

# UNLOCK THE BALTIMORE CONSUMER MINDSET

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Presented by

 **wba** RESEARCH

AMA In The AM - Baltimore  
December 8, 2016



# Agenda

Background

Me and My Community

Work Life

Healthy Lifestyles

Living with Technology

Shopping/Consumer Habits

Changing Consumer Attitudes





# Background

**WBA's MarkeTrak® Study established in 1989**

**2000 – Baltimore-Washington Psychographic Study**

**2006 – Baltimore-Washington-U.S. Psychographic Study**

**2011 – Understanding the Consumer Mindset**

**2016 – Baltimore Psychographic Study**



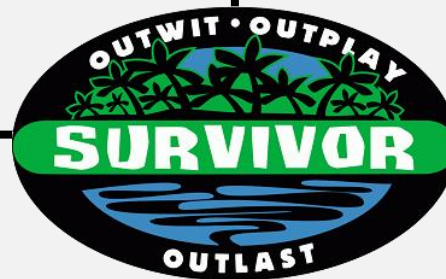
# Remember When?

2000

2006

2011

2016





# Remember When?

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2006

2011

2016





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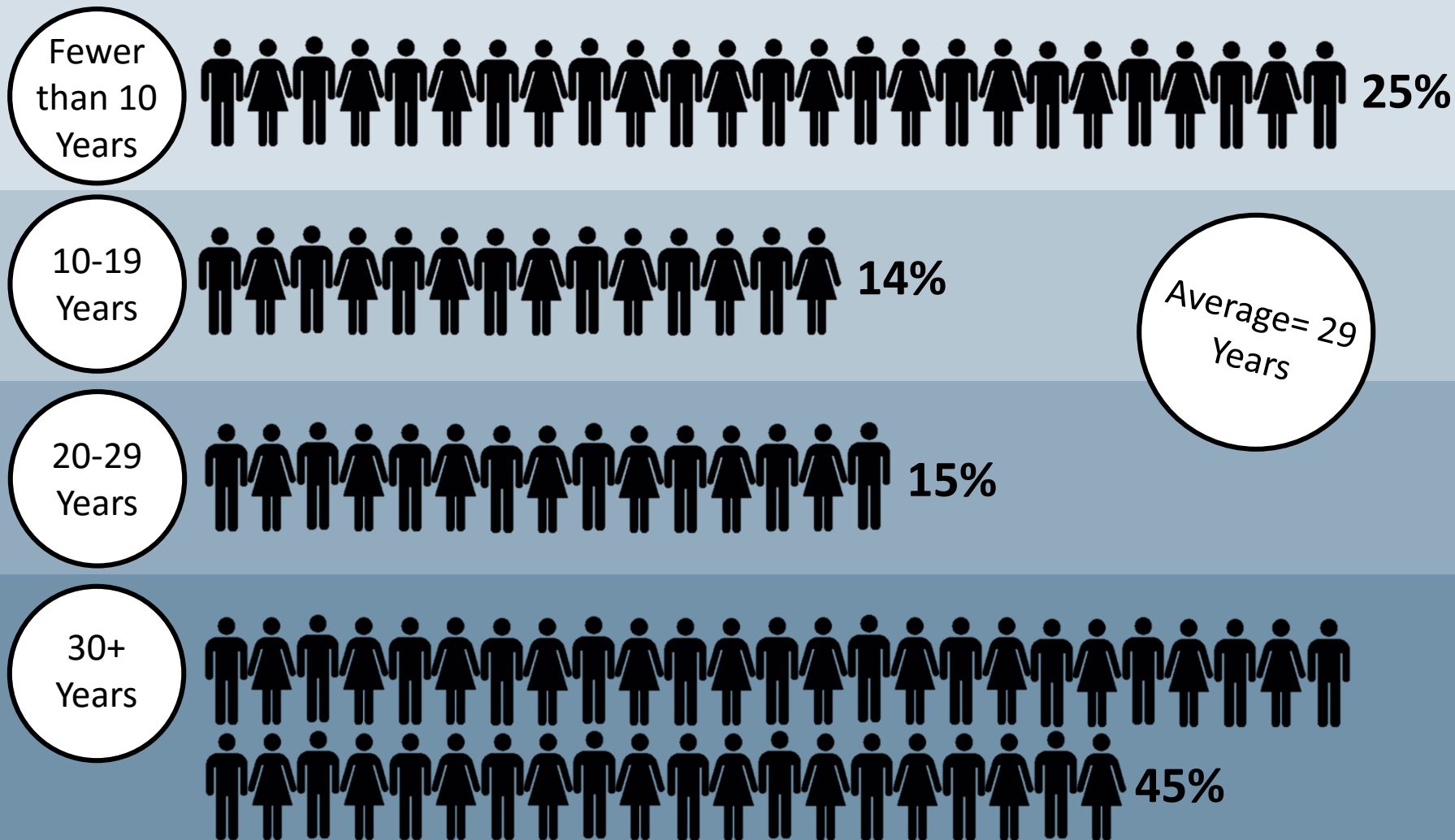


## ME AND MY COMMUNITY

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# Years Lived in the Baltimore Area

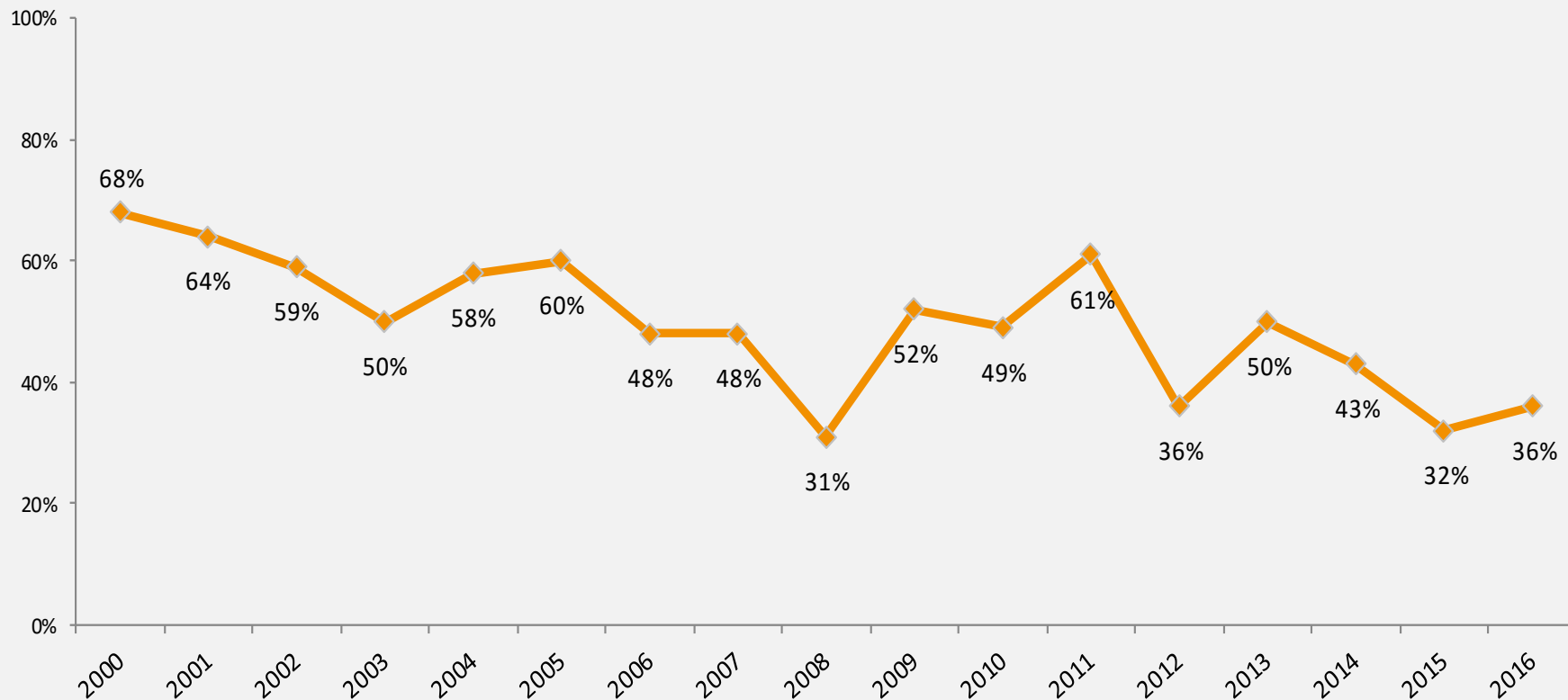






# Outlook

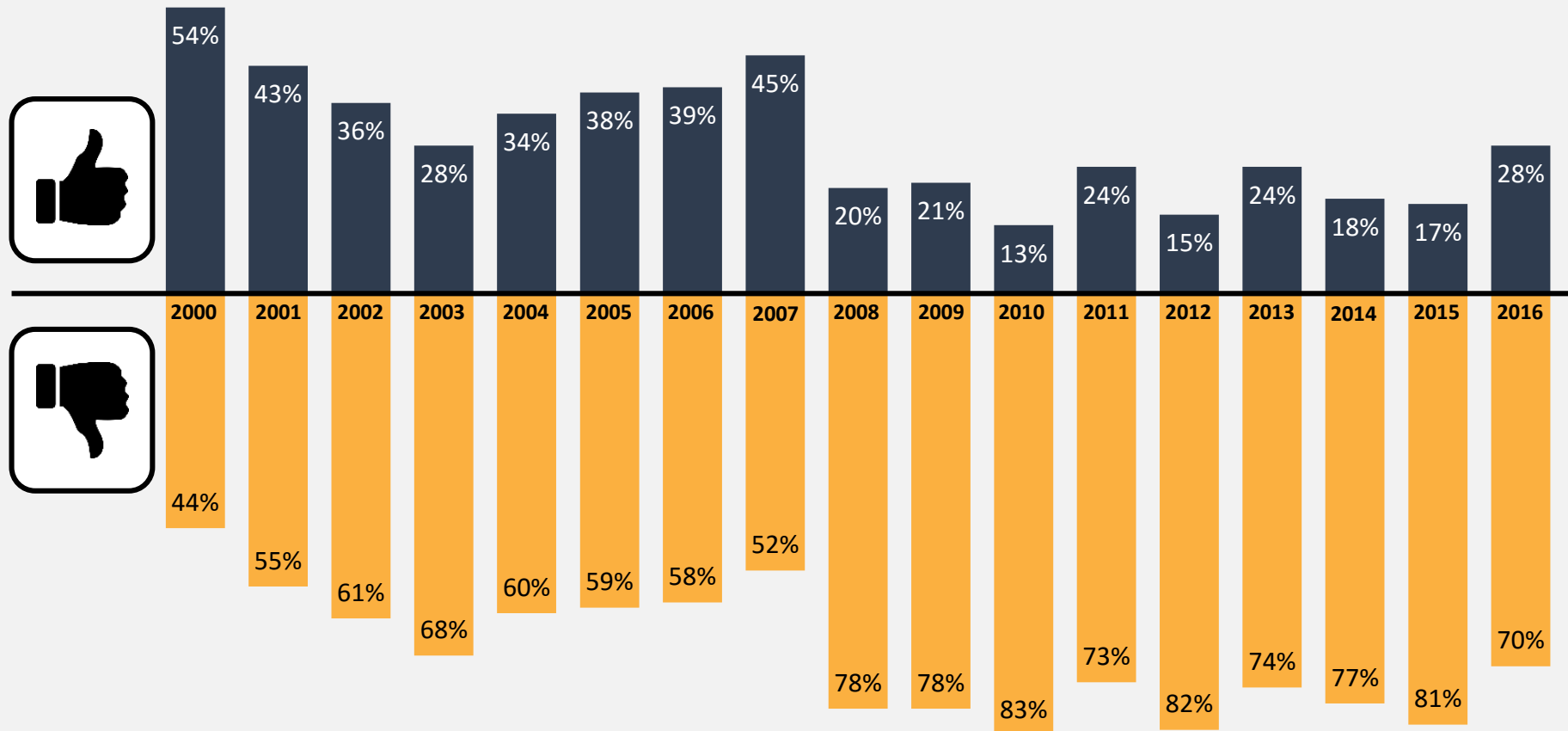
## Satisfied with the Way Things are Going in the Area





