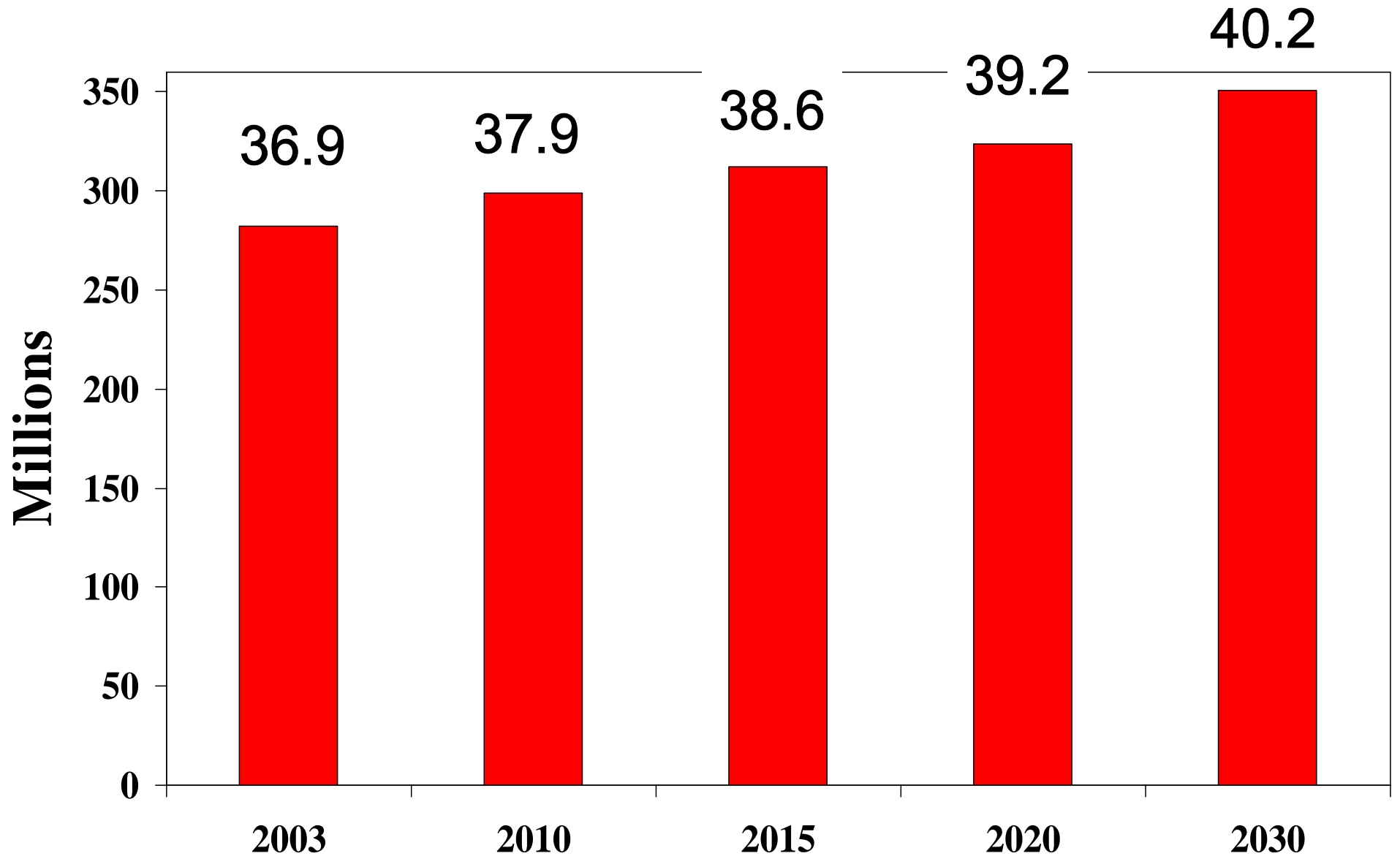


Population Trends



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An Aging U.S. Population

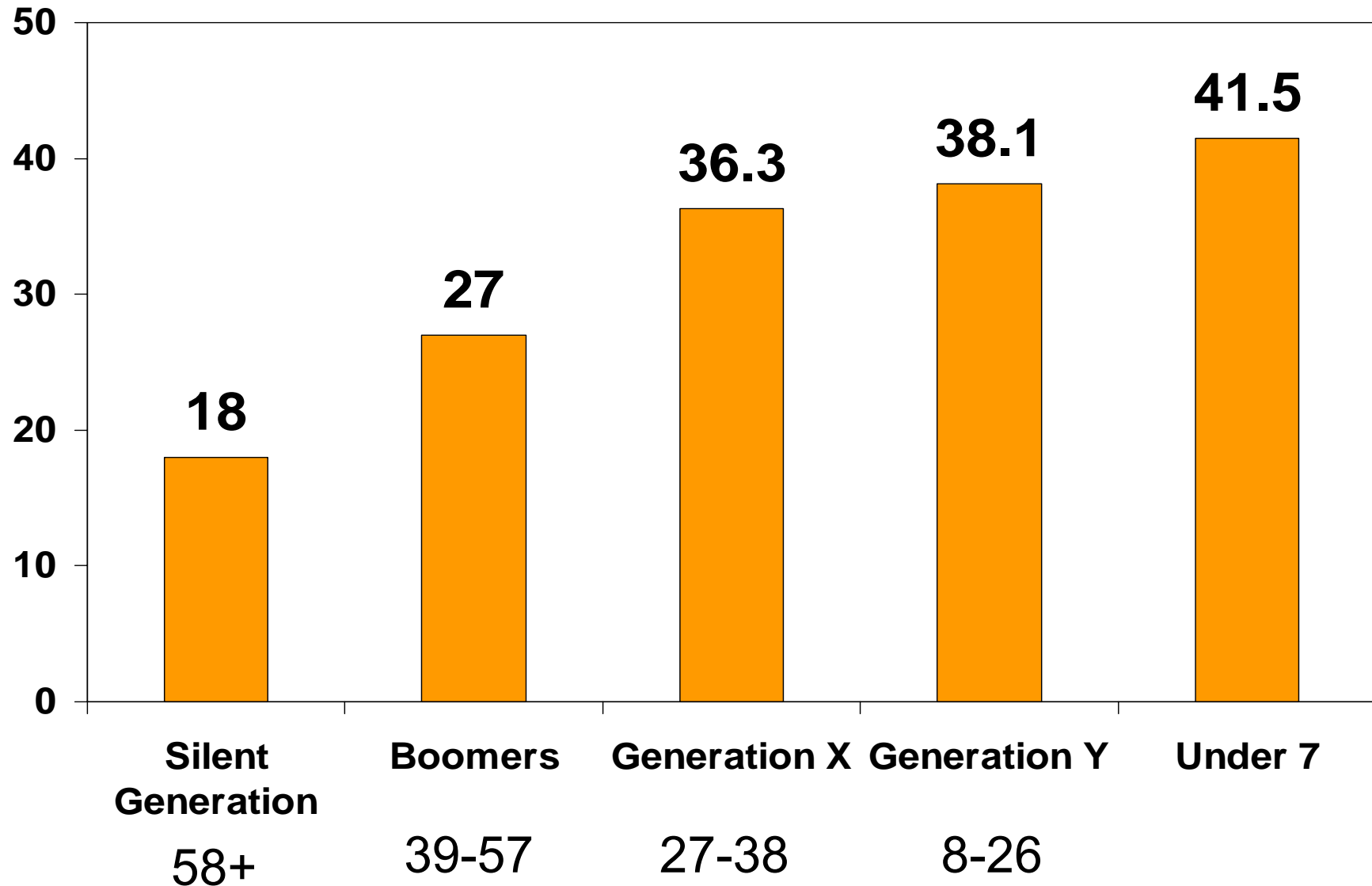


Source: U.S. Census Bureau



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Percent of Non-White Population



Source: U.S. Census Bureau



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Impact of Women in the Workforce

