integer

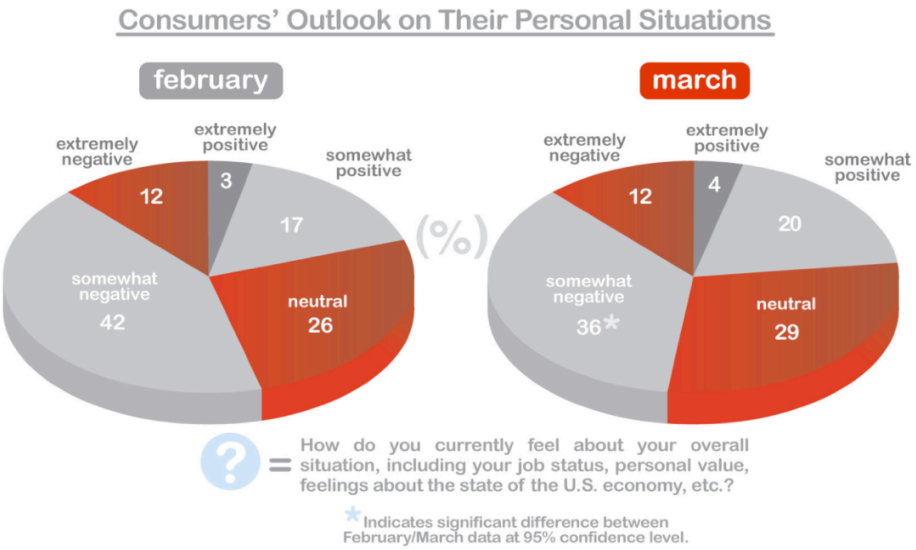
THE INTEGER GROUP ® AND M/A/R/C ® RESEARCH LAUNCH *THE CHECKOUT* ™: Inside the In-Store Experience

— The Checkout is a tool that reports shopper marketing trends over time —

- *The Checkout* ™ is a monthly newsletter that will reveal shopper opinions and behaviors in a yearlong shopper experience study being conducted by The Integer Group ® and M/A/R/C ® Research. *(Download The Checkout here.)*

Key findings from the study show that shoppers have a stronger desire for value and savings. Consumers are saving money by shopping around and by saving today to buy tomorrow, although the data reveals that consumer outlook has improved by 6% from February to March.

The study also reveals that women are more affected by the economy than men, and that online spending continues to be negatively impacted by the economic downturn.



Source: The Integer Group and M/A/R/C Research

- To gather data for *The Checkout*, each month Integer and M/A/R/C field a national omnibus survey in which they ask consumers about their shopping attitudes, shopping behaviors, and economic outlook. Topics range from the criteria shoppers use to select retailers, to which in-store stimulus is most likely to drive purchase to factors that might lead shoppers to leave an aisle empty-handed. *The Checkout*, which is published each month on Integer's blog www.ShopperCulture.com and on M/A/R/C's web site www.MARCresearch.com/thecheckout, will be a useful tool for tracking specific shopper marketing trends over a long period of time.

Craig Elston, SVP of Integer quote: "The age of the unconscious consumer is gone and has led to the conscious shopper. Consumers are doing their research and buying more private brands. They are also sticking with their preferred brands rather than trying something new."

Tony Amador, SVP of M/A/R/C quote: "It will be valuable to follow these topics throughout the year to reveal trends among different demographics and categories during economic fluctuation."

Web sites:
www.shopperculture.com
www.MARCresearch.com
www.integer.com

Relevant Coverage:
Fast Company – "Shopper Marketing"
Shopper Marketing – "Shopper Marketing Trends Report 2009"
Marketingcharts.com – "Consumers Go Online to Curb Impulses, Avoid Taxes"

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