# 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**

" I enjoy trying new recipes "

" I actively do things to maintain/improve my health "

"I am always looking to add to and refresh my wardrobe "

68% "I consider myself to be physically fit "

**66**%

### Usage of any delivery services within the past 6 months

















**Affluent Parents** (Children under 18)

Affluent Non-**Parents** 

**Affluent Urbanites Affluent Ruralites** (County A)

(County D)

#### **Convenience & Accessibility**

ı	op	aeiiv	/ery	serv	/ices	usea

Affluent Parents		Affluent Non-Parents
<b>37</b> %	Men's or Women's Apparel	8%
33%	Groceries	13%
27%	Meal prep	11%
39%	Weight loss/ control	3%

## Number of delivery services used

County A		County D
28%	Two or more	34%
17%	Three or more	22%
9%	Four or more	14%
5%	Five or more	8%



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.