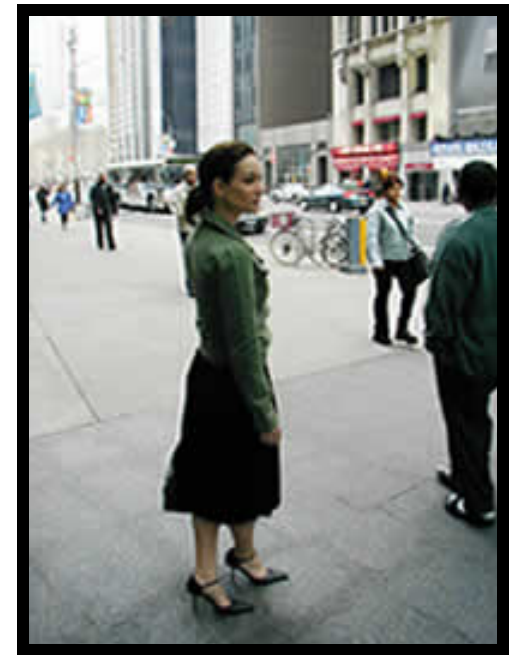


1970 - 28.8%

1980- 42.5%

1990- 45.2%

2000 - 46.6%



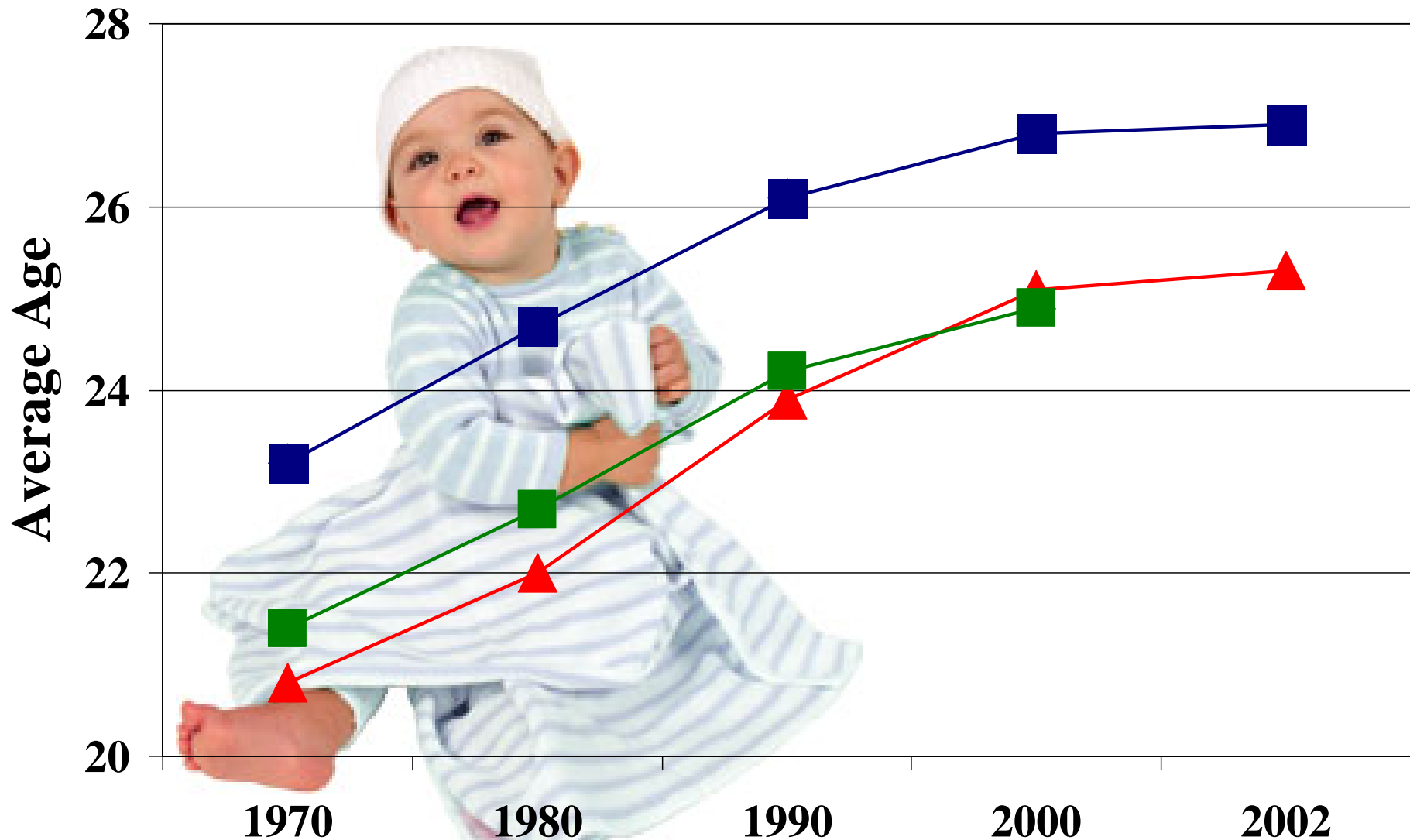
Source: U.S. Census Bureau



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Average