

WHAT'S HOT & WHAT'S NOT?

Anatomy of a Favorite Store




When asked what factors make their favorite store the favorite, WAYPOINTS shoppers say that overall, it's variety, quality and "all products in one store."

Specifically, across those and other factors, Walmart and Target come out on top.

Formative Shoppers put those two giants in the lead.

If you want to be among the favorites, it seems you'll need to strive for the confluence of a broad-but-simple mix of factors. —•

DRIVERS OF SHOPPER FAVORITES

	TOTAL	Walmart 	 TARGET	KOHL'S 	WOMEN	MEN
Variety	60	64	76	62	64*	56
Quality products	59	52	67	74	62*	55
All products in one store	53	72	65	35	55*	50
Clean & tidy	47	43	71	52	51*	43
Hours	47	62	58	51	50*	43
Fits me	46	37	52	61	49*	42
Easy to navigate	45	48	59	49	48*	42
Well marked	43	45	54	45	44	42
Always in-stock	41	45	54	41	43	40
In & out	41	45	61	35	40	41
Price	9	12	6	16	10	9

Kohl's = small sample; *= statistically significant

