



Scarborough Research Wal-Mart Shoppers and Fishing Fans

July 21, 2005

Fishing Fans Buy Groceries



- Fishing Fans account for 24% of the total spent on groceries in the past 7 days
- That's the equivalent of \$2.15 billion of the total \$8.8 billion spent in the past 7 days
- 28.4% of the groceries purchased at a Wal-Mart Supercenter, are purchased by people who fall under the category of Fishing Fans
- This equals out to roughly 10,234,150 people per week shopping for groceries at a Wal-Mart Supercenter

Fishing Fans Have Buying Power



In addition, fishing fans make their largest grocery purchases at Wal-Mart Supercenters:

- 11.2% of fishing fans say they make their largest grocery purchases at Wal-Mart Supercenters
- That's the equivalent of 28.6% of Wal-Mart's largest grocery purchases

Fishing Fans Have Buying Power



- Fishing Fans account for 27% of the grocery purchases over \$200 in the last 7 days – that makes them 22% more likely than the general population to spend over \$200/week in groceries
- Fishing Fans account for 24.8% of the grocery purchases between \$150 - \$199 in the past 7 days – that makes them 10% more likely than the general population to spend \$150 - \$199/week in groceries
- Fishing Fans account for 23.9% of the grocery purchases between \$125 - \$149 in the past 7 days – that makes them 21% more likely than the general population to spend that much per week in groceries.
- Fishing Fans account for 23.9% of the grocery purchases between \$100 - \$124 in the past 7 days.



Fishing Fans Care for their Car

- Of the households surveyed on where they shopped for auto products/services for the past 12 months:
 - 26% of Fishing Fans shopped at Wal-Mart
 - This equates to 10,198,660
- Fishing Fans are 17% more likely than the average consumer to have purchased new tires for their vehicles in the past 12 months



Fishing Fans Care for their Car

- Fishing Fans account for 34% of the consumers who purchase new tires at Wal-Mart
 - That's 1/3 of the consumers who buy new tires at Wal-Mart!!!
- In the past 12 months, 50.5% of fishing fans have purchased new tires for their vehicles
- That equates to approximately 19,769,650 consumers

Health and Beauty Purchases



- Fishing Fans account for 36.5% of those people who shop for non-prescription products in the Health and Beauty Section of Wal-Mart
- That is a total of 14,303,920 people
- Fishing Fans are 17% more likely than the general public to shop at Wal-Mart for non-prescription health and beauty products

Fishing Fans Buy Electronics



- Not only do Fishing Fans shop for consumer electronics at Wal-Mart, but they also buy their consumer electronics at Wal-Mart. In fact:
 - 32.5% of the people who bought consumer electronics at Wal-Mart in the past 12 months are Fishing Fans
- 33.3% of the people who are planning on purchasing satellite radio in the next 12 months are Fishing Fans – that's 1/3 of the market!
- In addition, 25.2 percent of the people who plan on purchasing an MP3 player in the next 12 months are also Fishing Fans.

Fishing Fans Buy Electronics



- Fishing Fans account for 29.2% of the total dollars spent on stereo equipment
- Fishing Fans are 28% more likely than the average consumer to have spent \$500 - \$999 in the past 12 months on stereo equipment or home music systems
- Fishing Fans are 33% more likely than the average consumer to have spent between \$1000 - \$2999 in the past 12 months on stereo equipment or home music systems
- Fishing Fans account for 29.2% of the total amount spent each year on stereo equipment or home music systems, the equivalent of \$1,348,276,784

Hardware/Paint/Lawn/Garden



- 35.3% of Fishing Fans have purchased hardware/paint/lawn/garden items from Wal-Mart in the past 12 months
- Fishing Fans are 41% more likely than the average consumer to have purchased hardware/paint/lawn/garden items at Wal-Mart
- Fishing Fans spend an average of \$275.56 per year on hardware/paint/lawn/garden items, well above the average consumer spend
- **In fact, Fishing Fans account for approximately 30% of the total dollars spent in this category, the equivalent of \$8,938,913,402 annually.**

Fishing Fans Shop all of Wal-Mart



- 46.3% of Fishing Fans have purchased clothing at Wal-Mart in the past 3 months
 - This equates to approximately 18,115,440 people and makes fishing fans 41% more likely than the average consumer to purchasing clothing at Wal-Mart.
- Fishing Fans account for 43.9% of Wal-Mart's sporting goods sales in the past 3 months