

CER conducts proprietary study on Dollar Stores

For the past two years, the United States has been struggling through the worst economic downturn since the 1930s. Consumers have been hit hard and have dramatically cut back on their spending, which has in turn increased the severity of the recession (70% of the economy is based on consumer spending). Dollar stores, with low prices and a no-frills approach towards in-store experience have done particularly well throughout the recession. When the recession subsides, will consumers seek a different shopping experience? Will they seek higher-end products? Or will they continue to shop at Dollar Stores at the levels seen over the past couple years? What does actual transaction data reveal about which categories are growing fastest at dollar stores? During an economic recovery, which categories might see a shift away from dollar stores? Using a combination of a consumer survey of 2500 consumers (representative of the US Census on age, gender, ethnicity, income and regionality) and actual transaction data from dollar stores, we analyzed a variety of topics surrounding consumers historical, current and planned Dollar Store shopping, which provides us with increased clarity on the likely road ahead for dollar store owners, suppliers, competitors and investors.

Dollar Store Shopping Pre-Recession and Prior Year: How often did consumers shop at dollar stores before the recession? How often in the past year? How much did they spend?

Dollar Store Satisfaction: How satisfied are customers with their shopping experience at dollar stores? Do spending and shopping patterns vary greatly with satisfaction levels?

Dollar Store Shopping Prior Year vs. Planned in the Future: What categories do consumers typically purchase from dollar stores? After the economy recovers, will they continue purchasing those categories from dollar stores?

Transaction Data Trends for the Dollar Store Channel: What can actual transaction data trends gathered from POS systems tell us about consumers moving from traditional channels (FDMxC) to the dollar store channel? How do the FDMxC growth categories compare to the dollar channel growth categories?

Additional Custom Deep Dive Analyses: *In addition to the questions shown in the Table of Contents below, CER is also asking the 2500 consumers each month about their demographics, employment status, and general attitudes about their lifestyle and personality. If interested in contracting a custom analysis using any of the questions in the TOC, demographics and/or attitudinals, please contact CER at 203-504-8122.*

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