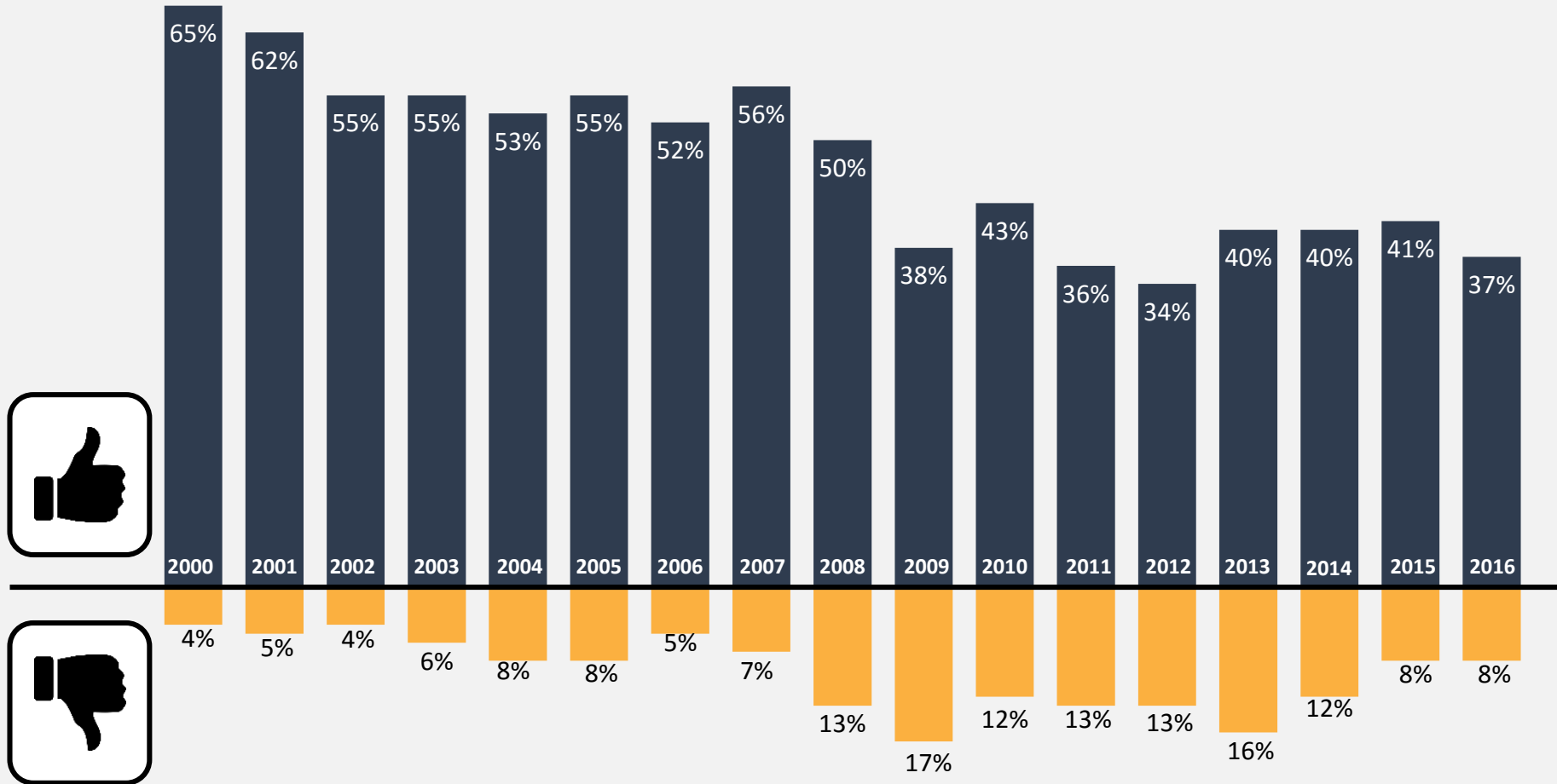
# Economic Outlook

## Current Economic Conditions in the Baltimore Area



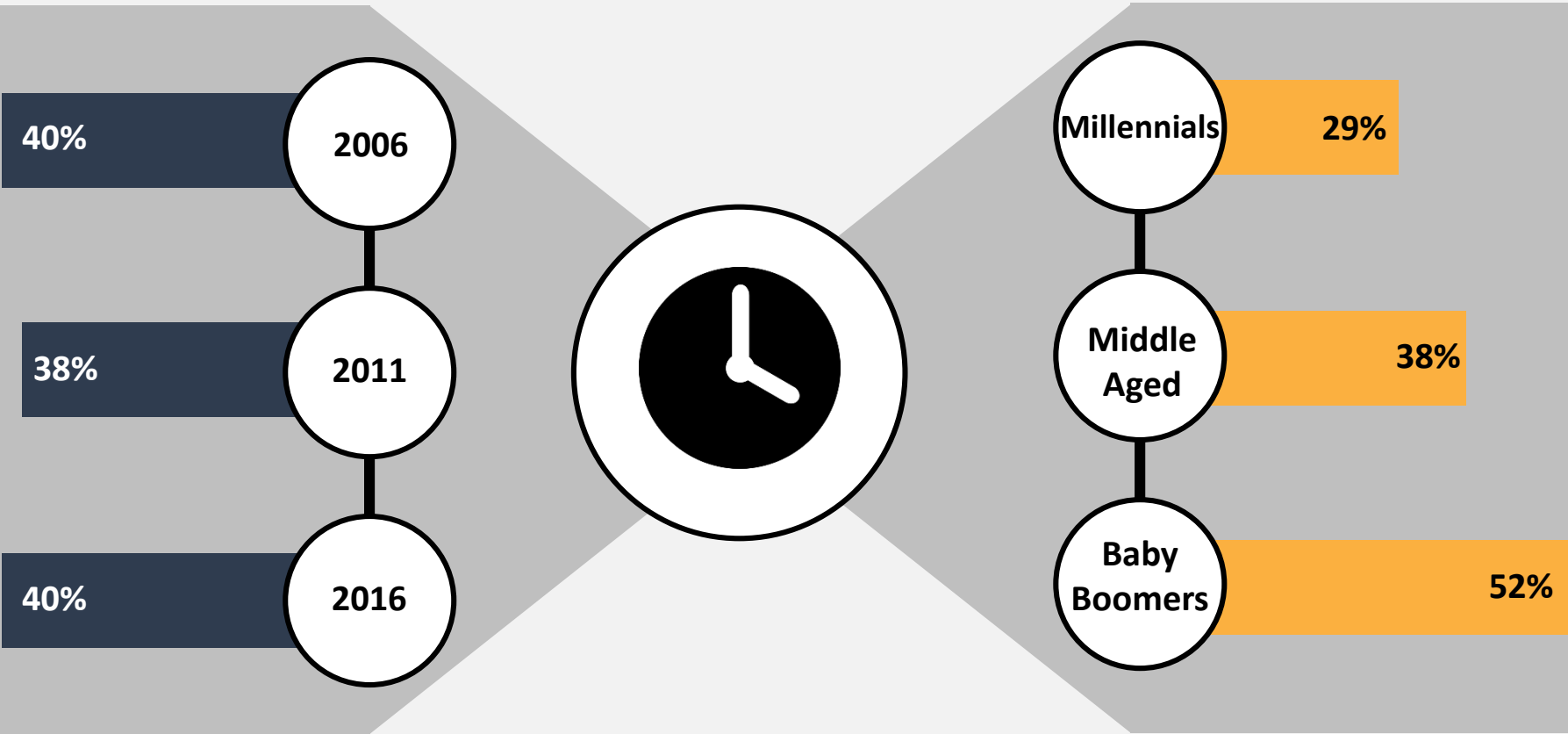
# Financial Outlook

## Personal Financial Expectations - Next 12 Months





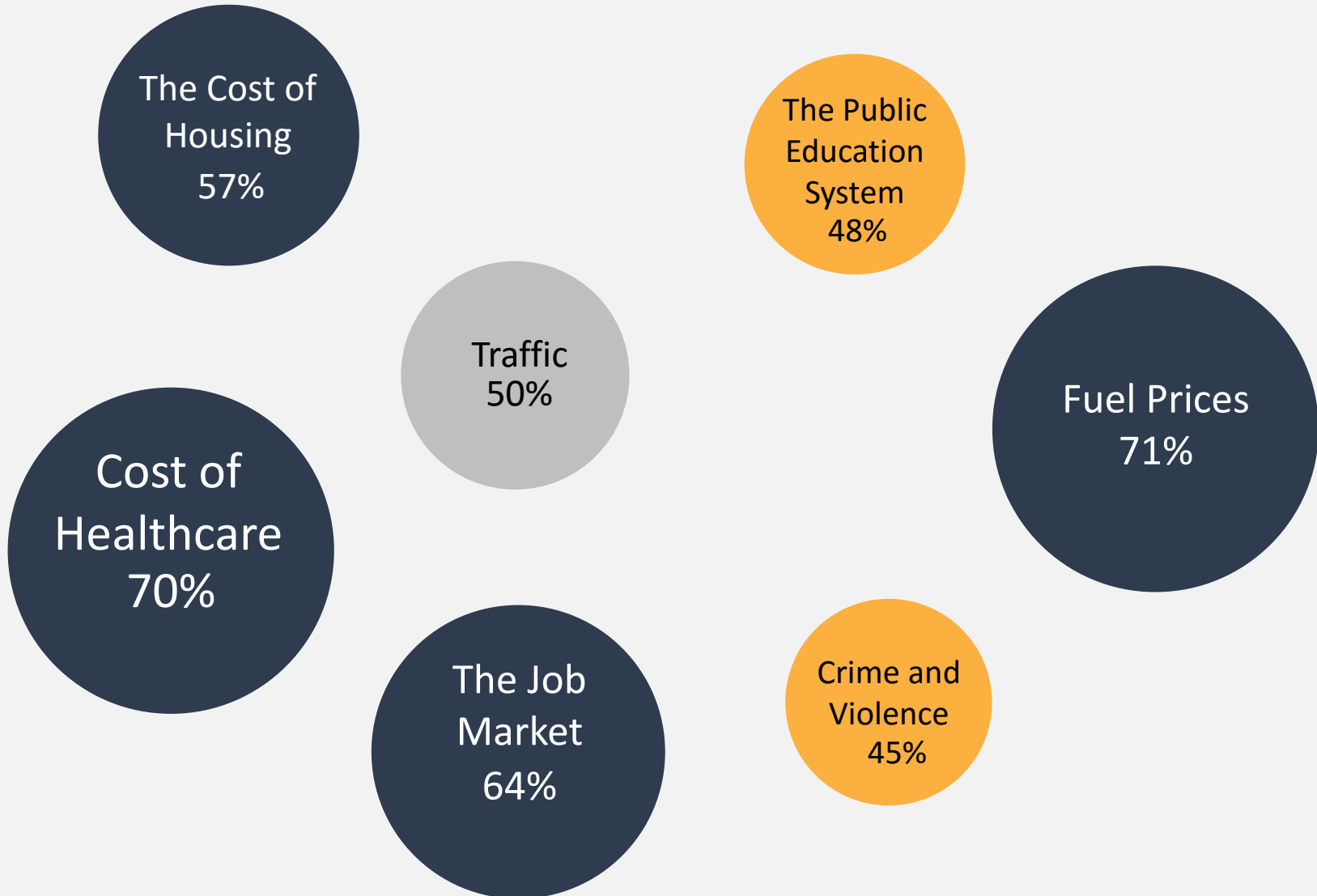
# I Think That Things Were Better 20 Years Ago Than They Are Today





# Problems Facing Community

Residents Indicating Issue is a “Big Problem” in 2011





# Problems Facing Community

Residents Indicating Issue is a “Big Problem” in 2011 vs. 2016

The Cost of  
Housing  
57% → 49%

The Public  
Education  
System  
48% → 58%

Fuel Prices  
71% → 11%

Traffic  
50% → 49%

Cost of  
Healthcare  
70% → 61%

The Job  
Market  
64% → 35%

Crime and  
Violence  
45% → 67%



# Problems Facing Community

## Problems According to Millennials

Crime and Violence



Cost of Housing



Public Education



Job Market



Gov't/Local Leadership



Fuel Prices



## Problems According to Baby Boomers

Cost of Healthcare

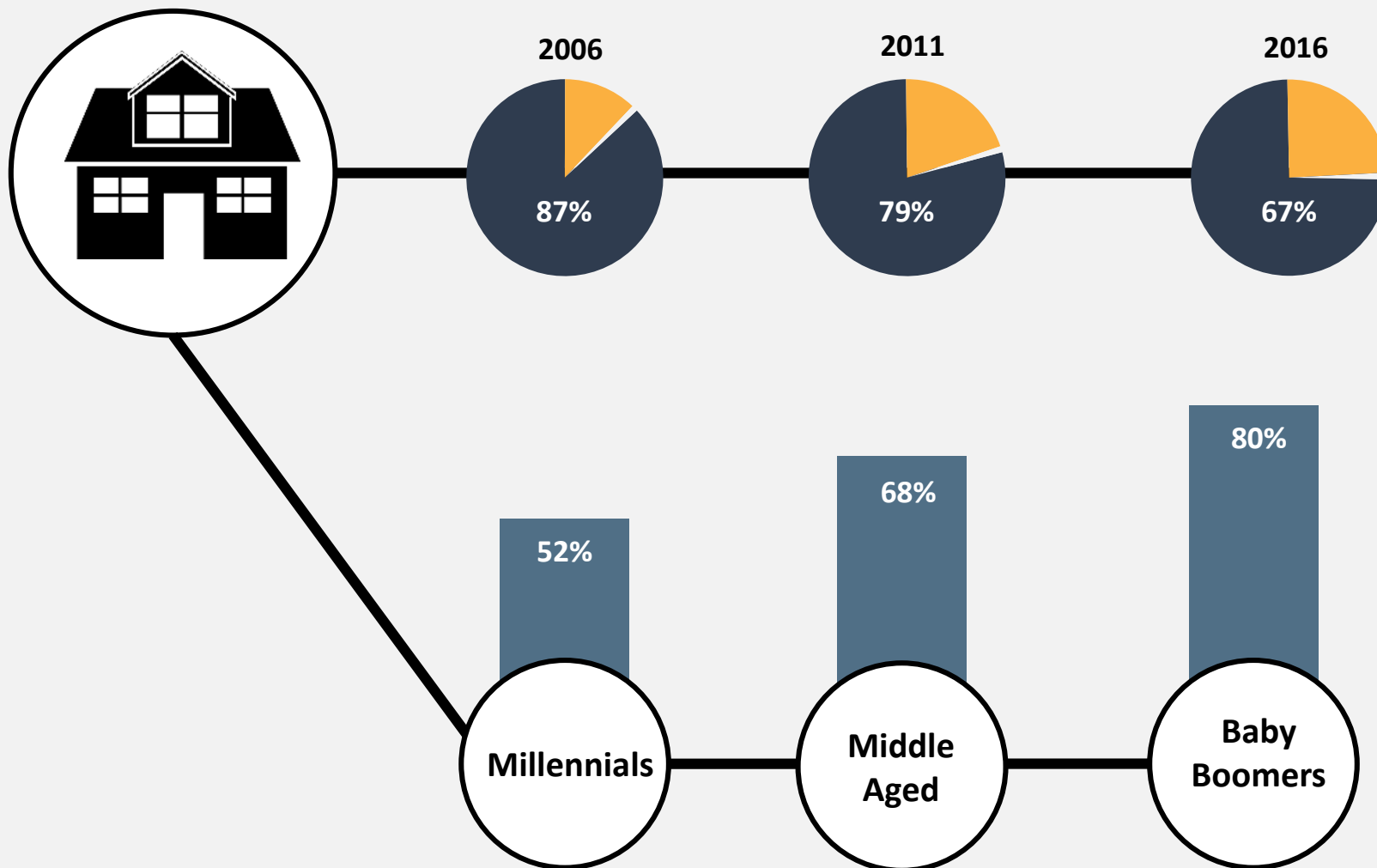


Traffic



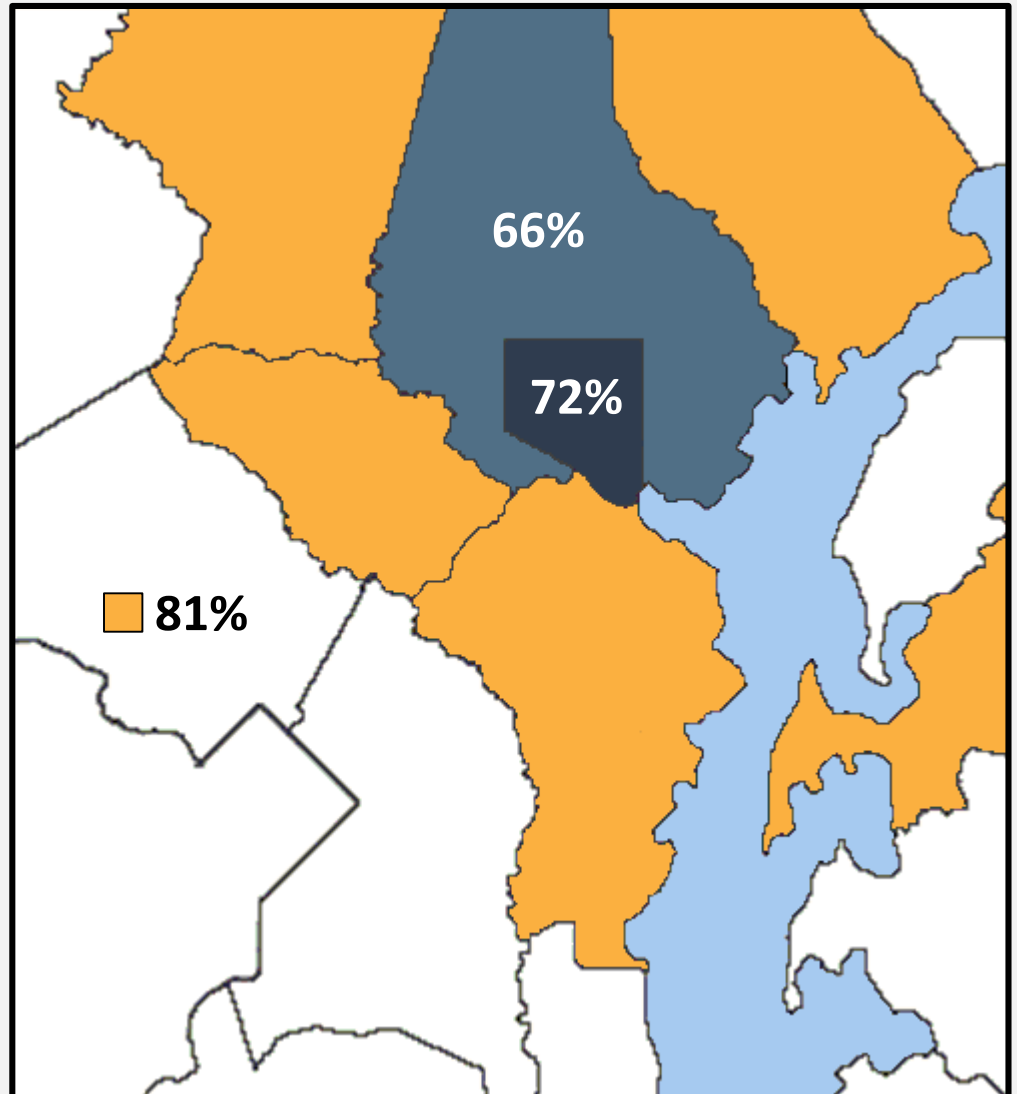


# Owning My Own Home is Part of the American Dream





# I Like the Community I Currently Live In





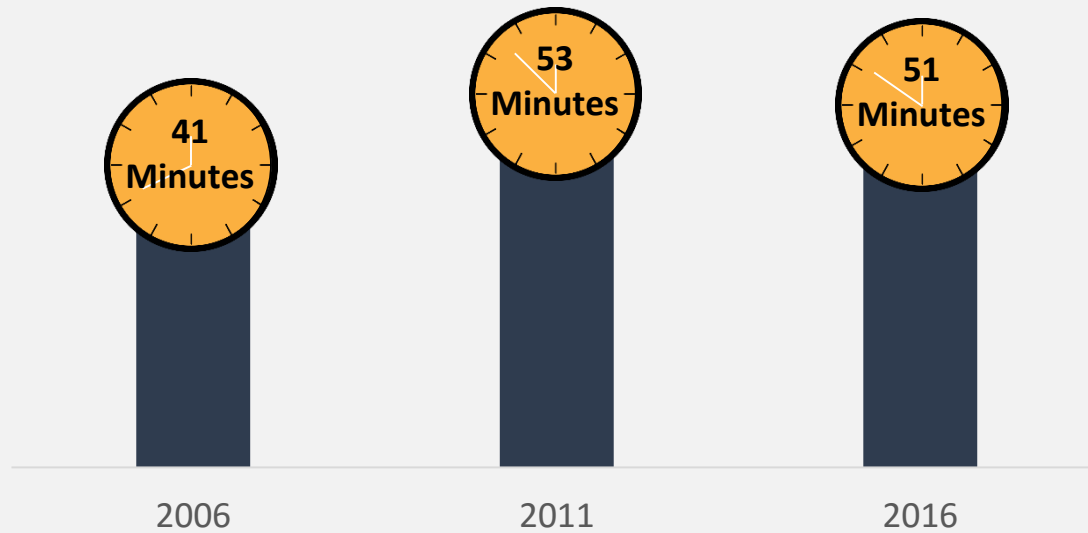
**WORK LIFE**

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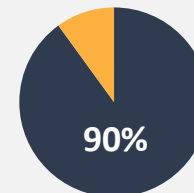
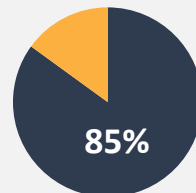
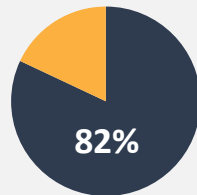


