

TO HELP YOU FIND SOLUTIONS AND GROW YOUR BUSINESS

Pulse Research asked the questions you would ask

Do you Plan to shop Women's Clothing Stores over the next 12 months?

43,180

Said Yes

Out of the 85,000 Households reached by Charleston market area each week
50.8% plan to shop Women's Clothing Stores

Let's identify new local opportunities

We asked about these specific plans over the next 12 months to give you some ideas:

Pulse asked about these categories

	results	opportunity
Women's Apparel	60.2%	51,170 Households
Handbags	19.4%	16,490 Households
Coats	21.6%	18,360 Households

We reach the households you're missing

f Facebook

69.5% not used for purchase - last 30 days

✉ Direct Mail

83.5% not used past 30 days

📻 Local Radio Station

87.5% no purchase - past 30 days



47%

made a purchase or sought out more information on products or services from a newspaper ad in the last 30 days