

WHO IS MEYERS RESEARCH CENTER?

Meyers Research Center is a leading retail sales and survey research organization with special expertise in conducting research in retail environments and understanding consumer behavior and attitudes in-store. For more than three decades, MRC has conducted primary research across all classes-of-trade in the U.S. and Canada for major packaged goods manufacturers, retailers, advertising and sales promotion agencies and consulting firms.

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CROSS CHANNEL SHOPPING



2008
WAVE III

**MEYERS
RESEARCH
CENTER**



CROSS CHANNEL SHOPPING



2008 WAVE III STUDY PROSPECTUS

**Take An In-Depth
Look At Factors That
Drive Channel Selection,
Loyalty and Switching**



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BACKGROUND

Meyers Research Center conducts numerous shopper studies at the category level for both manufacturers and retailers. But shopper behavior occurs in the context of shopping trips and in a landscape populated by many channels from which to choose. To study shopper behavior and related attitudes in the larger environment of all trips made, Meyers's Research Center offers "*Cross Channel Shopping 2008*".

In 2004, Meyers Research Center (MRC) successfully launched the first wave of the Cross Channel Shopping study. Wave II was fielded in late 2006 and Wave III is planned for 2008. Each wave seeks to extend its applicability, utility and value. This online shopper research program provides detailed and trended insights to support retail initiatives, in-store marketing and brand positioning within the complex retail environment.

STUDY OBJECTIVES

The primary objective of this study is to reveal how shoppers come to select different channels for purchases, as well as how they frequent and use the different outlet types. Category shopping may be captive to decisions about the type of trip a shopper wishes to make and the general shopping strategy adopted. Alternatively, some category objectives may drive the store trip and the shopping strategy. Over time, as stores evolve and economic conditions vary, shoppers may change the type of strategies they employ, sometimes seeking to trade up and at other times seeking out lower cost goods.

More specifically, the primary objectives of this online shopper insights research program are to develop an understanding of the following:

- Shopper segments, the formats they shop and their frequency of use.
- Strategies that shoppers employ to achieve certain ends and the sensitivity of these strategies to economic and other conditions.
- Needs that drive the trip to/away from various channels and store chains.
- The rating of specific retailers.
- Where categories are purchased and the reasons or strategy behind purchasing in selected outlet types on selected occasions.
- How behavior and attitudes have changed over the past few years and the factors responsible.

STUDY METHODOLOGY

This research will be completed as an online survey among individuals who shop in multiple retail channels. The sample will be managed so as to reflect geography, ethnicity and affluence proportional to the U.S. population as reported by the U.S. Census Bureau.

STUDY SAMPLE

The final sample will include 1,800 individual respondents. The data will be reviewed and analyzed on many dimensions, including by channels shopped, the stores shopped in most often, demography, category user and other items of current topical interest. Some of the key outlet types covered in this research include ...

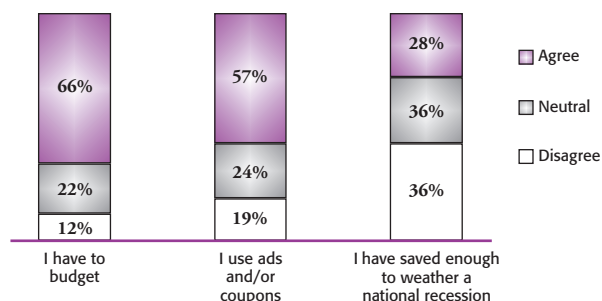
- Convenience Stores
- Dollar Stores
- Drug Stores
- Mass Merchandisers
- Supercenters/Hypermarkets
- Supermarkets
- Warehouse Clubs

Data from other outlet types will also be highlighted for selected product categories (e.g., Department Stores, Home Improvement Centers, Consumer Electronic Stores, Office/Stationary Supply Outlets).

COST

Sponsorships, which will include comprehensive data tabulations and a detailed analysis of total shoppers (N = 1,800), can be purchased for \$9,500. All costs are in U.S. dollars.

Will these be different in '08?



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