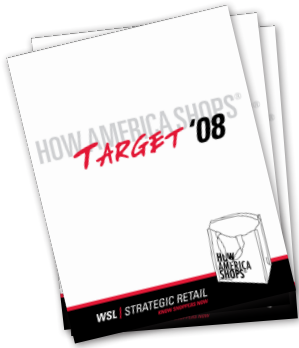


HOW AMERICA SHOPS® **RETAILER & LIFESTYLE** REPORTS '08



Retail success is all about perspective. So we study your shoppers from every angle: the stores they shop; their lifestyle; their life stage. **The more perspectives we collect, the more you know your shoppers.**

In this tough shopper economy, new values are being formed everyday, and spending compromises are being made. All consumers - even the affluent - are changing attitudes and shopping differently.

HOW AMERICA SHOPS® 2008 Retailer and Lifestyle Reports

deliver comprehensive profiles of female shoppers at a specific retail chain. **Efficient, Affordable, Actionable Insights** to develop retailer specific strategies. The perfect companion to our How America Shops® Mega Trends 2008 study, and a great addition to your custom work.

HOW AMERICA SHOPS®

RETAILER REPORTS

understand and profile female shoppers at the specific retailer, and compare them to all other shoppers in the channel.

13 Retailer Reports

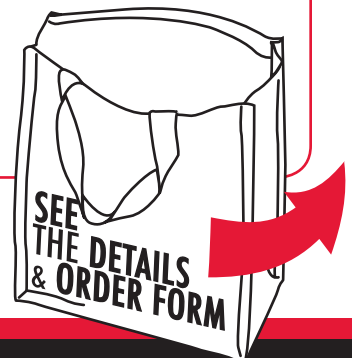
CVS | Rite Aid | Walgreens
Kohl's | JCPenney | Macy's
Dollar General | Family Dollar
Target | Wal-Mart
Costco | Sam's Club
Online

LIFESTYLE REPORTS

examine how the new values and economic changes impact the shopping choices of women in different lifestyles.

6 Lifestyle Reports

The Affluent (HHI \$150K+)
Lower Income (HHI under \$40K)
Moms (with kids under 6 and 6 - 17)
Boomers
Single Person Households
Teens



RETAILER REPORTS

compare women who shop a specific chain vs. women who shop the channel but not that chain

- Women who shop the specific chain in the *last week* for Mass Merchandisers.
- Women who shop the specific chain in the *last 3 months* for Department Stores, Dollar Stores, Drug Stores, Warehouse Clubs, and Direct to Consumer

LIFESTYLE REPORTS

compare women in the lifestyle to other women

- Moms with children under 6, moms with children 6 - 17, women without kids
- Boomers (41 - 61) year old women vs. women 18 - 40 and 62 - 70
- Single person household vs. households with 2 - 4 and 5 + people
- Lower income households - Low Income Women vs. Middle Income and Upper Income Women
- Affluent households - Affluent Women vs. Upper Middle Income and Middle Income Women

METHODOLOGY

Internet survey nationwide

Sample: 1300 Women Total - bases vary by report depending on retail chain shopped and lifestage

Age: 18 - 70

Household Income: \$12K - \$150K+

QUESTION AREAS

- **Attitudes** - shopper mindset and feelings towards shopping
- **New Shopper Values** - health, wellness, eco-friendly and responsibility
- **Shopping Frequency** - trips and channels shopped in the *last week* and *last 3 months*
- **Spending Changes** - 17 Leading Indicator Product Categories
- **Trust** - who she trusts for shopping advice
- **Favorite Retailer** - where she most enjoys shopping
- **Winning Strategies** - how you can make her a loyal shopper

ORDER FORM

Price/per report: **\$4,500** (Business in NY State, please add 8.375% sales tax)

RETAILER REPORTS

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> CVS | <input type="checkbox"/> Wal-Mart |
| <input type="checkbox"/> Rite Aid | <input type="checkbox"/> Target |
| <input type="checkbox"/> Walgreens | <input type="checkbox"/> Kohl's |
| <input type="checkbox"/> Costco | <input type="checkbox"/> JCPenney |
| <input type="checkbox"/> Sam's Club | <input type="checkbox"/> Macy's |
| <input type="checkbox"/> Dollar General | <input type="checkbox"/> Online |
| <input type="checkbox"/> Family Dollar | |

LIFESTYLE REPORTS

- | |
|---|
| <input type="checkbox"/> The Affluent |
| <input type="checkbox"/> Lower Income |
| <input type="checkbox"/> Moms |
| <input type="checkbox"/> Boomers |
| <input type="checkbox"/> Single Person Households |
| <input type="checkbox"/> Teens |

Please send check payable in U.S. Dollars to:

WSL STRATEGIC RETAIL, 307 Seventh Avenue Suite 1707, New York NY 10001

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