

ACTION FIGURES

Ten Ways Consumer Shopping Habits in 2009 Have Changed

These days, consumers are more destination shoppers, make more considered purchases and do their homework before heading to the store. The number of adults in the market for any specific general merchandise item at any particular point in time is "thin". With a variety of information sources available for today's consumer, it might surprise you that the one thing that has not changed when it comes to shopping is the consumer's reliance on newspapers as a tool.

- 1. 95%** of adults report that the recession has impacted their shopping pattern in some way. Many adults (76%) report doing fewer shopping trips, many (69%) report purchasing fewer items than before. Adults plan purchases more, postpone purchases, shop at different stores than before, or purchase lesser brands.
- 2. 67%** of adults plan purchases these days rather than shop on the spur of the moment. However, the marketplace continues to open and close quickly with 48% entering the market, buying and leaving in the same day. Actual purchases continue to be predominantly made in stores (79%) though shopping information channels have dramatically expanded. The average consumer "shops" utilizing 3-4 sources in a week with newspaper advertising being the number one source.
- 3. 86%** of consumers used media to help plan shopping or make purchasing decisions in the past 7 days. Newspapers ranked first as a source by 59% of adults, followed by in store displays, direct mail, television, magazines, e-mail, radio and search. 80% of newspaper readers report looking at advertising when reading the paper.
- 4. 41%** of adults report that newspapers are the media most used to check out ads; more than all electronic media combined (internet, television, catalogs, magazines and radio).
Shoppers rate newspapers first of all media for:
 - Bringing sales to attention
 - Most valuable for planning shopping
 - Most believable and trust worthy
 - Look forward to this type of ad
 - Prefer for receiving advertising information
- 5. 82%** of newspaper readers took some action as a result of a print newspaper ad in the past 30 days. 61% clipped a coupon, 50% bought something advertised, 52% visited a store.
- 6. 39%** of newspaper readers followed up a print ad online in some way. 33% went to a site after seeing a newspaper ad, 21% conducted an online search after seeing a newspaper ad.
- 7. 82%** of readers used a preprinted insert in the past 30 days. On average, adults keep inserts 4.4 days. Uses include 59% to compare prices, 55% to compare one circular to another, 52% saved until visiting the store, 43% showed it to a spouse, friend or family member, 43% to make an unplanned purchase, 42% took it to the store with them.
- 8. 64%** of 2009 U.S. adults prefer to receive coupons in newspapers. 22% prefer direct mail, 10% prefer the internet, 3% prefer magazines.
- 9. 36%** of adults who said they had not read a newspaper in the past week, USED a newspaper during that same week. Usage included: 19% checked sales in local stores, 15% clipped a coupon, 14% checked the weather, 10% checked movie listings.
- 10. 55%** of adults shopped for something other than groceries during the past week. Almost all of them bought something. 100 million adults read a newspaper on an average weekday. And 115 million read on Sunday.

Research Scarborough 2008
How America Shops and Spends/ MORI Research 2009

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