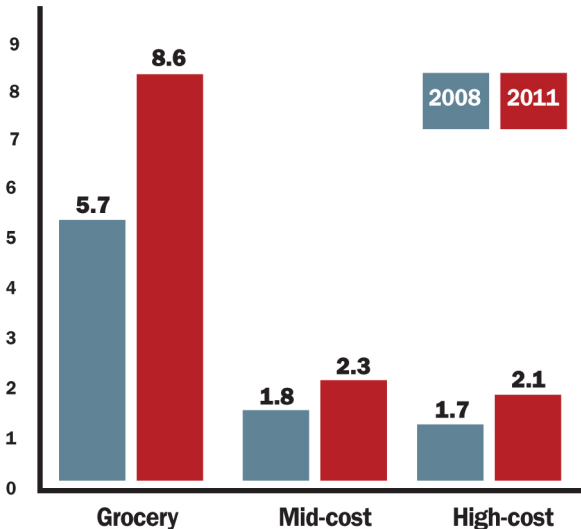


AVERAGE NUMBER OF CATEGORIES BOUGHT ON IMPULSE



Source: Shoppercentric 'Windows on impulse revisited'