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NEX Customers Save an Average of 23 Percent on Purchases

The results of the Navy Exchange Service Command's (NEXCOM) most recent market basket survey shows customers save an average of 23 percent below civilian retail prices, not including sales tax, when they shop at their NEX. This is a one percent higher savings over the 2011 survey results.

“Shoppers have a plethora of choices out there....our focus is to make sure our customers think about the NEX first,” said Tess Paquette, NEXCOM Senior Vice President Chief Merchandising Officer. “Being able to show customers that we save them an average of 23 percent on the merchandise they purchase is very gratifying, especially in these tough economic times.”

Each fall, NEXCOM hires an outside company, RetailData, to do a price survey in different areas of the United States to obtain an average percentage number for how much customers save when shopping NEX. To determine the percentage of savings, the same items were surveyed from region to region. The items included major appliances, consumer electronics, furniture, clothing, house wares, sporting goods and more. The different stores shopped for comparison prices included discount stores, mass merchants, full-line department stores and category-killer stores.

The survey compared prices on approximately 350 branded items in the NEX inventory against major retailers across the continental United States and Hawaii. The survey proved NEX customers saved 10.74 percent over WalMart; 15.15 percent over Target; 30.56 percent over Walgreens; 39.36 percent over JCPenney; 34.61 over Advance Auto and 15.87 percent over Bed Bath and Beyond.

The survey also determined customers' savings in each of the eight different areas of the country surveyed. Customers in Pearl Harbor, Hawaii, save Pearl Harbor 28.87 percent; customers in Everett, Wash., save 23.58 percent; customers in San Diego save 23.20 percent; customers in Bethesda, Md., save 22.90 percent; customers in Norfolk, Va., save 22.35 percent; customers in Great Lakes, Ill., save 22.30 percent; customers in Jacksonville, Fla., save 21.61 percent and customers in Pensacola, Fla., save 19.69 percent.

Many NEX departments offer significant savings to customers including domestics at 48.22 percent; boys at 37.02 percent; girls at 34.72 percent; automotive at 24.79 percent; house wares at 25.47 percent; and ladies at 21.23 percent.

“We want our customers to know that we are doing everything we can to have the products they need at a savings,” said Paquette. “That is our mission and the reason why we do what we do.”

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About NEXCOM

The Navy Exchange Service Command (NEXCOM) is headquarters for the worldwide Navy Exchange System that oversees 104 Navy Exchange (NEX) facilities and nearly 300 stores worldwide; 40 Navy Lodges; Ship's Stores; and the Uniform Program Management Office. NEXCOM's parent command is the Naval Supply Systems Command. NEXCOM's mission is to provide authorized customers quality goods and services at a savings and to support quality of life programs for active duty military, retirees, reservists and their families. NEXs operate primarily as a non-appropriated fund (NAF) business instrumentality. Revenues generated are used to support Morale, Welfare, and Recreation (MWR) programs. In FY10, \$2.6 billion in sales were generated with \$48.4 million in dividends provided to Navy MWR programs.