OBSAHY NABÍZENÝCH REPORTŮ PROJEKTU   
Shopper Engagement Study CZ 2015

## AGGREGATED REPORT (SROVNÁNÍ NAKUPOVÁNÍ V ČESKÝCH HYPERMARKETECH A SUPERMARKETECH)

1. **PROJECT INFORMATION**
   * 1. Project information
     2. Project design
     3. Sample distribution
2. **KEY FINDINGS & RECOMMENDATIONS**
3. **DETAILED RESULTS**
   1. SHOPPERS IDENTIFICATION
      1. Typical Czech Shopper, differences between genders, age groups, SM/HM format,…
      2. Shoppers' demographics
      3. Shoppers' company
      4. Shoppers segmentation
   2. SHOPPER‘S HABITS
      1. Pre-store preparing (shopping lists)
      2. Leaflets (planning store and products based on leaflet)
      3. Mobile phones
      4. Shopping missions
      5. Intended x actual shopping
      6. Number of purchased items
      7. Loyalty cards (penetration & use frequency)
      8. Methods of payment
      9. Length of the shopping trip
      10. The shopping day
   3. PURCHASING THE CATEGORIES
      1. In-store decision rate, differences between genders, SM/HM format
      2. Most often purchased brands
      3. Triggers of unplanned purchase
      4. Unfulfilled plans
      5. Walk-away & Switch reasons
      6. Cross-selling with the (sub)category
      7. Factors of purchase selection
      8. Final consumers
      9. First time purchases
   4. OVERALL PERFORMANCE
      1. Section evaluation
   5. DISPLAY ANALYSIS
      1. Penetration of all POP media
      2. All POP media statistics
      3. Secondary display purchases, differences between genders, SM/HM format, …
      4. First time purchases
      5. Display Lift Index
4. **RETAILERS**
   * 1. Shoppers comparison among retailers
     2. Shoppers' demographics
     3. Shoppers segmentation
     4. Shopping missions
     5. Leaflets (planning store and products based on leaflet)
     6. Store loyalty
     7. Loyalty cards (penetration & use frequency)
     8. Average weekly spend per retailer
     9. Store evaluation (total market, SM/HM format, retailers)
5. **CONTACTS**
6. **APPENDIX**
   * 1. Data tables
     2. Shopping missions
     3. Shopper segments
     4. Ease of shopping & Inspiring exploration score
     5. In-store decision rate in detail
     6. Region view
     7. Detailed view on categories structure

## PLNÝ CATEGORY REPORT (PRIMÁRNĚ SLEDOVANÉ KATEGORIE – DATA Z ROZHOVORŮ, ÚČTENEK A POP MONITORINGU)

1. **PROJECT INFORMATION**
   * 1. Project information
     2. Project design
     3. Sample distribution
2. **KEY FINDINGS & SWOT ANALYSIS & RECOMMENDATIONS**
3. **DETAILED RESULTS**
   * 1. Penetration of category products
   1. SHOPPERS IDENTIFICATION
      1. Main differences of category shopper compared to average shopper
      2. Shoppers' demographics
      3. Shoppers' company
      4. Shoppers segmentation
      5. SHOPPER IDENTIFICATION OVERVIEW
   2. SHOPPER‘S HABITS
      1. Shopping missions
      2. Intended x actual shopping
      3. Length of the shopping trip
      4. Number of purchased items
      5. Total spending
      6. Pre-store preparing (shopping lists)
      7. Mobile phones
      8. Leaflets (planning store and products based on leaflet)
      9. Number of purchased products
      10. Spending for the category
      11. Loyalty cards (penetration & use frequency)
      12. Methods of payment
      13. SHOPPER‘S HABITS OVERVIEW
   3. PURCHASING THE CATEGORY
      1. In-store decision rate
      2. Most often purchased brands
      3. Triggers of unplanned purchase
      4. Factors of purchase selection
      5. Final consumers
      6. Unfulfilled plans
      7. Cross-selling with the (sub)category
      8. PURCHASING THE CATEGORY OVERVIEW
   4. DISPLAY ANALYSIS
      1. Penetration of all POP media
      2. Secondary display purchases
      3. First time purchases
      4. Display Lift Index
      5. DISPLAY ANALYSIS OVERVIEW
   5. OVERALL PERFORMANCE
      1. Section evaluation (with retailer view)
      2. Gender view
      3. Regional view
      4. Retailer view
      5. Segment view
      6. OVERALL PERFORMANCE OVERVIEW
4. **CONTACTS**
5. **APPENDIX**
   * 1. Data tables
     2. Shoppers' demographics
     3. Shopping missions (with retailer view)
     4. Shopping trips frequency
     5. Trip length
     6. Purchasing the category (with retailer view)
     7. In-store decision rate in detail
     8. In-store decision rate & secondary display purchases (with segments and shopping missions detail)
     9. All POP media statistics
     10. Ease of shopping & Inspiring exploration score
     11. Cross-selling detail
     12. Detailed view on categories structure