# Commuting

## Average Round Trip Commute



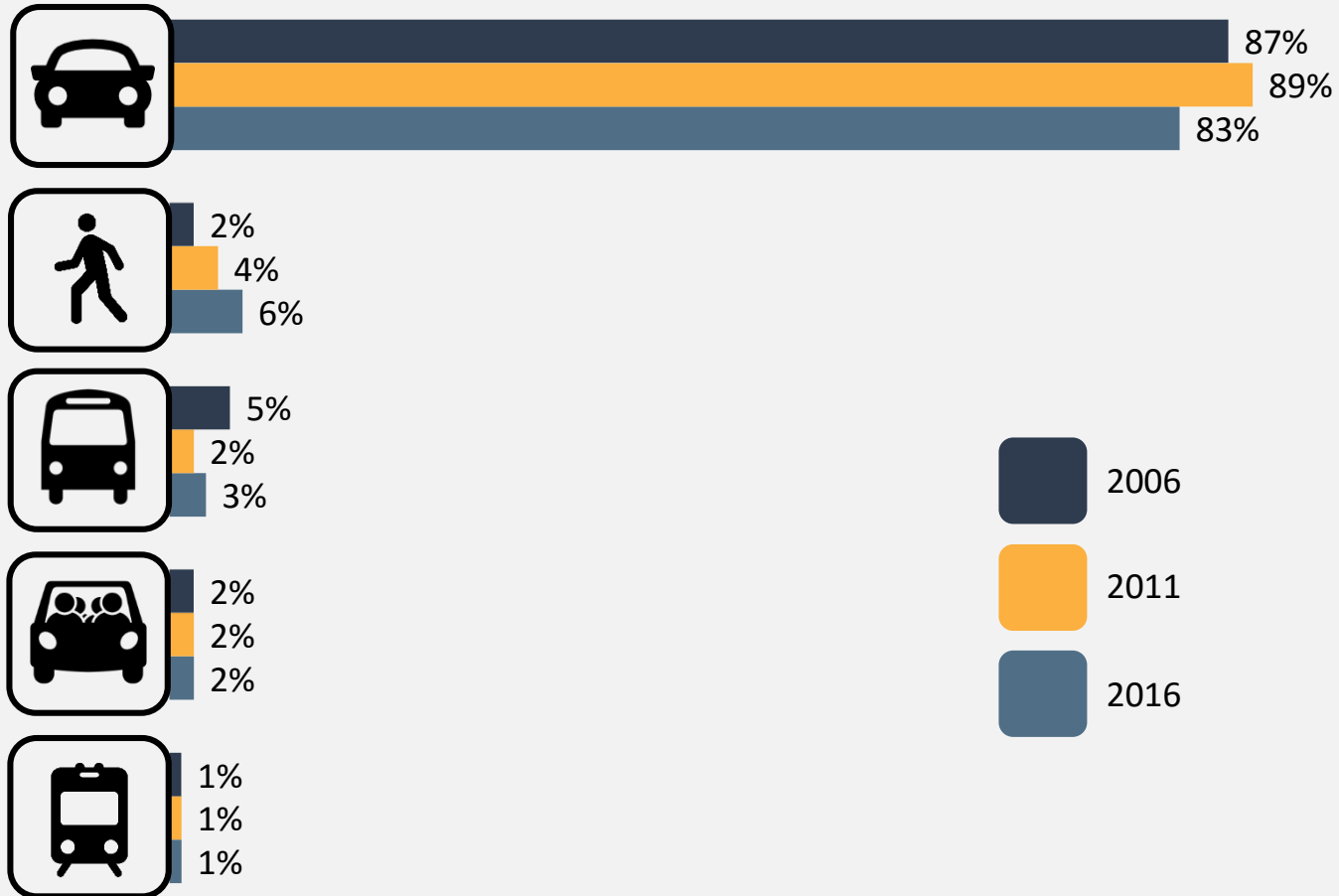
Residents indicating traffic is a problem in the area:





# Modes of Transportation

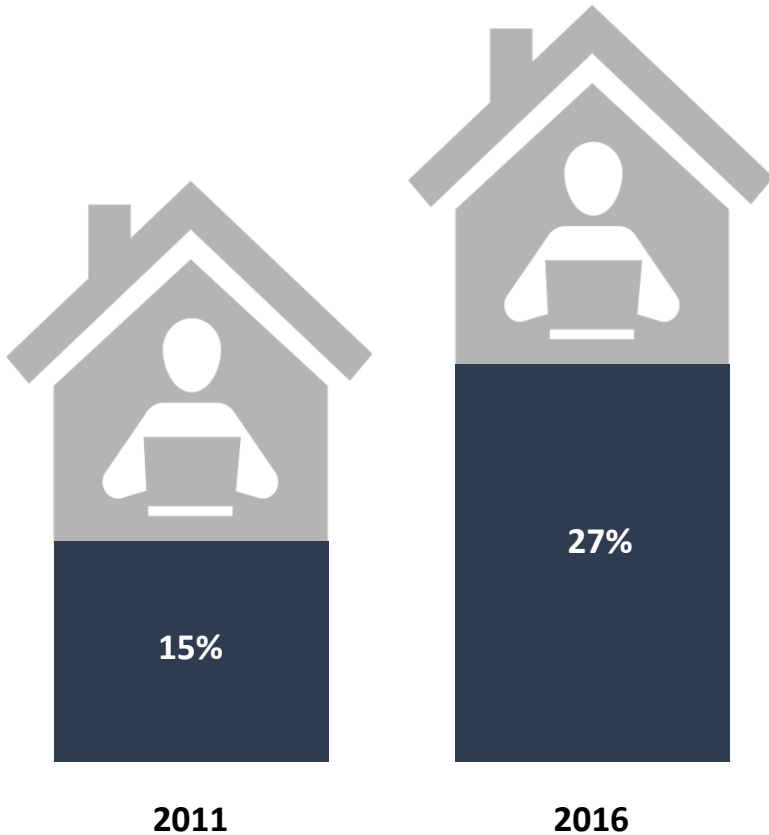
## Primary Mode



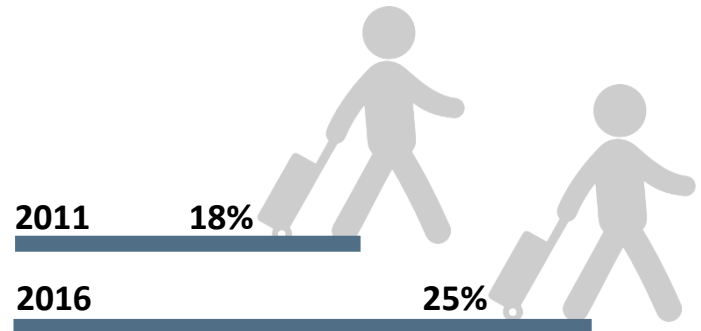


# Different Ways to Work

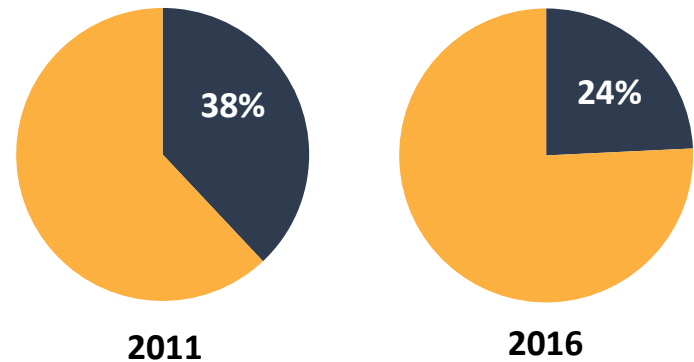
## Telecommute



## Travel Outside Baltimore Area for Work at Least Once a Week



## Work Over 40 Hours/Week





**HEALTHY LIFESTYLES**

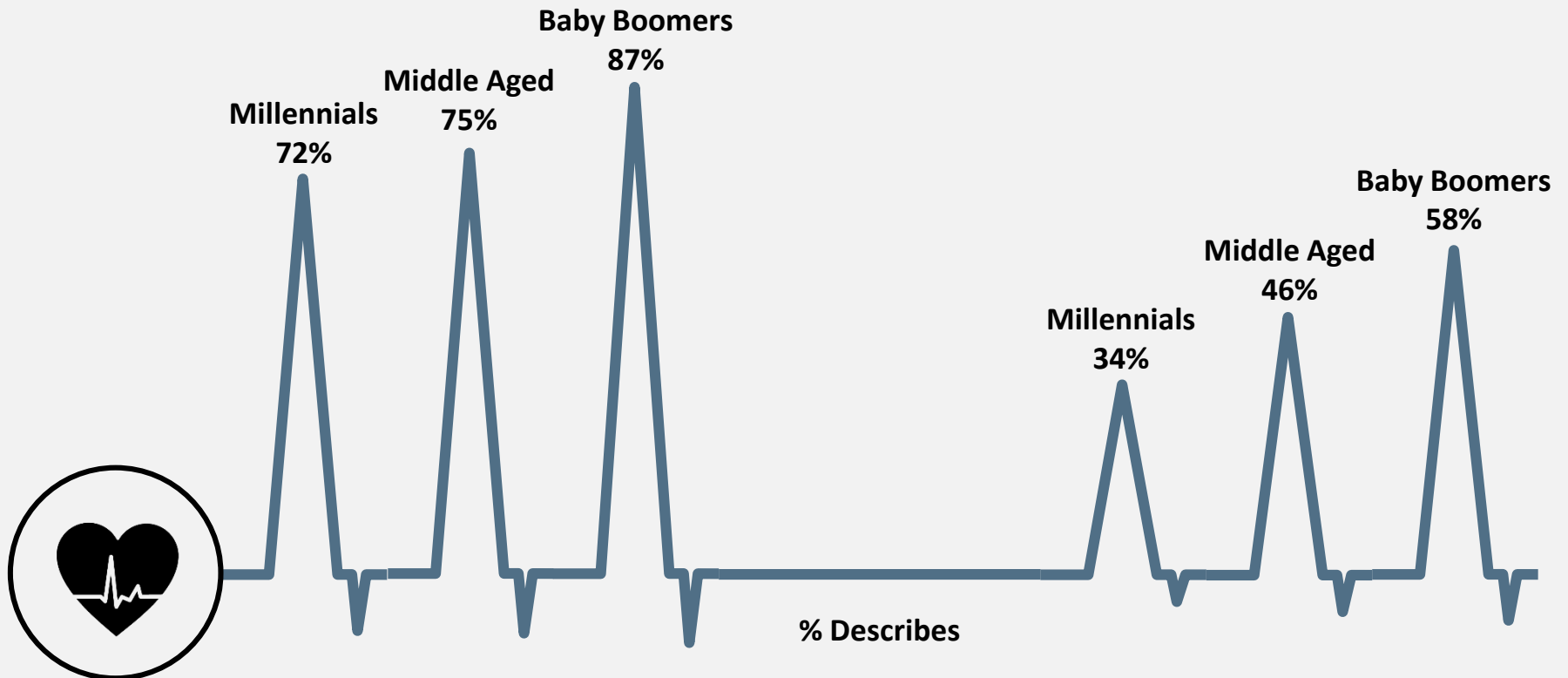
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# Overall Health

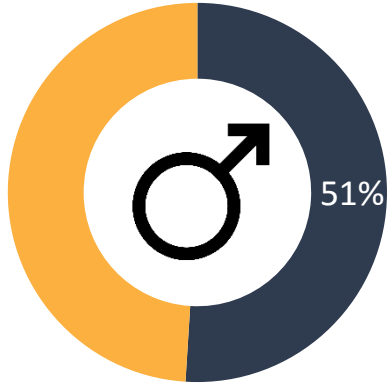
**My Health Is More Important to Me Than Money**

