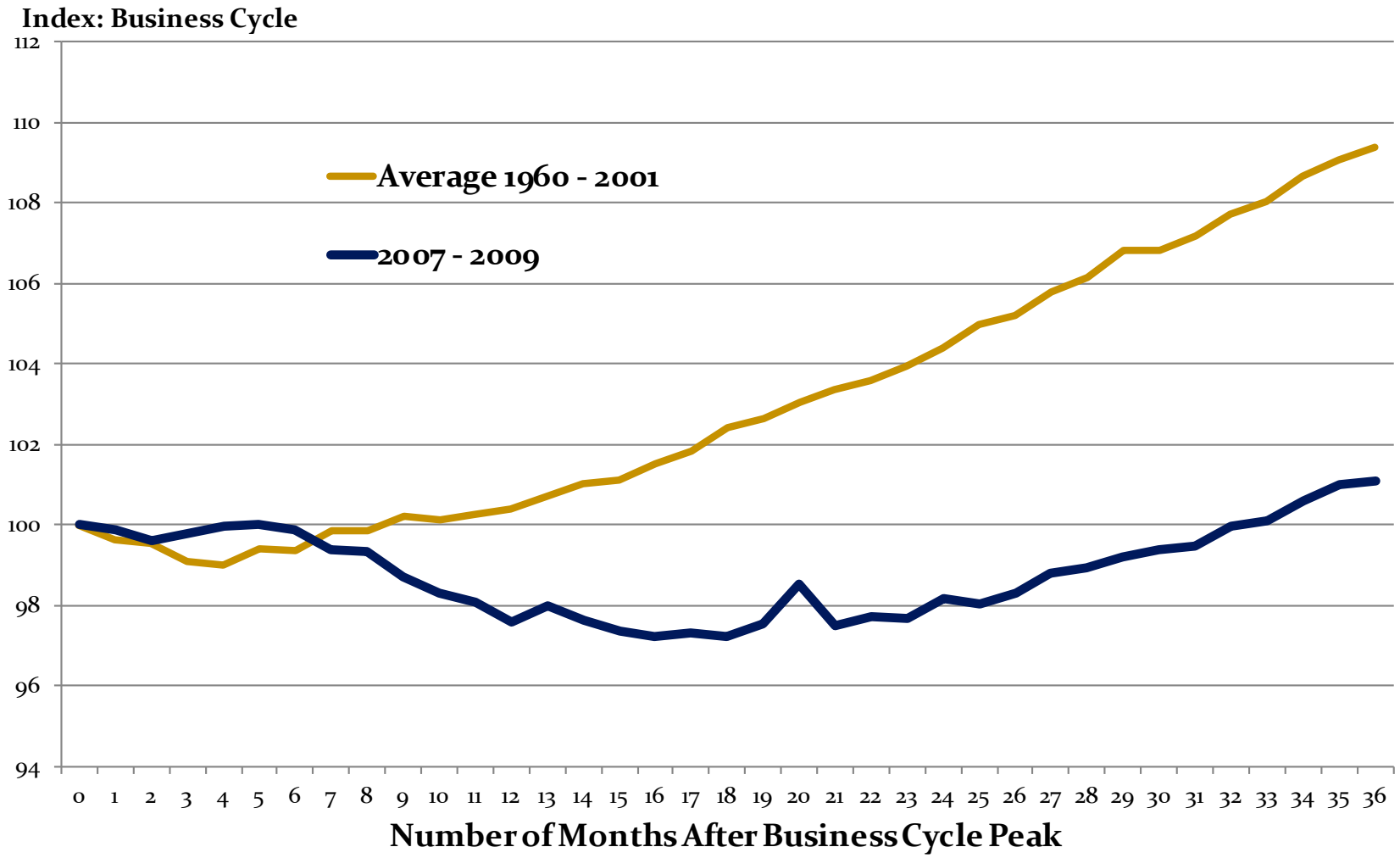Are People Buying Again?