

Shoppers Arrive with Baggage...

What “baggage” are shoppers bringing with them into the store? (Of course, we’re speaking of mental stressors and weight on their shoulders, not their carry-on!)

We asked shoppers what their biggest worries were that impacted how they shopped. We found the biggest factors weighing down shoppers are:

- Prices (both products and gas);
- Inflation;
- Strength of the US dollar; and
- Healthcare costs.

Shoppers feeling this way tend to be older and middle income.

And, although lifestyle and political factors fall below economic worries, they are noteworthy:

- War;
- U.S. foreign relations;
- Global warming; and
- Recently had a baby or are expecting a baby.

Some factors, such as unemployment and the stock market, are considered neutral; an equal number of people say they are impacted as not impacted.

Just how this baggage affects retailers remains to be seen. —————•

FACTORS IMPACTING HOW PEOPLE SHOP

	GREATEST IMPACT (TOP 2 BOX)	SMALLEST IMPACT (BOTTOM 2 BOX)
Price of Products	72	6
Price of Gas	71	9
Inflation	57	17
Strength of US Dollar	48	21
Healthcare Costs for Self/Family	40	25
Unemployment Rate	35	35
U.S. Stock Market	33	34
Education Costs for Self/Family	31	28
Trash/Landfill/Recycling	30	32
War in Iraq	29	41
U.S. Relations with Foreign Countries	28	41
Global Warming	28	37
2008 Presidential Campaign	24	47
Just had a baby or expecting new baby	18	33
Recently remodeled my home/condo	17	33
Retired	17	33
Recently purchased a home/condo	17	33