**I Keep Up With and Try to Follow Current Health Trends**

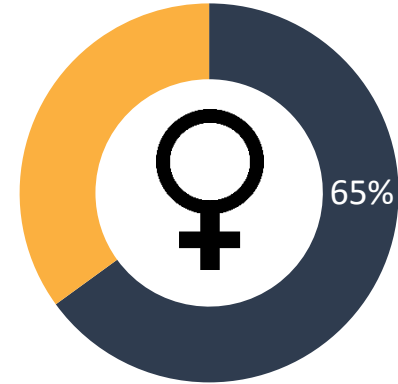




# Overall Health

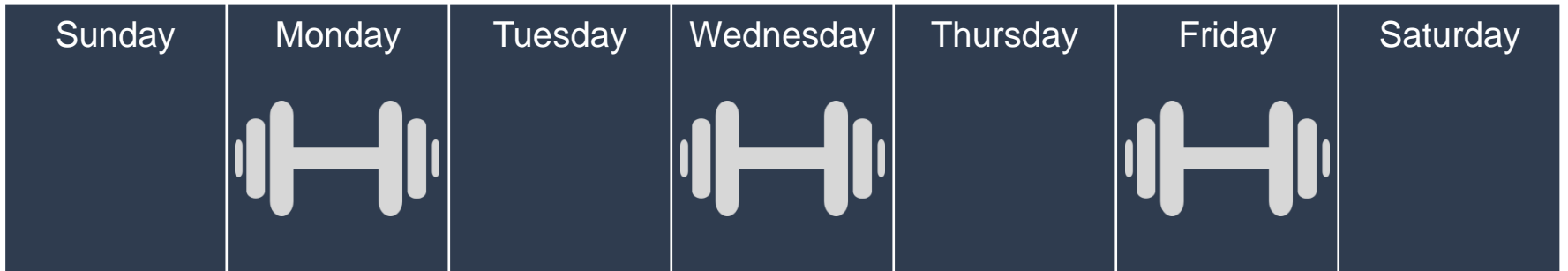


Males



Females

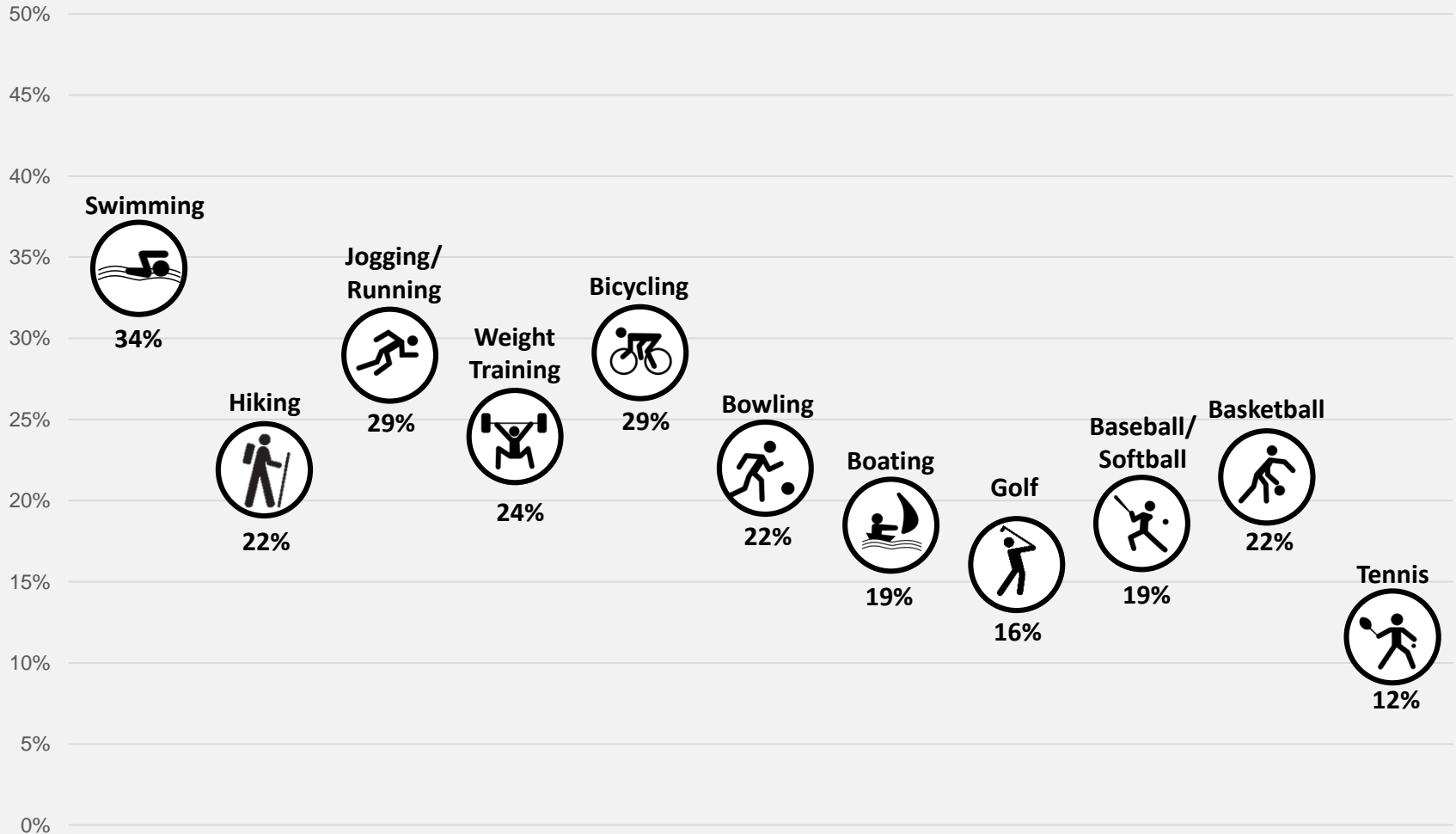
3 Average days of exercise per week





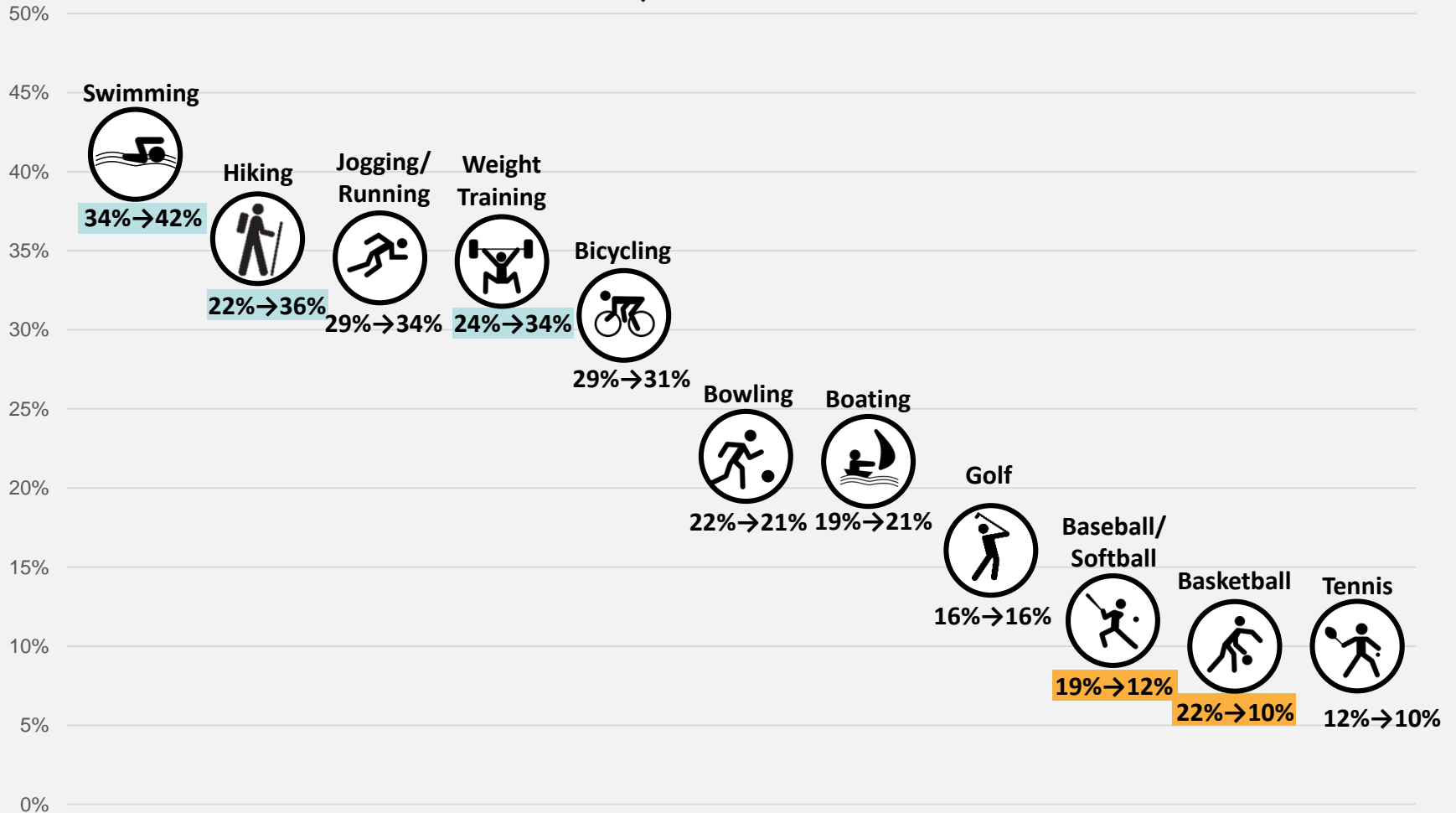
# Athletic Activities

**% Participation in Activity**  
(in the past 12 months)  
2000 Data



# Athletic Activities

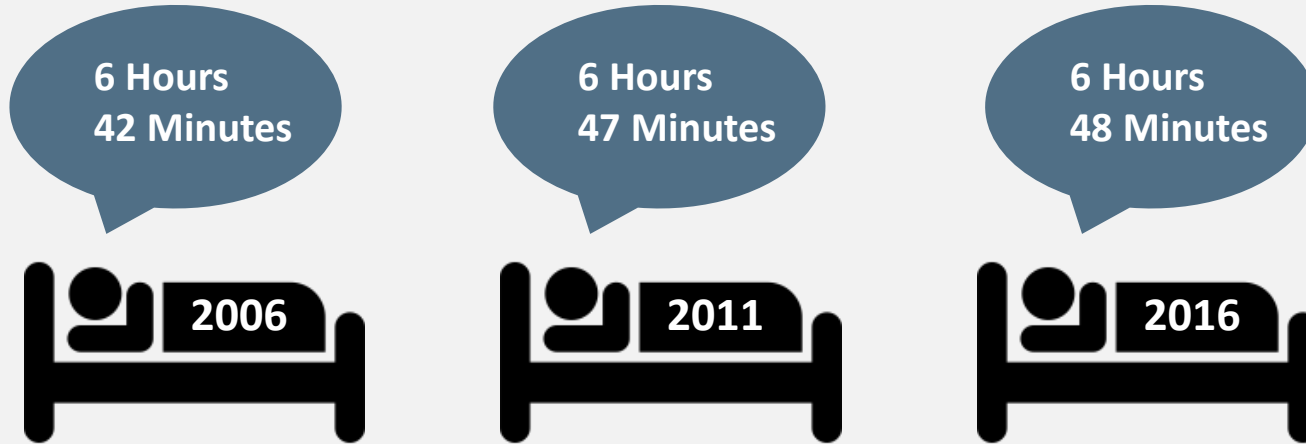
**% Participation in Activity**  
(in the past 12 months)  
2000→2016 Data



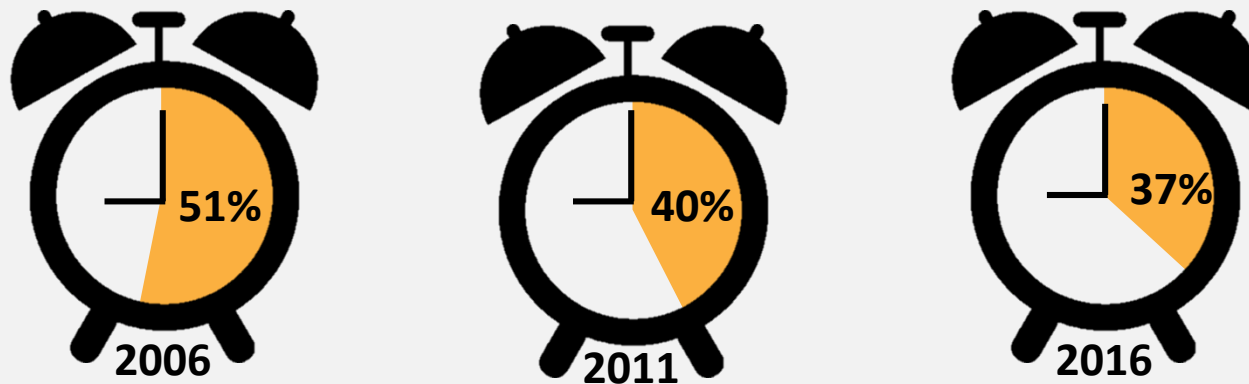


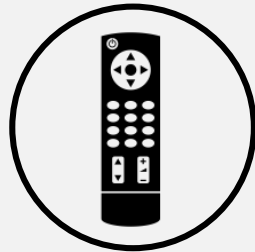
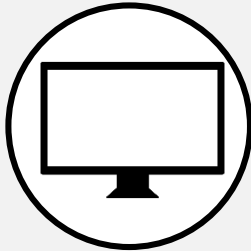
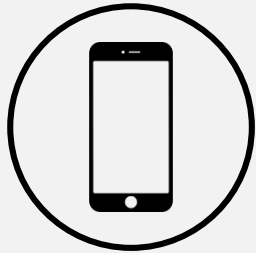
# Sleep Habits

