



## ICR National Survey Finds Consumers Altering Shopping Behavior As They Deal With Impact Of The Recession.

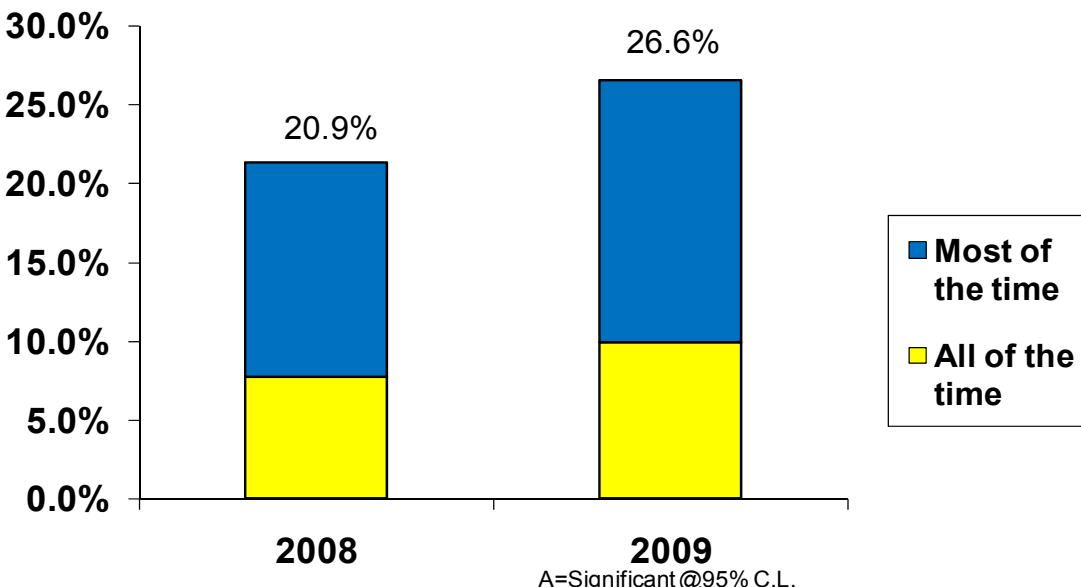
American shoppers across all income levels plan to use coupons in 2009, saving themselves money on their scheduled shopping trips. Shoppers also anticipate being less impulsive at the store as they will stick to items on their shopping lists.

Media, PA - March 6, 2009 – Survey conducted by independent market research firm, [ICR / International Communications Research](#), finds that consumer packaged goods manufacturers might want to take a close look at their consumer marketing efforts as it appears grocery shoppers are altering their shopping behavior as they try to deal with the impact of the recession. The survey revealed that the use of manufacturer or store issued coupons will increase in 2009 as shoppers look to trim their weekly grocery expenditures. More than 1 out of every 4 (26.6%) shoppers who have primary responsibility for their household's weekly shopping are either using or intend to use coupons all of the time or most of the time on their planned shopping trips. This represents a 27.3% increase over 2008 levels where only 1 of 5 shoppers (20.9%) used coupons all or most of the time.

### More Shoppers Are Using Coupons When Grocery Shopping

#### % of Shoppers Using Coupons

N = 765 U.S. Primary Grocery Shoppers

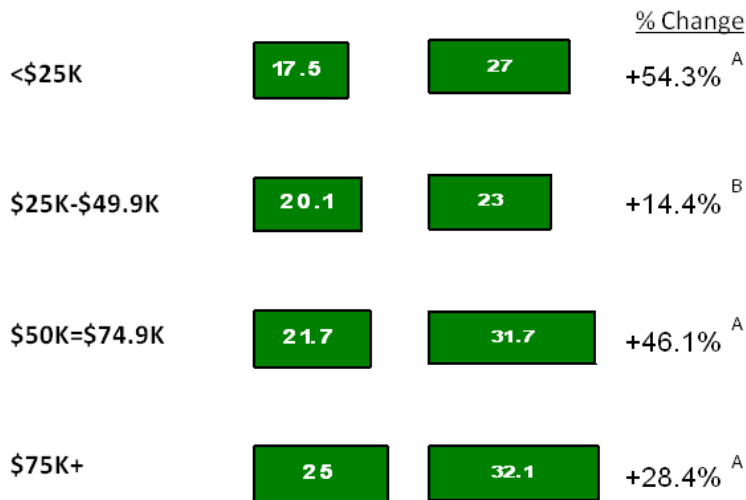




All shoppers, across all income levels are using coupons all or most of the time on their planned shopping trips. While the lowest income group (households earning \$25,000 or less annually) plan to increase their usage the most compared to 2008 (+54.2%), it is higher income households earning \$75,000 or more that represent the highest percent of shoppers who will use coupons regularly. One out of three upper income households (32.2%) will use coupons all or most of the time in 2009, a 28.4% increase compared to 2008.

### All households, including higher income, are using more coupons

% of shoppers using coupons all or most of the time



N=675 US Primary Grocery Shoppers

A=Significant @95% CL

B=Significant @80% CL

Marketers might also consider their in-store activities which are normally effective at generating impulse purchasing. Almost 3 out of 4 shoppers use a shopping list when doing the regular scheduled shopping, but shoppers earning at least \$25,000 annually are planning to buy fewer items not on their shopping list all or most of the time. This potentially has significant implications for both manufacturers and retailers whose in-store efforts to stimulate impulse purchasing may not yield the expected results.



**Most household use a shopping list, but fewer are buying items not on the list**

¾ of shoppers use a list when they shop, but fewer are buying frequently\* on impulse



			% Change
Total	50.7	43.5	-14.2% <sup>A</sup>
<\$25K	50.3	52.8	+5.0% <sup>A</sup>
\$25K-\$49.9K	54.5	40.4	-25.9% <sup>B</sup>
\$50K=\$74.9K	50.8	40.9	-19.5% <sup>A</sup>
\$75K+	52	44	-15.4% <sup>A</sup>

\* all, most, or some of the time

N=675 US Primary Grocery Shoppers  
 A=Significant @95% CL  
 B=Significant @80% CL

This study was conducted using ICR’s **EXCEL** Omnibus survey. **EXCEL** is a national telephone omnibus service designed to meet the standards of quality associated with custom research studies. The study was conducted with 1,002 adults from January 15-19, 2009 across the United States, and because it is a sample and not an actual population, an associated margin of error applies. At a 95% level of confidence, the margin of error for this sample is +/- 3.7 percentage points.

**ICR / International Communications Research**

Based in Media, PA., ICR is a leading market research company which conducts research in more than 90 countries. ICR offers a full line of custom and omnibus research services. Its omnibus solutions include small business, teen and Hispanic research services. ICRs full suite of custom research services are guided by industry experts and advanced analytics, with a specialization in brand, customer loyalty, product development, market exploration, and public affairs research. For more information about ICR, visit our website: [www.icrsurvey.com](http://www.icrsurvey.com).



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