

# this week in Shopper Marketing

...Monday, September 21, 2009

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## Affluent Shoppers

Two different studies came out last week that surveyed the affluent demographic. Nielsen reported that more affluent consumers (\$70,000 or more) are most likely to be the heaviest coupon users. When buying CPG items, 1.6 billion coupons were redeemed in the first half of 2009, up 23% from last year. In a recession, it isn't a surprise that coupon redemption is up, but for 39% of those to come from affluent households is a surprise. Low-income shoppers were most likely to be non-coupon users.

Ipsos Mendelsohn released its 33rd annual "Affluent Survey." Some shopping-related insights included 37.5% of the affluent household they interviewed (\$100,000 and more) said, "When I discover a brand I really like, I keep buying it." Continuing the loyalty trend, 16.6% said they "buy the products they grew up with." Another interesting wrinkle: 83.5% of those surveyed said that they had shopped at a Target over the past 12 months; 79.5% shopped at a Walmart.