



SHOPPER INSIGHTS.
RETAIL INTELLIGENCE.
INNOVATIVE SOLUTIONS.

HOW AMERICA SHOPS® DEMOGRAPHIC REPORTS

INSIGHTS & ACTIONABLE ANALYSIS
OF SHOPPERS IN KEY LIFE STAGES.



How America Shops® Demographic Reports help you understand mindset, attitudes, values and behavior of shoppers in key life stages. Learn where they shop, for what, and where they're headed next.

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 provides comparative analysis across demographic groups.

DEMOGRAPHIC 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

"We are well-known for terrific marketing, but we also know the power of smart ideas from external sources, and that is when we call WSL."

VP Creative Director, Leading Mass Merchandiser Retailer

"Let me reinforce the value I'm finding in the WSL reports. WSL is one of a very small group that break out shopper insights by gender, age and income. This distinction allows us to get one level deeper into understanding where the heads of our retailer's shoppers are. Also, the breakdown to category and channel level of many reports also makes the insights more relevant to understanding the specific shoppers we are concerned with."

CMM, Leading Drug Store

AVAILABLE REPORTS

Choose your reports from the list below:



GENERATIONS

iGEN vs. MILLENNIAL vs. GEN X vs. BOOMER



INCOME

LOW vs. MIDDLE vs. UPPER MIDDLE vs. AFFLUENT



MEN

COMPARED TO WOMEN



MOMS

WOMEN W/KIDS UNDER 6 vs. W/KIDS 6-17 vs. WOMEN W/O KIDS AT HOME



NEW! HOUSEHOLD LOCATION

URBAN vs. SUBURBAN



NEW! HOUSEHOLD TYPE

SINGLE PERSON vs. ADULTS W/KIDS vs. ADULTS W/O KIDS

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.