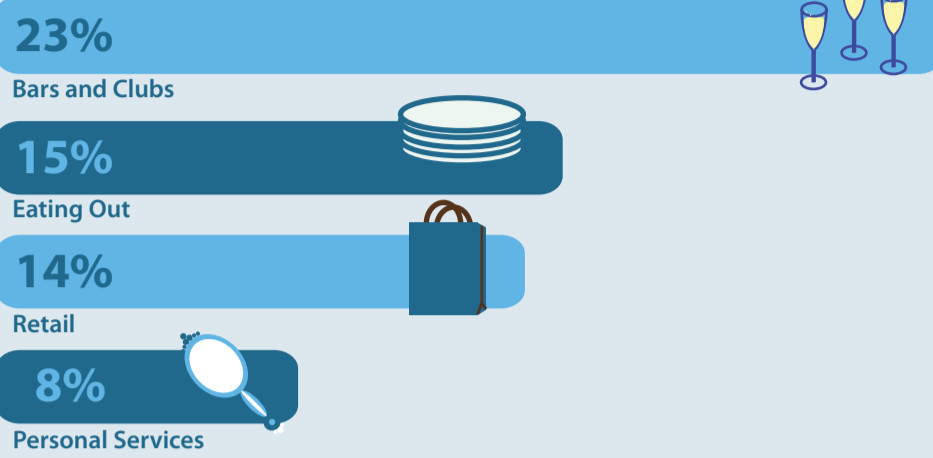


Consumers Making a Bee Line to the Bar; Restaurants and Entertainment Sectors Slowest to Recover Post-Recession

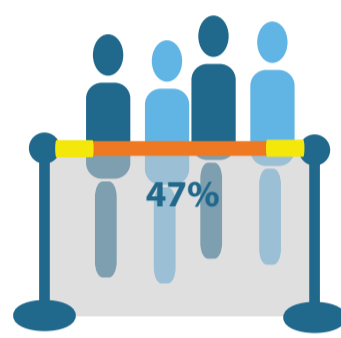
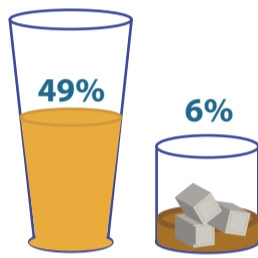
Which businesses are consumers frequenting **more** this year than last?



BARS BOUNCING BACK FASTER THAN RESTAURANTS

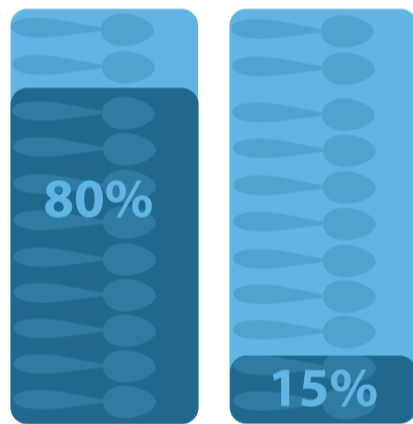
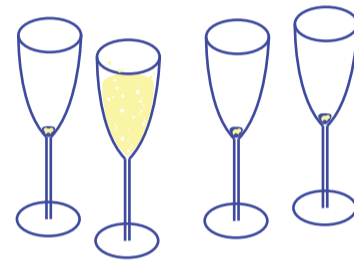
Proving that a stiff drink may be the cure-all in what are still tough economic times, bars and clubs have been the business sector to rebound most quickly over the year prior.

49% of males in the 18-34 age range are going out to bars more this year compared with only 6% of men in the 35-54 age group



Nearly half (47%) of adults under 35 say they are patronizing bars and clubs more than last year

Almost one in four respondents overall (23%) say they are going to bars and clubs more this year than last



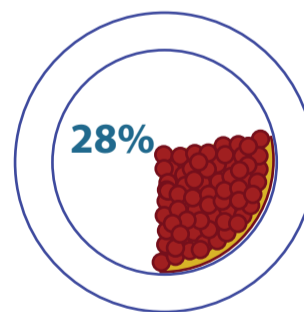
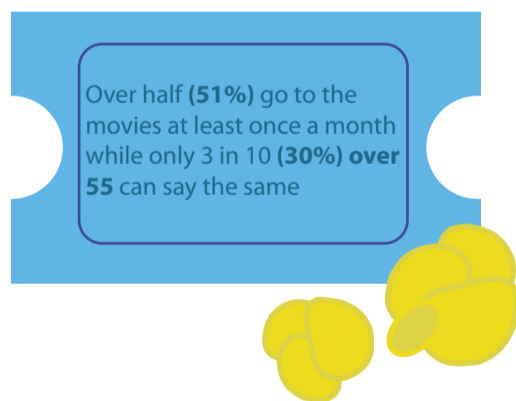
Restaurants remain the most frequented local businesses, with 80% of people saying they go out to eat at least once every three months, but only 15% of people say they're eating out more this year than last

But nearly two in five respondents (37%) say they are going to restaurants less often than they were a year ago

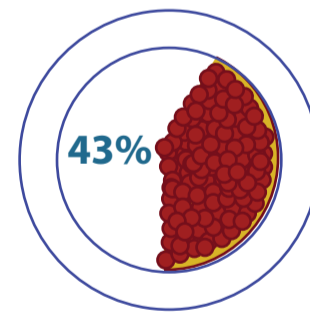


GENERATION SPENDTHRIFT

Whether taking in the latest blockbuster, getting a mani-pedi or hitting a new hotspot for date nig! * people under 35 were the most likely to let their cash flow freely. Among adults under 35:



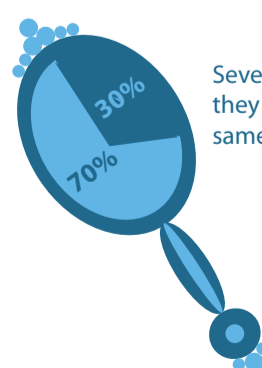
More than one in four (28%) are going to restaurants more this year than last



This number jumps to 43% among 18-24 year olds

LOOKING GOOD... FOR A NIGHT IN

Despite the time spent at home, people aren't willing to let their looks fall by the wayside. Hairdressers, spas and other personal services merchants were the most likely to have seen their stream of customers remain steady throughout the calendar year.



Seven in ten respondents (70%) say they patronize personal services the same as this time last year