

him!

CTP Spring Overview 2007

New Zealand
Shell



retailer response rates



CTP 2007

2345 Shoppers

<u>Retailer</u>	<u>No. of respondents</u>
Chevron	753
Mobil	901
Shell	691



State

	<u>No. of respondents</u>
Auckland	1,557
Christchurch	359
Wellington	429

Region

North	1,986
South	359

who are your shoppers?

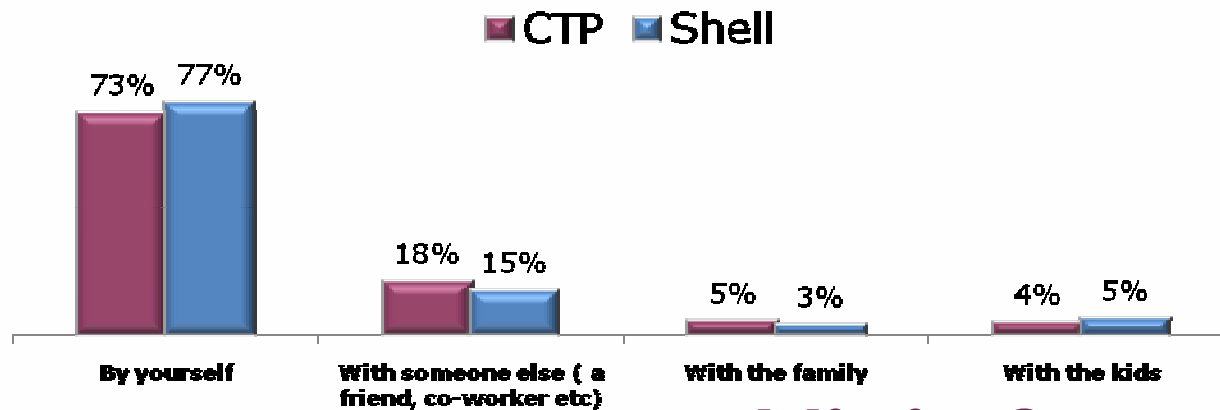
Gender	CTP	Caltex	Mobil	Shell
Male	56%	57%	55%	54%
Female	44%	43%	45%	46%

Age	CTP	Caltex	Mobil	Shell
16-17	5%	5%	5%	5%
18-24	26%	28%	25%	23%
25-34	26%	26%	26%	26%
35-44	21%	20%	22%	21%
45-54	13%	11%	14%	14%
55-64	6%	6%	5%	6%
65-74	3%	3%	3%	4%
75+	1%	1%	0%	1%

Social Group	CTP	Caltex	Mobil	Shell
AB (higher & intermediate management)	19%	18%	19%	20%
C1 (Supervisory / junior management)	21%	23%	20%	21%
C2 (skilled manual workers)	32%	29%	38%	31%
DE (Semi/unskilled manual & not working)	28%	30%	24%	29%

The Shell shopper on average is the male 18-34 year old C2 shopper...

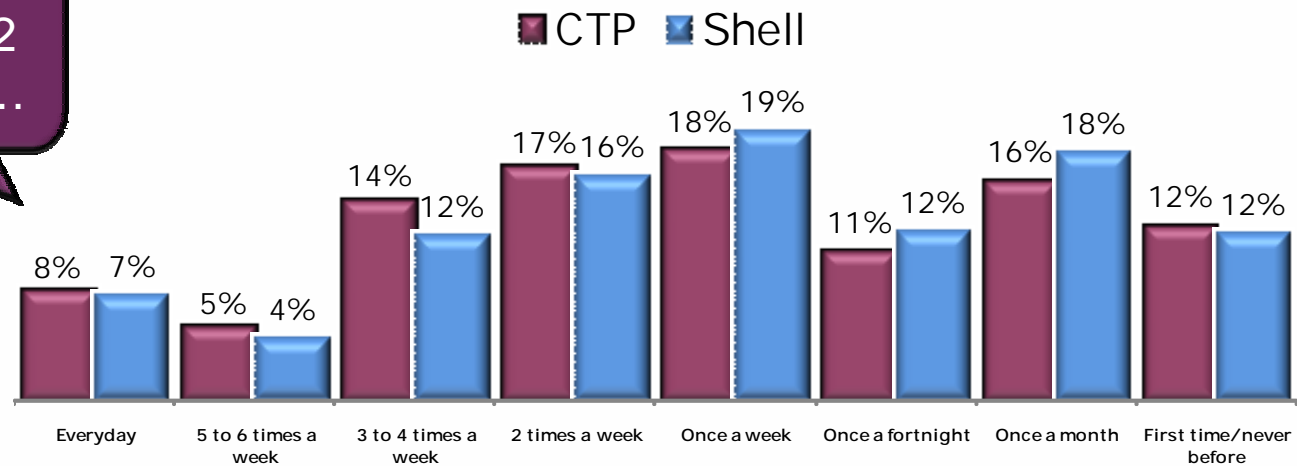
Who did you come to the store with?



73% of customers travel to the store alone....

CTP average visit frequency is 2.2 times per week...

