

Retail Shopper Segments

JULY 2009



Retail Shopper

As advertisers and marketers work to stretch their advertising budget, Experian Simmons is now providing two new consumer segments free-of-charge with its future studies to assist in decision making. These segments will be available effective with the release of the Spring 2009 National Consumer Study/National Hispanic Consumer Study in August.

The two new segments are Product Placement and Retail Shopper.

This report provides an overview of the six Retail Shopper segments and highlights some of the findings.

Source: Experian Simmons National Consumer Study/National Hispanic Consumer Study Fall 2008 Full Year



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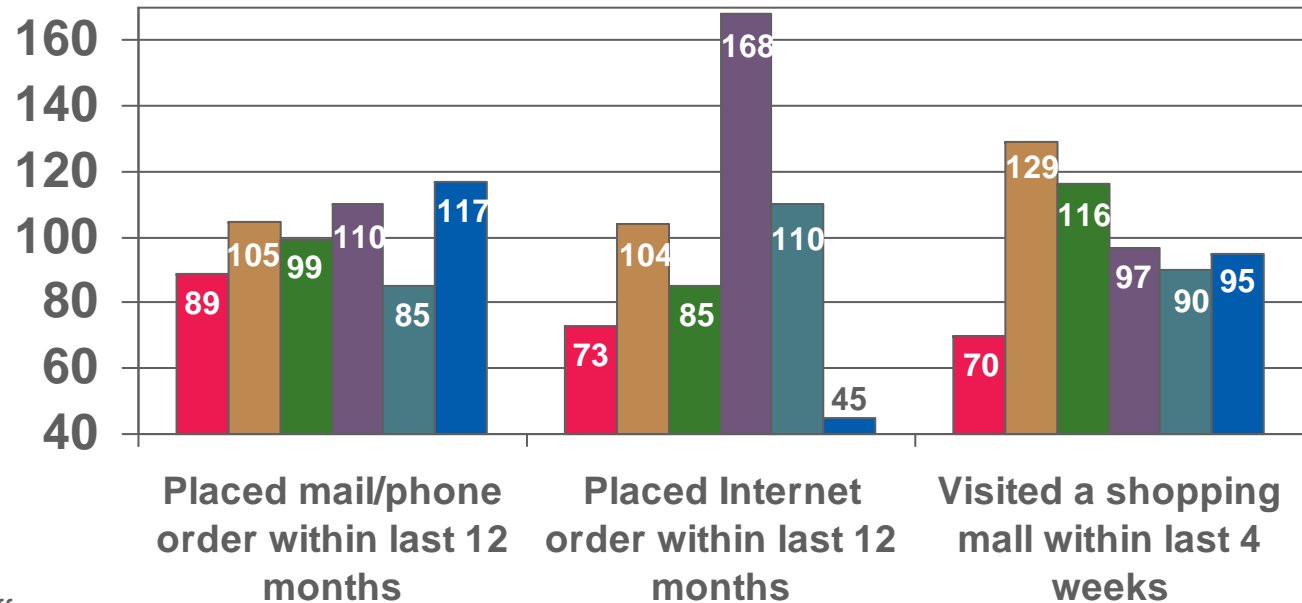
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Definition: Retail Shopper Segments

- **Just the Essentials:** Consumers who primarily purchase necessities; they know what they want before they go shopping and are not impulsive shoppers. *Key Themes: no nonsense*
- **Status Strivers:** Shopping is fun and recreational; they like to browse as much as buy; willing to travel to stores and spend the money and time necessary to keep up with trends. *Key Theme: image*
- **Mall Maniacs:** Not just consumers, they are “try-sumers”; like to try new products, stores and styles; connect and interact with preferred brands; shopping brings enjoyment to them. *Key Themes: attention, approval, quality and image*
- **Upscale Clicks and Bricks:** Knowledgeable consumers who buy in-store or online; always carefully research purchases online first, shop around and compare prices before buying. *Key Theme: good deals*
- **Virtual Shoppers:** Go for the bargains and the Internet helps them find discounts so they don’t pay full price. *Key Themes: affordability and ease*
- **Original Traditionalists:** Loyal to their brands, stores, services, and their country; knowledgeable and the most environmentally responsible group who incorporate green practices on a regular basis. *Key Themes: experience, trust, and reliability*

How do they shop?

A good deal is key to winning the business of Upscale Clicks and Bricks consumers. And it seems that they find the best deals online since they're 58% more likely to buy online than via mail/phone.



Note: There is a time period difference between placed mail/phone/Internet order and Visited a shopping mall. Experian Simmons in neither comparing nor contrasting this data. Rather Experian Simmons is only charting the data and will discuss each into further detail separately.

