



CONNECTING WITH CONSUMERS IN THE DC MARKET

Presented by



AMA DC How-To Series
January 31, 2017



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/Washington Psychographic Study



Remember When?

2000

2006

2011

2016



WAZZZAAAAAAP

WB&A
Market Research





Remember When?

2000

2006

2011

2016





Remember When?

2000

2006

2011

2016



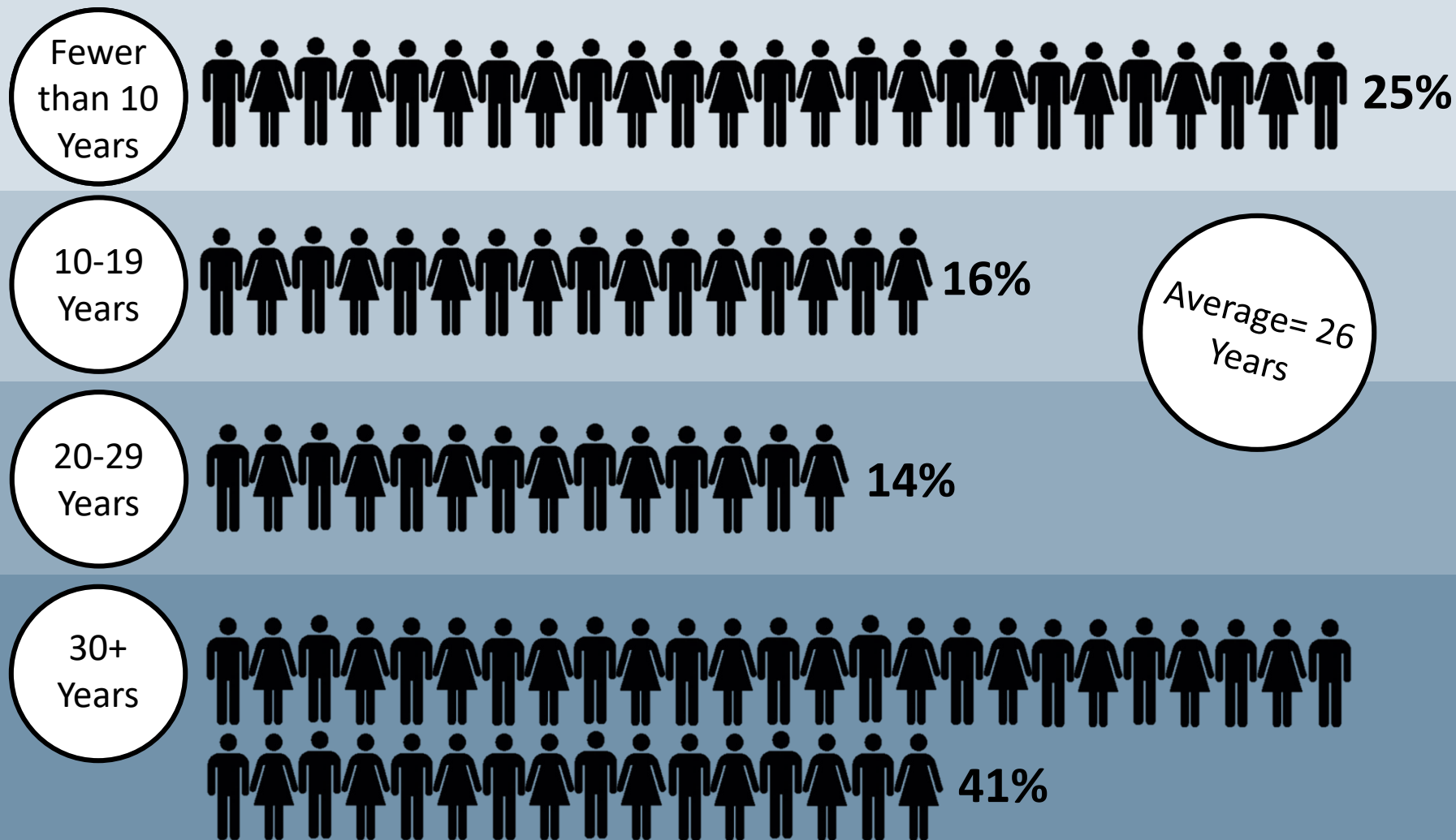
 **wba** RESEARCH



ME AND MY COMMUNITY



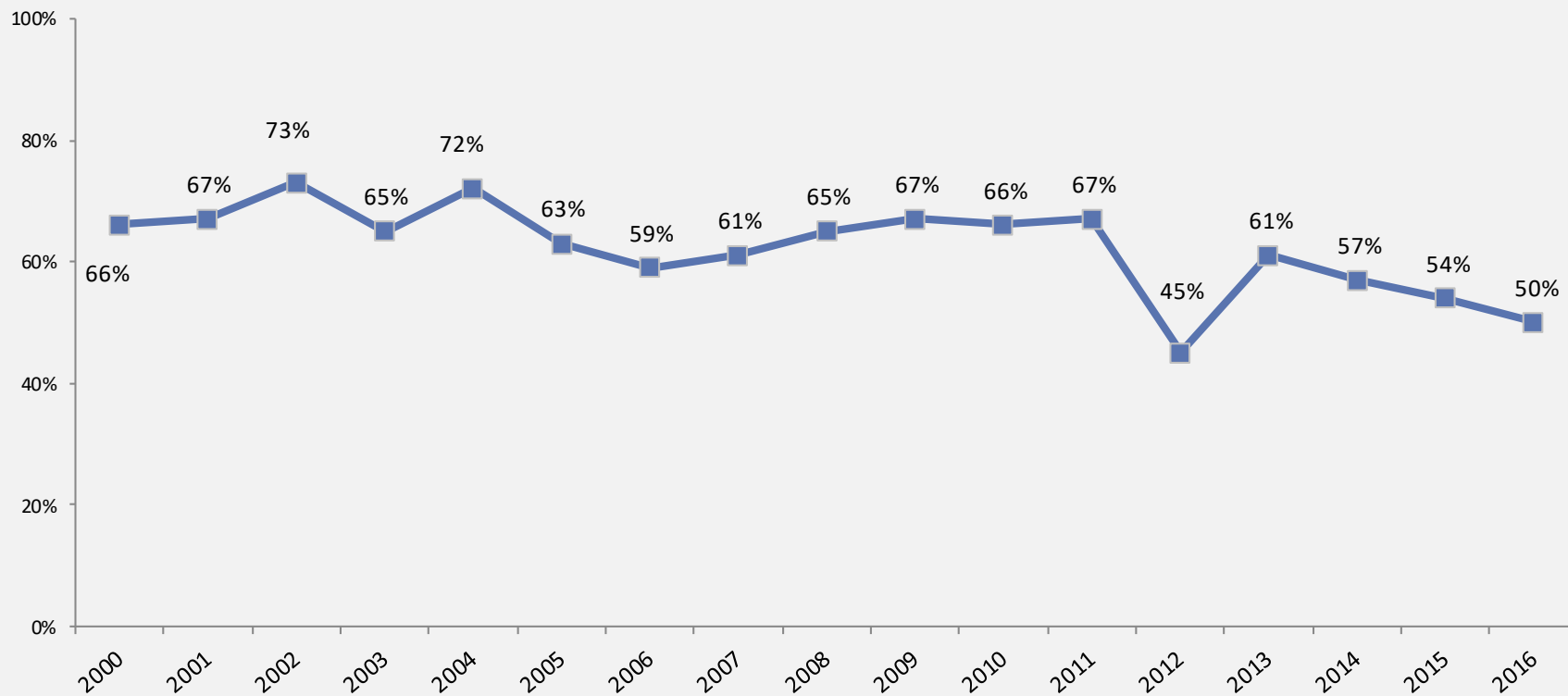
Years Lived in the Washington, DC Area





Outlook

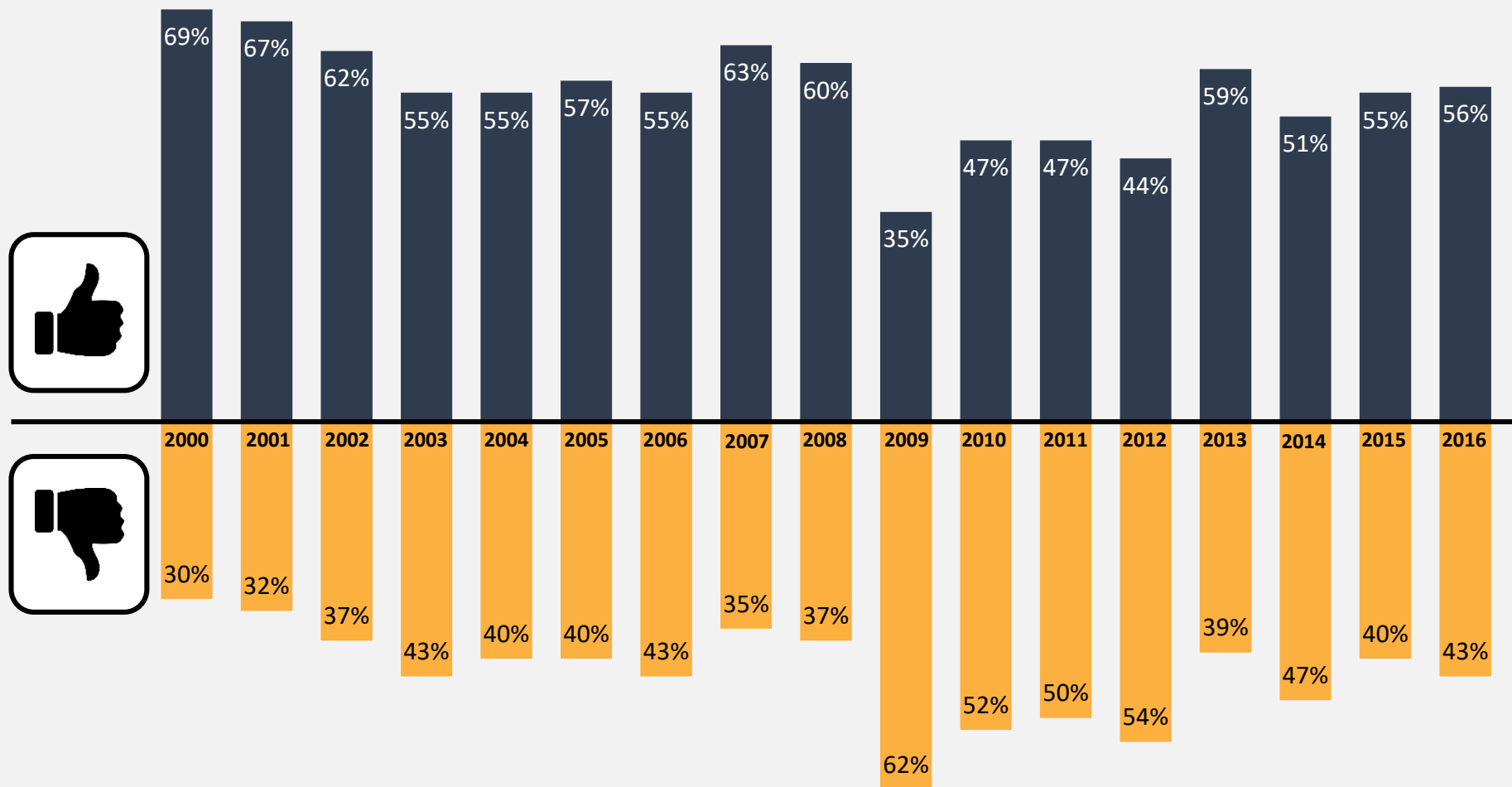
Satisfied With the Way Things are Going in the Area





Economic Outlook

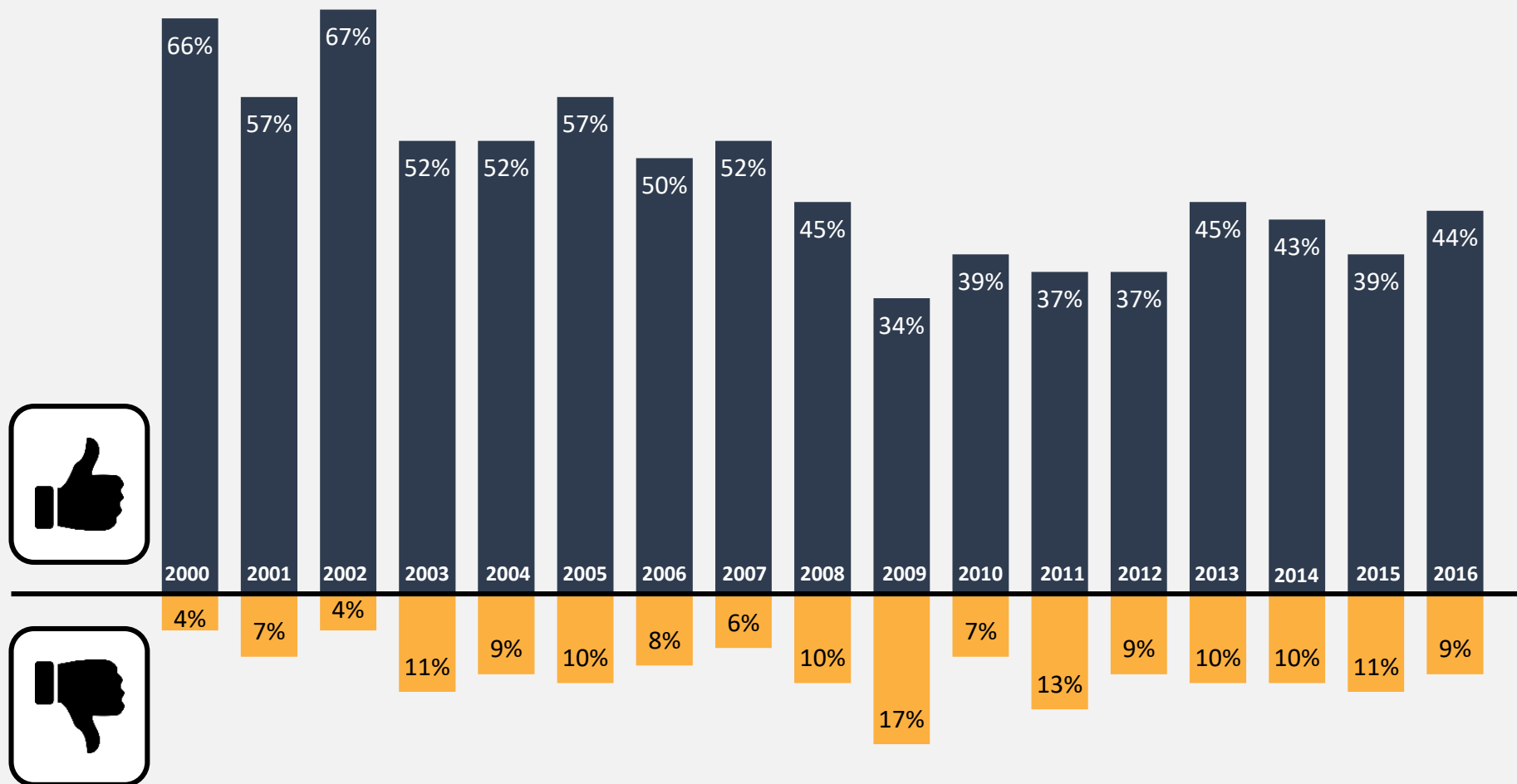
Current Economic Conditions in the Washington, DC Area





