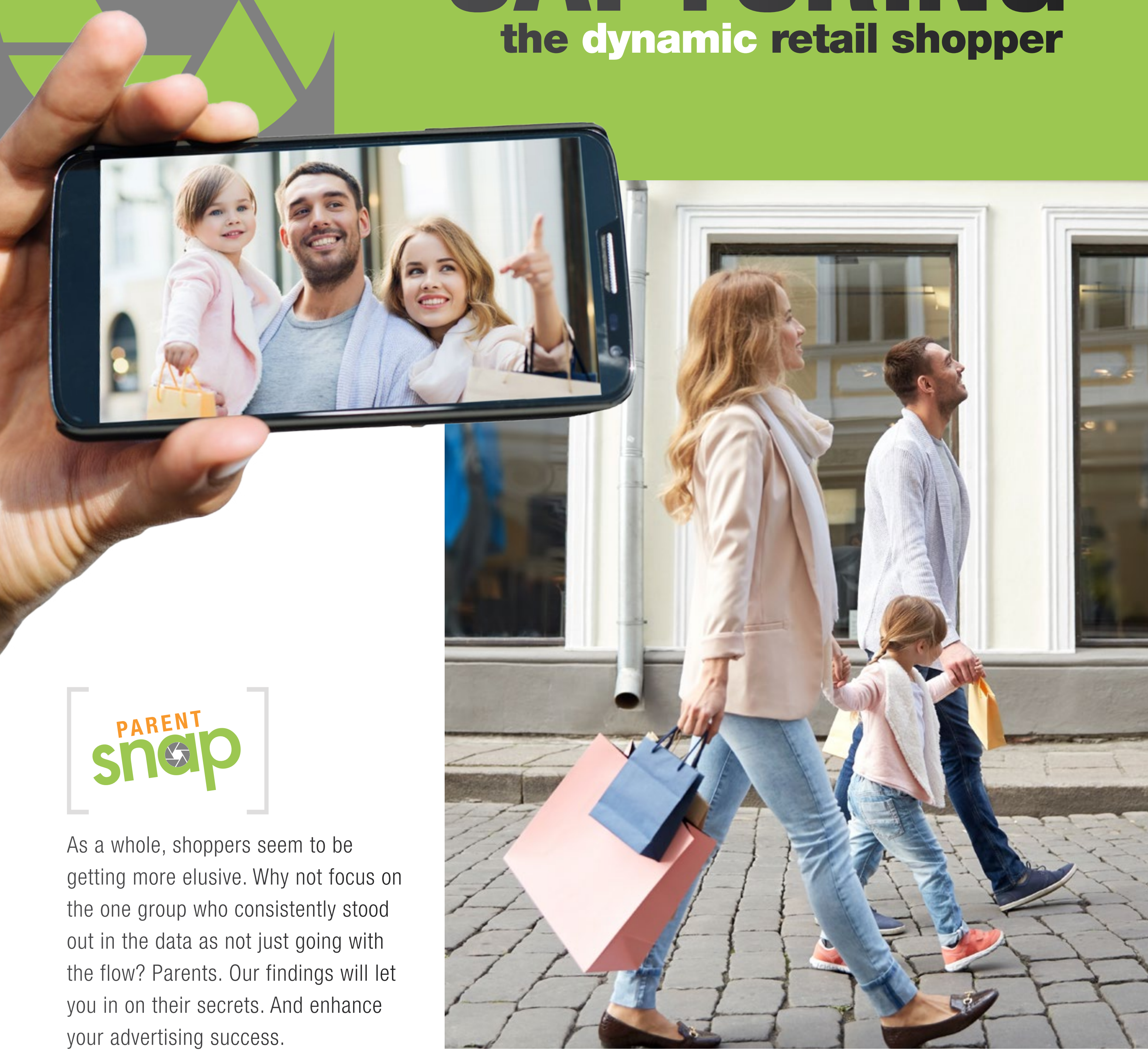
Valassis
intelligent media delivery

CAPTURING
the dynamic retail shopper



PARENT snap

As a whole, shoppers seem to be getting more elusive. Why not focus on the one group who consistently stood out in the data as not just going with the flow? Parents. Our findings will let you in on their secrets. And enhance your advertising success.