Age of First Marriage & Birth

■ Males ▲ Females ■ First Child



Source: U.S. Census Bureau



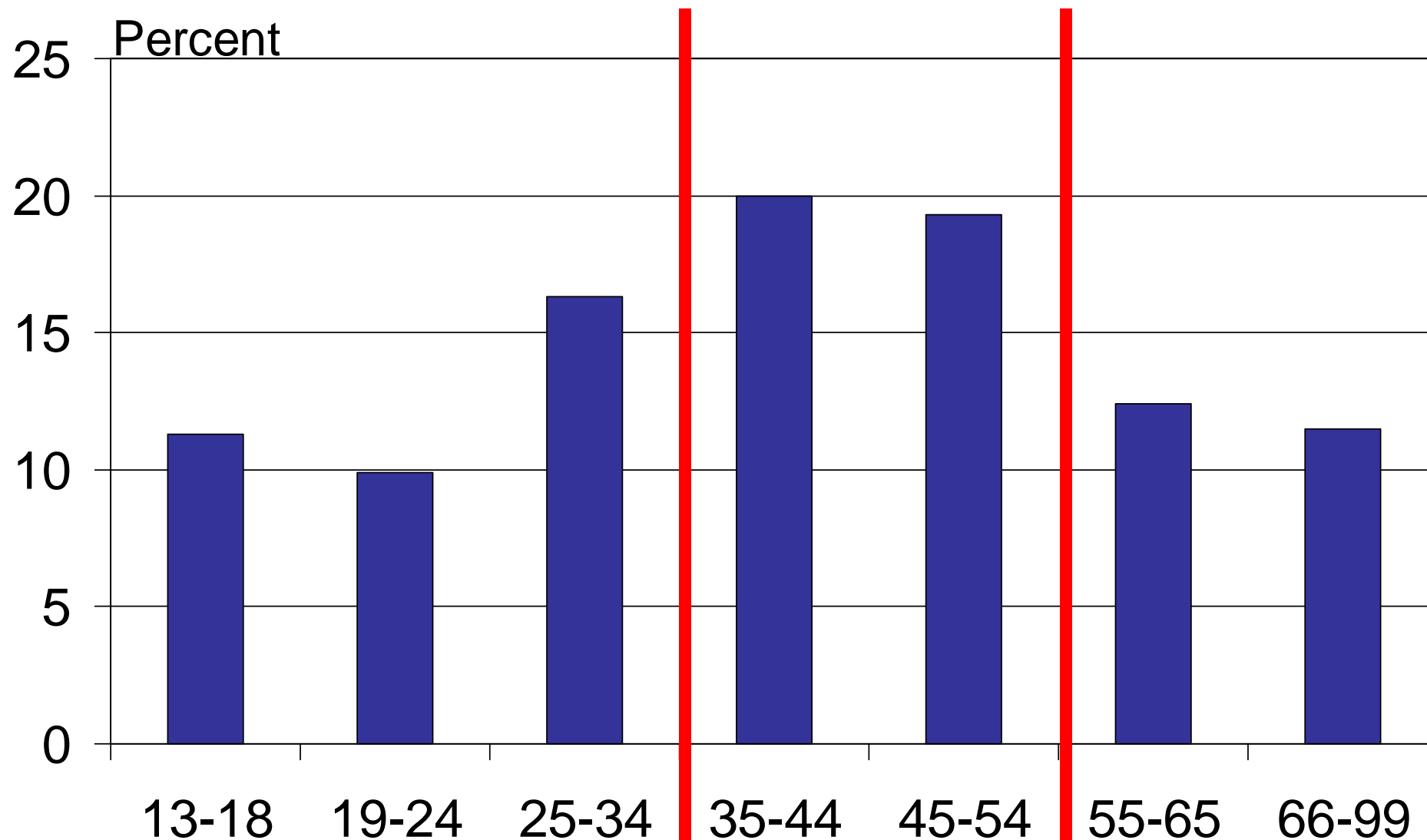
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Shopping Zone

