

Consumer Buzz

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Heavy Spenders

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A recent Viant/Nielsen study aimed to pinpoint the characteristics of “heavy spenders”—the top 40% of shoppers based on their total spending over the past 90 days. According to the study, the top three heavy spenders are digital introverts (those who don’t enjoy shopping in stores), dads and convenience shoppers. Digital introverts spent an average of \$665 on holiday gifts in 2015, which is 28% more than the average spend among all heavy spenders and three times as much as average department store shoppers. Dads spent \$617 on average, followed by convenience shoppers, who spent an average of \$576 on holiday shopping—twice the average holiday shopper’s total. For digital introverts and dads, researching before buying is their top shopping priority, while convenience shoppers want easy parking and short checkout lines.

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