WHO PLANS ANYMORE?

Life is so busy, do most shoppers fly by the seat of their pants? Apparently not, which is a good thing for marketers.

We asked consumers how they typically research and plan before buying retail categories like apparel, electronics, furniture, housewares, and home improvement supplies. Planning may encompass store choice, comparing prices, making a list, looking for discounts or coupons, etc.

Are they more likely to plan for all purchases, just expensive items, or just gifts for special-occasions? It can vary by category, but most declare "all purchases" are researched and planned, while 20 - 25% focus planning on pricey purchases and less than 10% only research gifts.

This signifies that the door is wide open. You have a big opportunity to impact the purchase cycle right from the start. And parents? They are way above-average planners. You may surmise the reasons why: more budget-minded or time-stretched? Having children in the household makes a clear difference.

Research and plan for EVERY purchase

	All	Parents
Apparel	43%	**53%**
Electronics/Appliances	58%	**67%**
Furniture/Mattress	65%	**74%**
Housewares	52%	**64%**
Home Improvement	49%	**59%**

Parents break from the norm

Bolded % = statistically significant at the 95% confidence level

Valassis
intelligent media delivery

PARENT snap

DID YOU EXPECT DYNAMIC SHOPPERS TO SIT HOME MAKING PLANS?

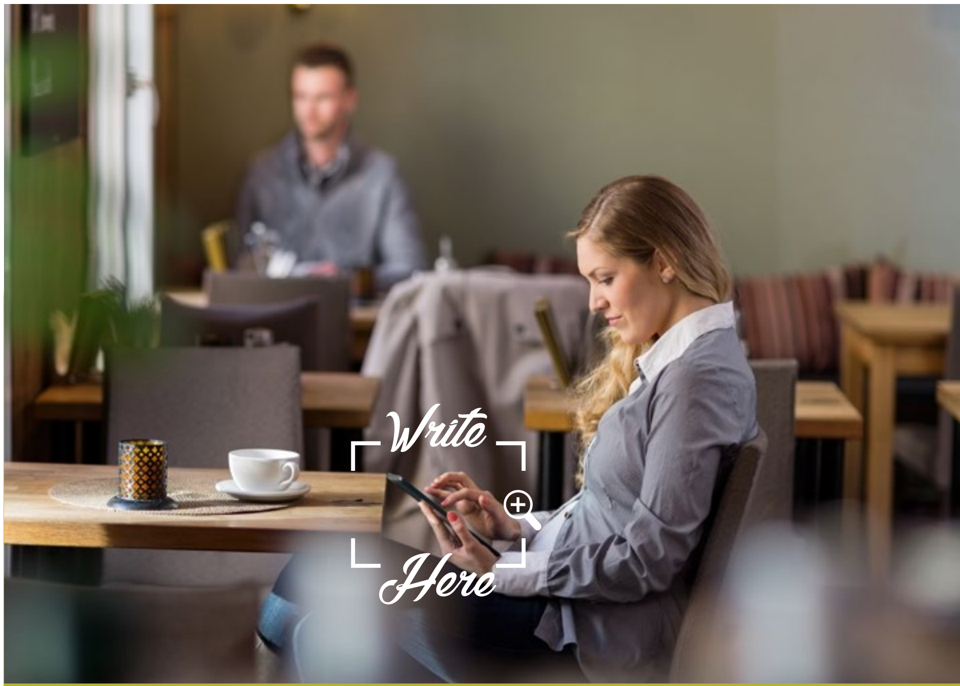
Although home is still #1, don't get too comfortable envisioning moms at their kitchen tables making lists. Other places are climbing the charts.

Whether seated on a chair, bed or floor, behind a desk or in front of a TV, at the store, cafe or an outdoor park – it may come down to "Where is it easy to make plans today?"

The retail-focused data supports this change in behavior. Again, parents break or reshape the mold.

