



Numerator

MYTHBUSTERS

**"High income households don't
shop the dollar channel."**

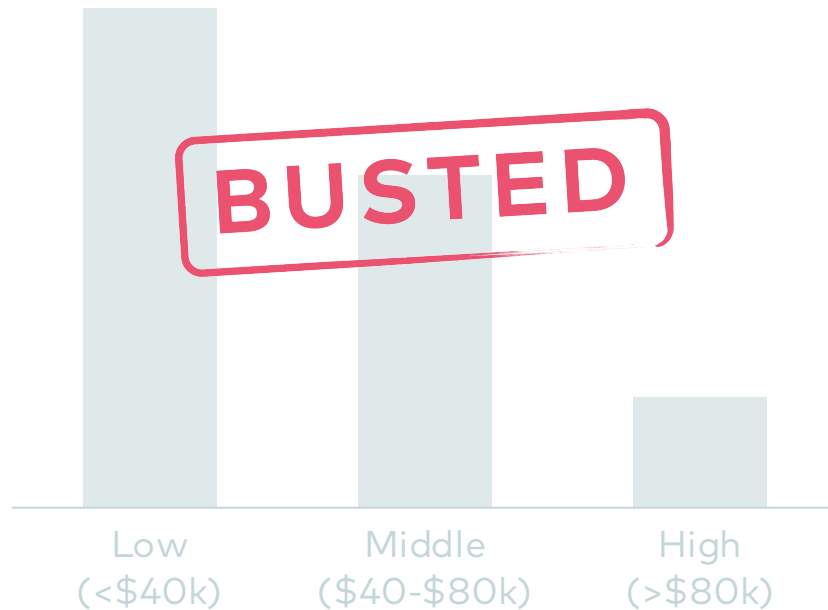
May 2019

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MYTH

"High income households don't shop the dollar channel."

% Dollar Shoppers
by income level



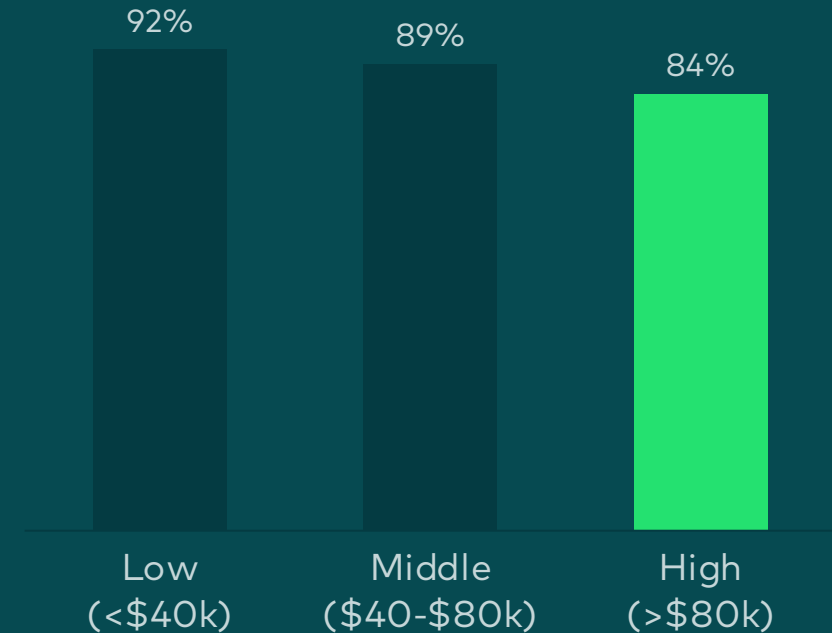
"Myth" chart – illustrative purposes only

"Truth" chart – Numerator Insights 12 months ending 03/31/2019

TRUTH

84% of high income households shop the dollar channel.

