

Key Poundland shopper facts from him!'s Discounter Tracking Programme 2009

discounter
tracking programme

- 27% of arriving shoppers plan to browse the store only.
- But 98% of shoppers end up buying items.
- 15% have started using Poundland in the last 12 months.
- ...The rest have been using Poundland for many years.
- 96% would recommend Poundland to friends and family.
- Shoppers end up buying more items in-store than they planned to.
- 3-in-4 Poundland shoppers used to shop in Woolworths.
- 15% of shoppers don't know how much items cost in POUNDland!
- Poundland offers customers excellent value for money (ratings) and big savings over competitors (like the mults), say shoppers.
- Health, beauty & household items are the top selling lines at Poundland...
-But food and drink items (and missions) are very much on the radar.
- 1-in-4 shopping parties to Poundland has children in them.

For more information on Poundland shoppers please speak to
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him!

Key Wilkinson shopper facts from him!'s Discounter Tracking Programme 2009

discounter
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- 20% of shoppers are using Wilkinson more now compared to a year ago.
- Many shoppers in Wilkinson are on a "distress" mission.
- Very female customer base - with reasonable numbers of upmarket/professional shoppers.
- Wilkinson also attracts a fair number of mature or retired customers.
- Check-out staff are going a good job in highlighting deals to shoppers.
- Customer satisfaction ratings are consistently high, across most criteria - underpinning its product and service offer.
- ...and helping to get shoppers to visit its stores frequently.
- Wilkinson has a very loyal customer base, having shopped at Wilkinson for 5 years on average.
- After clothing, grocery is the category Wilkinson shoppers want to see range and offer improvements in.

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