

# Retail Trend Tracker Survey

April 2009

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*The Gordman Group*  
Profit Development Strategies

# Methodology

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- Internet-based survey
- Conducted with the members of households who spent the most for apparel and home furnishing items
  - 526 participants
    - 367 female
    - 158 male
- Survey field dates 4/2/2009 – 4/5/2009

# Primary Findings

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- Current economic conditions have affected most consumers and have forced them to change the way they shop
  - 90% report the economic conditions have affected how much they spent
  - 80% report the conditions have had some influence on where they shop
  - 45% have spent less in the past 3 months
    - 31% expect to spend less in the next 3 months
- 59% believe the economy is getting worse
  - 49% say the economy has affected them directly
  - 28% have been scared by the news media
- Walmart will be the big winner
  - 55% of consumers plan to spend a larger share of their household's budget at Walmart
    - 21% plan to spend a smaller share of their budget at Walmart

## Primary Findings

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- 60% of Walmart's customers have spent less everywhere
  - Only 28% of Catalog and Internet customers report spending less everywhere
- 35% of consumers identify price or sale price as the factor that most influences their purchase behavior
  - 38% identify style, quality and having what they want as the primary drivers

# How would you say your purchases of apparel and home furnishings have changed at this retailer in the past year?

Percent of customers who shop this retailer

Retailer	Spent much less	Spent somewhat less	Spent about the same	Spent somewhat more	Spent much more	I have spent less everywhere
Walmart	13%	17%	40%	15%	5%	60%
Target	11%	12%	40%	13%	4%	57%
Big Lots	13%	9%	28%	8%	3%	50%
Kmart	13%	10%	36%	6%	2%	50%
Penney's	9%	8%	41%	8%	2%	50%
Kohl's	6%	9%	35%	12%	3%	44%
Sears	11%	9%	35%	7%	2%	50%
Macy's	8%	8%	30%	4%	3%	57%
Family Dollar	3%	4%	36%	8%	4%	48%
Dollar General	5%	3%	38%	5%	4%	48%
Dollar Tree	4%	3%	39%	7%	5%	36%
Costco	5%	3%	23%	6%	4%	29%
Sam's Club	4%	3%	22%	8%	4%	25%
Catalogs	6%	4%	23%	7%	2%	28%
Internet Stores	8%	4%	27%	15%	7%	28%

During 2009 is there a store or stores where you plan to spend a larger/smaller share of your budget than you did a year ago?