% Dollar Shoppers
by income level

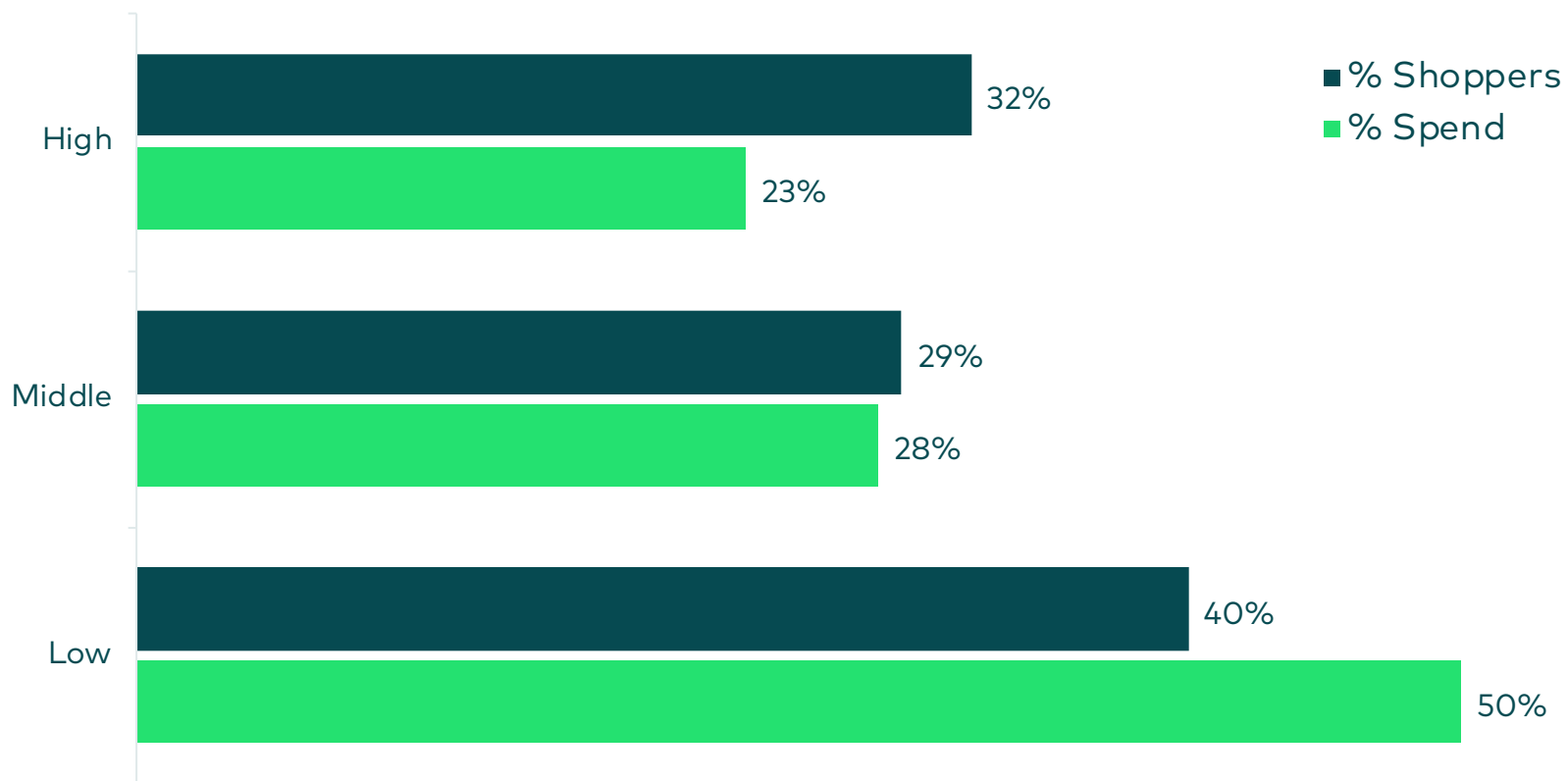


High income households spend less at dollar

They buy more when there, but visit less often, presenting an opportunity to drive additional trips.