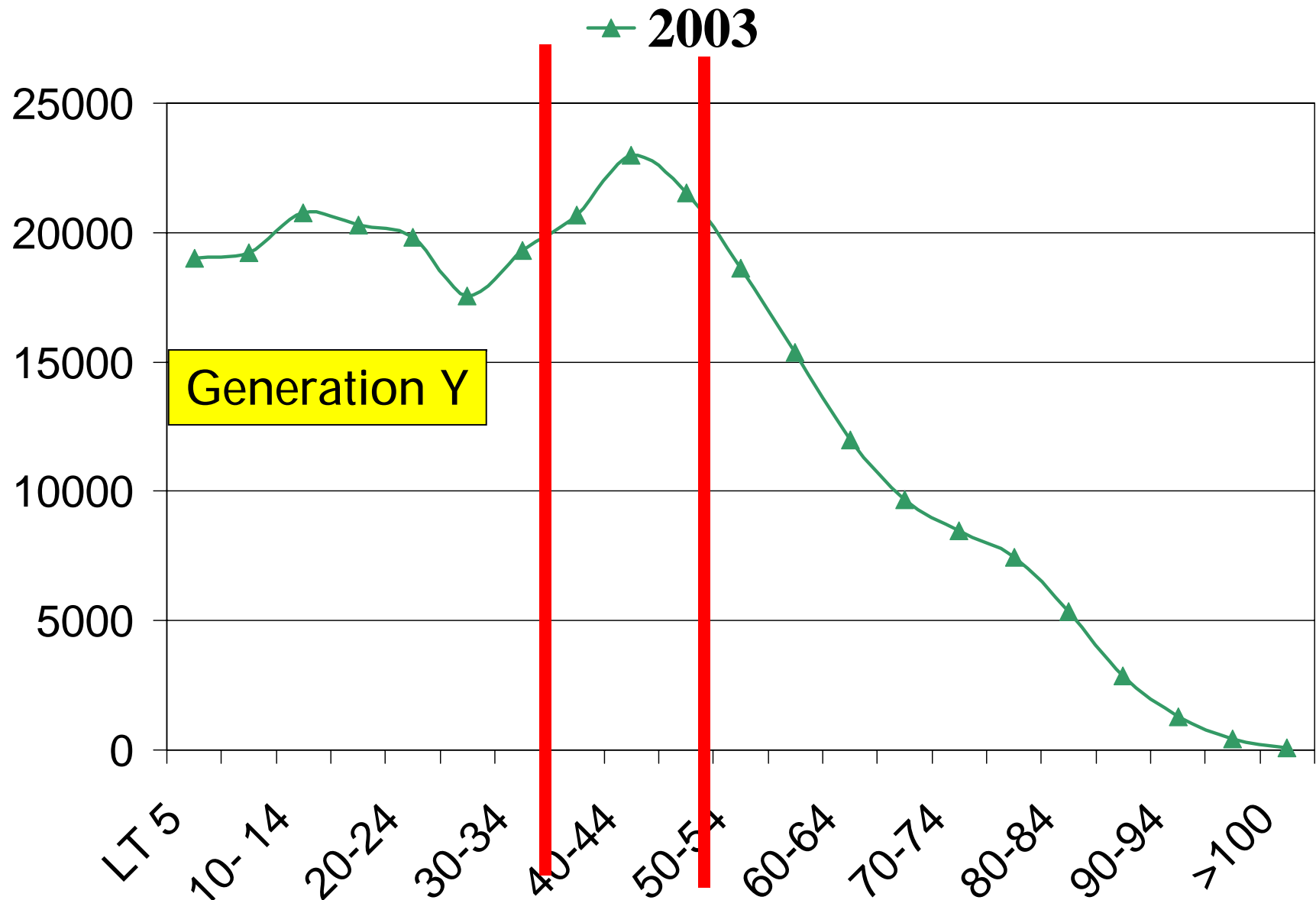


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Estimated Apparel Sales By Age