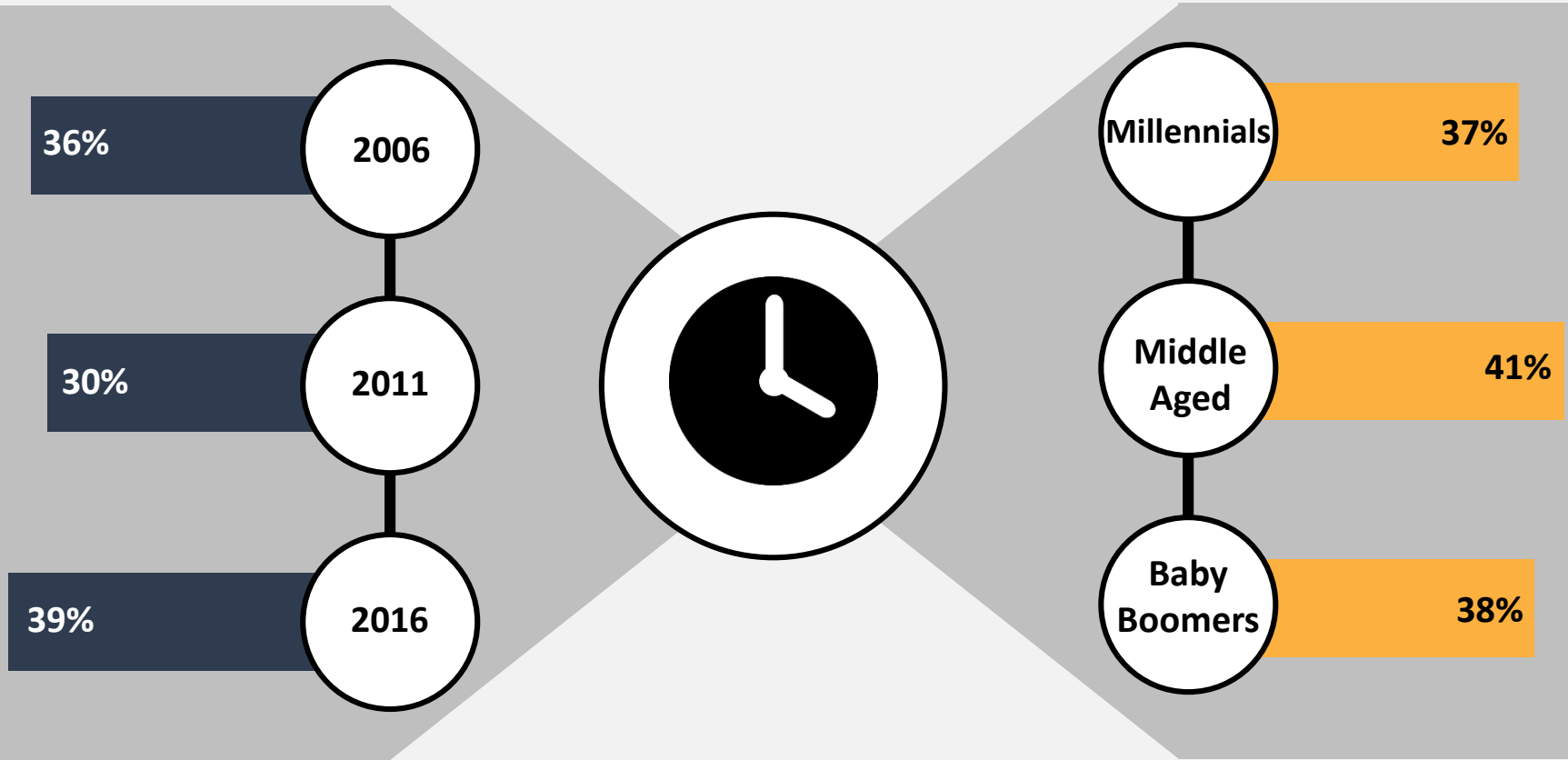
Financial Outlook

Personal Financial Expectations - Next 12 Months





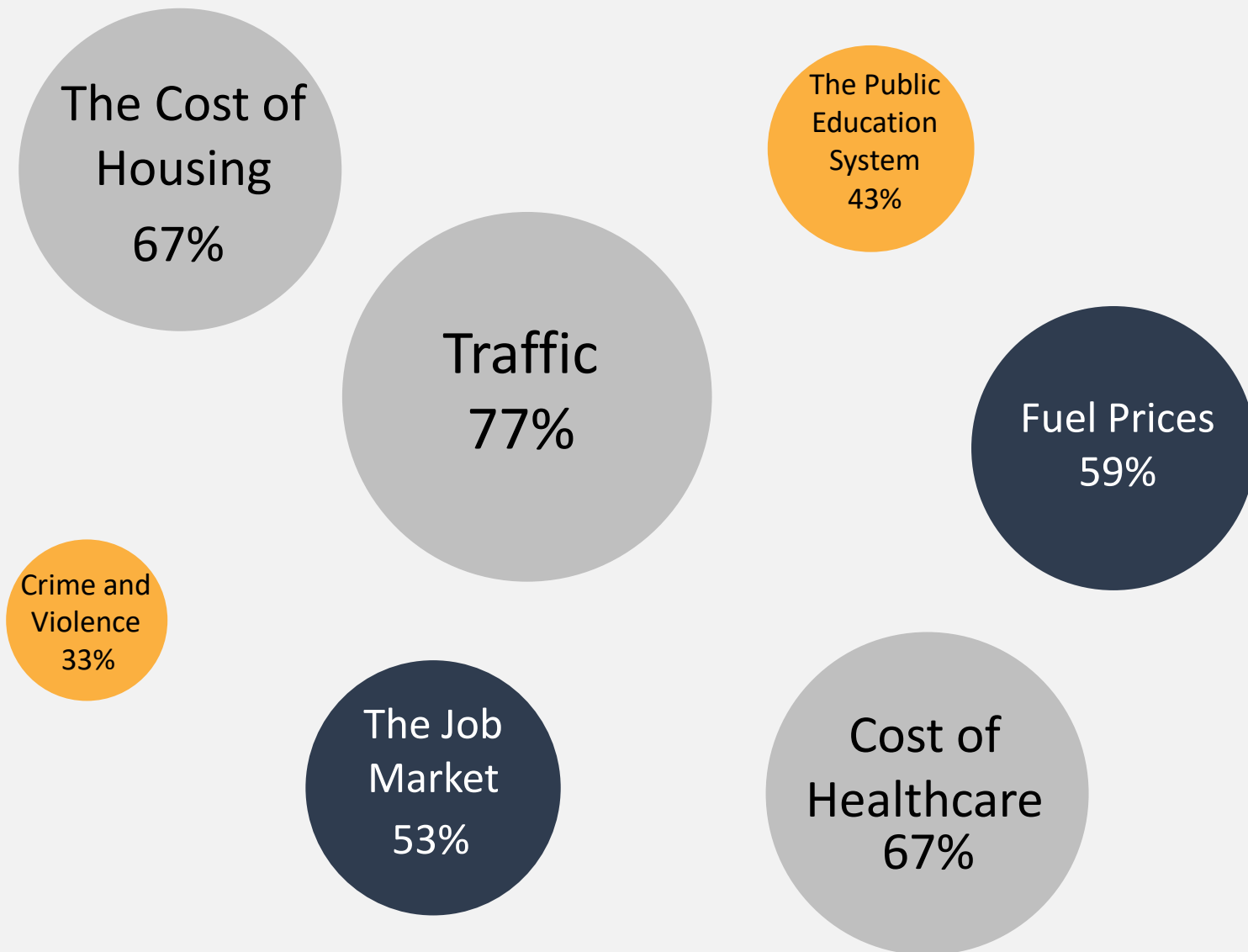
I Think That Things Were Better 20 Years Ago Than They Are Today





Problems Facing Community

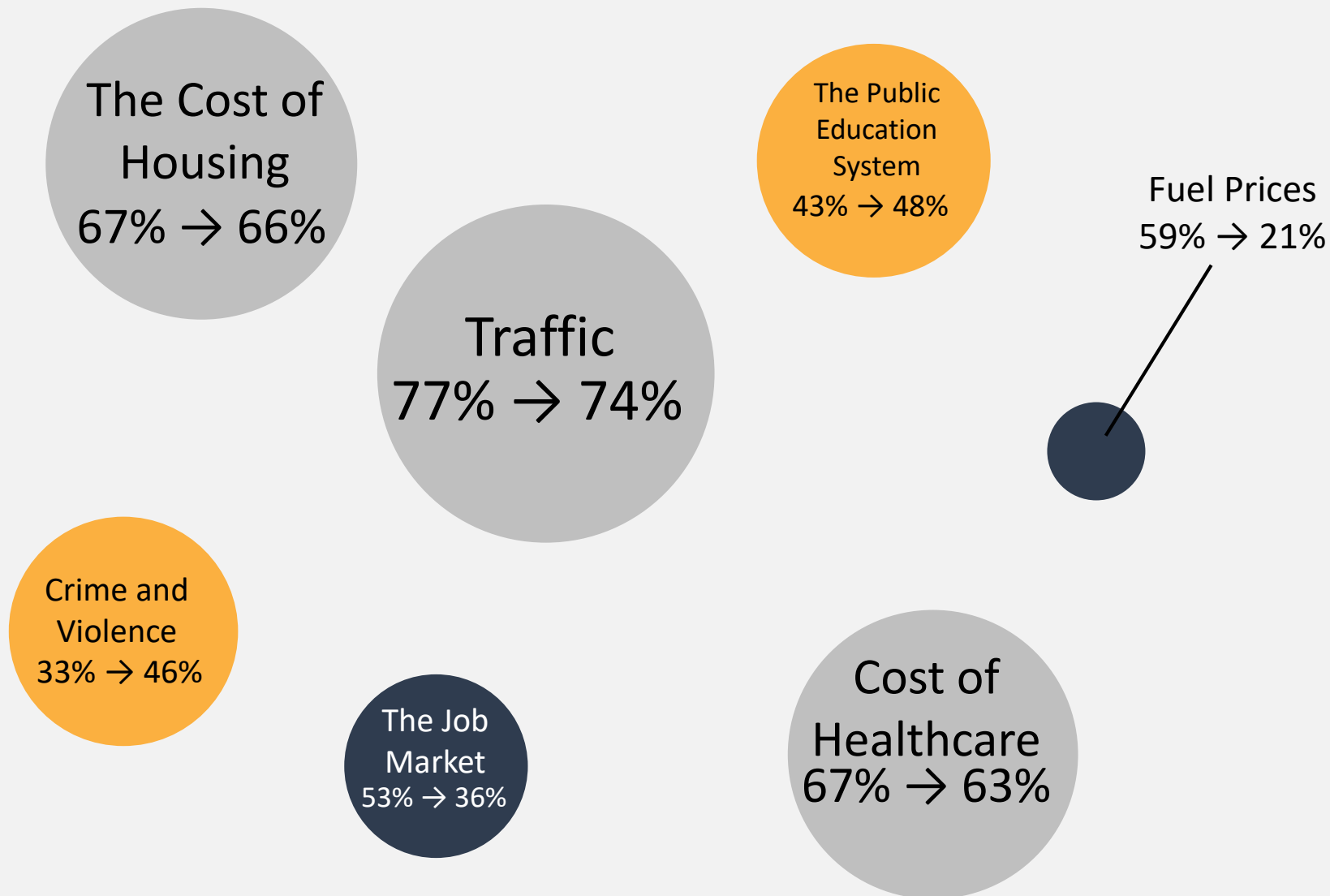
Big Problems in 2011 vs. Big Problems in 2016