Visit frequency

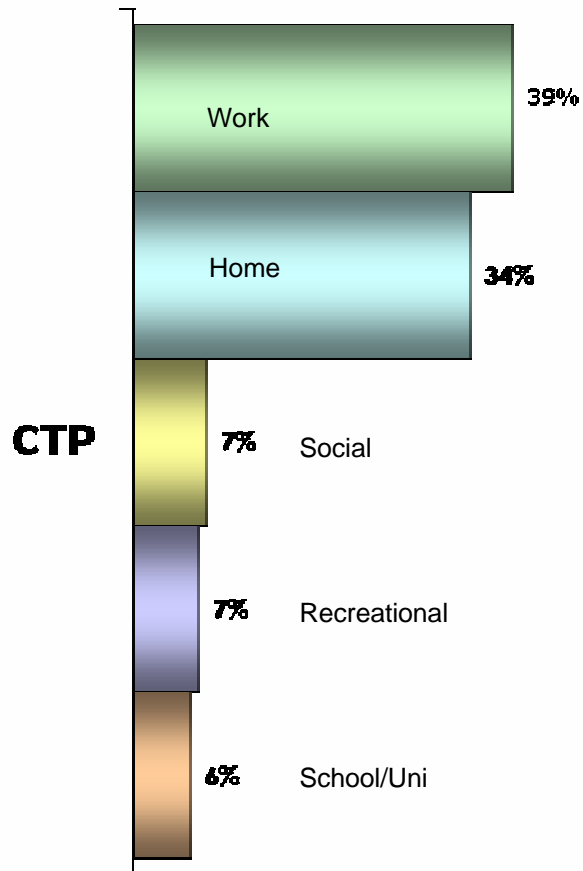


how far are shoppers travelling?

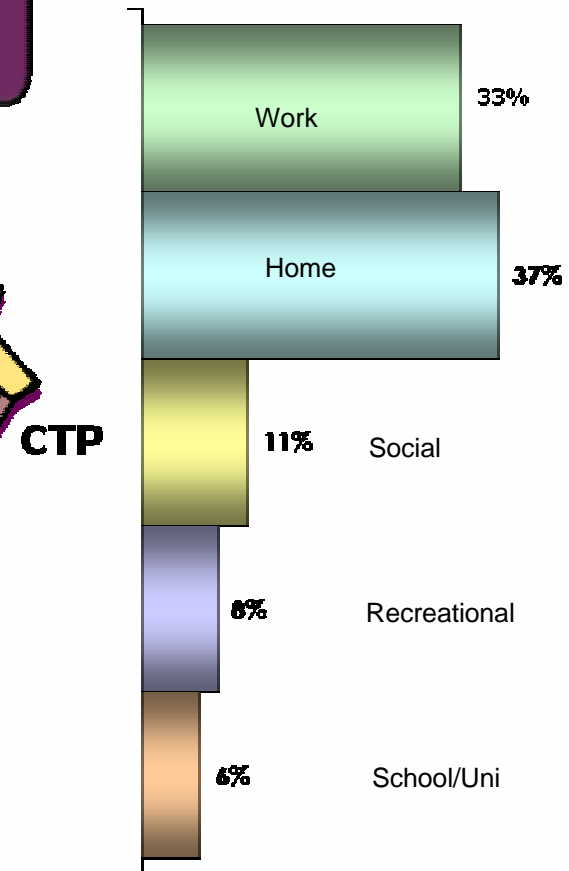


Shell customers are the most "local" customers... similar to that of the UK, and half the distance of AUS shoppers

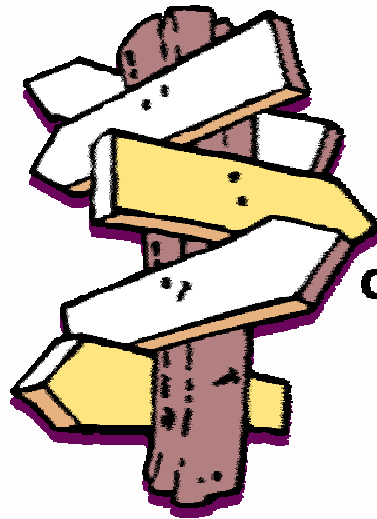
Where have you come from?



Where are you going to?



Low kms travelled to sites and most consumers come from a home or work environment

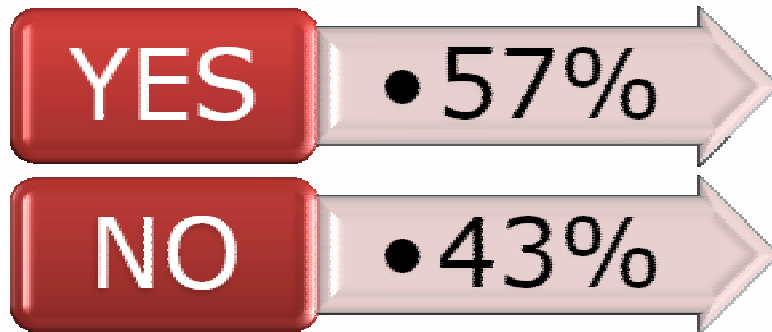


CTP

CTP

Are you the main grocery buyer in your household?

With the main grocery shopper having this presence it highlights the need to be smart about pricing on particular items, to gain confidence of the shopper to visit and spend more often...



69% of Females shopping Here today were the main Grocery buyer....



Type of fuel purchased