Parents exhibit a lower incidence of planning at home than all respondents do. And display a higher incidence for at work and on-the-go planning. You can see that proves true whether planning for expensive or inexpensive items.

What does this mean for you marketers? A cross-channel campaign with home and device addresses matched up is sounding more and more like it should be the new norm. Agree?



Usual planning place (top 4 locations shown)

		Less Expensive		More Expensive	
		All	Parents	All	Parents
Apparel items	Home	73%	**60%**	76%	**67%**
	Work	17%	**26%**	19%	**28%**
	On-the-go	15%	**24%**	12%	**18%**
	Store	20%	**25%**	21%	**30%**
Electronics/ Appliances items	Home	68%	**57%**	71%	**61%**
	Work	27%	33%	30%	**38%**
	On-the-go	21%	**29%**	19%	24%
	Store	23%	28%	24%	31%
Furniture/ Mattress items	Home	70%	**57%**	70%	**59%**
	Work	24%	**34%**	28%	36%
	On-the-go	21%	**30%**	19%	26%
	Store	23%	28%	24%	30%
Home Improvement items	Home	77%	**62%**	82%	**72%**
	Work	18%	**31%**	20%	**33%**
	On-the-go	15%	**24%**	11%	17%
	Store	21%	28%	19%	**31%**

Bolded % = statistically significant at the 95% confidence level
Numbers do not equal 100% due to ability to select multiple responses

Valassis intelligent media delivery

PROBING DEEPER: HOW ARE THEY SHOPPING?

Thought it may help as you try to influence planners right up to checkout – if we go a level deeper into the consumer segments.

We asked shoppers to describe HOW they shop when it comes to retail categories (apparel, electronics, etc.). And then we looked to see who the biggest planners were from that lens, comparing online, in-store and combo (omni-channel) shoppers. This is what we found:

More and more people are taking advantage of the time flexibility and easy product comparisons that online shopping affords. In-store shopping remains attractive, especially when people want a “see and touch” experience.

Of note, parents stand out – particularly as most likely to shop online only for electronics, housewares, home improvement supplies, and apparel (for self, not for spouse & kids).

According to the data, online shoppers are bigger planners across purchases – pricey or not. This may give you pause as YOU plan your touchpoints.

Significant parent difference

	Only Online:	
Apparel (purchases for self)	17% Parents*	vs 9% All
Home Improvement	17% Parents*	vs 7% All
Electronics/ Appliances	26% Parents*	vs 16% All
Housewares	24% Parents*	vs 13% All

How respondents mainly shop

Among All Respondents	Apparel (for self)	Electronics Appliances	Furniture Mattress	Housewares	Home Improvement
Online (only/mostly)	24%	29%	30%	27%	17%
In-store (only/mostly)	48%	29%	33%	37%	48%
Omni-channel (both 50/50)	28%	42%	38%	36%	35%

Who are the biggest planners & researchers?

Average across all categories surveyed	Online shoppers	In-store shoppers	Omni-channel shoppers
For all purchases:	63%	32%	51%
For expensive items only:	17%	23%	20%
For special occassions only:	7%	9%	11%
Don’t research or plan my shopping:	13%	37%	18%

*Parents % = statistically significant at 95% confidence level

WHERE CAN YOU CATCH ONLINE SHOPPERS?