Problems Facing Community

Big Problems in 2011 vs. Big Problems in 2016





Problems Facing Community

Problems According to DC Residents

Cost of Housing



Public Education



Crime and Violence



Problems According to Suburban Residents

Cost of Healthcare



Gov't/Local Leadership



Job Market



Fuel Prices

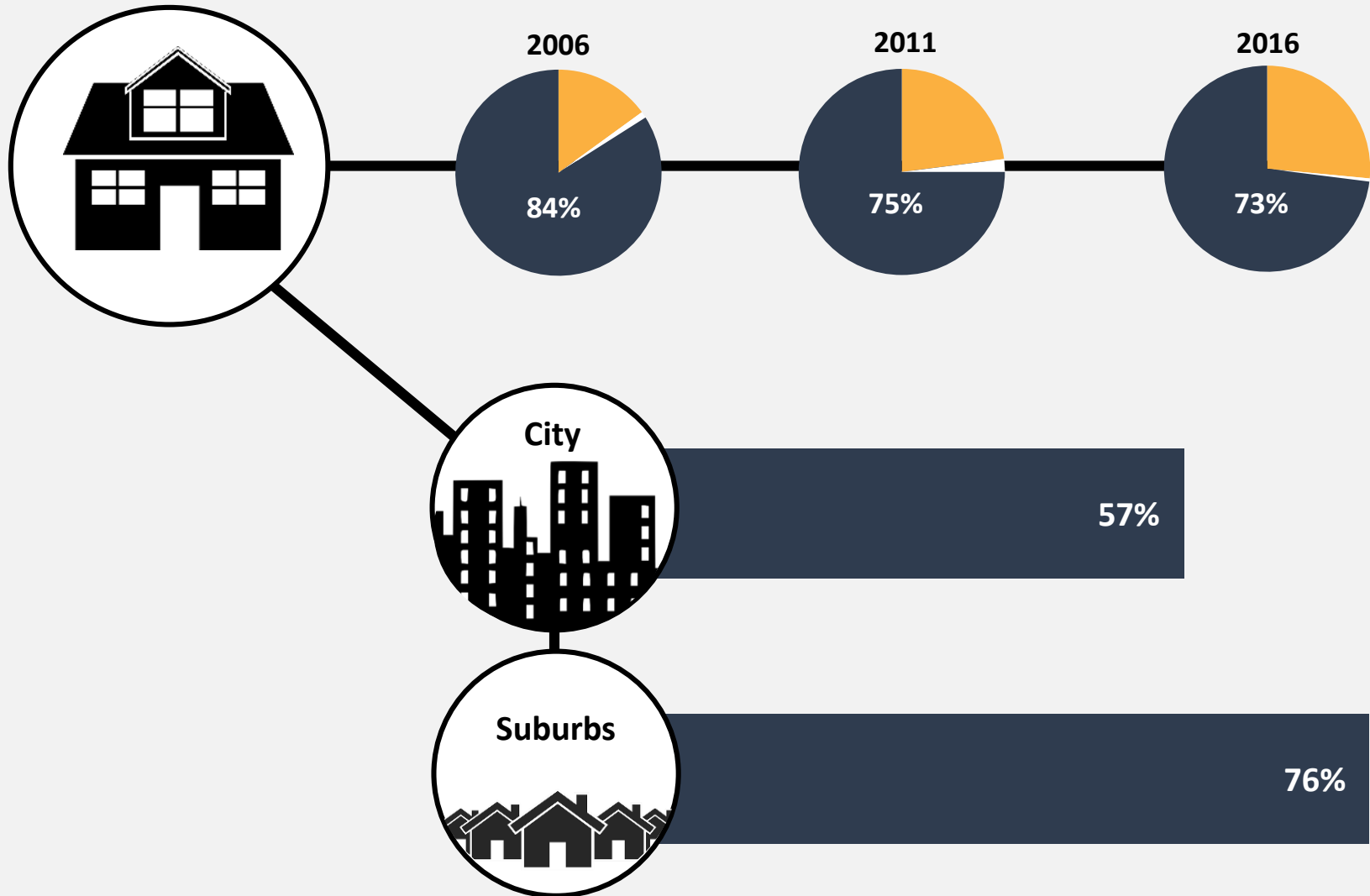


Traffic



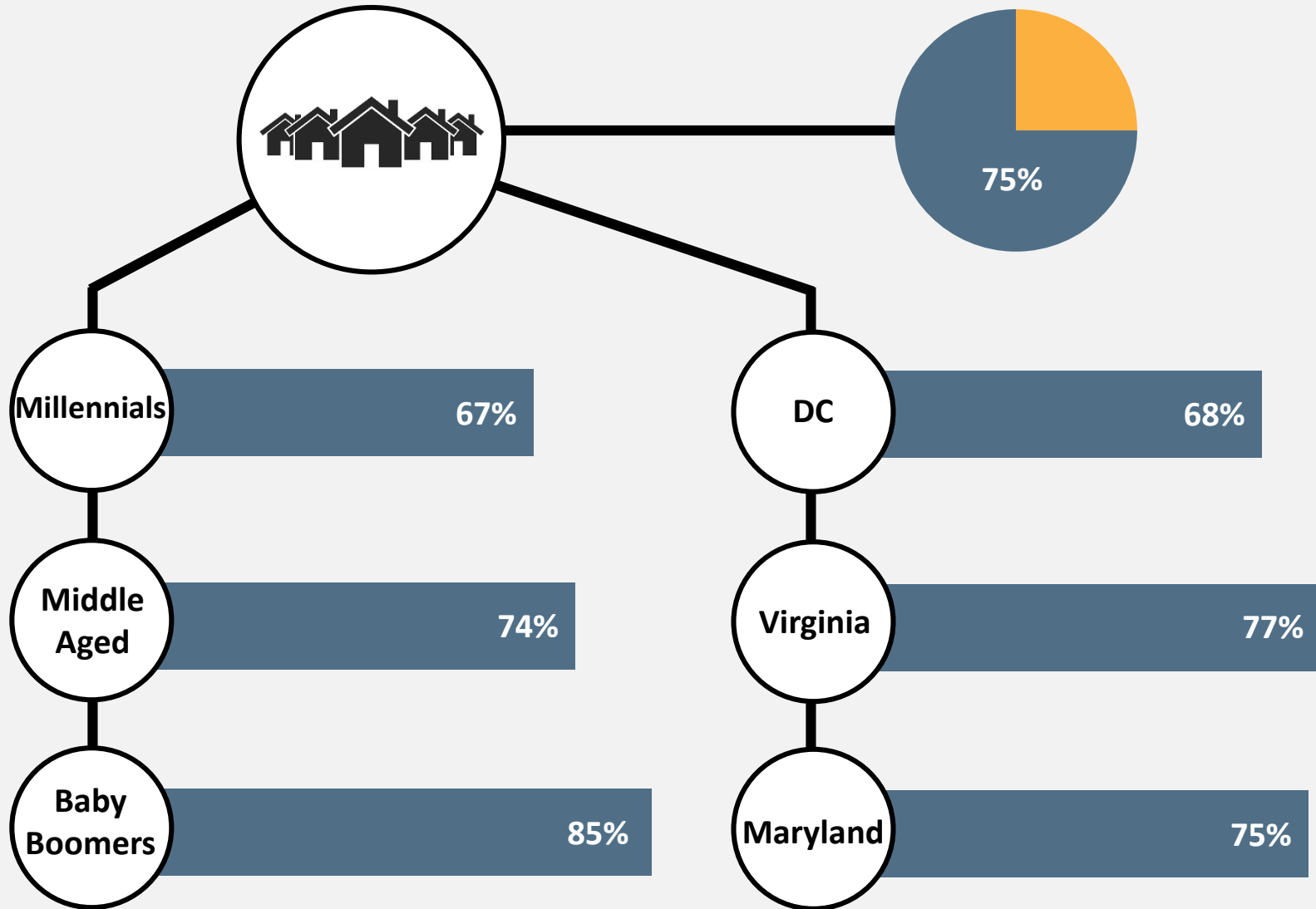