## OMEZENÝ CATEGORY REPORT (SEKUNDÁRNĚ SLEDOVANÉ KATEGORIE – DATA Z ÚČTENEK A POP MONITORINGU (BEZ ROZHOVORŮ) )

1. **PROJECT INFORMATION**
   * 1. Project information
     2. Project design
     3. Sample distribution
2. **KEY FINDINGS & SWOT ANALYSIS & RECOMMENDATIONS**
3. **DETAILED RESULTS**
   * 1. Penetration of category products
   1. SHOPPERS IDENTIFICATION
      1. Main differences of category shopper compared to average shopper
      2. Shoppers' demographics
      3. Shoppers' company
      4. Shoppers segmentation
      5. SHOPPER IDENTIFICATION OVERVIEW
   2. SHOPPER‘S HABITS
      1. Shopping missions
      2. Intended x actual shopping
      3. Length of the shopping trip
      4. Number of purchased items
      5. Total spending
      6. Pre-store preparing (shopping lists)
      7. Mobile phones
      8. Leaflets (planning store and products based on leaflet)
      9. Number of purchased products
      10. Spending for the category
      11. Loyalty cards (penetration & use frequency)
      12. Methods of payment
      13. SHOPPER‘S HABITS OVERVIEW
   3. PURCHASING THE CATEGORY
      1. In-store decision rate
      2. Cross-selling with the (sub)category
   4. DISPLAY ANALYSIS
      1. Penetration of all POP media
      2. Display Lift Index
4. **CONTACTS**
5. **APPENDIX**
   * 1. Data tables
     2. Shoppers' demographics
     3. Shopping missions (with retailer view)
     4. Shopping trips frequency
     5. Trip length
     6. In-store decision rate in detail
     7. All POP media statistics
     8. Cross-selling detail

## RETAILER REPORT (SPECIFIKA NAKUPOVÁNÍ U JEDNOTLIVÝCH MALOOBOCHODNÍCH ZNAČEK - HYPERMARKETY (TESCO, ALBERT, GLOBUS), SUPERMARKETY (TESCO, ALBERT, BILLA)

1. **PROJECT INFORMATION**
   * 1. Project information
     2. Project design
     3. Sample distribution
2. **KEY FINDINGS**
3. **DETAILED RESULTS**
   1. SHOPPERS IDENTIFICATION
      1. Typical Czech Shopper, differences between genders, SM/HM format
      2. Shoppers' demographics
      3. Shoppers' company
      4. Shoppers segmentation
      5. SHOPPER IDENTIFICATION OVERVIEW
   2. SHOPPER‘S HABITS
      1. Shopping missions
      2. Intended x actual shopping
      3. Pre-store preparing (shopping lists)
      4. Mobile phones
      5. Leaflets (planning store and products based on leaflet)
      6. Loyalty cards (penetration & use frequency)
      7. Length of the shopping trip
      8. SHOPPER‘S HABITS OVERVIEW
   3. PURCHASING THE CATEGORIES
      1. In-store decision rate
      2. Triggers of unplanned purchase
      3. Unfulfilled plans
      4. Walk-away & Switch reasons
      5. Cross-selling with the (sub)category
      6. Baskets comparison
      7. Factors of purchase selection
      8. Final consumers
      9. First time purchases
      10. PURCHASING THE CATEGORIES OVERVIEW
   4. DISPLAY ANALYSIS
      1. Penetration of all POP media
      2. Secondary display purchases
      3. First time purchases
      4. Display Lift Index
      5. DISPLAY ANALYSIS OVERVIEW
   5. OVERALL PERFORMANCE
      1. Retailer evaluation
      2. Section evaluation
      3. OVERALL PERFORMANCE OVERVIEW
4. **CONTACTS**
5. **APPENDIX**
   * 1. In-store decision rate in detail
     2. Unfulfilled plans
     3. Secondary display purchases
     4. First time purchases
     5. Region view
     6. Detailed view on categories structure