The Shopping Zone –Population Projections



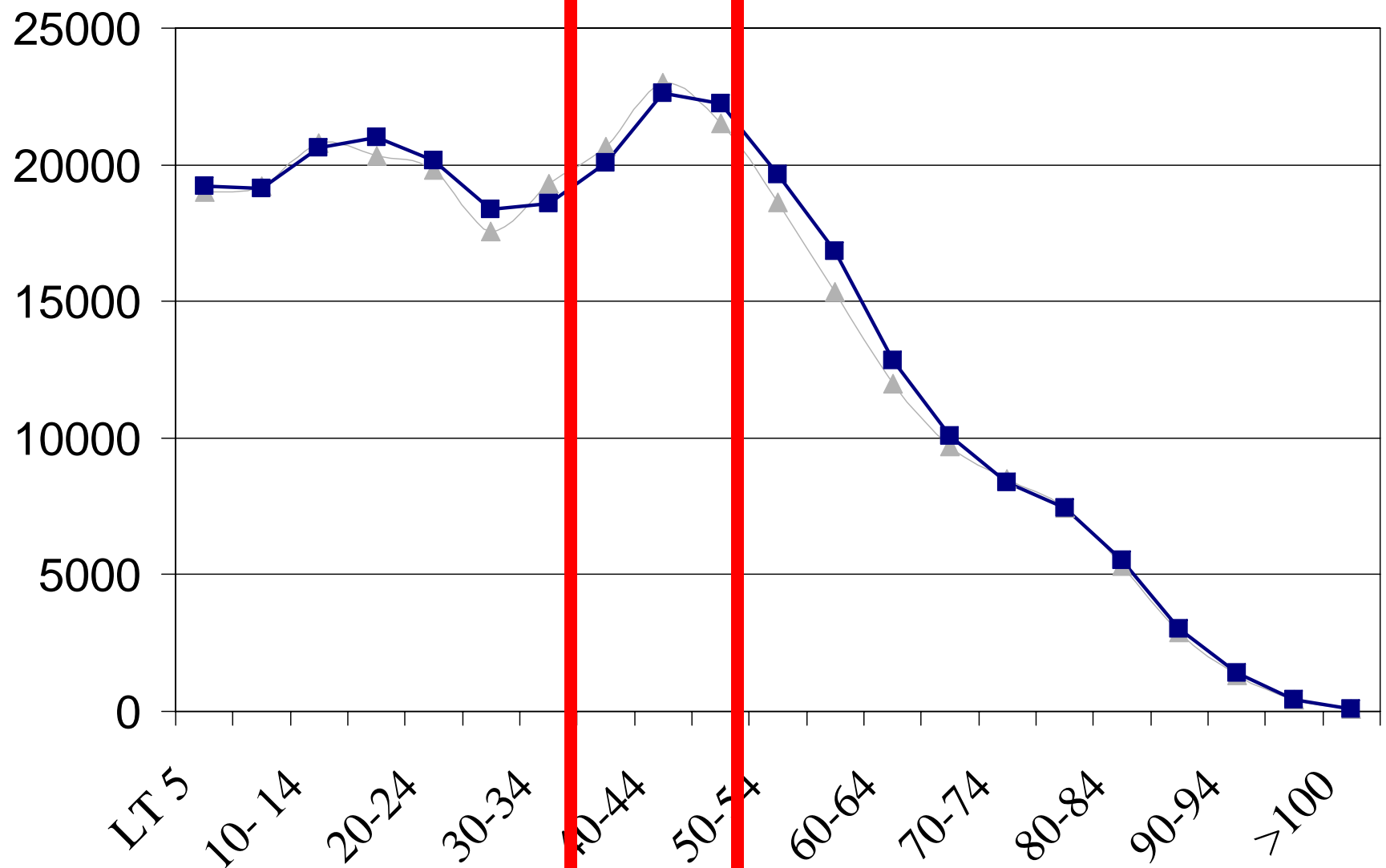
Source: U.S. Census



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The Shopping Zone–Population Projections