Owning My Own Home is Part of the American Dream





I Like the Community I Currently Live In



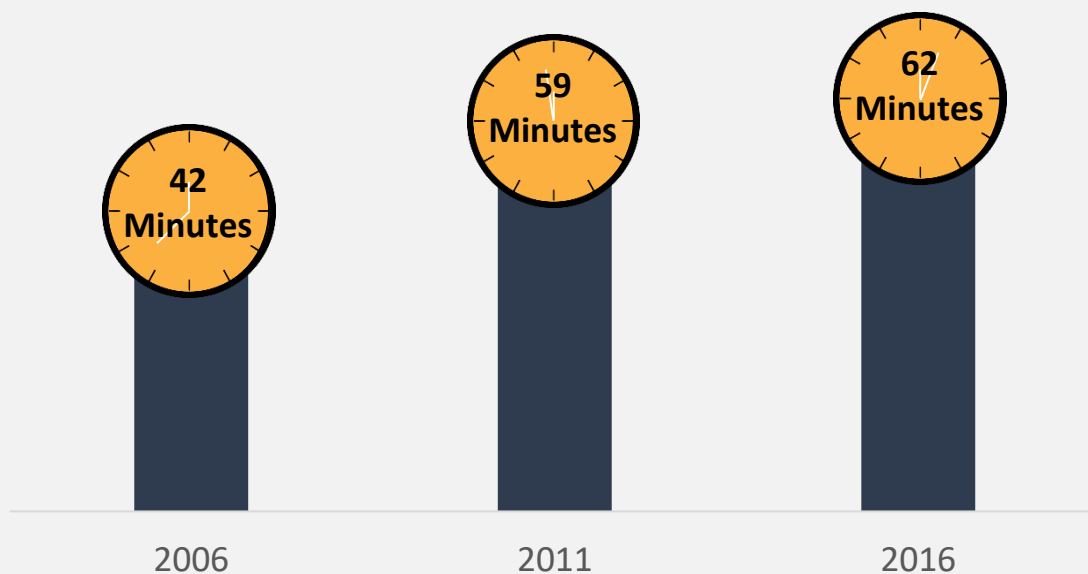


WORK LIFE

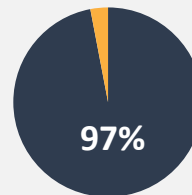
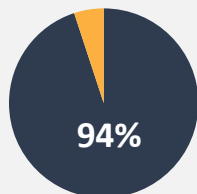
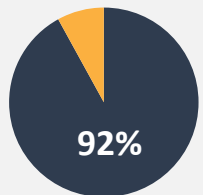


Commuting

Average Round Trip Commute



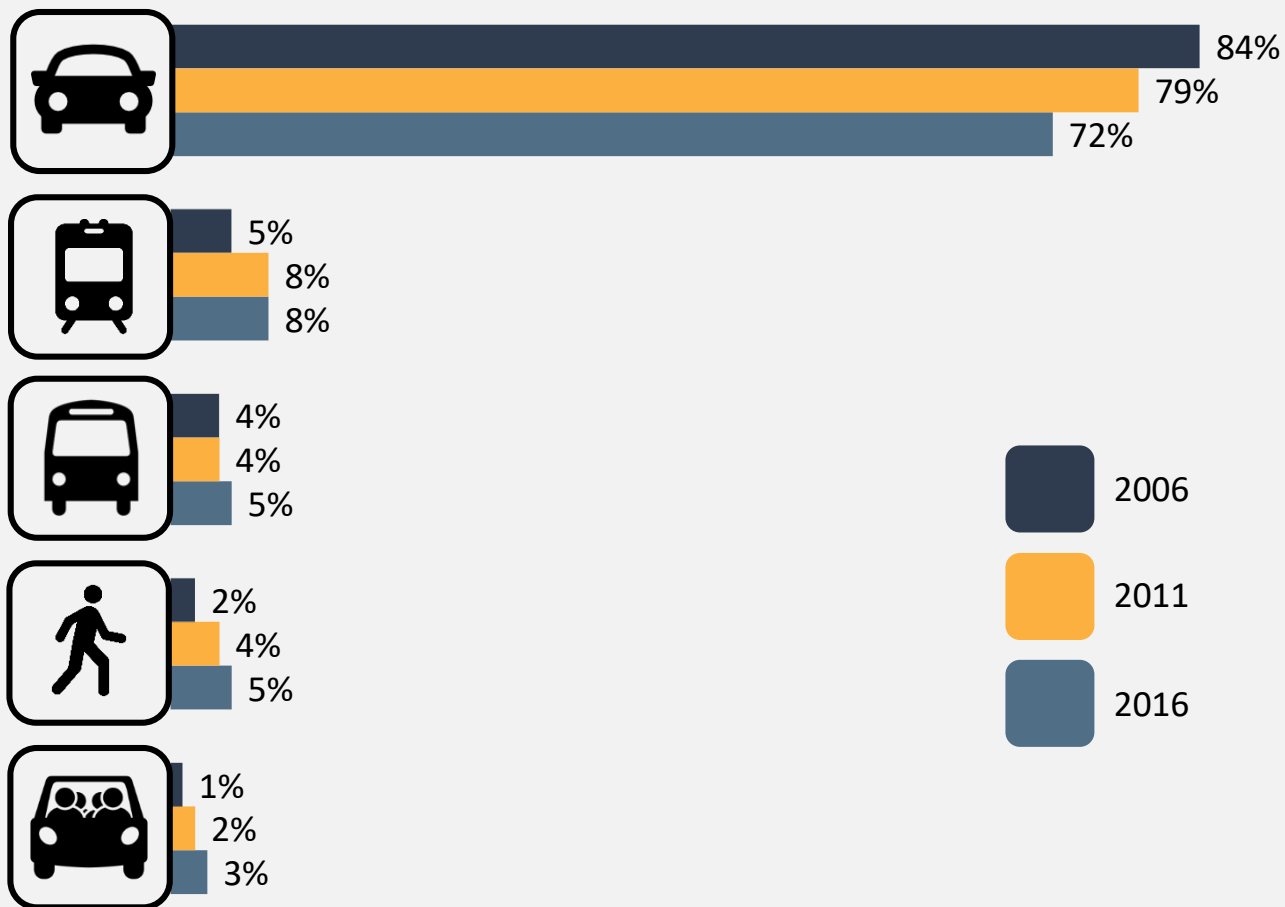
Residents indicating
traffic is a problem
in the area:





Modes of Transportation

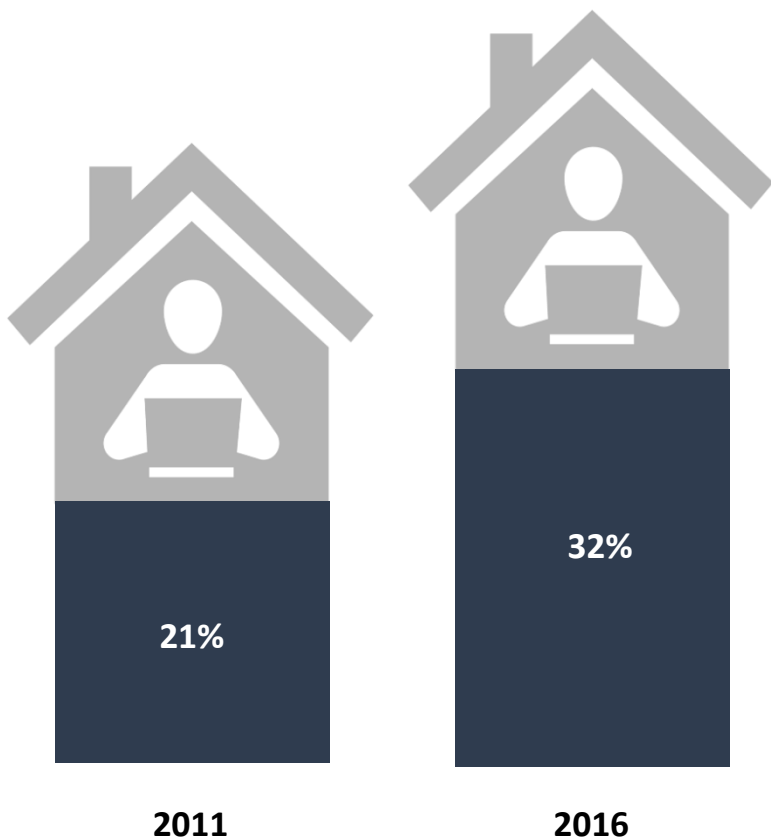
Primary Mode



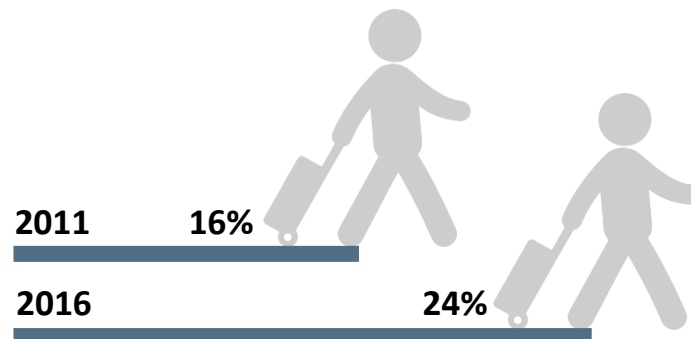


Different Ways to Work

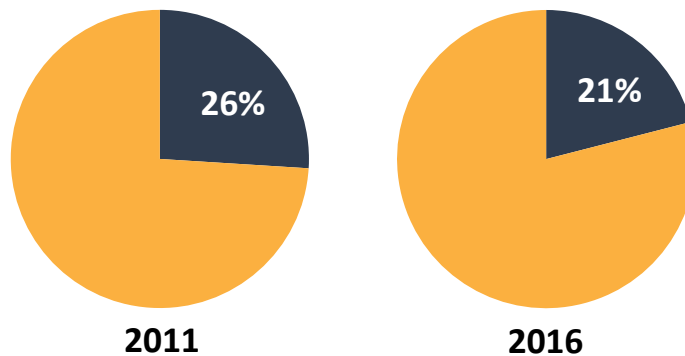
Telecommute



Travel Outside DC Area for Work at Least Once a Week



Work Over 40 Hours/Week





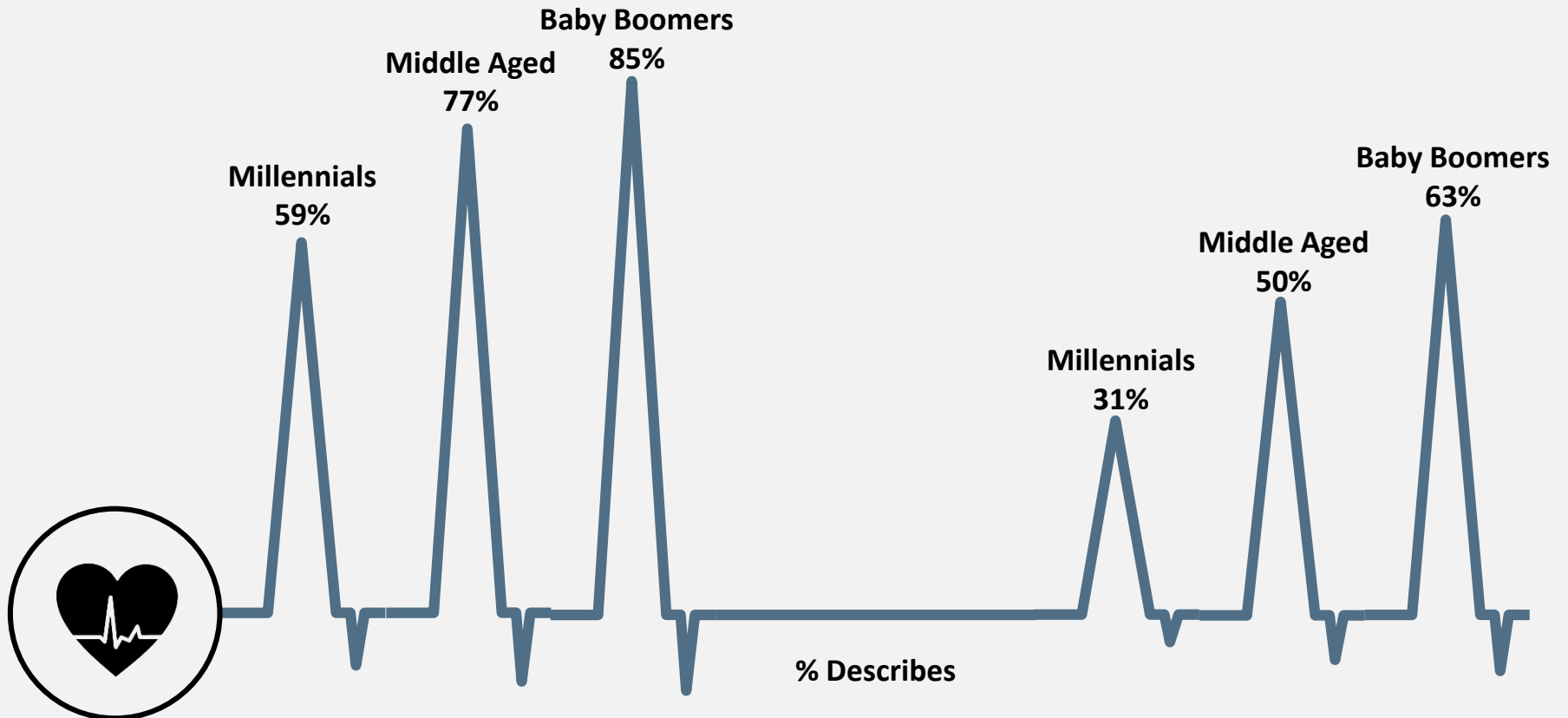
HEALTHY LIFESTYLES



Overall Health

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

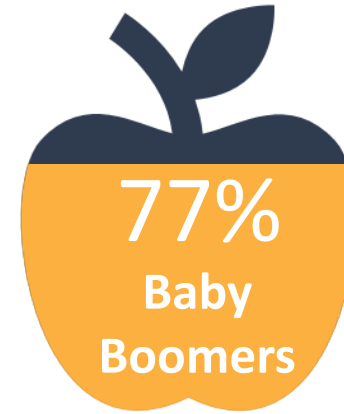
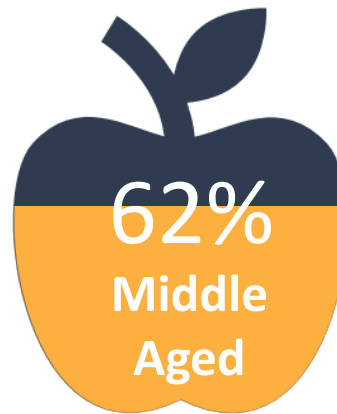
**I Keep Up With and Try to
Follow Current Health Trends**