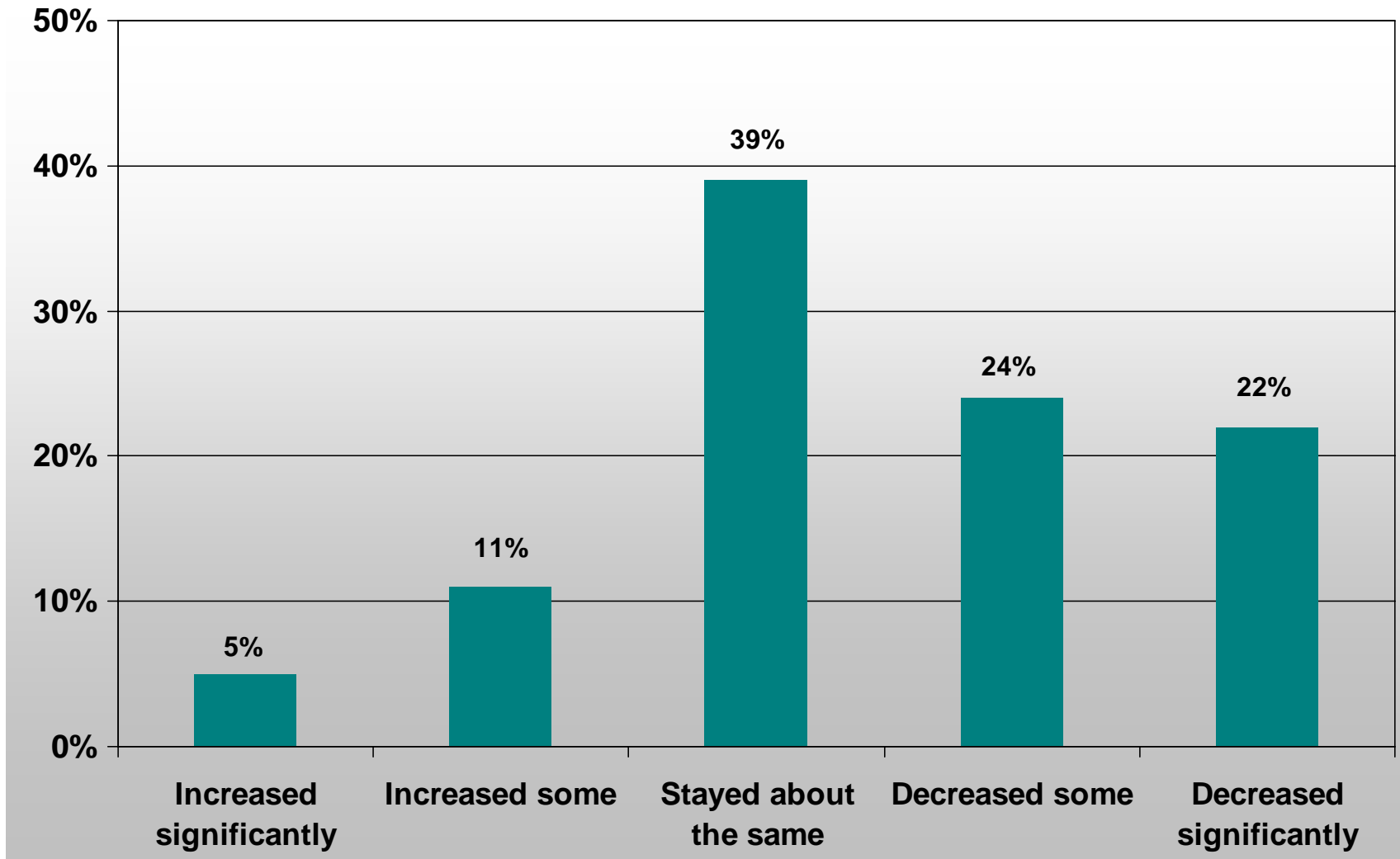
Retailer	Larger share	Smaller share	Difference
Walmart	54%	22%	32%
Internet Stores	27%	21%	6%
Target	25%	21%	4%
Dollar Tree	17%	13%	4%
Costco	14%	14%	0%
Big Lots	13%	13%	0%
Dollar General	11%	12%	-1%
Sam's Club	12%	15%	-3%
Family Dollar	8%	12%	-4%
Kohl's	13%	20%	-7%
Kmart	10%	20%	-10%
Penney's	9%	21%	-12%
Catalogs	5%	21%	-16%
Macy's	8%	25%	-17%
Sears	5%	23%	-18%

# In general, which of the following factors most affect your making a purchase of apparel or items for your home at a particular store