Dollar Channel Shopper & Spend Distribution

by Income Level



High Income HH's Dollar Channel Shopping

Purchase Frequency

17.5 trips

Index **69** vs.
avg. dollar shopper

Avg. Basket Size

\$13.18

Index **104**

Buy Rate

\$230

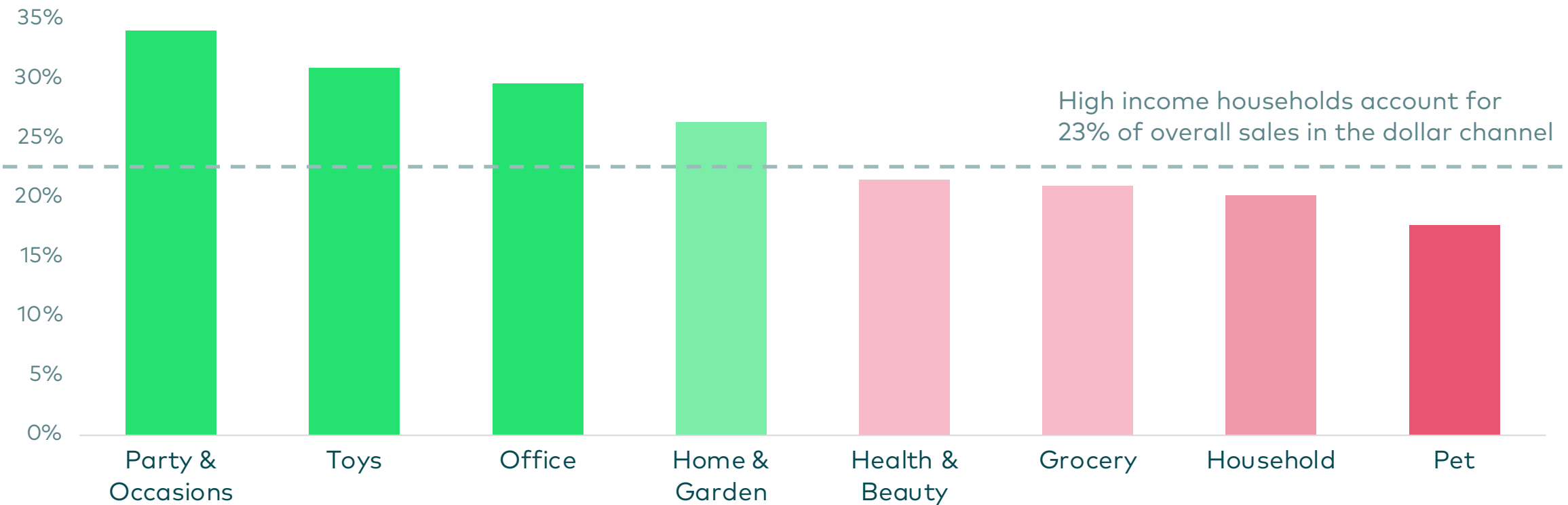
Index **72**

High income households favor certain categories when shopping dollar

They spend less on everyday items & more on specialty products than the average dollar shopper.

High Income in the Dollar Channel

% of sales in each category made by High Income HH's

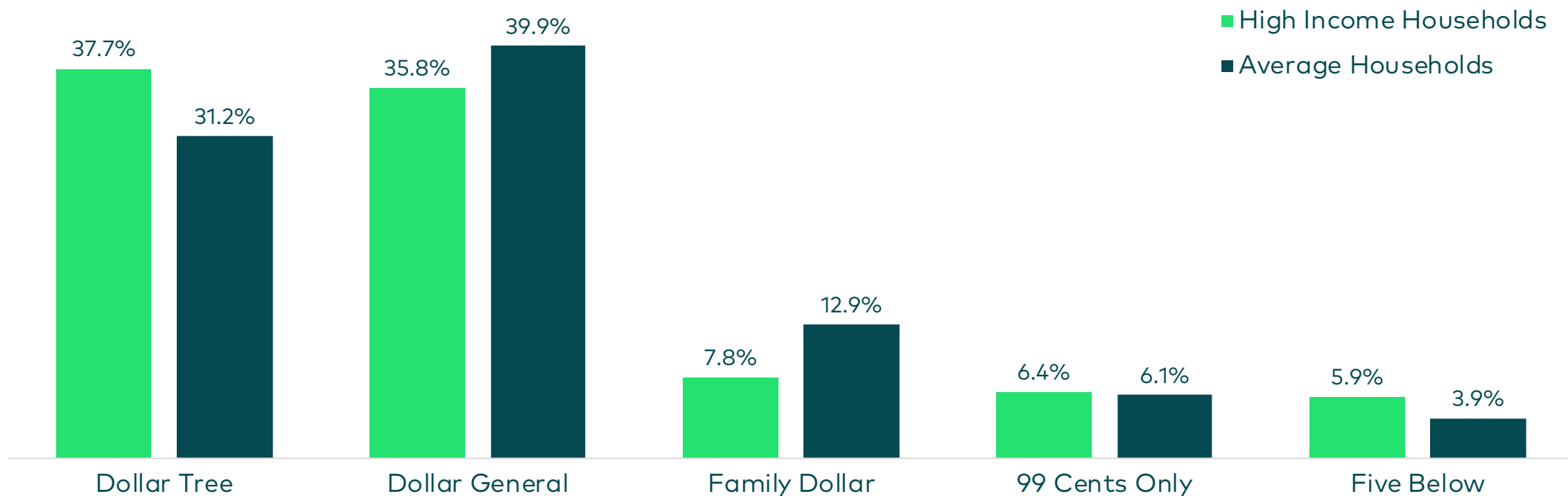


Dollar store preference varies slightly between high income and average households

Stores could consider reviewing their assortment win these shoppers.