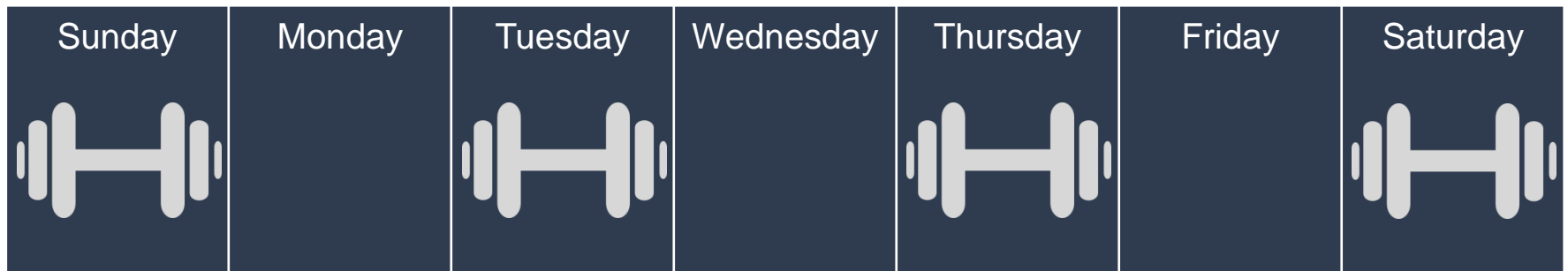


Overall Health

I Try to Eat Healthy Every Day



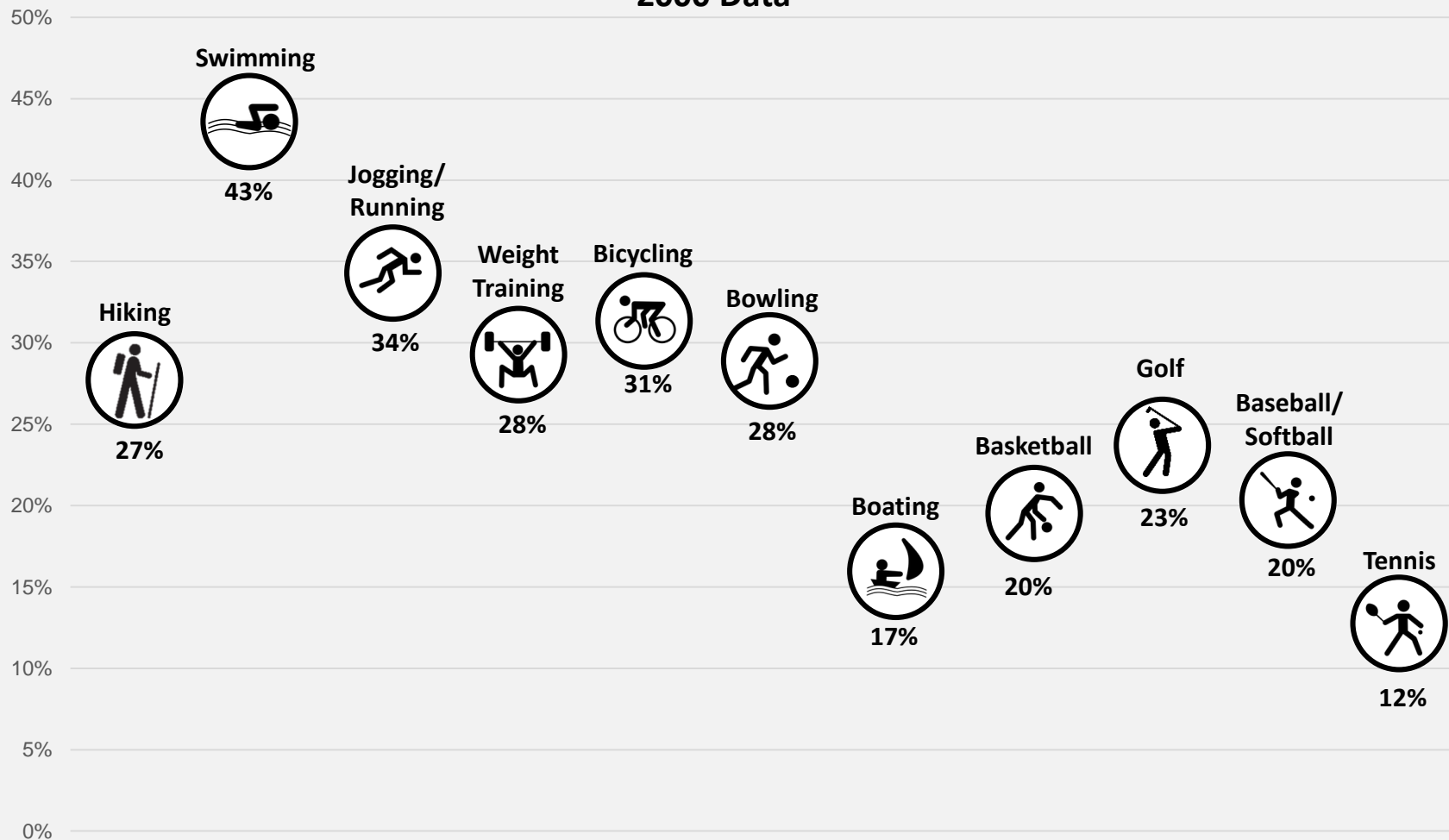
4 Average days of exercise per week





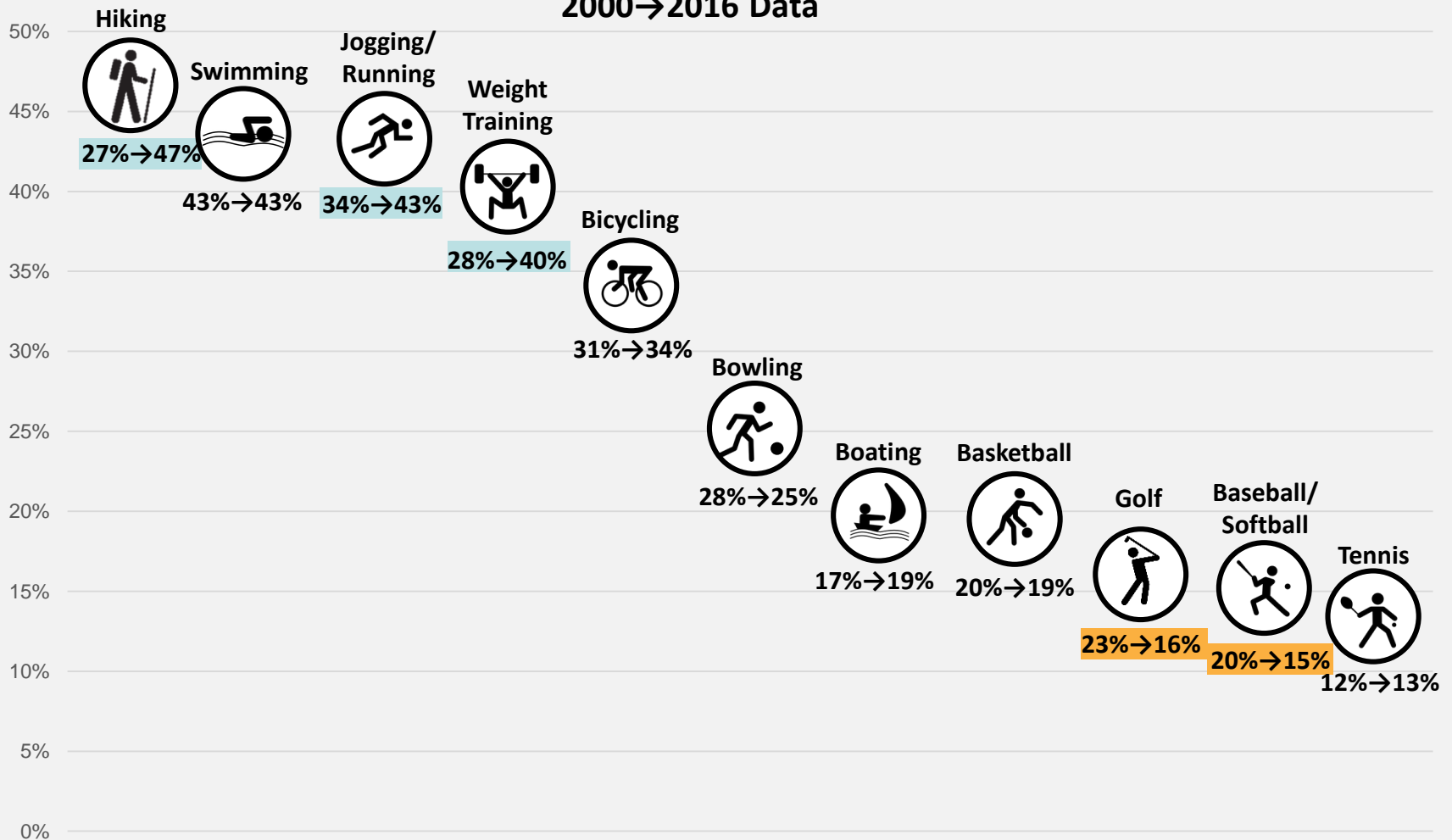
Athletic Activities

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



Athletic Activities

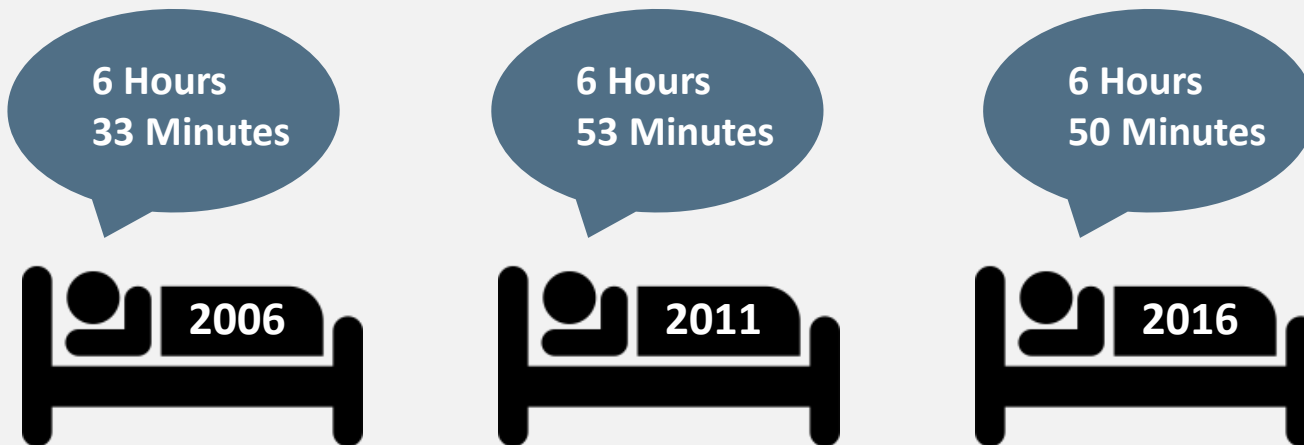
% Participation in Activity (in the past 12 months) 2000→2016 Data



