

High Ticket Grocery Shoppers

Contributed by BMRB

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The latest TGI data from BMRB shows that there are approaching 3 million GB adults (15+) who spent more than ?100 on their groceries in the last week. Almost two-thirds of them are female; they are 89% more likely than the average adult to be aged between 35-44 and 58% more likely to be in the AB social grades.

These high ticket grocery shoppers are nearly 3 times as likely as the average adult to have a household budget of ?50,000 or more.

Approaching two-thirds of them have children, and over a third find it difficult to say no to their kids.

They are over 20% more likely than the average adult to be in the highest 20% of the population for magazine exposure, and over 70% more likely to be very interested in magazine articles about education.

Over a third of high ticket grocery shoppers often refer to the internet before making purchases and they are also over one and a half times more likely than the average to have bought groceries on-line.

Their last holiday cost 30% more than the average adult, and their current car costs 23% more than average.

High ticket grocery shoppers are 32% more likely to claim to have noticed advertising at an airport in the last week.

Nearly a million of them agree that they are influenced by advertising.

They are almost 30% more likely than the average adult to specially choose to listen to radio cookery programmes.