

AHEAD OF WHAT'S NEXT

PROGRESSIVE **GROCER**

The Why Behind the Buy

Acosta Sales & Marketing in its fall 2011 nationwide “The Why Behind the Buy” survey collected data on grocery shopper habits heading into the winter months.

Trends in the current survey included the following:

- **Traditional store circulars remain among the most popular promotional items for shoppers,** with 85% reporting that store circulars influence them and nearly 50% saying they clip coupons from the circulars.

Acosta conducts this survey twice a year. The respondents are more than 1,000 everyday shoppers, randomly selected across all generational, economic and ethnic groups across the United States. The current survey was fielded in July 2011.

