

SHOPPERS AND THE ECONOMY

Feeling it in the Tank, Shoppers Rethink

Only 10 percent of WAYPOINTS shoppers say they are not doing anything on a regular basis to reduce the money spent on gas while shopping. As you might imagine, with gas hovering at \$4 a gallon, most shoppers are finding ways to save money at the pump.

So, what key shopping behaviors are changing due to gas prices?

The majority (63%) are saving gas money by reducing the number of trips. Most commonly this is employed by: females, Evolving Shoppers (45-60), making \$40-75K, suburban and married.



Forty-four percent say they are reducing the number of miles they are willing to drive, while 38% are visiting one-stop shops. Tied at 21% are shoppers who are walking to the store or using loyalty cards that have gas-related promotions.

Grocery-only retailers appear to be particularly vulnerable to these changes since shoppers have the largest retailer consideration set when buying groceries (77% consider 3+ stores). When shoppers reduce shopping trips, this consideration set may shrink, driven more by proximity and location than by loyalty.

What shoppers are not doing in large numbers ...yet...in the face of escalating gas prices: taking public transportation (13%), carpooling (11%), bicycling (10%) or having purchases delivered (9%).