## Average Sleep Per Day on Weekdays



## Get a Good Night's Sleep Every Night or Almost Every Night



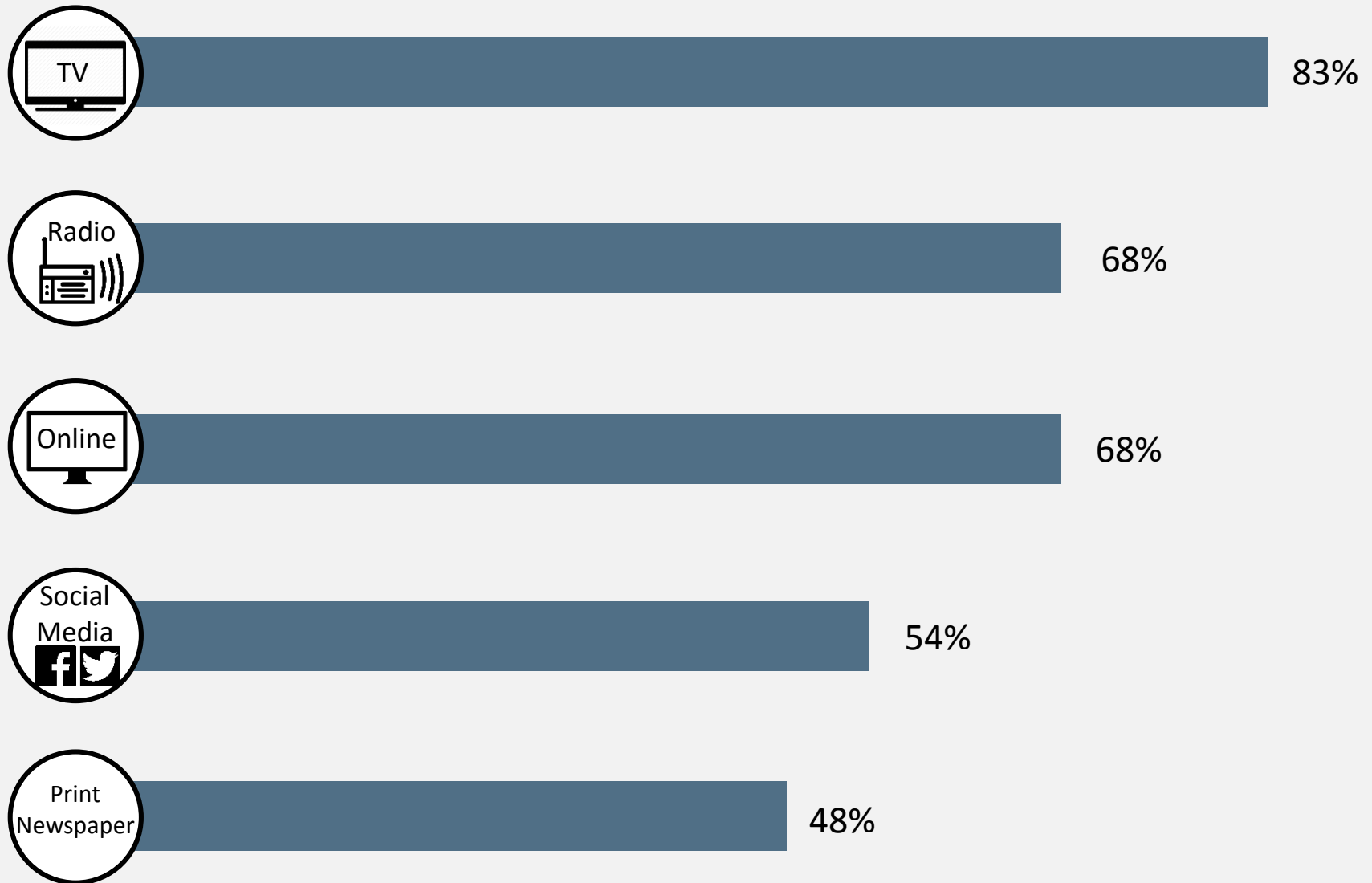


# LIVING WITH TECHNOLOGY

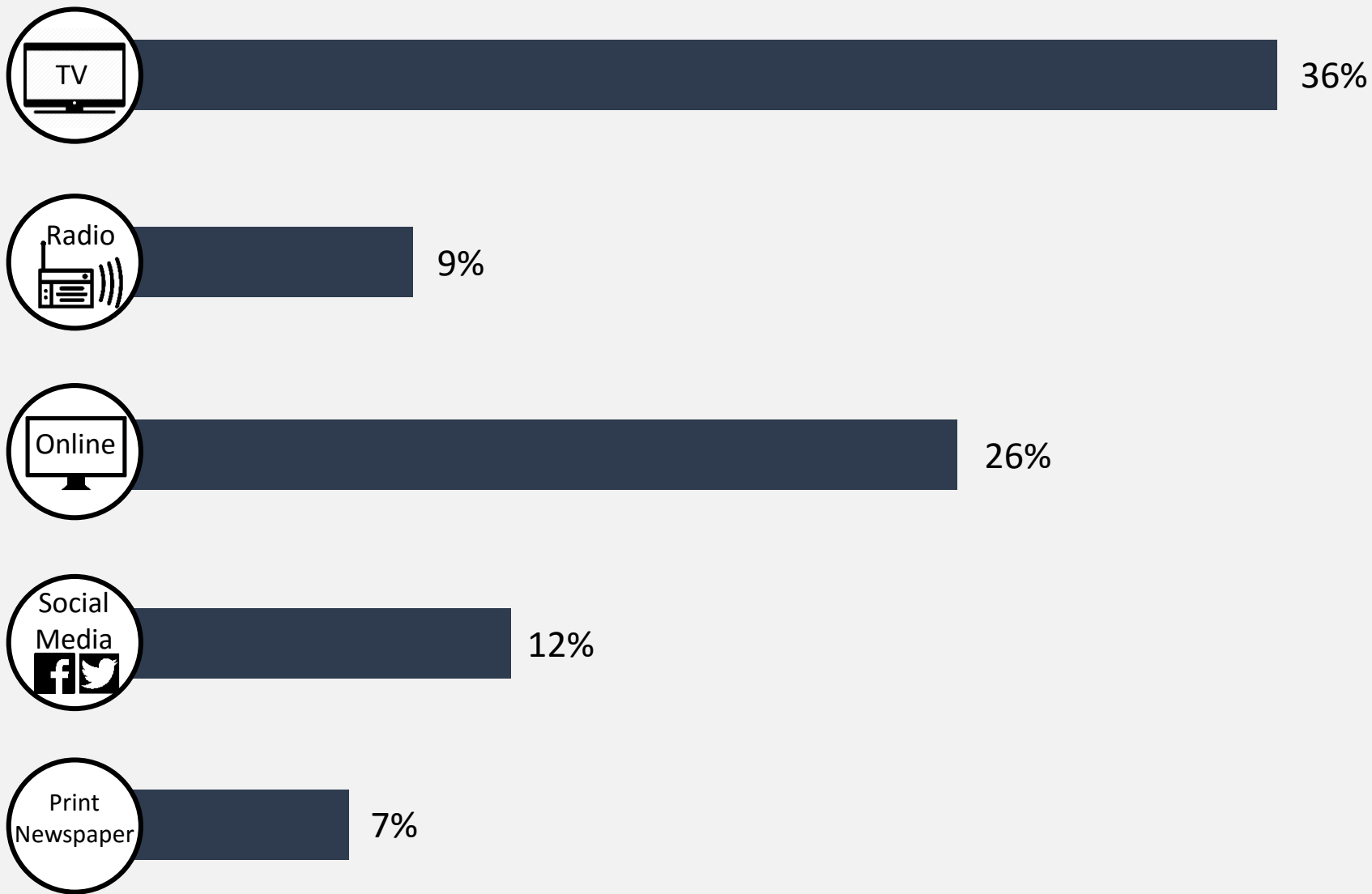
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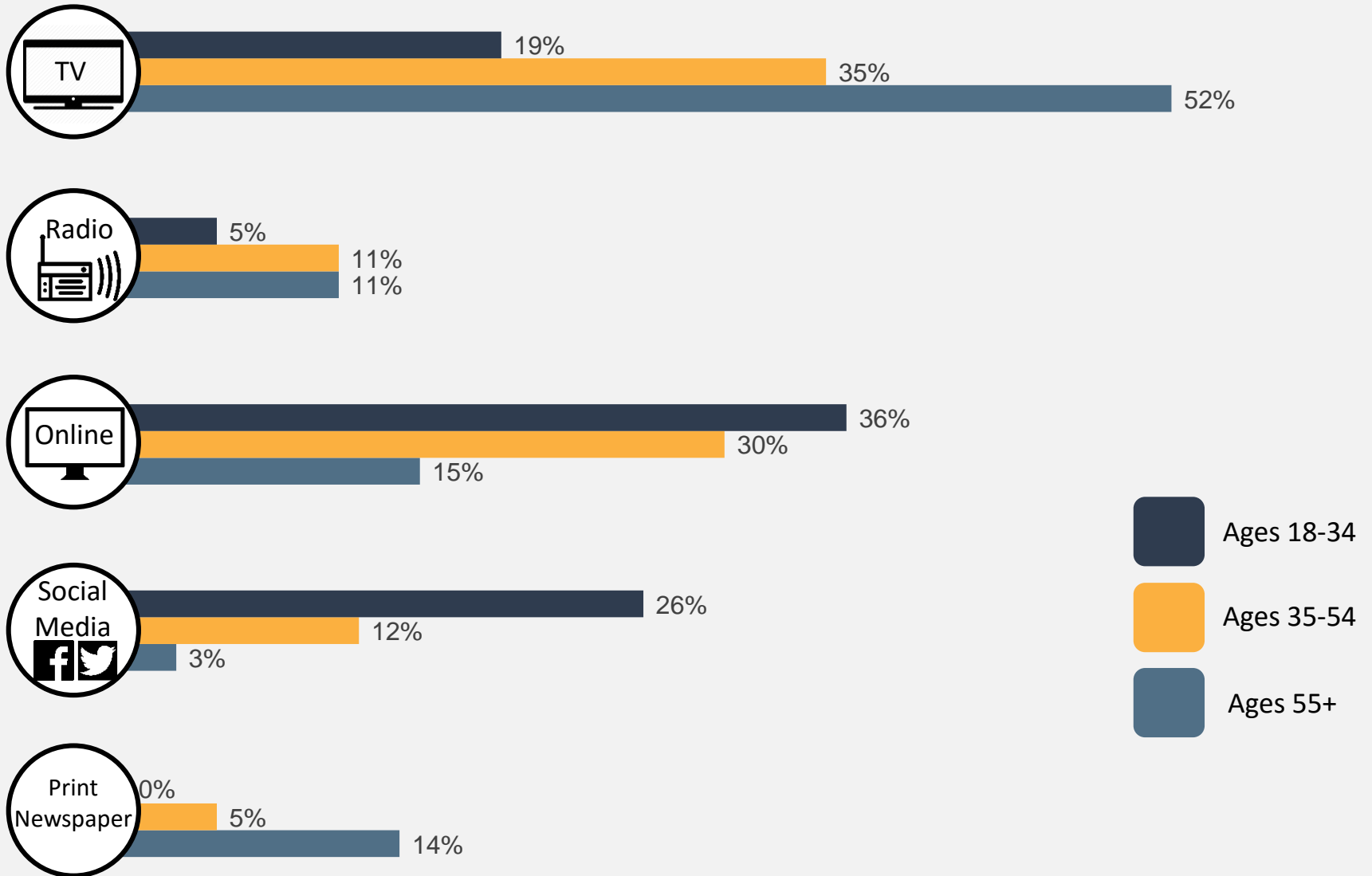
# News/Information Sources Typically Used



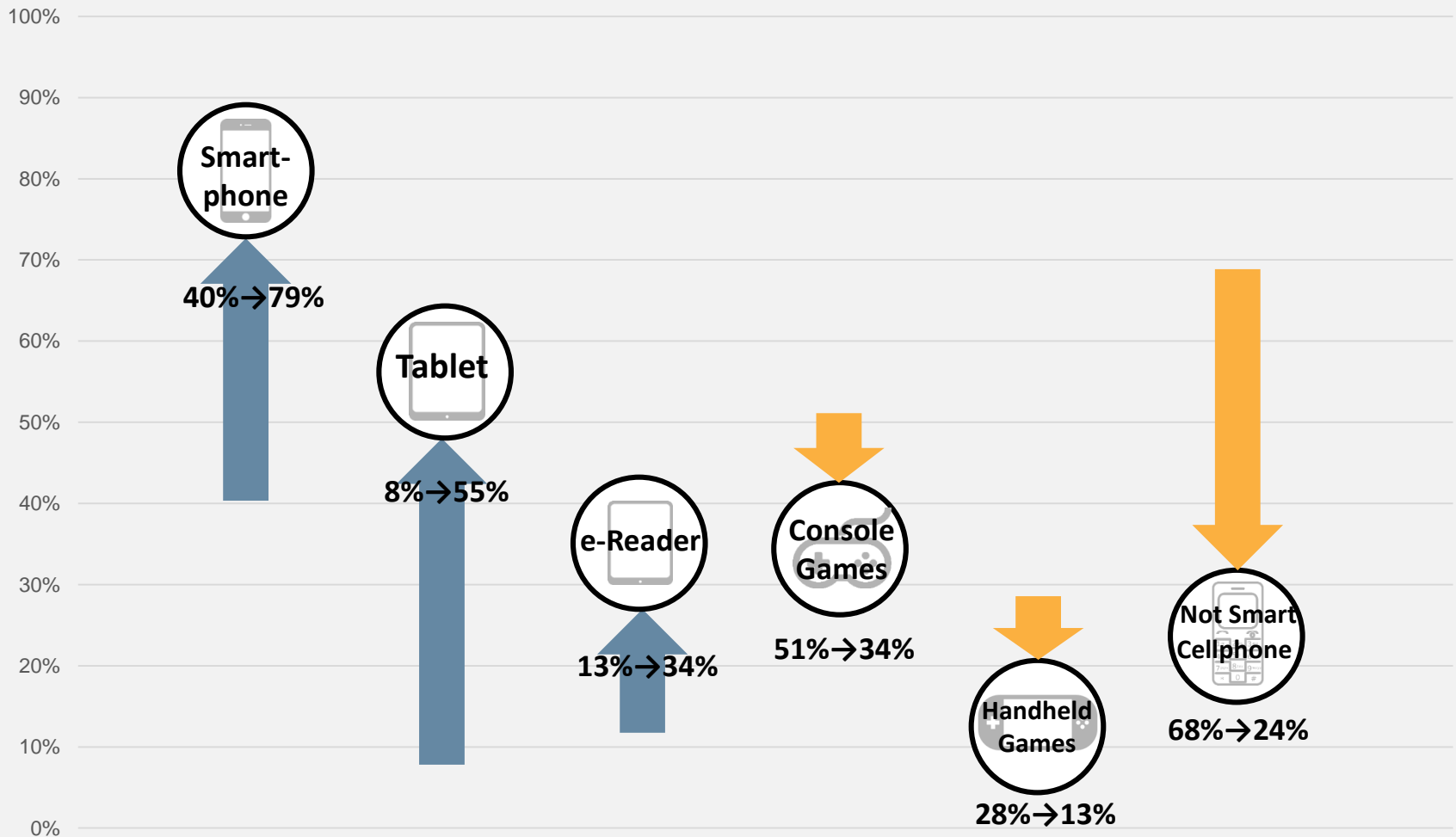
# News/Information Source Used Most Often



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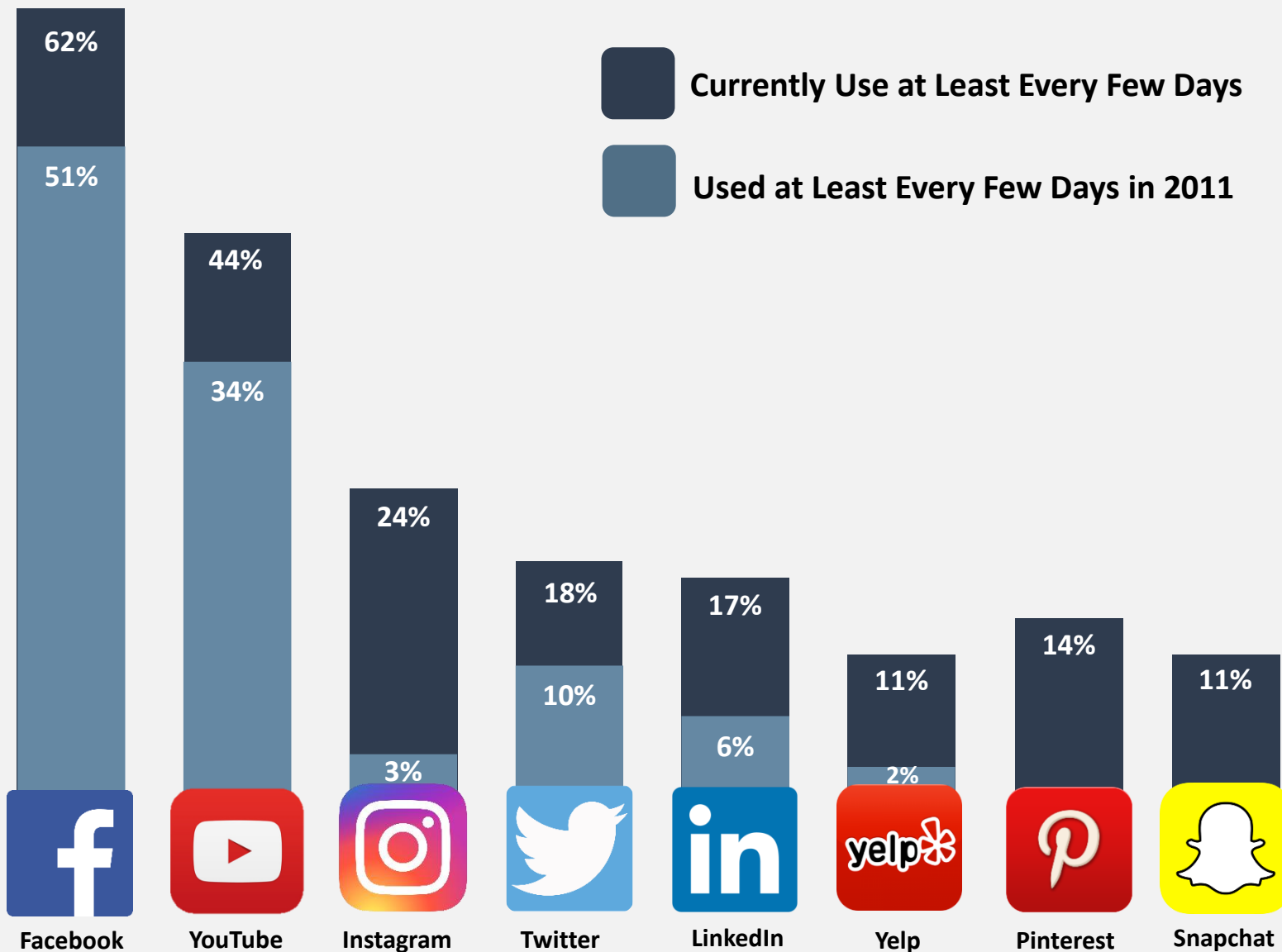
# Changes in Technology Ownership 2011 - 2016







