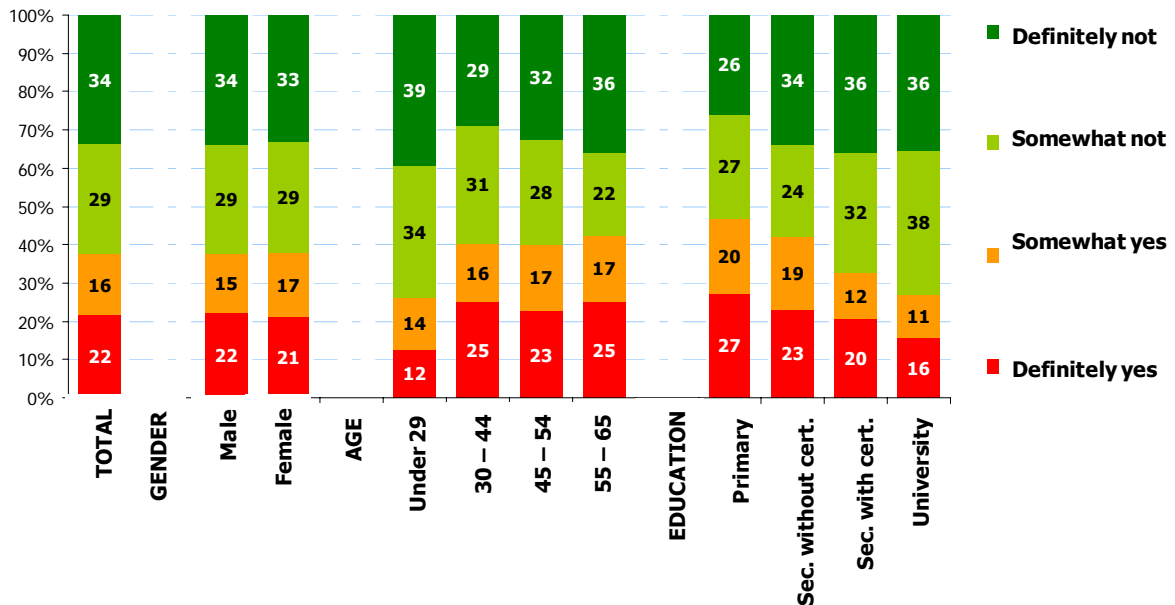


THE ECONOMIC SITUATION HAS ALREADY AFFECTED ALMOST 40% OF HOUSEHOLDS REGARDING THEIR DECISION MAKING ON HOUSEHOLD, WORKSHOP AND GARDEN GOODS SHOPPING

Press release of INCOMA GfK on the results of "DO-IT-YOURSELF 2010" research

According to the DO-IT-YOURSELF 2010 research, the current economic situation has already affected almost 40% of households (6% increase compared to 2009) regarding their shopping of goods for household, workshop and garden. 22 % respondents have no doubts about the impact of the crisis and another 16 % admit its influence. While last year the above-the-average share of people admitting the crisis influence only was reported with elderly people at the age of over 55 only, this year also customers from younger categories (at the age of over 30) have already admitted the same impact level. Customers of chains with shops located exclusively in bigger cities have still reported the lowest impact of the crisis.

HAS THE CURRENT ECONOMIC SITUATION AFFECTED YOUR SHOPPING OR SHOPPING PLANS REGARDING THE DIY GOODS?



However, only a relatively small part of customers affected by the crisis is willing to accept lower quality and to buy cheaper alternatives; they have mostly been responding to the current situation by buying only necessary items (54%) or postponing their purchase to "better times" (37%).

The intensity of the impact of economic crisis on shopping of individual assortment categories is varying. Absolutely (regardless of various sizes of customer groups purchasing individual assortment categories) the economic situation should affect the assortment categories of **tools, instruments and ironmongery** most, whereas relatively (taking into account various sizes of groups shopping individual assortment categories) the economic situation should affect the assortment categories of **wooden products, floor covering, doors, windows and tiles** most. On the other hand the assortment groups least affected by the crisis are **pet food and pet care products**.

For further information regarding „ DO-IT-YOURSELF 2010 “ project, please contact:

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