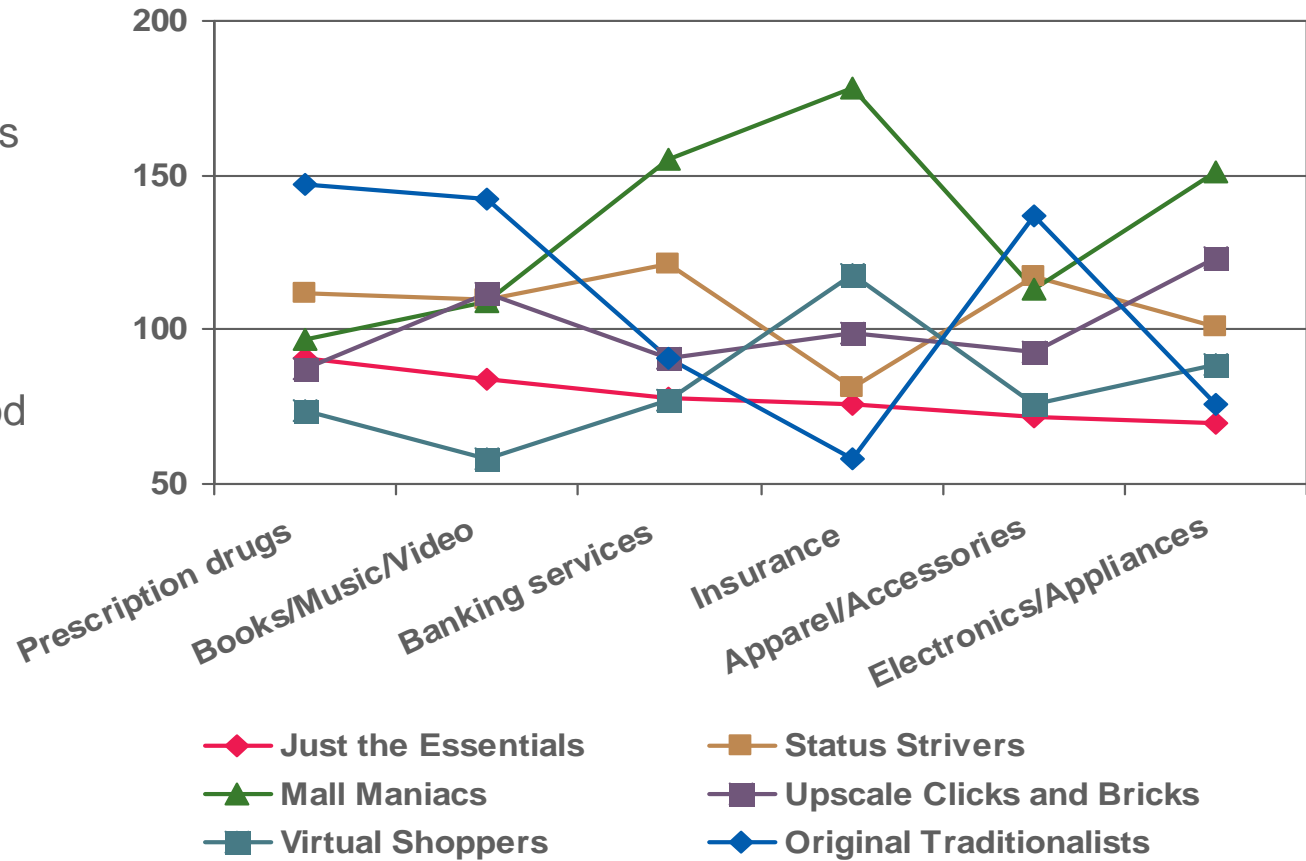
- Just the Essentials
- Status Strivers
- Mall Maniacs
- Upscale Clicks and Bricks
- Virtual Shoppers
- Original Traditionalists



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Ordered via mail/phone within last 12 months