—▲ 2003 —■ 2005

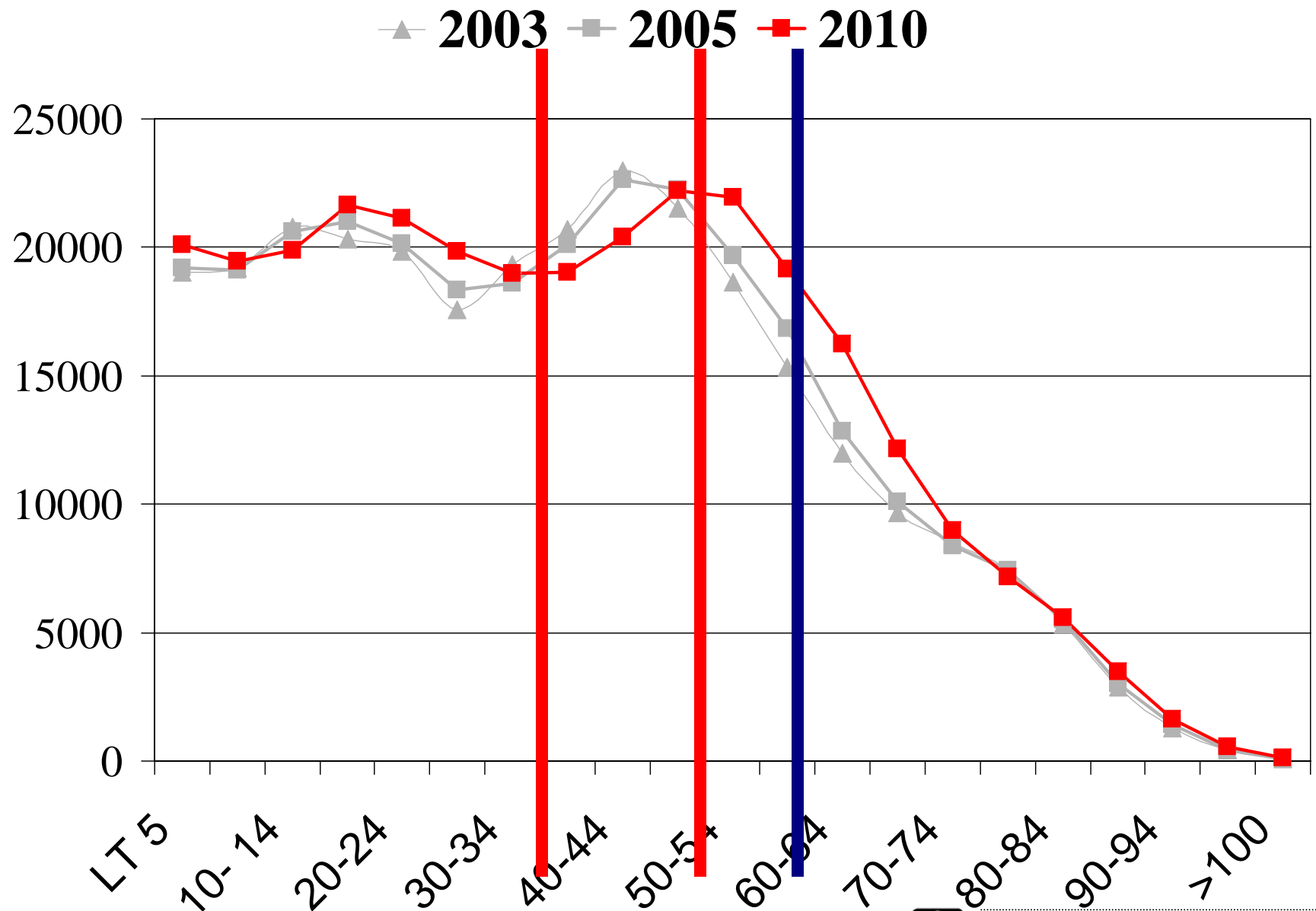


Source: U.S. Census



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The Shopping Zone–Population Projections

