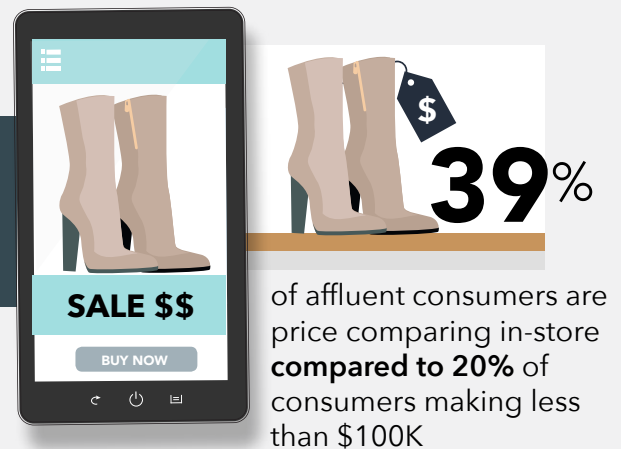
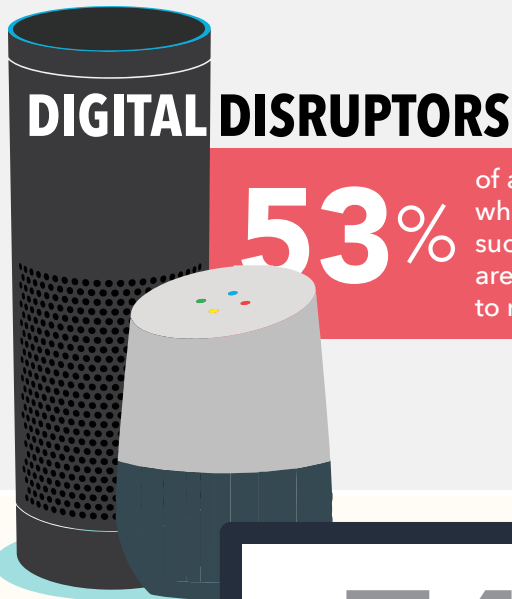


# RETAIL'S DISRUPTORS DRIVING AFFLUENT CONSUMERS TO SHOP FOR DISCOUNTS



of affluent shoppers say they frequently shop at discount retailers

of affluent shoppers say they frequently shop at regular price retailers



## THE AMAZON EFFECT

of affluent consumers said they check Amazon.com for products and pricing before looking anywhere else

vs. **54%** of those making less than \$100K