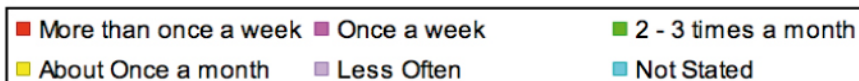
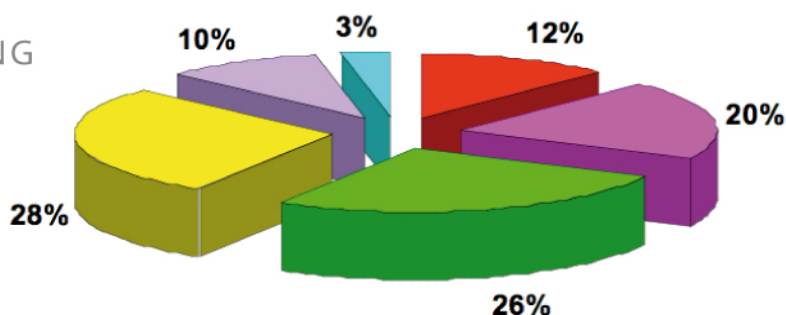




When Women Go Shopping



FREQUENCY OF SHOPPING



Yeah, women love shopping, but not all the time. Different women shop at different times.

And as TGI reveals, their frequencies are also varied.

Put up a 'special offer' sign outside your shop's door and you'll attract 20% of all women. These women look out for these signs whenever they go shopping. 48% of women will sometimes look for these signs and 32% will go about their shopping with no regard for your efforts in attracting them to your shop.

Price is the greatest influencer to choice of shopping location. It is the main reason 40% of all women choose to enter one shop and not another. Product quality is second at 18% and locality, at 17%, comes third. Have fast cashiers at your shop? You've just made 13% of all women very happy. A wide range of products will send 11% of women running through your doors.

Detailed TGI findings are available upon request.

TGI (*Target Group Index*) is an internationally reputable, comprehensive, accurate, single source market research database that gives you unlimited access to a wide range of consumer information on product & brand, media consumption and attitudes.



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