

## IN-STORE'S TARGET MARKET

According to a survey Knowledge Networks conducted for this report, spur-of-the-moment purchase decisions are made frequently or every time they shop by 30% of respondents.

### QUESTION:

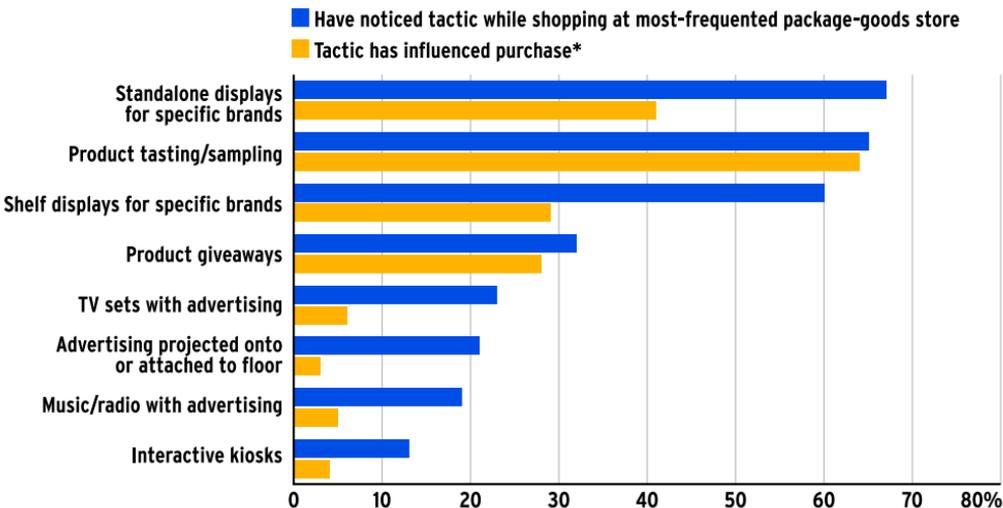
**How often do you purchase a particular product or brand on the spur of the moment?**

	TOTAL	MEN	WOMEN
Every time I shop	6%	8%	6%
Almost every shopping trip	24%	20%	26%
Once in a while	63%	63%	63%
Never	7%	9%	5%

Notes: The panelists KN surveyed do most or all of the grocery shopping for their households. Go to [knowledge networks.com](http://knowledge networks.com) for more on this survey, including additional trends in package-goods purchases, and results broken down by race and household income.

## WHAT BEGUILLES IN THE AISLE

Among in-store tactics noted most by respondents to the Knowledge Networks survey were standalone displays and sampling. But it's sampling that tops the list for influencing purchase.



\*Among respondents who noticed two or more tactics.