

Shopper Enjoyment: It Still Exists!

And another bright spot on the shopper front: Shoppers tell us that they still enjoy shopping!

While down slightly from earlier in 2008, a full 72% of shoppers had an enjoyable shopping experience within the past month.

And what shopping trips provide the most shopper joy?

Clothing / apparel trips are down slightly in generating shopper joy; they are now tied at 36% with grocery trips. —•

SHOPPERS' LAST ENJOYABLE TRIPS

	Jun '08	Dec '08
WITHIN THE PAST MONTH	75%	72%
PAST WEEK	39%	39%
PAST 2-3 WEEKS	24%	19%
PAST MONTH	12%	14%
MORE THAN ONE MONTH AGO	20%	22%
NEVER	5%	6%

WHAT SHOPPERS WERE BUYING

	Jun '08	Dec '08
CLOTHING/APPAREL	42%	36%
GROCERY	33%	36%
HOME ELECTRONICS	13%	16%
HOUSEWARES	6%	6%
HEALTH AND BEAUTY PRODUCTS	6%	6%