



An audience persona for Trader Joe's is Krista Smith. She lives in a California suburb and is married with one child on the way. She graduated from the University of Southern California and went on to receive a MBA from the University of California, Los Angeles. As a health-conscious individual, she shops at Trader Joe's for the blend of high-quality produce, seasonal items and upscale food at low prices. Her favorite time of the year is fall when the Fearless Flyer announces the new seasonal products for her to try with her husband and friends.

Since Trader Joe's inception, the focus on a limited stock of high-quality products led it to a specific demographic of health-conscious, affluent consumers. A 2006 Coriolis study illustrates founder Joe Coulombe's thought of serving an "overeducated, underpaid" consumer who was willing to try new things and recognized Trader Joe's as a secondary shop. Instead of a grocery store targeting large families with national brands and every need imaginable in bulk-items, Trader Joe's demographic is small families, couples and singles who are well-educated and loyal to the private label goods.

Reuter and Schlitz (2021) observed that the typical Trader Joe's consumer was either White or Asian and typically between the ages of 25-44, with at least a college education. This aligns with Coulombe's gear towards a well-educated and well-traveled consumer. As for typical income, Watson (2014) reported that 46% of consumers had an annual income of \$100,000 or higher, but households with annual incomes from \$25,000 to \$99,000 also accounted for a large demographic of shoppers. With a specific focus on high-quality, healthy products and a fun shopping atmosphere, Trader Joe's attracts a health-oriented consumer looking for quality products in a unique environment. Watson (2014) emphasizes the difference between Whole Foods and Trader Joe's as Whole Foods provides a huge selection of "premium quality" goods

while Trader Joe's is focused on a "sharply edited" selection of quality goods at low prices. They attract a similar consumer base, but Trader Joe's has a smaller niche selection that keeps consumers shopping at both.

A majority of Trader Joe's locations are in California. A 2021 ScrapeHero analysis shows that out of the 545 locations, 35% are in California with the next highest state being New York with 5%. Locations are more likely to be in higher-income neighborhoods, dominating in areas with a higher median income. The stores have a smaller layout with a limited selection of products that come and go with profit. Those that are not up to par are quickly replaced with new fun and quirky products.

Works Cited

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