

34%

## SAVVY SAVERS

\$3,510

- WHAT THEY VALUE:** Special offers
- SHOPPING TRAITS:** Affluent, disciplined
- LIFE TRAITS:** Cultural and sporting events, suburban and cosmopolitan
- SHOPPING TRIPS THEY TAKE:** Stock up every seven days, spending \$49; quick trips every two days, spending \$21

28%

## DAILY PLANNERS

\$3,552

- WHAT THEY VALUE:** Well-stocked grocery stores, trusted local merchants, convenience, aspirational buying
- SHOPPING TRAITS:** Fitted to busy lives
- LIFE TRAITS:** Kid-centric, environmentally aware
- TRIPS THEY TAKE:** Stock up every seven days, spending \$54; quick trips every three days, spending \$22

22%

## PLAIN AND PRACTICALS

\$4,055

- WHAT THEY VALUE:** Everyday low prices
- SHOPPING TRAITS:** Big-box mass merchandisers (e.g., Wal-Mart)
- LIFE TRAITS:** Conservative, religious, outdoorsy, self-sufficient
- TRIPS THEY TAKE:** Stock up every seven days, spending \$74; quick trips every seven days, spending \$24

16%

## NO-FRILLS INDEPENDENTS

\$4,041

- WHAT THEY VALUE:** Convenience
- SHOPPING TRAITS:** Indifference to brands, price-insensitive, buy beer and cigarettes
- LIFE TRAITS:** Loners, lower income, older
- TRIPS THEY TAKE:** Stock up every seven days, spending, \$61; quick trips every four days spending, \$24