

THE ROLE OF DELIVERY SERVICES IN THE LIVES OF AFFLUENTS



In order to maintain and provide for their busy households, Affluent parents utilize a variety of delivery services (e.g. groceries, clothing, or weight loss/control) than their childless counterparts. Those who live in rural areas are also more likely to utilize these services as they do not have as much easy access to retail stores to purchase their goods in person.

Delivery service users

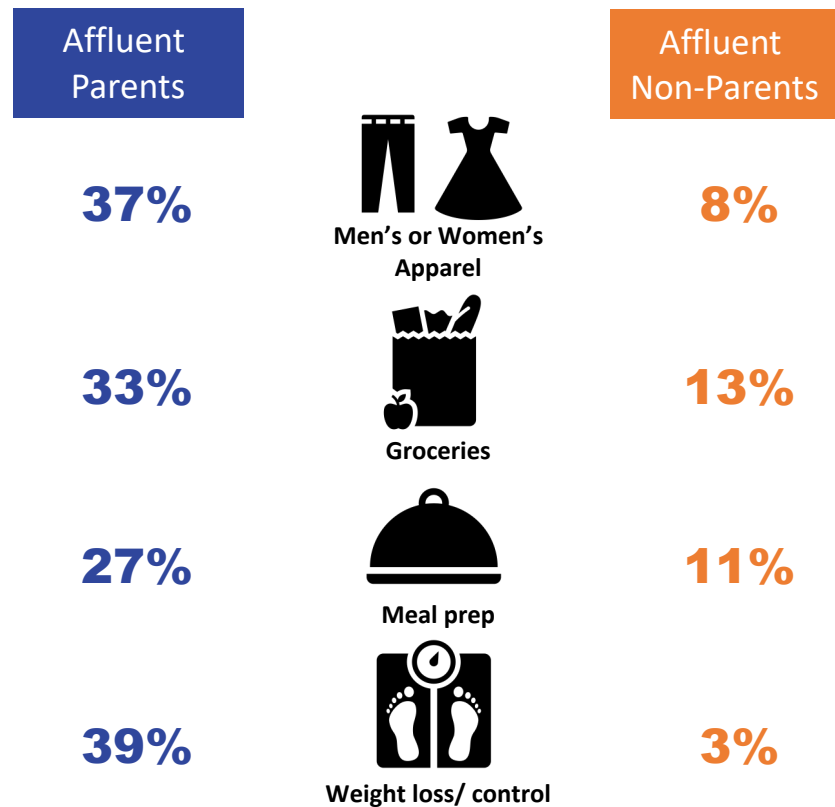


Usage of any delivery services within the past 6 months

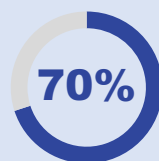
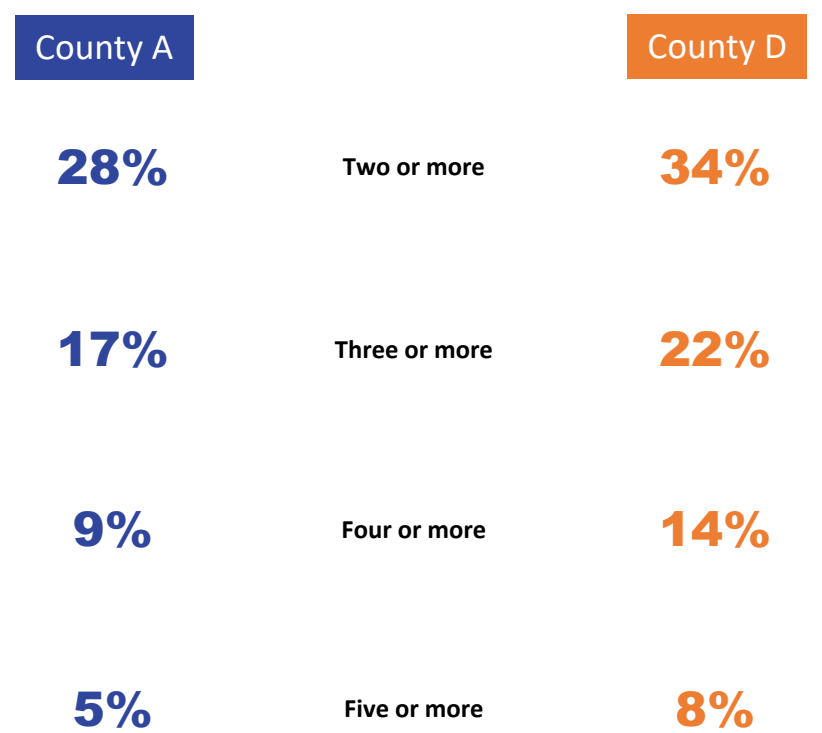


Convenience & Accessibility

Top delivery services used



Number of delivery services used



Affluent Parents who live in County D
(delivery service usage)

The majority of Affluent parents who live in rural areas use delivery services. It's likely due to the fact that these services provide better access to the products they need to support their families. Marketing messages related to convenience and accessibility will resonate well with this target.