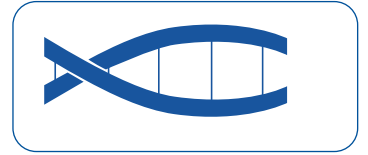


THINK RETAIL THINK VERDICT



UK Consumer Insights 2008

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About Verdict Research

Authorative analysis...

Verdict's analysts and consultants work closely with retailers, suppliers, consultancies, investment banks and property companies to identify the key issues, sector and company data and strategies driving the changing retail market.

Our research identifies how retailers can enhance product, store and brand performance as well as the factors that determine future retail success. Our specialist in-store auditing team continuously collects price and product data across locations, brands, fascias, ranges and retail sectors.

Rigorous research methodology...

Our in-house retail expertise and rigorous research methodology ensure our reports provide complete and accurate analysis of the major players, issues and trends together with a detailed examination of the strategic implications for the retail market.

For key players in the retail industry, our reports are the first source of information on sector forecasts, retailer performance, store and product portfolio developments and trading strategy.

Global, European and UK analysis across nine core sectors...

Verdict Research reports covers nine core sectors, five year forecasts, strategic issues, key locations, How Britain Shops consumer surveys and the main European retail markets. Also available are a daily news service, weekly newsletter and tailored consultancy portfolios to suit individual business information needs.


Over 20 years of experience...

Verdict Research is the UK's leading authority on retailing and publishes unrivalled independent analysis of the retail industry. With over 20 years' experience, Verdict has close relationships with major UK retailers and access, at the highest level, to key executives working in the top 300 retailers to hear their first hand views. Verdict reports provide clients with a complete picture of the retail sector and unique forecasts to help UK retailers, manufacturers, service suppliers, city analysts, consultants and the media with strategic planning.

A key source for independent analysis and comment...

Verdict Research is regarded as a key source by the BBC, ITV, Sky News and the UK's leading broadsheets including the FT, Times, The Independent and Daily Telegraph. Leading trade publications often refer to Verdict's opinion and research including Retail Week, Drapers, DIY Week, Cabinet Maker and The Grocer.

In addition Verdict regularly appears in the international media. News sources quoting Verdict analysts and data include CNN, the International Herald Tribune, The Australian, Los Angeles Times, and New York Times.



“Verdict are the company of choice for any research analysis and insight into retailing”

Sir Stuart Rose
Chief Executive of Marks & Spencer

UK Consumer Insights 2008



What is Verdict's Consumer Dynamics Programme?

Verdict's consumer dynamics programme (cDNA) provides a series of analytical products and services based around retail consumer research including How Britain Shops, Where Britain Shops, UK Consumer Insights and the Consumer Satisfaction Index.

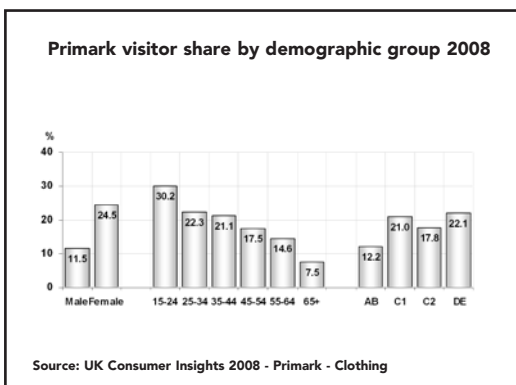
Over the past 9 years Verdict has conducted over 54,000 interviews with UK consumers about their shopping habits amongst other things asking them what they shop for, where they shop for it and what factors they look for when selecting a store. The result of this intensive and ongoing study is a wealth of data that tracks market trends, company performance and consumer behaviour. This, together with Verdict's analytical insight, makes the cDNA programme one of the most pre-eminent consumer research tools available for UK retailing.

Research Methodology

Verdict conducted a representative survey of over 6,000 adults across the UK during November of 2007. Interviews were face-to-face and quotas were set in terms of age, sex and working status and were conducted by GfK NOP Consumer. The sample was then weighted to bring it into line with national population profiles, and throughout the reports weighted samples data are used. Individuals were asked in which sectors they personally shop and then answer a series of questions about their shopping habits in that particular sector.

UK Consumer Insights 2008 is a series of new reports published by Verdict that are based around individual retailers. They present a highly detailed, data-rich overview of a retailer's customers. Included in each report is an in-depth profile of the retailer's visitors and main users broken down demographically, regionally, by household characteristics and by ACORN classification. Each report also contains detailed data on the profiled retailer's conversion and loyalty rates, and examines the competition it faces.

UK Consumer Insights 2008 provides detailed insights into the customer bases of major retailers for each of the key sectors in which they operate...



"...drawing on an annual survey of 6,000 UK consumers that enables you to identify each retailer's strengths and weaknesses..."

UK Consumer Insights 2008 is a series of 26 reports providing detailed insights into the customer bases of major retailers for all the key sectors in which they operate.

Each report analyses the shopper base (by demographic, TV region, household characteristics and ACORN group), conversion rates, loyalty rates, drivers of loyalty, competitors in each sector, as well cross sector shopping trends.

The new and expanded UK Consumer Insights 2008 series includes:

CLOTHING

- Asda
- Debenhams
- M&S
- Next
- Primark
- Tesco

DIY

- B&Q
- Focus
- Homebase
- Wickes

FOOD & GROCERY

- Tesco
- Asda
- Sainsbury
- Morrison

FOOTWEAR

- Brantano
- Clarks
- M&S

MUSIC & VIDEO

- HMV

HOMEWARES

- Argos
- Asda
- Tesco

PERSONAL CARE

- Boots
- Superdrug

ELECTRICALS

- Argos
- Comet
- Currys

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