

Aspirationalists

(13 percent of population, lowest annual income)

- Profile**
- Extremely enthusiastic; eager to try innovations and technology
 - Perceive themselves as sophisticated and new-product focused
 - Don't see themselves as planners, deal seekers, price conscious, or frugal
 - Highest stated interest, among the four segments, in online shopping, customization, innovation, convenience, sustainability, and environment-friendly and organic products
 - Very receptive to traditional advertising
 - Stay connected to brands by visiting brand websites and participating in online communities

- Shopping Behavior**
- Have the highest propensity for unplanned purchases
 - Spend more than planned on fashion products
 - Have the highest average monthly spend and frequency of purchasing for apparel and footwear, personal care and household care products
 - Put equal emphasis on quality and price, but show the highest interest in convenience and novelty/variety among all segments

Pragmatists

(22 percent of population, average income)

- Profile**
- Very conservative and consistent shoppers
 - See themselves as price conscious, frugal, and deal seekers, making primarily planned purchases
 - Are least interested in innovation, personalization, health-oriented products, sustainability, environment-friendly products, and organic foods

- Shopping Behavior**
- Least likely to enjoy shopping online for consumer products
 - Spend the least on apparel and footwear, personal care, and household goods
 - Price is the highest concern

Responsible go-getters

(46 percent of population, higher-than-average income)

- Profile**
- Have similar attitudes as Aspirationalists, but to a lesser degree
 - Are more balanced and responsible in their buying approach than Aspirationalists
 - Enjoy shopping online, but not as much as Aspirationalists
 - Have a better understanding of technology and associated security concerns
 - Perceive themselves as more price conscious, frugal, and deal seeking than Aspirationalists, likely due to being somewhat older, married, and having children

- Yet they:**
- Show the second-highest monthly spend and frequency of purchasing for apparel and footwear, personal care, and household care products
 - Make unplanned purchases

- Shopping Behavior**
- Are planners
 - Put varying emphasis on quality and price depending on product category—give equal importance to both for food and beverage; give quality more importance for apparel and fashion, and personal care products; and give price more important for household care products

Discerning achievers

(19 percent of population, highest income)

- Profile**
- Perceive themselves as price conscious and frugal, but overall spend more than other segments
 - View themselves as being discerning, health conscious and ingredient sensitive
 - Make consistent and planned purchases
 - Highly interested in products that are environment friendly, "green," and organic
 - Pay attention to nutritional content

- Shopping Behavior**
- Some receptivity to online ads
 - Prefer quality over low price; rate quality higher than any other segment
 - Spend on and shop the most for food and beverage products

