

SHOPPERS AND THE ECONOMY

Unstable Economy Causes Changes in Shopping Habits



As economic concerns heighten, what changes are shoppers making to their behaviors?

For starters ... shoppers have put themselves on a diet. A “treat” diet.

Only 21% of shoppers are treating themselves or their families, down from 33% in the first quarter. The leaders in this diet are females (ages 45-60) without kids.

SHOPPERS ARE MANAGING THEIR TRIPS AND BUDGETS BY...

Factor	Shoppers		Permanent Change	Temporary Change
	Q1	Q2		
Buying items on sale	86%	79%	81%	12%
Conserving gas by making fewer trips	66%	73%	65%	24%
Buying less on impulse	67%	67%	61%	29%
Deferring purchases of non-essentials	65%	62%	37%	50%
Clipping more coupons	52%	60%	74%	17%

The ups and downs

In addition to the “treat,” the biggest shifts revealed by shoppers from first quarter to second quarter are:

- “Buying higher-quality items” (down 8 points to 28% for Q2);
- “Compromising the store (where) I shop” (down 8 points to 56%);
- “Clipping more coupons” (up 8 points to 60%); and
- “Conserving gas by making fewer trips” (up 7 points to 73%).

Given the changing economic environment, shoppers say all of these are permanent changes (with the exception of deferring purchases). Will these changes really stick? Only time will tell. —•

WAYPOINT



Impulse buys remain strong, so position squarely in shoppers’ paths.