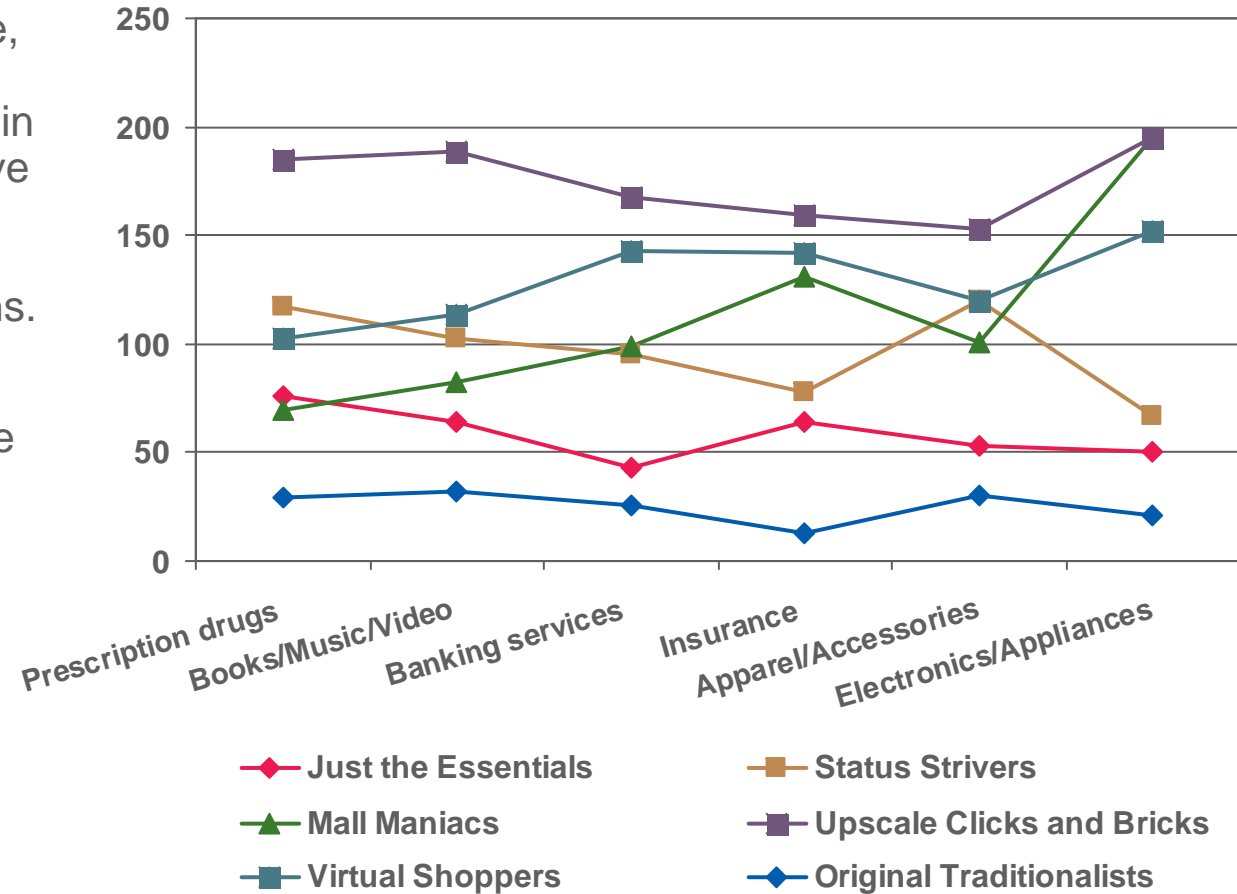
Only Just the Essentials consumers under indexed for all the products ordered via mail/phone within the last 12 months. The other segments varied in the likelihood they purchased the products.



Ordered via Internet within last 12 months

Unlike the previous slide, four of the six Retail Shopper segments are, in general, not likely to have purchased any of these items on the Internet during the last 12 months.

Only the Upscale Clicks and Bricks as well as the Virtual Shoppers are highly likely to have purchased the six items via the Internet.



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Where they shop

Based on the number of consumers who made a purchase within the last 4 weeks, the top five stores for all six of the Retail Shopper segments are fairly similar. Wal-Mart is the number one store for all six segments, and the other stores are Target, JC Penney, Kohl's, Kmart, any dollar store, Costco or Macy's.

Since Wal-Mart, Target, and JC Penney were consistently listed in the top five, the next slide lists the percentage of consumers in each segment who has shopped at these stores as well as how likely these consumers are to make purchases at these three establishments.



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Where they shop Cont'd

Store	Just the Essentials	Status Strivers	Mall Maniacs	Upscale Clicks and Bricks	Virtual Shoppers	Original Traditionalists
Wal-Mart Vertical %	36%	44%	25%	46%	26%	35%
Wal-Mart Index	101	123	72	129	73	99
Target Vertical %	13%	29%	18%	26%	16%	14%
Target Index	64	146	90	132	84	72
JCPenney Vertical %	8%	18%	10%	11%	8%	12%
JCPenney Index	70	158	91	97	74	102



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Thank You!

For any questions, please email SimmonsMarketing@experian.com
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