Retailer Preferences

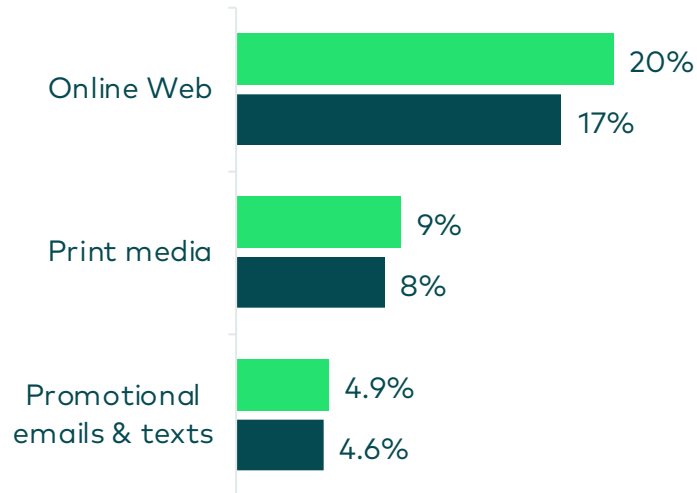
% of Dollar Channel Spend



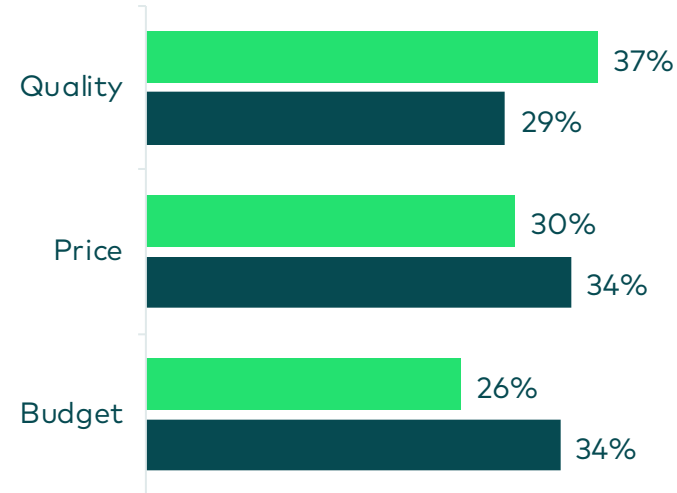
Advertising preferences and purchase drivers differ for high income shoppers

They respond best to online promotions and are more concerned with quality than with price.

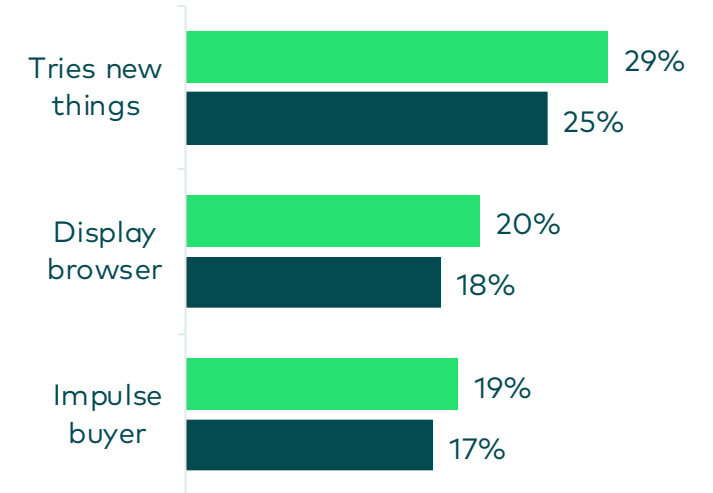
Most Influential Advertising



Purchase Drivers



Shopping Behaviors



■ % High Income Dollar Shoppers ■ % Dollar Shoppers

\$941 Million Opportunity

Dollar stores can gain **\$941 million** by driving **+2 trips** from each of their current high income shoppers.

Potential trip drivers:

- Promote specialty categories like party & occasions, toys and office supplies.
- Stay top-of-mind among this group with targeted web promotions.
- Drive impulse purchases with a 'new items' section to increase excitement and energy.

Any other myths you want us to bust?
hello@numerator.com