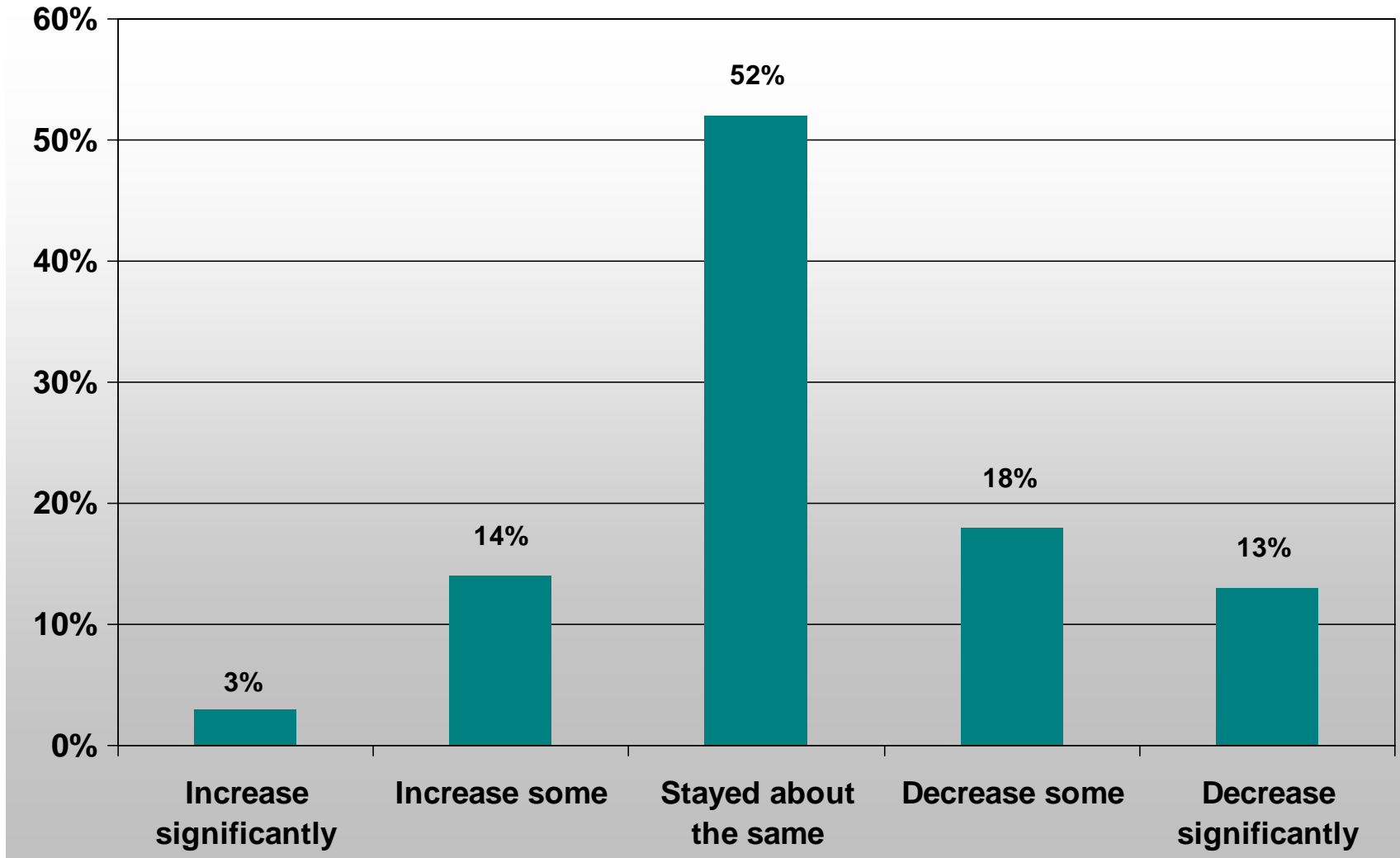
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Reason	%
The prices	21%
The item is on sale	14%
Having the style I want	14%
Having the quality I want	13%
Having what I want in-stock	11%
The convenience of the store	11%
The customer service	6%
The return policy	5%
Seeing an ad	3%
Having self-checkout	1%

In the past 3 months would you estimate your spending for apparel and things for your home has



In the next 3 months would you estimate your spending for apparel and things for your home will



# Effects of the current US economy

In your opinion is the US economy	
Getting better	10%
Staying the same	30%
Getting worse	60%

Would you say that the current economic conditions	
Have significantly changed where you shop	29%
Have had some effect on where you shop	52%
Have had no effect on where you shop	19%

Which statement best reflects how you have been personally affected by the changes in the economy	
The changes in the economy have directly affected me	49%
My/our income has been significantly affected	37%
My/our retirement fund has lost value	37%
My home has lost significant value	32%
I have experienced little personal effect, but the news scares me	28%
I do not expect to be personally affected	6%

Would you say that the current economic conditions	
Have significantly affected how much you spend	46%
Have had some effect on how much you spend	44%
Have had no effect on how much you spend	10%

# Survey demographics

Gender	
Male	Female
30%	70%

Children in HH		
5 & Under	5-12 years	13-18 years
18%	17%	16%

Marital Status		
Married	Widowed, Divorced or Separated	Single
50%	20%	30%

Ethnicity			
Caucasian	African American	Hispanic	Asian
83%	5%	4%	4%

Income					
Under \$30	\$30 - \$39.9	\$40-\$49.9	\$50 - \$59.9	\$60-\$74.9	Over \$75
24%	13%	10%	13%	11%	19%

Age					
18-24	25-34	35-44	45-54	55-64	65*
14%	20%	20%	17%	14%	15%