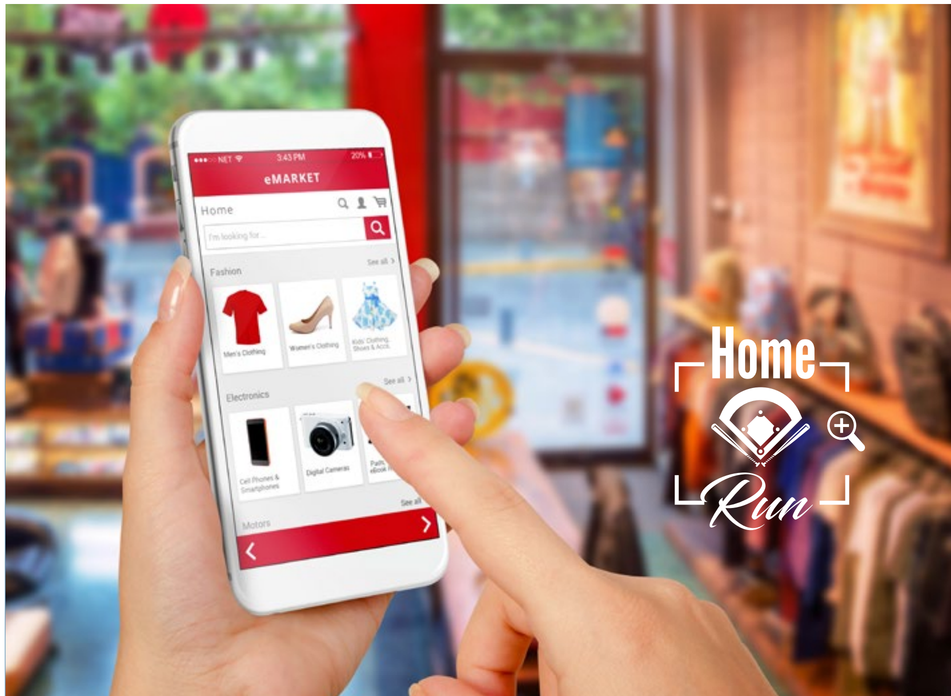
Since online shopping is clearly growing in popularity, it wouldn't be fair to leave you hanging with broad sweeping statements. Let's take you somewhere more assuring, like home, work, and maybe a gym or coffee shop.

Or how about the store? Wait. What? Who does online shopping at the store? Take a wild guess: parents!

Check this out. 23% of parents shop online while at the store when buying less costly apparel; 26% of moms and dads are checking their smartphones in the home improvement aisles for less costly supplies.

Nonetheless, home is absolutely the #1 place to catch online shoppers. But you'll see it's to a lesser degree for parents. They are making time while at work or on-the-go to visit websites and place their orders.

That said, make sure your digital ad campaigns provide a cohesive experience across devices, whether desktop, tablet, laptop or smartphone.



Where they are when shopping online for less expensive items (top 4 locations shown)

	Place	All	Parents
Apparel items	Home	76%	**63%**
	Work	18%	**25%**
	On-the-go	11%	**21%**
	Store	15%	**23%**
Electronics/ Appliances items	Home	64%	**52%**
	Work	25%	**33%**
	On-the-go	19%	**27%**
	Store	20%	26%
Furniture/ Mattress items	Home	68%	**54%**
	Work	24%	**34%**
	On-the-go	18%	24%
	Store	18%	26%
Home Improvement items	Home	80%	**68%**
	Work	19%	**31%**
	On-the-go	12%	**25%**
	Store	16%	**26%**

Approximately **1/4** of parents shop online while at the STORE.

Bolded % = statistically significant at the 95% confidence level
Numbers do not equal 100% due to ability to select multiple responses

intelligent media delivery

CAPTURING
the dynamic retail shopper

ABOUT THE STUDY

The Valassis Awareness-to-Activation Study is an ongoing study fielded in conjunction with The NPD Group, Inc., a global market research company. The sample was derived via an online survey, and all participants were at least 18 years of age and living in the contiguous United States. Approximately 10,000 respondents are surveyed annually. The specific data included in this report is from the research wave fielded 5/26/17 – 7/28/17 to over 1,400 respondents and is balanced by age and gender to U.S. Census demographic profiles.

ABOUT US

Valassis is a leader in intelligent media delivery, providing over 58,000 clients with innovative media solutions to influence consumers wherever they plan, shop, buy and share.

By integrating online and offline data combined with powerful insights, Valassis precisely targets its clients' most valuable shoppers, offering unparalleled reach and scale. NCH Marketing Services, Inc. and Clipper Magazine are Valassis subsidiaries, and RedPlum® is its consumer brand. Its signature Have You Seen Me?® program delivers hope to missing children and their families. Valassis is a wholly owned subsidiary of Harland Clarke Holdings.

1.866.576.0523 | valassis.com

Valassis®
intelligent media delivery