



SHOPPER INSIGHTS.
RETAIL INTELLIGENCE.
INNOVATIVE SOLUTIONS.

HOW AMERICA SHOPS® RETAILER REPORTS

UNDERSTAND MINDSET, ATTITUDES, VALUES AND
BEHAVIOR OF SHOPPERS AT THE ACCOUNT LEVEL.



These **How America Shops® Retailer Reports** provide in-depth comparison of female shoppers at each retail chain – showing the differences that create a competitive edge.

THE REPORT HIGHLIGHTS

Each retailers' shoppers are compared on:

SHOPPER VALUES

- **The values that influence shopping decisions**, e.g., personal financial security, the influence of convenience, levels of trust in name brands.

SHOPPER SPENDING

- **Increases vs. decreases** in spending in categories; the role of sales/coupons; what's worth spending more on.

PRE-SHOP BEHAVIORS

- The use of digital vs. traditional pre-shop and the power of the pre-shop to **drive retailer and brand commitment**.

RE-DEFINING "GOOD" RETAIL

- What each retailer's shoppers expect now.

METHODOLOGY & ANALYSIS

- Quantified National Data
- Internet Surveys
- National Sample: 1300 adult women

Each report compares shoppers at leading retailers in the channel.

RETAILER REPORTS ORDER FORM



Interested in finding out more? Please complete this form and return to:
EMAIL: info@wslstrategicretail.com **FAX:** 212.924.7608

SUCCESS STORIES

“So thank you, from the bottom of my heart - you have NO IDEA just how much I use your data and how smart it makes us all feel, whether we’re seeing a retailer or a marketer.”


Vice President, Publishing

“This is one of the best pieces I have seen in a long time! Congratulations! I’m using parts of it in my Assortment Rationalization Presentation (with appropriate credits, of course). It’s been emailed around several times now. Great work!”

*Category Insights Manager,
CPG Manufacturer*

AVAILABLE REPORTS


Choose your reports from the list below:


 **DEPARTMENT STORES**
MACY’S vs. KOHLS vs. JC PENNEY vs. SPECIALTY DEPARTMENT STORES

 **DOLLAR STORES**
DOLLAR GENERAL vs. DOLLAR TREE vs. FAMILY DOLLAR

 **DRUG STORES**
CVS vs. RITE AID vs. WALGREENS

 **MASS MERCHANDISERS**
TARGET vs. WALMART

 **ONLINE RETAILERS**
AMAZON vs. eBAY vs. MOBILE vs. NON-MOBILE

 **SUPERMARKETS**
ALBERTSON’S vs. ALDI vs. KROGER vs. PUBLIX vs. SAFEWAY

 **WAREHOUSE CLUBS**
COSTCO vs. SAM’S CLUB

EACH REPORT: \$6,000 (BUSINESS IN NY STATE, PLEASE ADD 8.375% SALES TAX)

NAME

TITLE

COMPANY

PHONE

EMAIL

FAX

ADDRESS

For more information or to order by credit card, please contact us at info@wslstrategicretail.com or 212.924.7780

Price includes a presentation. Travel expenses are not included.