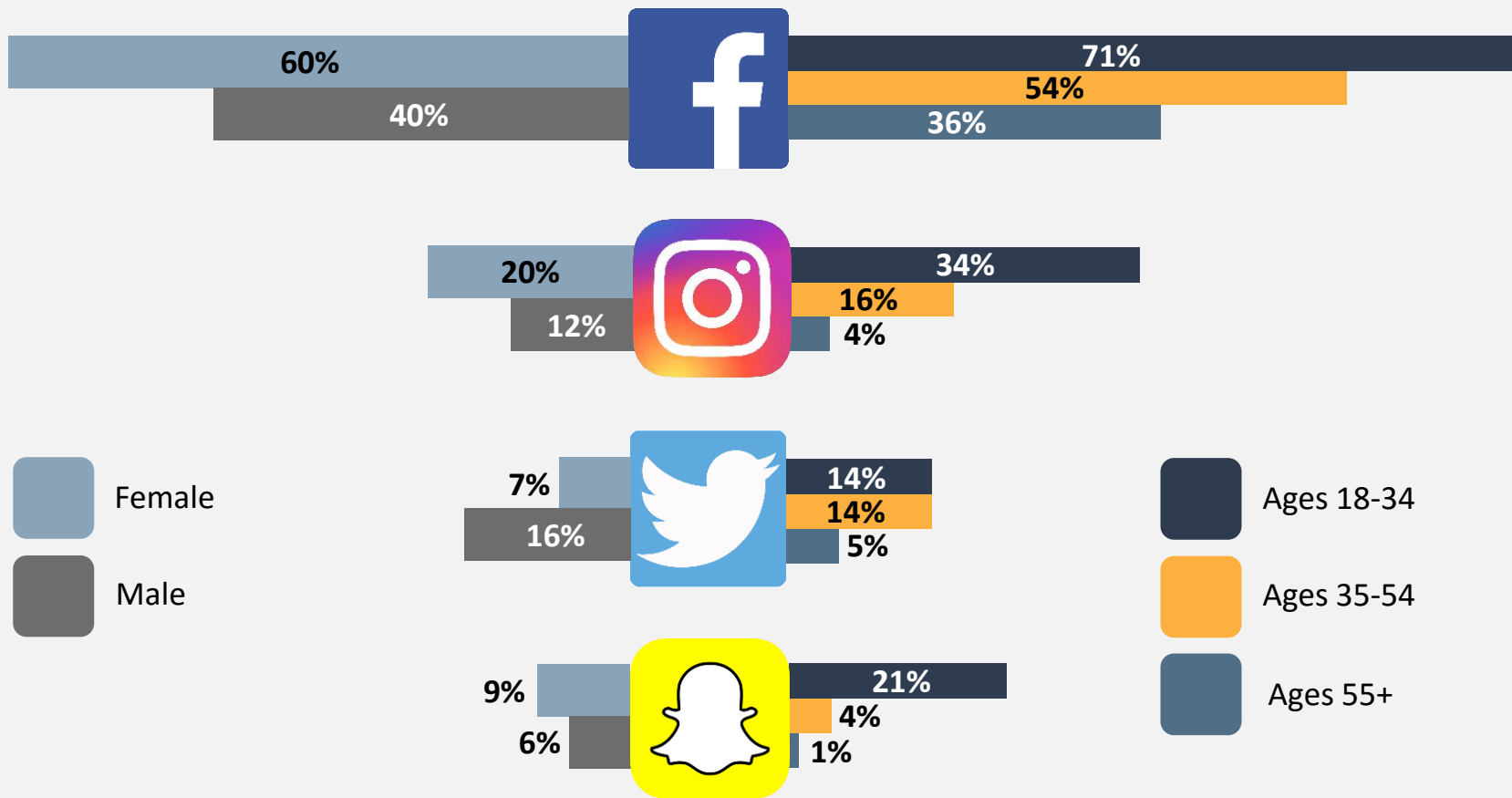
# Social Media Usage



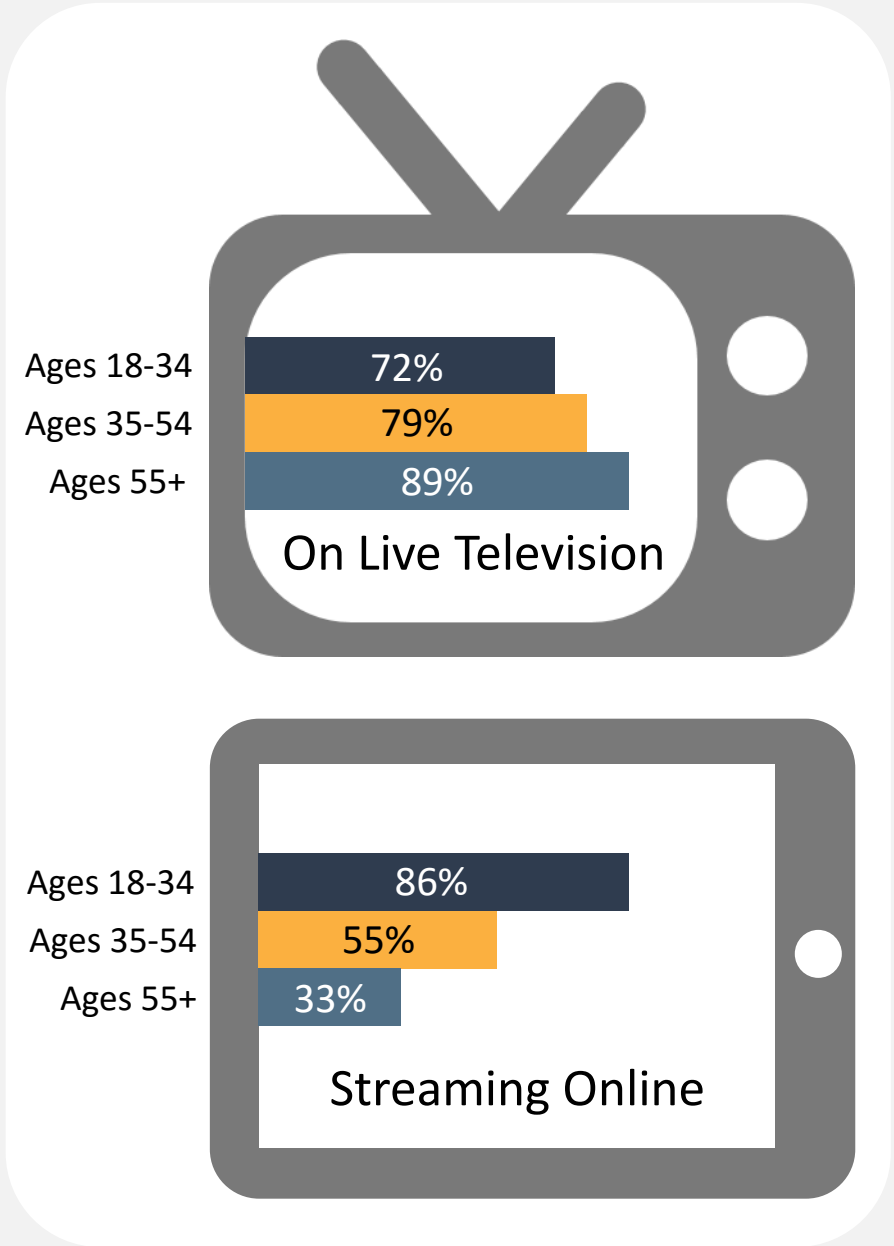
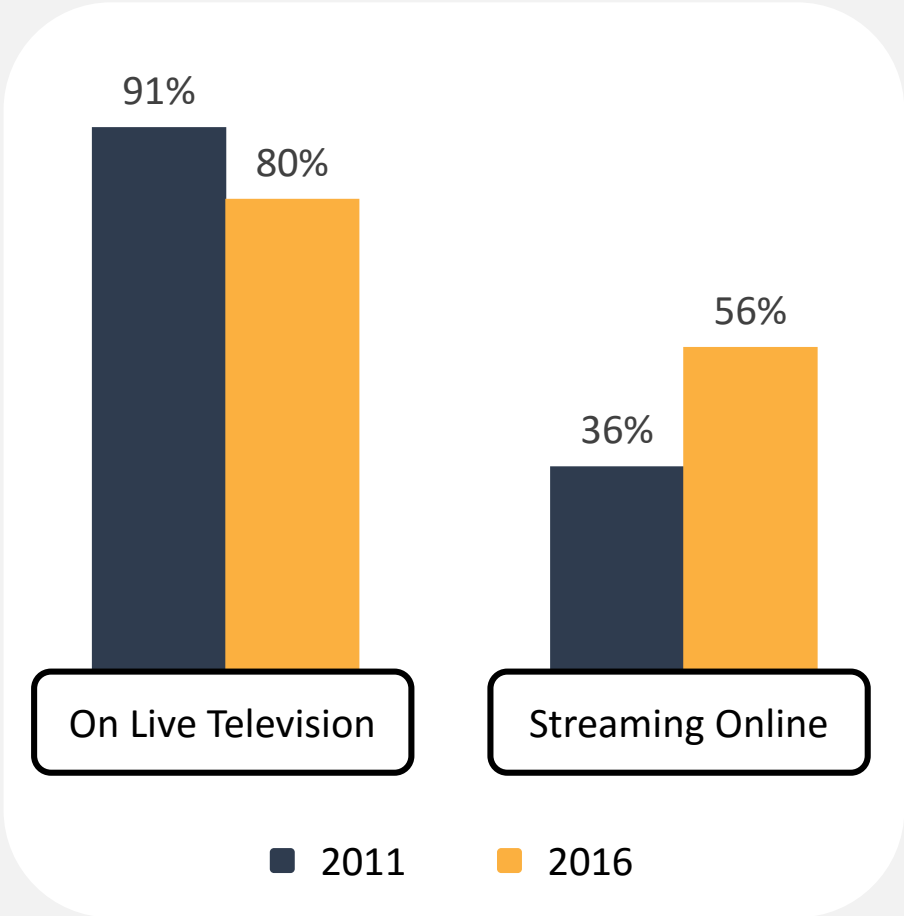


