

# Youth Want ‘Cheap’, Adults Want ‘Great Value’

In IMI’s 2009 Turbulent Times Consumer Economic Impact Study, consumers were asked “Over the next three months will you be purchasing and be loyal to brands, products and services that offer/are ...”

Global N = 3,217	Total	Respondent Age				
		13-18	19-29	30-39	40-49	50-69
‘Great value’	60%	56%	51%	59%	<b>63%</b>	<b>70%</b>
‘Cheap’	56%	<b>68%</b>	<b>58%</b>	56%	52%	47%

Source: IMI International's Turbulent Times™, 2009

## IMI Implication:

**While discounts may be a stronger tactic for youth, older more experienced consumers want to know your brand’s inherent value proposition. Speak your target’s language.**