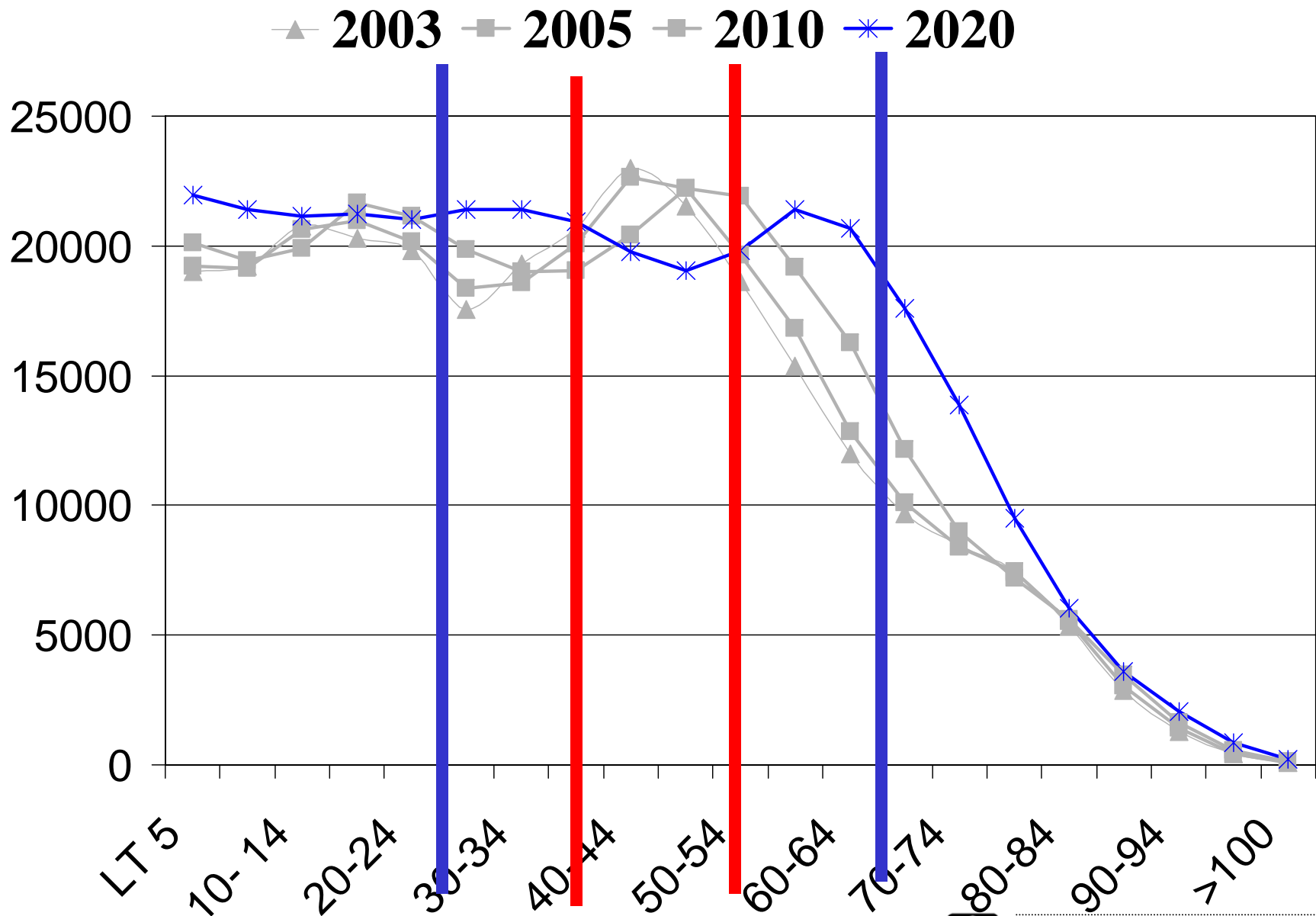


Source: U.S. Census



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The Shopping Zone–Population Projections

