

## Missy Category: Women's Clothing, Footwear & Accessories – Fall 2009

Forecast market share shifts and consumer purchase behavior for 25 top Missy retailers.

### Study Description

Methodology	Web-based survey
Data collection period	Consumer Tracking Survey <ul style="list-style-type: none"><li>- Wave 1 – July 2009</li><li>- Wave 2 – August 2009</li></ul>
Survey audience	A survey among 700 females drawn from a sample of U.S. consumers (mix of respondents by household income level and geographic region). Responses from respondents by various demographic segments (including age and household income) were analyzed to determine market share shifts and consumer purchase behavior in the clothing, footwear, and accessories category.

### Study Objectives

Wedbush Decision Metrics surveyed missy shoppers to assess changes in their purchasing behavior for clothing, footwear, and accessories for fall 2009. Specifically, we explored six key areas including:

- Forecast demand and overall spending expectations for the clothing, footwear and accessories for Fall 2009 compared to Fall 2008
- Project market share by specific stores at which shoppers are most likely to shop for clothing, footwear and accessories for Fall 2009
- Gauge expected shifts in purchasing *by type of store* (e.g., Big Box stores, Warehouse Clubs, Department stores, Off-price retailers, Mall-based chain stores, Independent stores, Thrift stores, etc.) across the category for Fall 2009 vs. Fall 2008
- Estimate expected shifts in purchasing *by specific stores* for 25 of the top Missy retailers (including, Ann Taylor, bebe, Chico's, Gap, Banana Republic, Guess?, Victoria's Secret, lululemon, Talbots, Old, Navy, Urban Outfitters, H&M, Forever 21, Buckle, etc.) across the category for Fall 2009 vs. Fall 2008
- Understand key drivers for expected changes in spending levels at the specific store level
- Identify specific stores that missy shoppers consider 'aspirational destinations' or their 'destinations of choice' if shopping without regard to a budget

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