# Social Media Usage

## % Using Site Once a Day or More

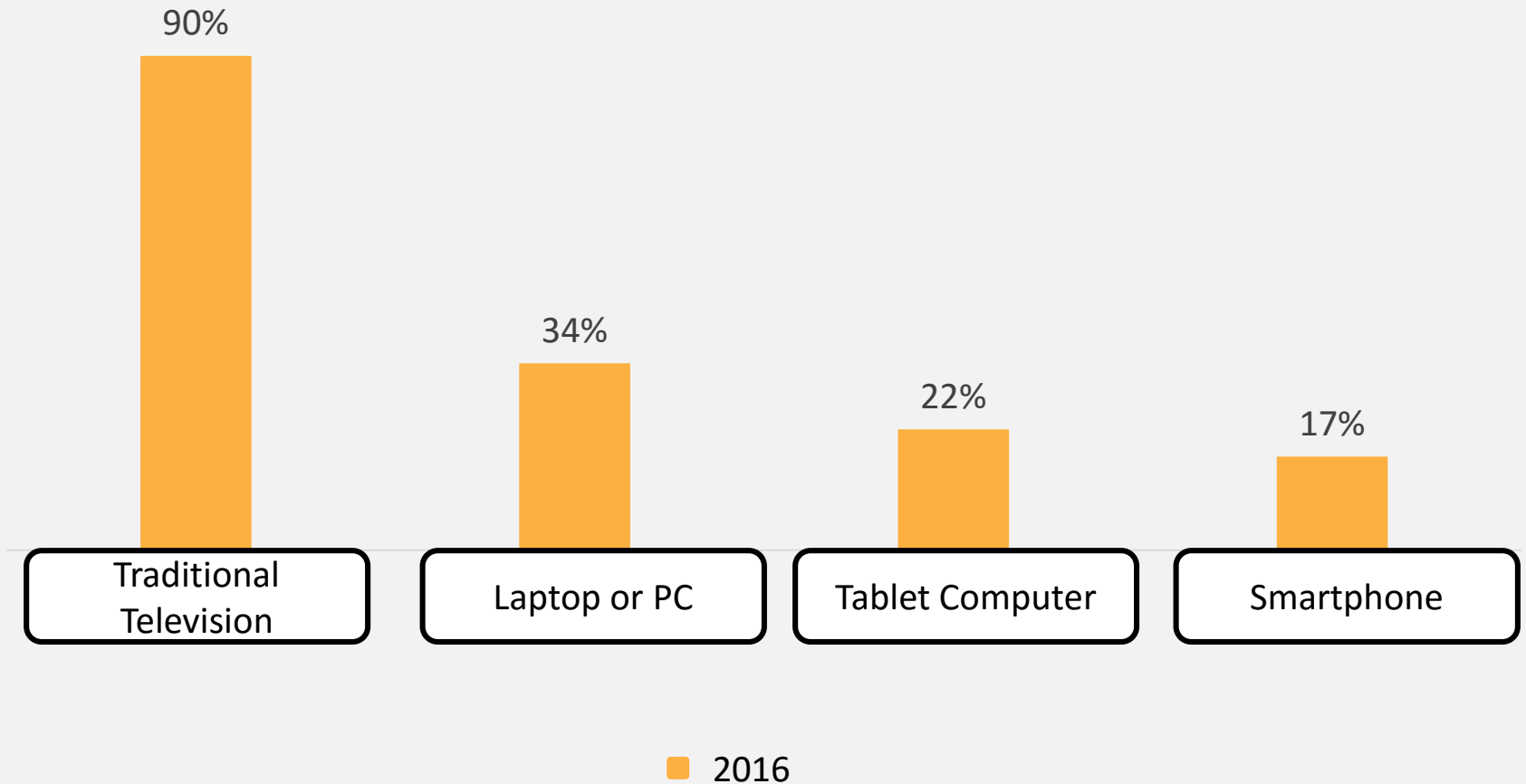


# How We Watch Television



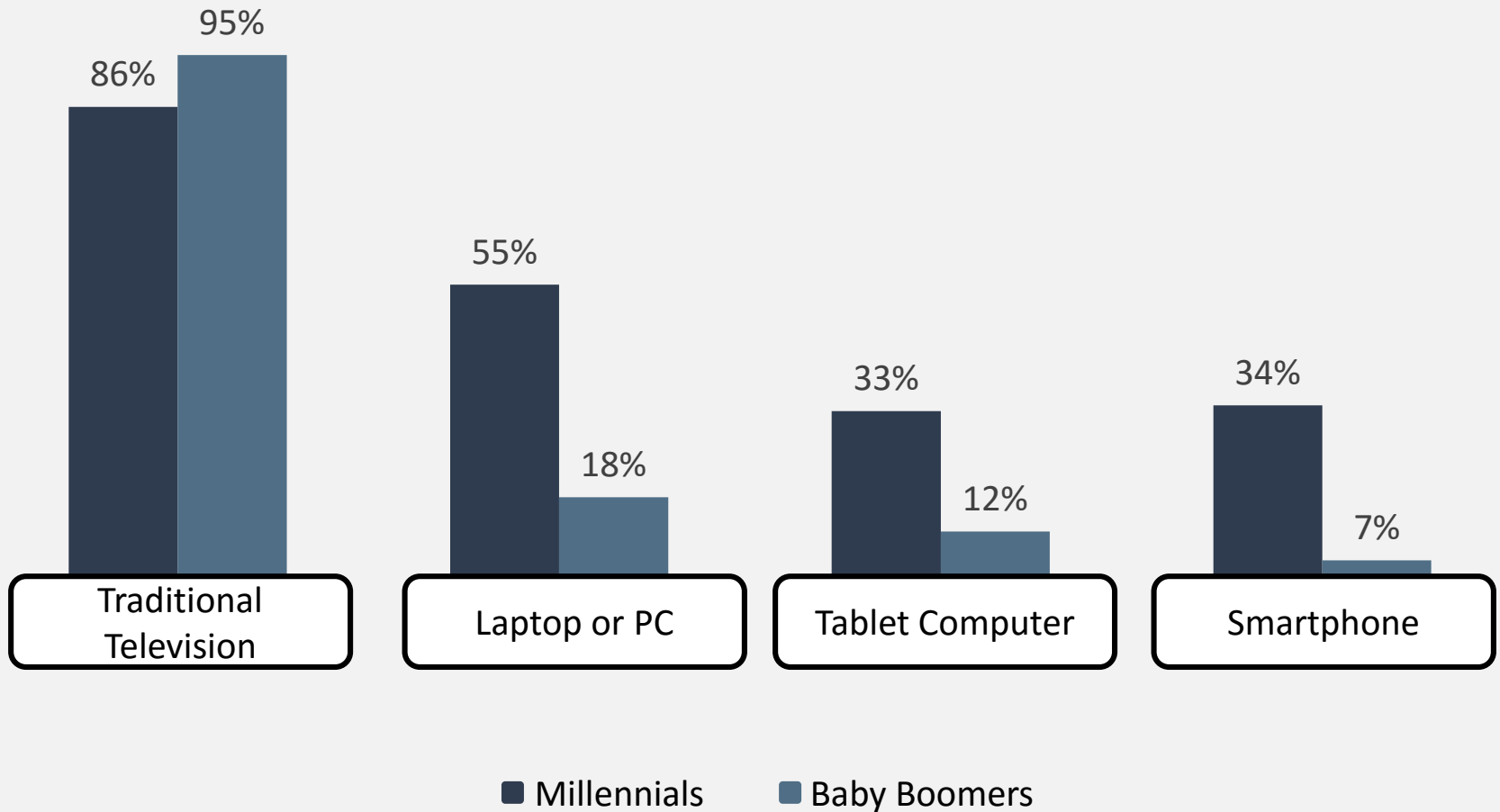


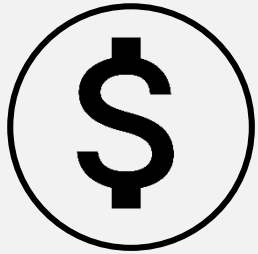
# Devices Used to Watch Television





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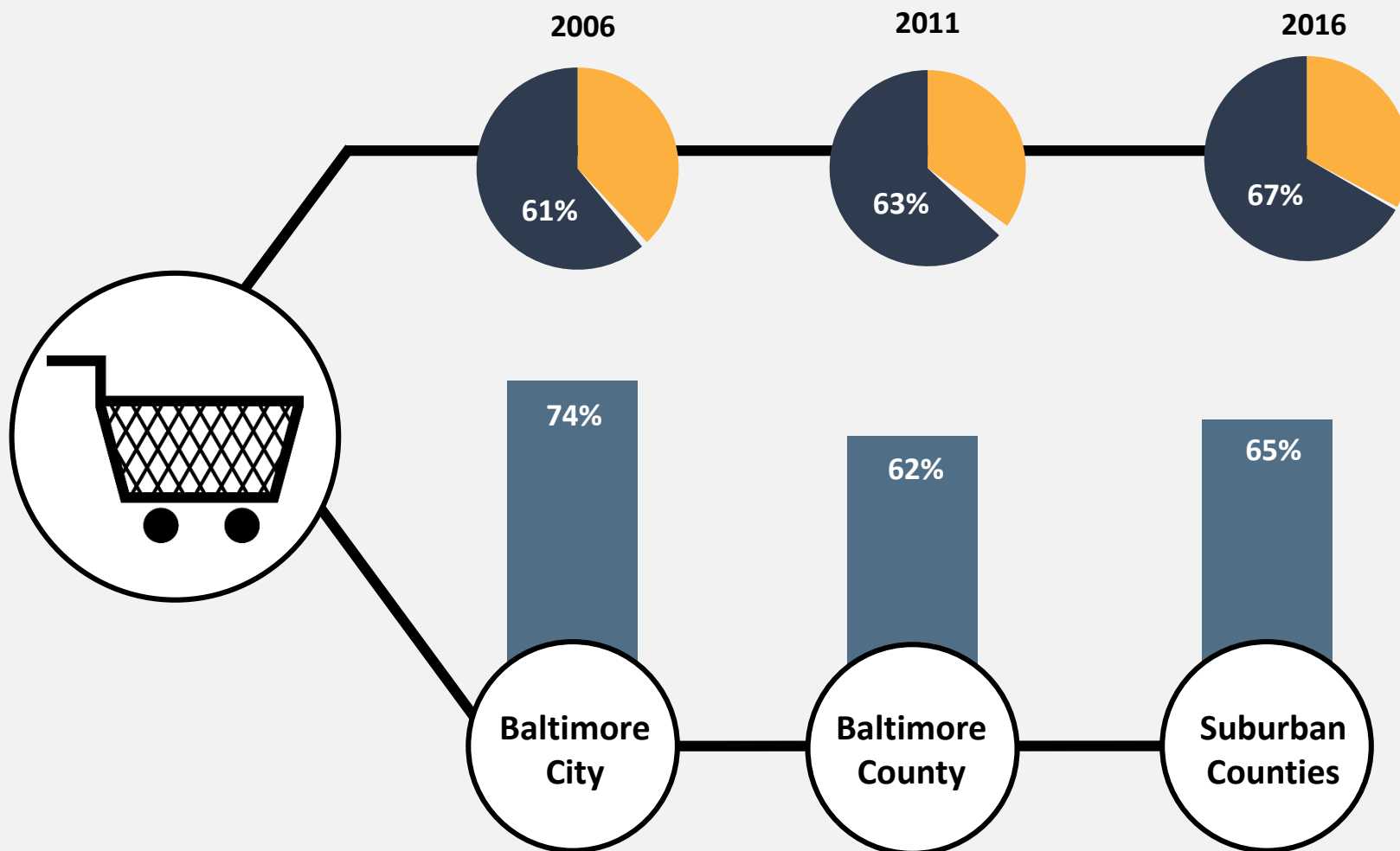
## Shopping/ Consumer Habits

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# Shopping/Consumer Habits

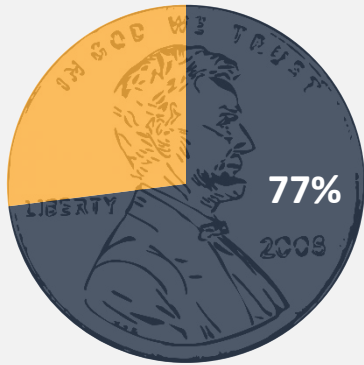
## I Prefer to Do Business with Locally or Regionally Based Companies



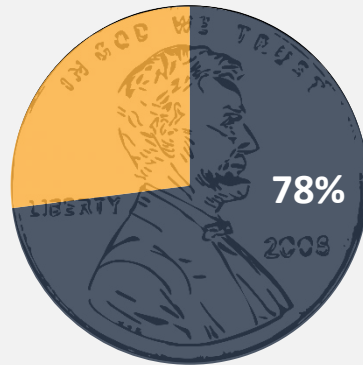


# Shopping/Consumer Habits

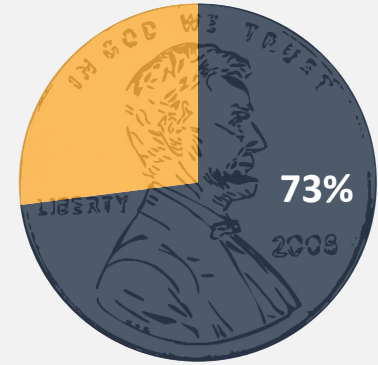
## I Always Look for the Best Buy



2006

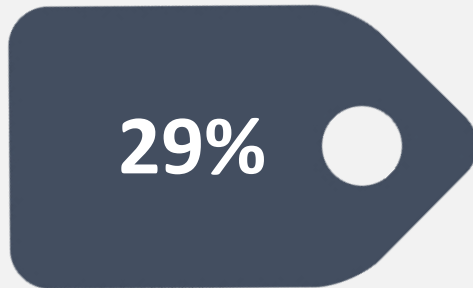


2011

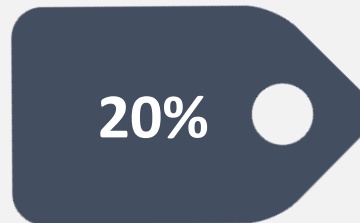


2016

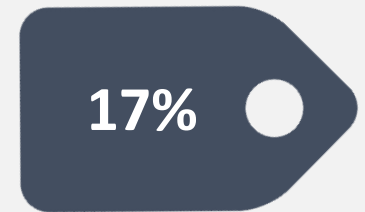
## I Always Buy Name Brand Products



2006



2011



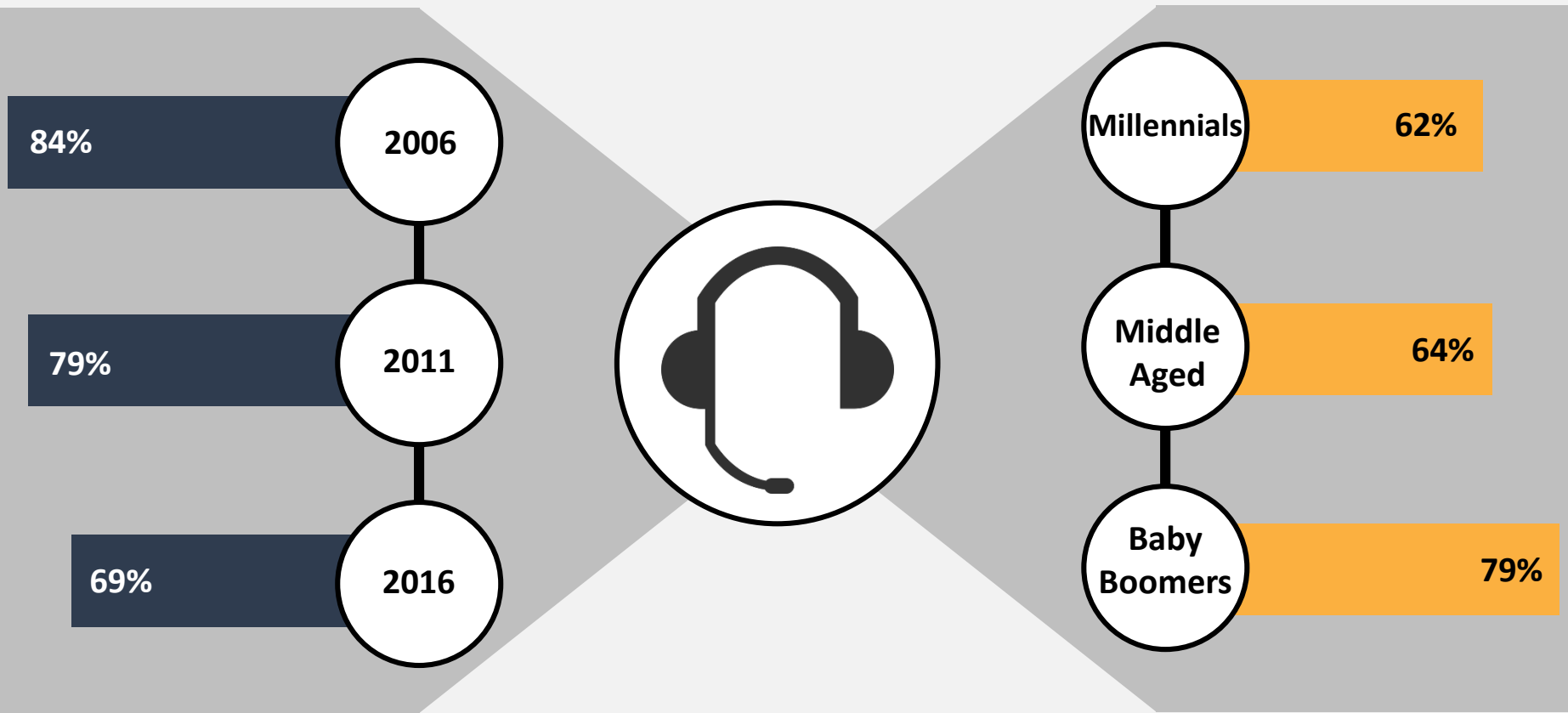
2016

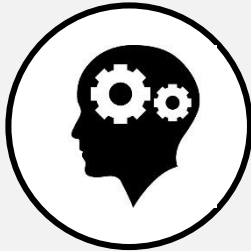




# Shopping/Consumer Habits

## I'd Rather Deal with a Person than Deal with a Computer or an Automated Telephone System, Even if It Means Waiting





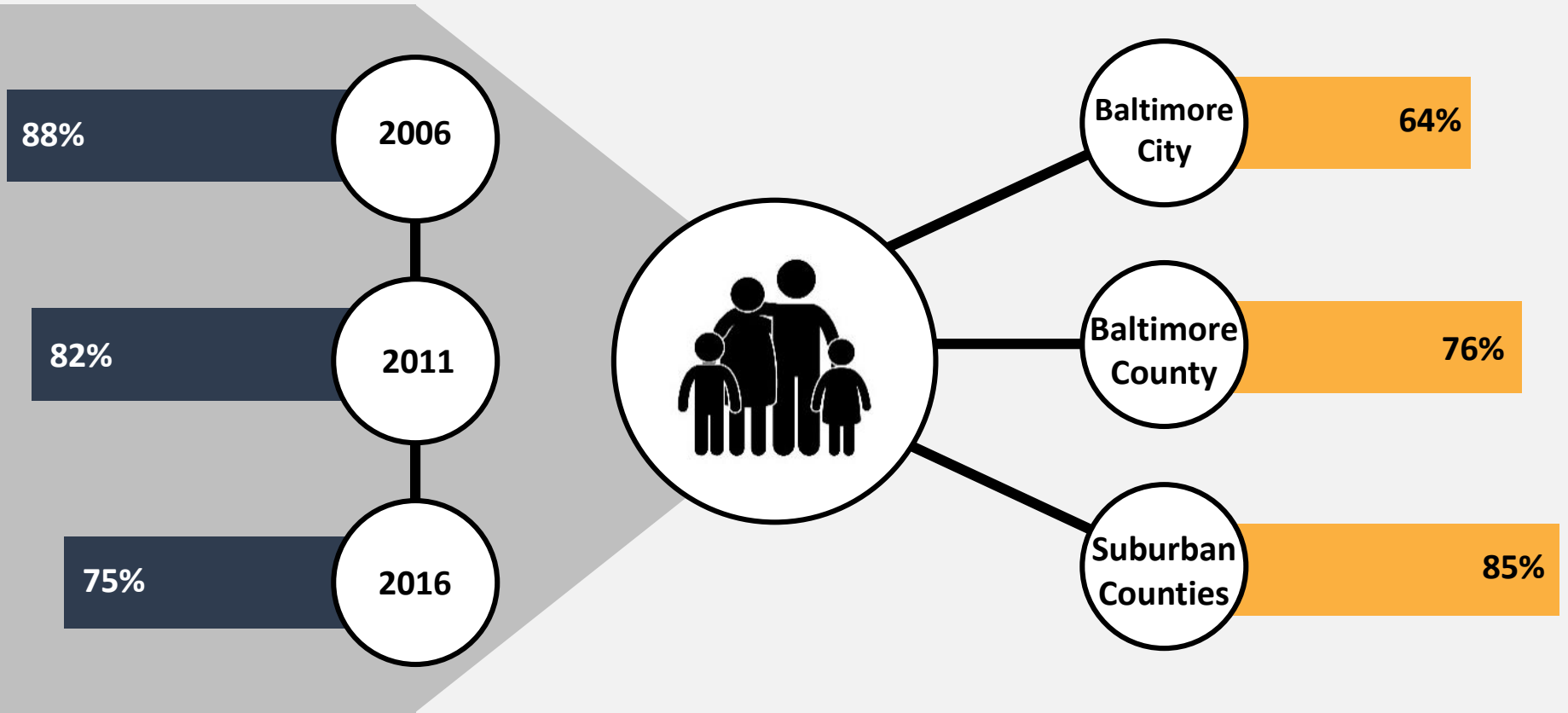
# CHANGING CONSUMER ATTITUDES

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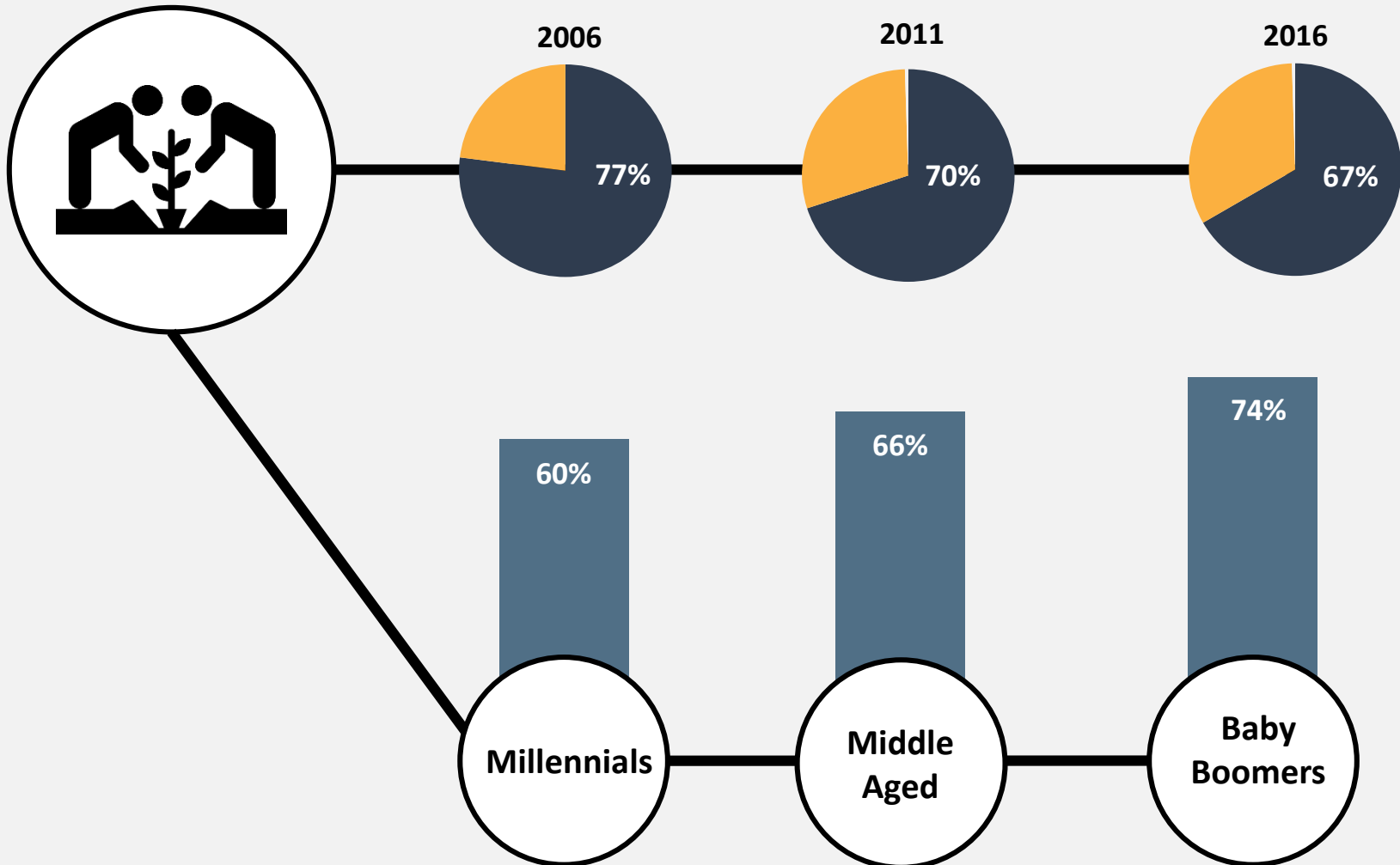
# Changing Consumer Attitudes

