



The Retail Traffic Index

Do you really know what is working in your stores and what isn't? Do you understand what products a consumer really wants? Do you know how your high street shop is performing against your out of town outlet store?

Ipsos Retail Performance's Retail Traffic Index (RTI) helps retailers gain a clear picture of how UK consumers shop, and with this insight develop a deeper understanding of footfall and purchasing drivers. Retailers can use this information to measure brand loyalty, check performance against competitors and, when making future decisions, increase sales and profitability.

What is the Retail Traffic Index?

The Retail Traffic Index (RTI) is a snapshot of what is happening in the UK retail market. Produced since 1998 by Ipsos Retail Performance, the RTI combines real traffic data from individual stores. Figures from UK retail outlets and from 1.2 billion shoppers are monitored to produce the ultimate report in consumer shopping behaviour.

Ipsos Retail Performance collects the trends and figures by monitoring retail outlets across high streets, retail parks, designer outlets, shopping centres and transport hubs.

Sample sectors include high street fashion clothing and shoes, mobile phones and communications, body care and beauty products, stationery and books, home improvements and DIY. To avoid bias and to maintain relevancy, the sample size and composition of the report is updated annually.

What can the RTI do for my business?

The RTI enables you to monitor fluctuations in retail performance over time. Differences can be identified to help with the timing of marketing and sales campaigns and to predict the impact of events on footfall. Retailers can use the

RTI to save money on promotions and advertising by discontinuing ineffective campaigns and supporting those with a proven increase in customer traffic.

The RTI can help you answer:

- What changes in footfall are there likely to be in the coming year? How should my budgets reflect this?
- How strong is my brand?
- Am I pulling more footfall than my competitors?
- Are my stores following the same footfall patterns as other retailers?
- Did my marketing activity drive additional footfall?
- What effect did the new product launch have on footfall?
- Has the refit programme delivered additional footfall?

How are the RTI reports broken down?

Ipsos Retail Performance continually develops the comparison sets. Currently, reports are available for the following comparison sets:

- UK
- UK by region
- High Street
- Retail Industry Sectors

Custom comparison sets are available on request.

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How frequent are reports?

The RTI is delivered to subscribers on a weekly basis.

How much is subscription to the RTI?

The RTI has an annual subscription fee based on a 12 month contract. Please discuss current rates and options with your Ipsos Retail Performance Account Manager, or contact us using the details below.

How do I subscribe?

If you are an existing customer, simply contact your Account Manager. If you are a new customer, then email info.rp@ipsos.com or call us on +44 1908 682 700.

About Ipsos Retail Performance

Ipsos Retail Performance provides footfall monitoring solutions, shopper tracking systems and in-store behavioural research to retailers worldwide. Its core products – Shopper Count, Shopper Interact and Shopper Engage – scientifically measure all aspects of a shopper experience from store entry to exit. It supplies national and international retailers with essential business metrics to drive accountability and performance improvement. You can find out more at www.ipsos-retailperformance.com.

About Ipsos

Founded in France in 1975, Ipsos is the only independent market research company that is controlled and managed by research professionals.

In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

With offices in 84 countries, Ipsos has the resources to conduct research wherever in the world our clients do business. Working both on a global scale and in local markets, our expert teams give our clients the benefit of high value-added business solutions including qualitative, forecasting, modeling, market knowledge and consumer insights.

Ipsos professionals deliver insightful expertise across six research specialisations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1.14 billion (\$1.6 billion U.S.) in 2010.

Visit www.ipsos.com to learn more about Ipsos' offerings and capabilities.



Ipsos Retail Performance

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