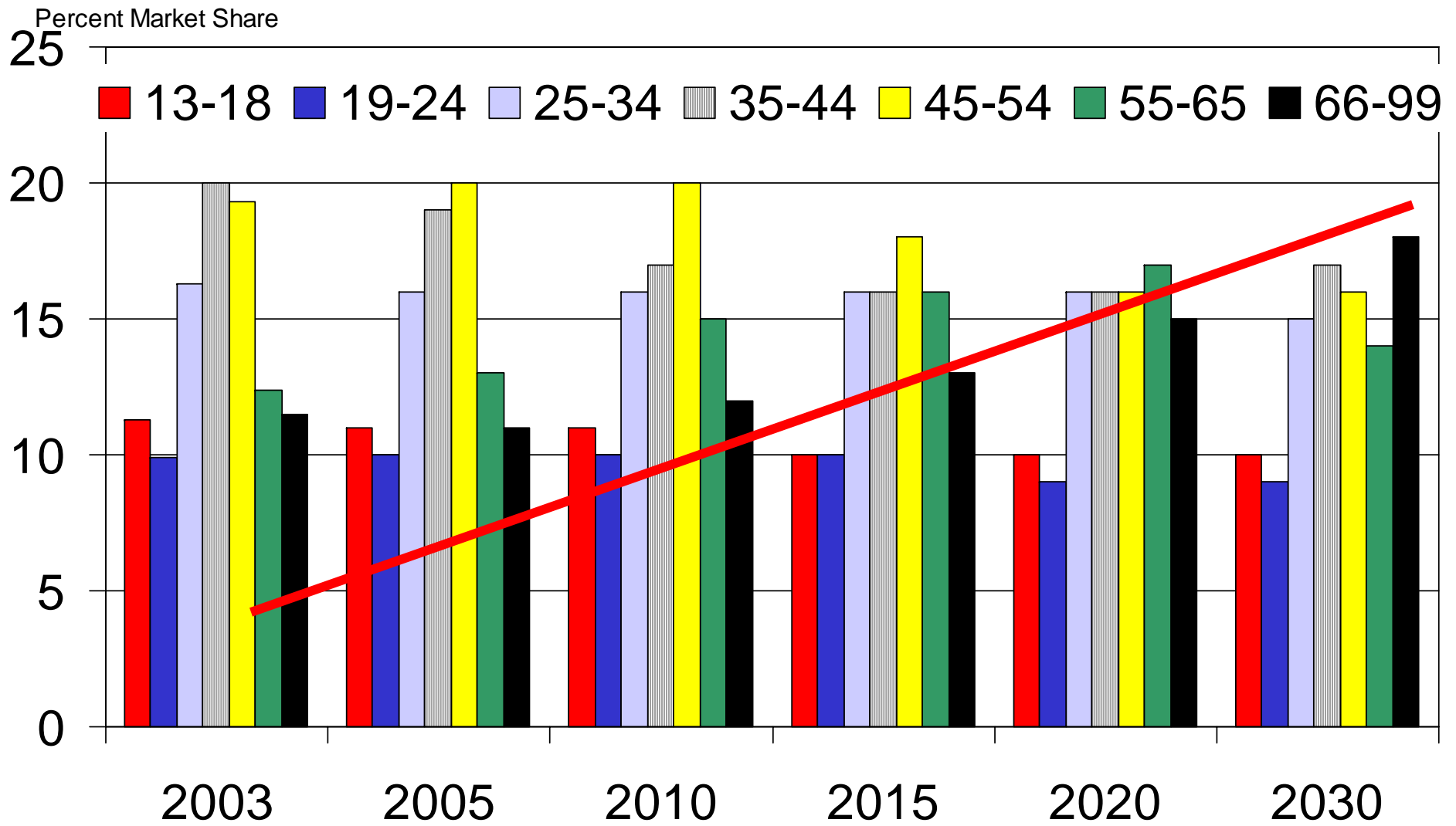


Source: U.S. Census



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Projected Market Share in Apparel Sales Based on Population Growth

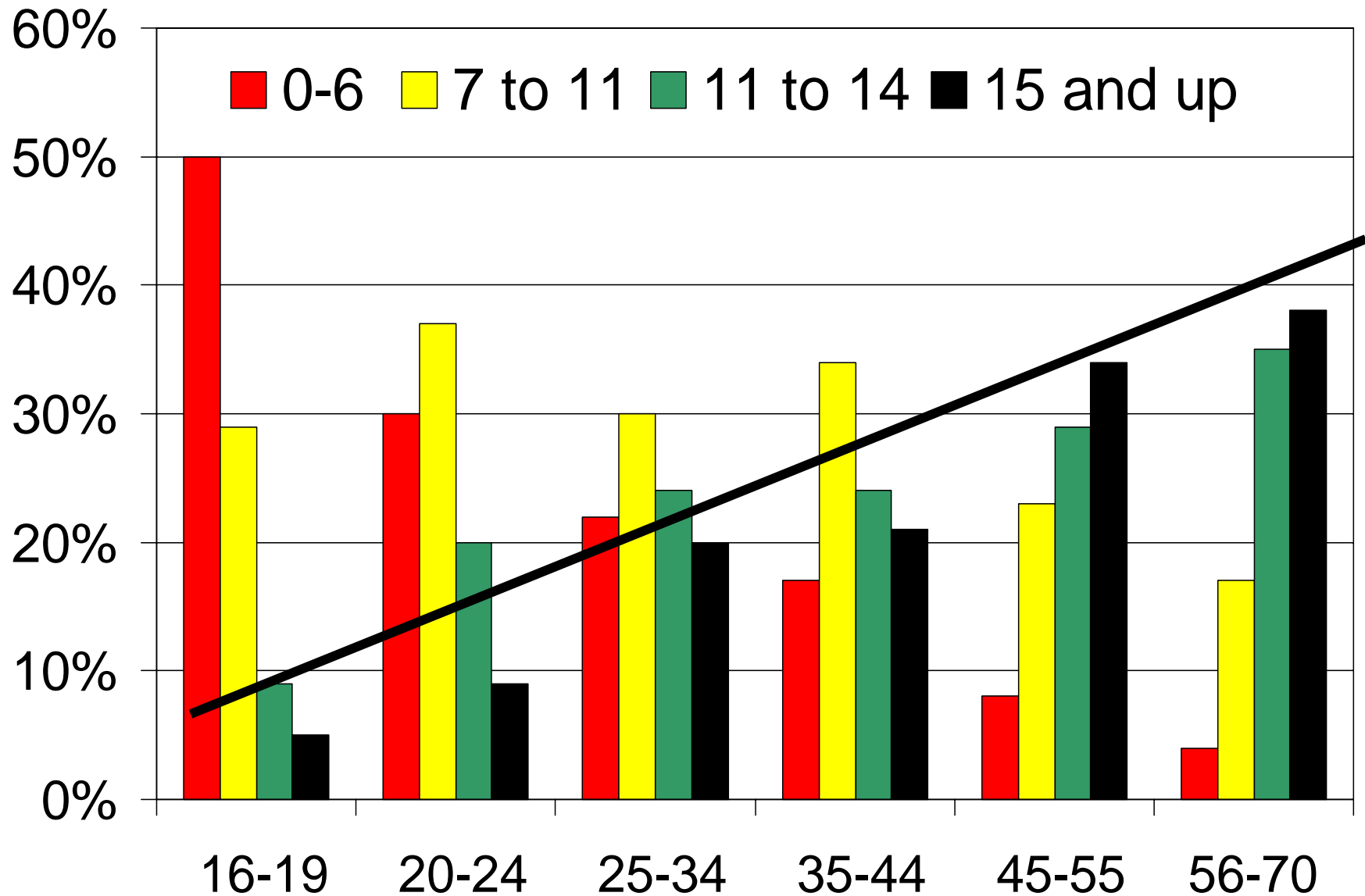


Source: U.S. Census and STS Market Research



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As Consumers Age – Body Styles Change



Source: Cotton Incorporated's Lifestyle Monitor™



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Impacts of Population Changes on Shopping Zone

- Change in Target Audience
 - Product Offerings
 - Marketing Strategies—Grandmother Effect
 - Store Format
- Widespread Acceptance of Cultural Influences
- Consumers Will Continue to Be Time-Starved

