

2010 BrandSpark American Shopper Study

The 2010 BrandSpark American Shopper Study (BASS) captures the true voice of America's principal grocery shopper, featuring consumer attitudes regarding shopping and media habits, the economy, the environment, natural and organic trends, and much more. The BASS findings are the most up-to-date and relevant in today's market.



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METHODOLOGY

BrandSpark International, in collaboration with SSI conducted an online survey of 50,765 American consumers (Age 18+) who are involved in household grocery shopping. The survey was fielded between October 12 and December 8, 2009. The sample was weighted by principal grocery shopper by gender, age and region to conform to US MRI data.

RESEARCH OVERVIEW

- Early Adopters Profiles
- Drivers of Purchase
- Attitudinal Perceptions
- Future Levels of Spending
- Media and Marketing Tactics (including new forms of media)
- Full Demographics (including grocery store shopping habits)
- What's important to principal grocery shoppers (PGS) when buying new products?
- What types of products / offerings will consumers continue to purchase in these economic conditions? What will they defer or cancel? Where will they spend more?
- What media influences the PGS the most when it comes to new products?
- What are the current health concerns of the PGS?
- Who are the PGS Early Adopters and how do you target them for increased marketing effectiveness?
- What are the brands / products that PGS consider to be environmentally responsible? What brands do they trust most?
- What do the words "natural," "organic" and "environmentally friendly" mean to the PGS?
- New for 2010!
 - What are the drivers of purchase for Health and Beauty and Household Care products
 - How has the consumer's attitude changed regarding organics? Local products?
 - What changes have consumers made that they will maintain when the economy rebounds?
 - Which forms of media are perceived as purely entertainment? Purely informative?
 - Global Consumer Trends and Insights (Canada, UK, Australia, Germany, France, Brazil, China)

DID YOU KNOW?

- ✓ 50% of consumers are eating at home more often, than they did a year ago.
- ✓ 56% of Americans have purchased more private label products in the past 12 months.
- ✓ Over 40% feel they are worse off compared to six months ago, however, there is a positive outlook for the next six months.

For more information about this research study, please contact Maxwell Bonnie, BNPA US Program Manager at 347-429-1403.