## My Family is the Center of My Life



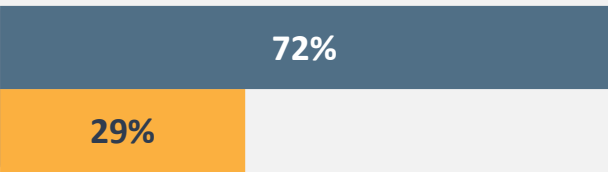
# Changing Consumer Attitudes

## I Consider Myself a Charitable Person

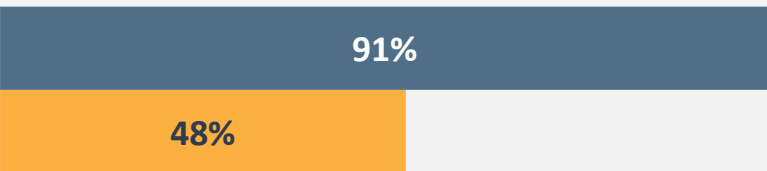


# Changing Consumer Attitudes

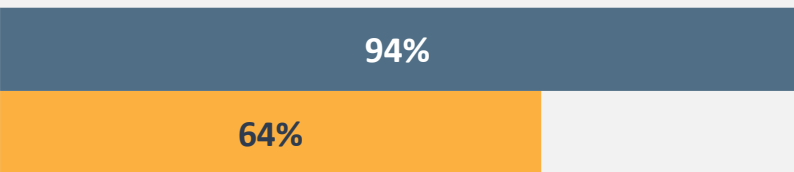
## Charitable Behavior



Donated Your Time to Volunteer



Made a Financial Donation



Donated Food, Clothing, or Some Other Type of Good



Those who consider themselves charitable people

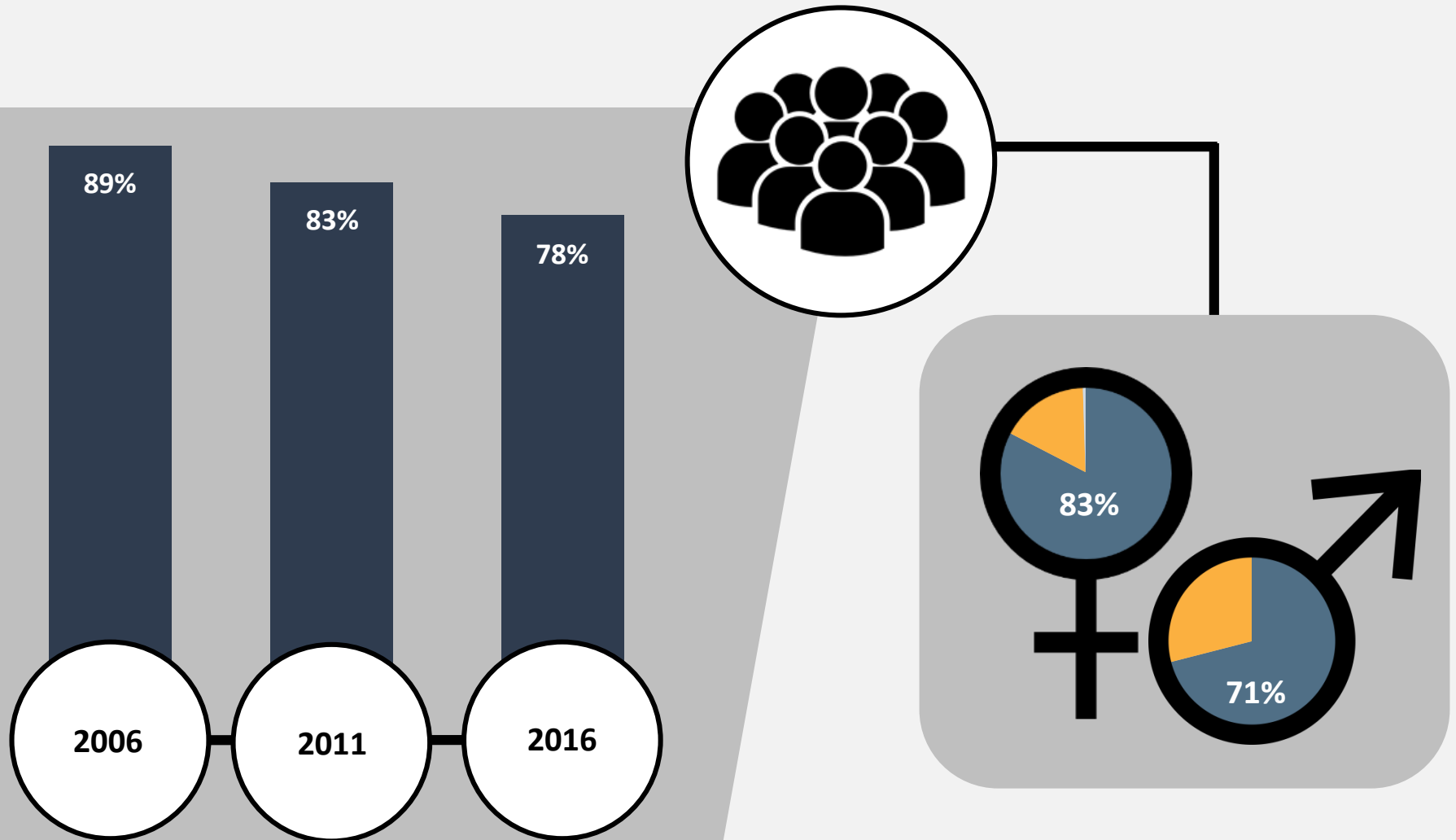


Those who do not consider themselves charitable people



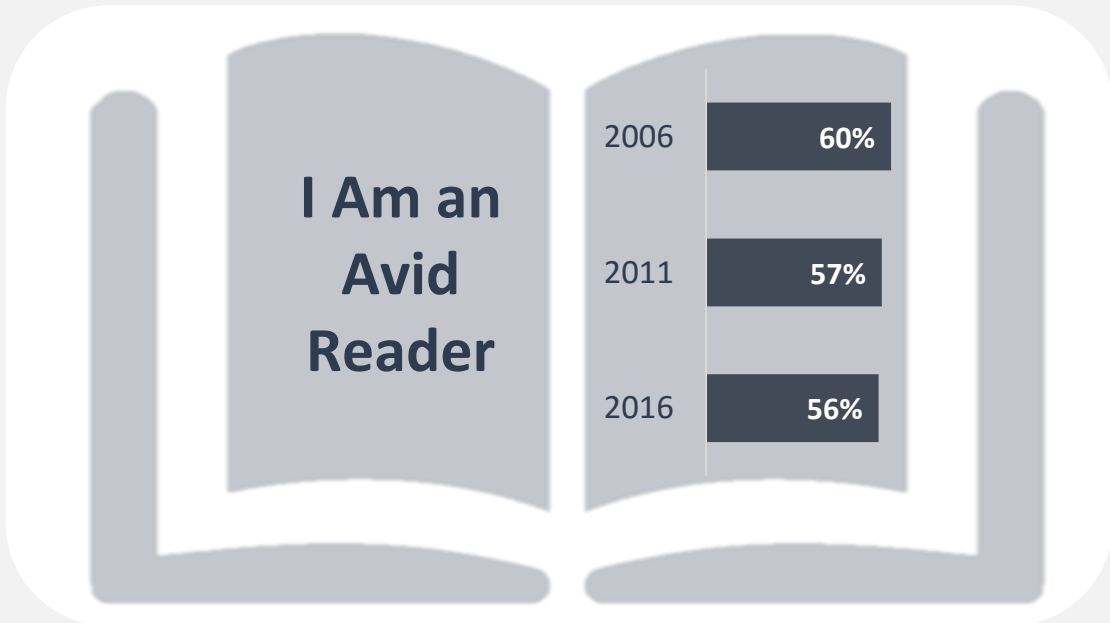
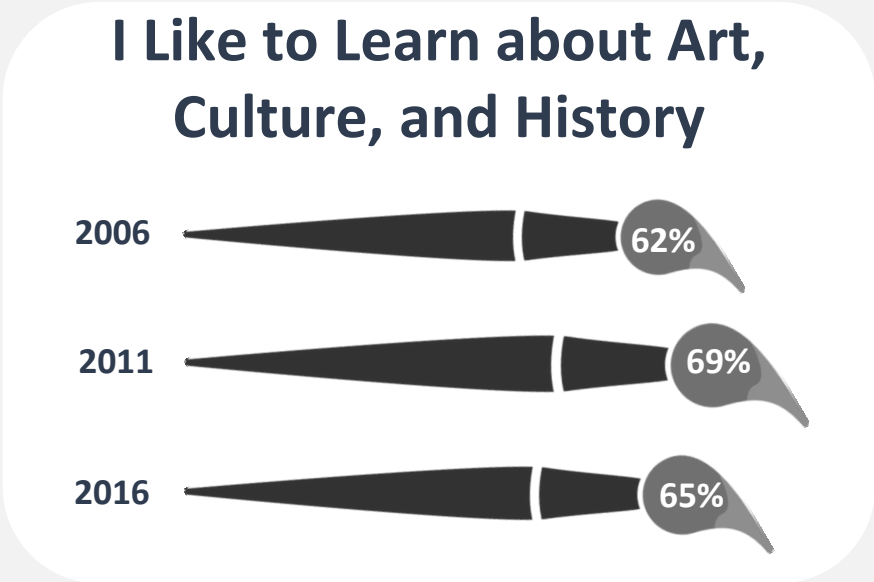
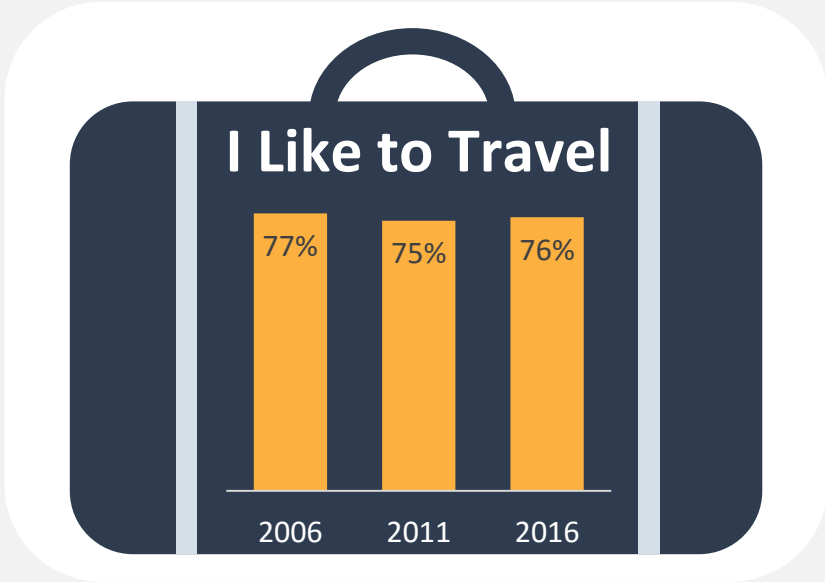
# Changing Consumer Attitudes

## I Always Strive to Make Myself Better





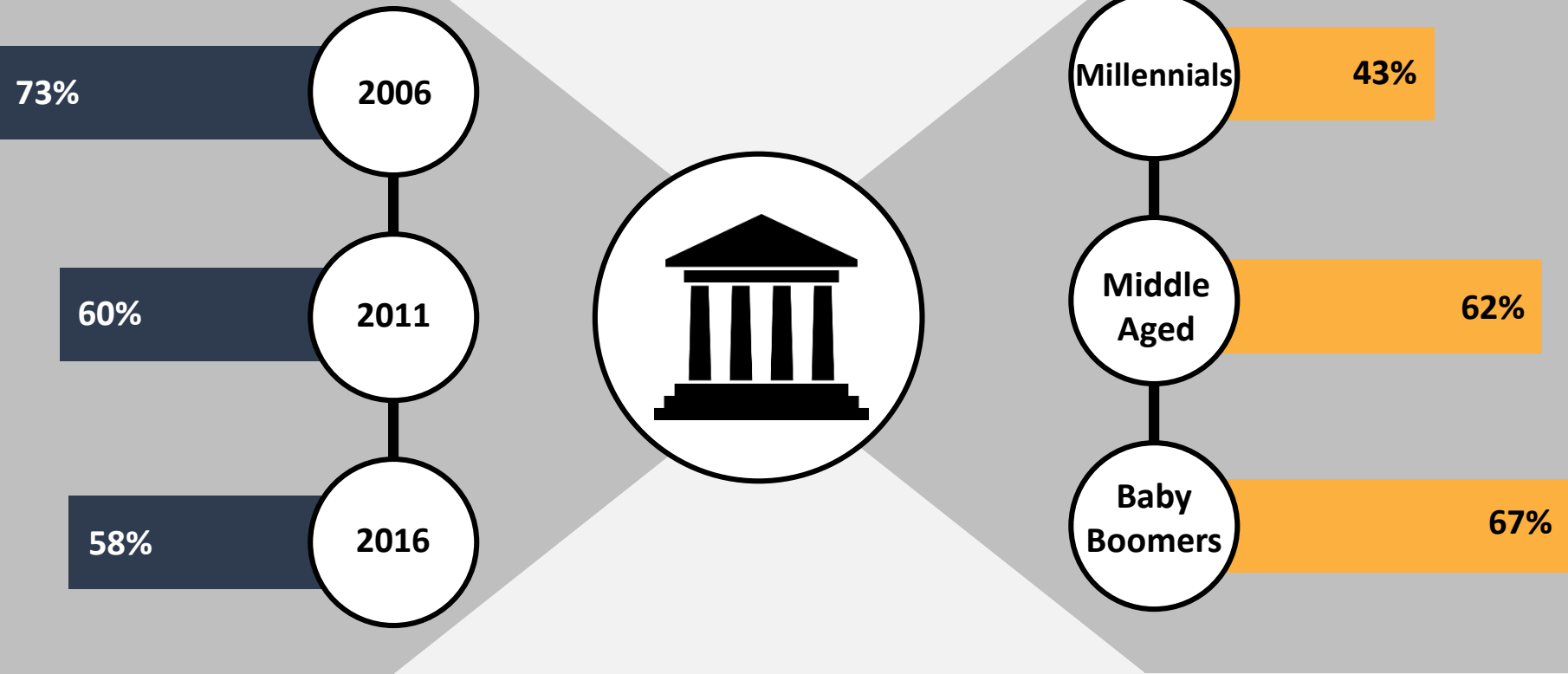
# Changing Consumer Attitudes





# Changing Consumer Attitudes

## Tradition is Very Important to Me







# Q&A

**Steve Markenson, PRC**

WBA Research

410-721-0500

**[smarkenson@WBAresearch.com](mailto:smarkenson@WBAresearch.com)**