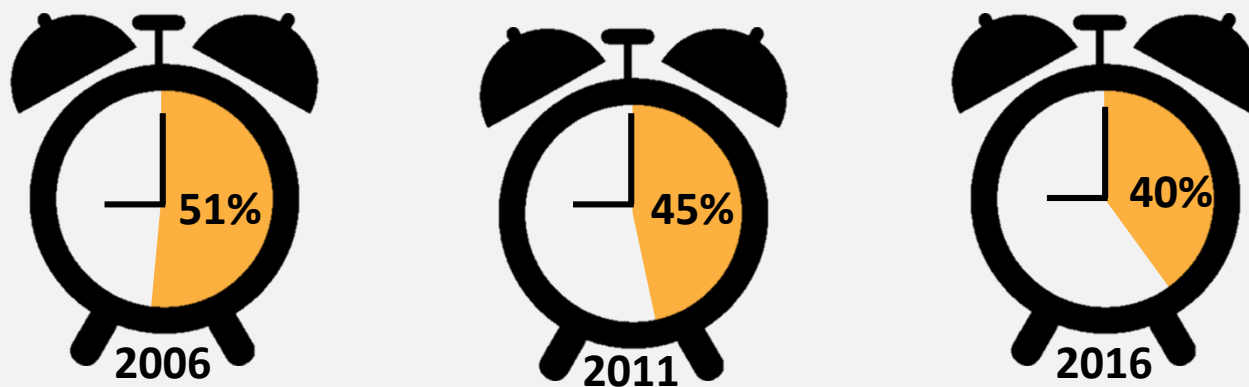


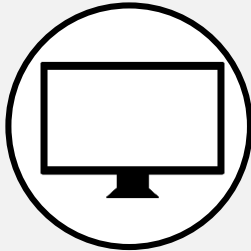
Sleep Habits

Average Sleep Per Day on Weekdays



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

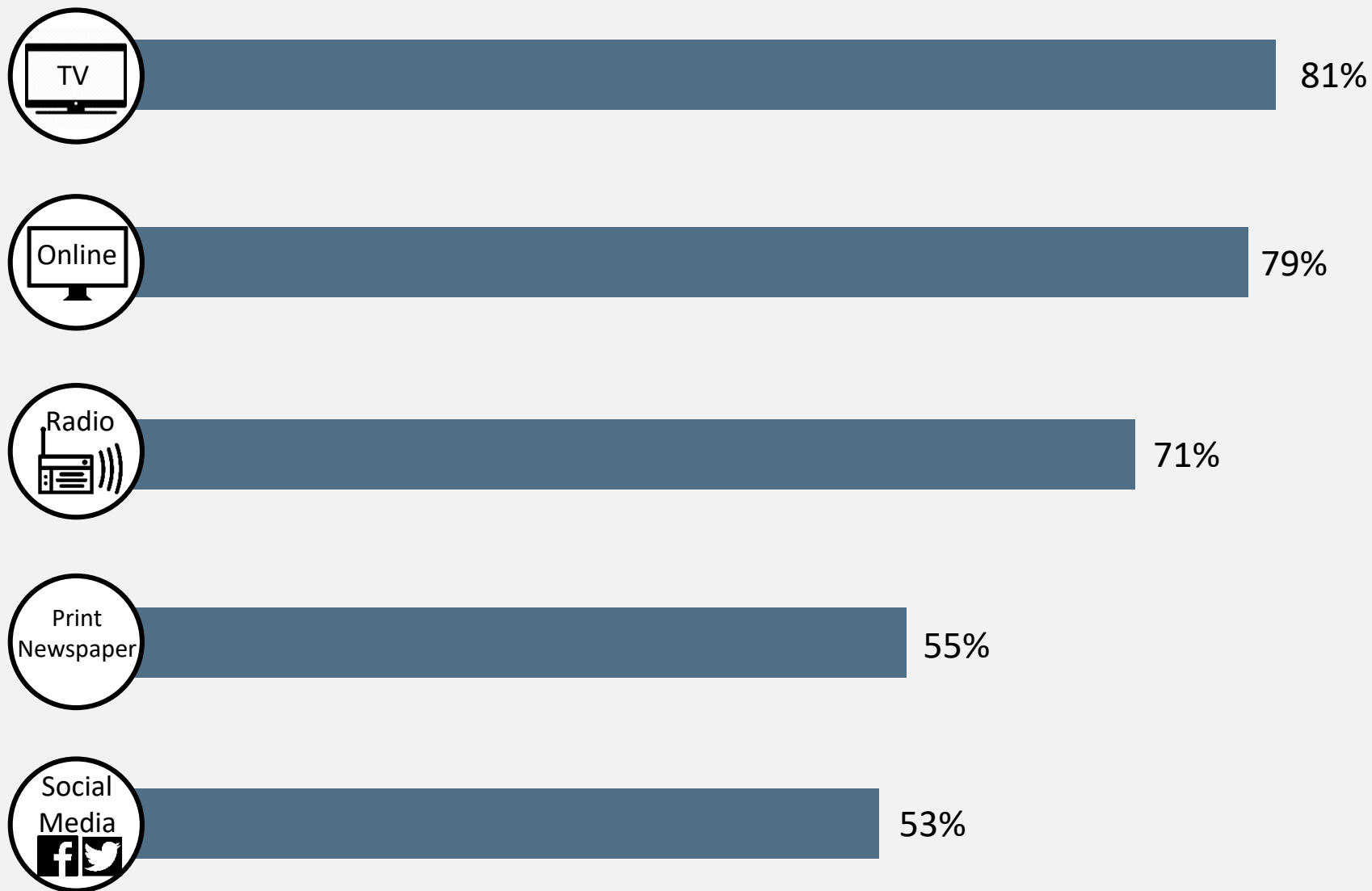




LIVING WITH TECHNOLOGY

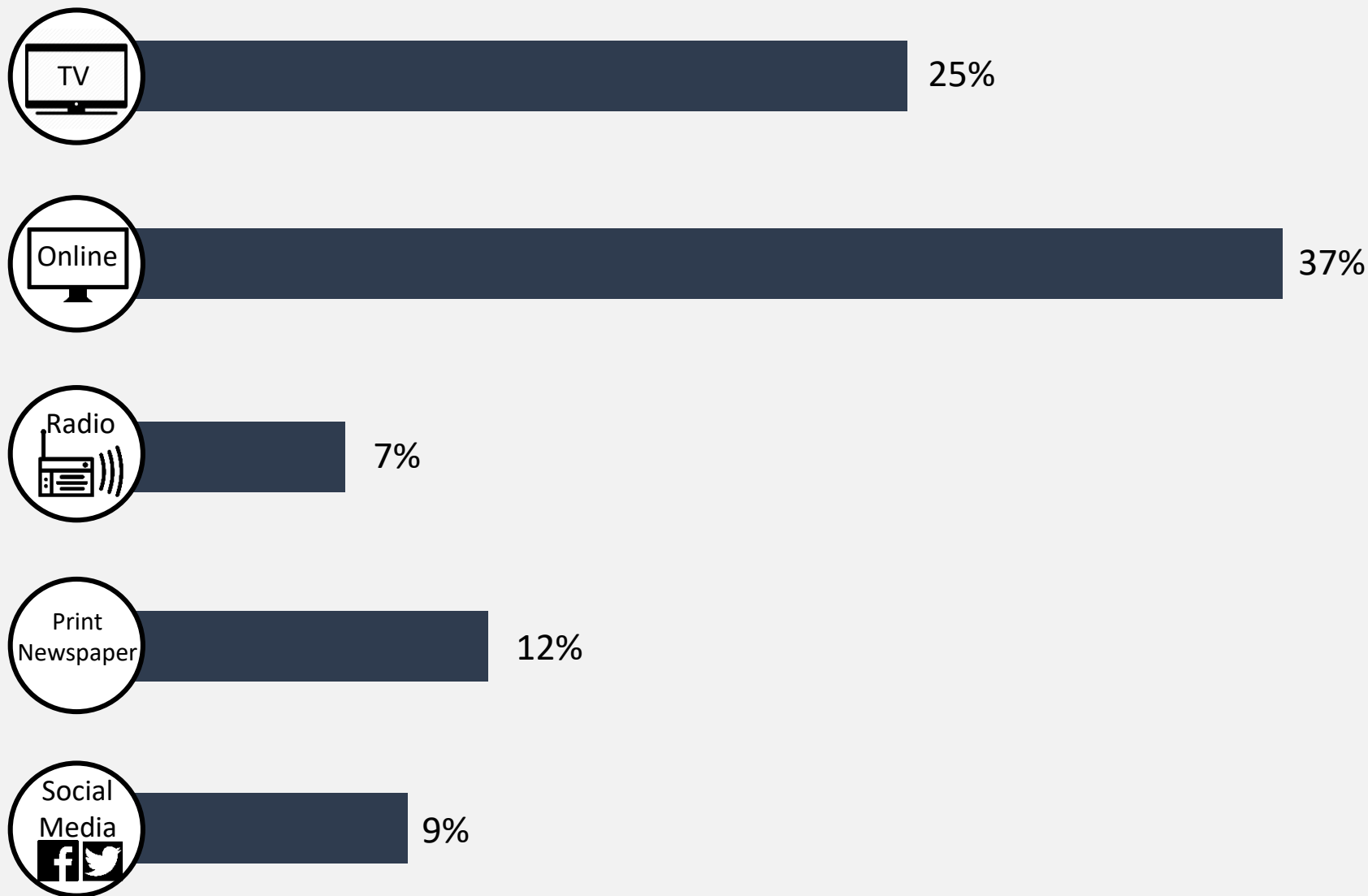


News/Information Sources Typically Used

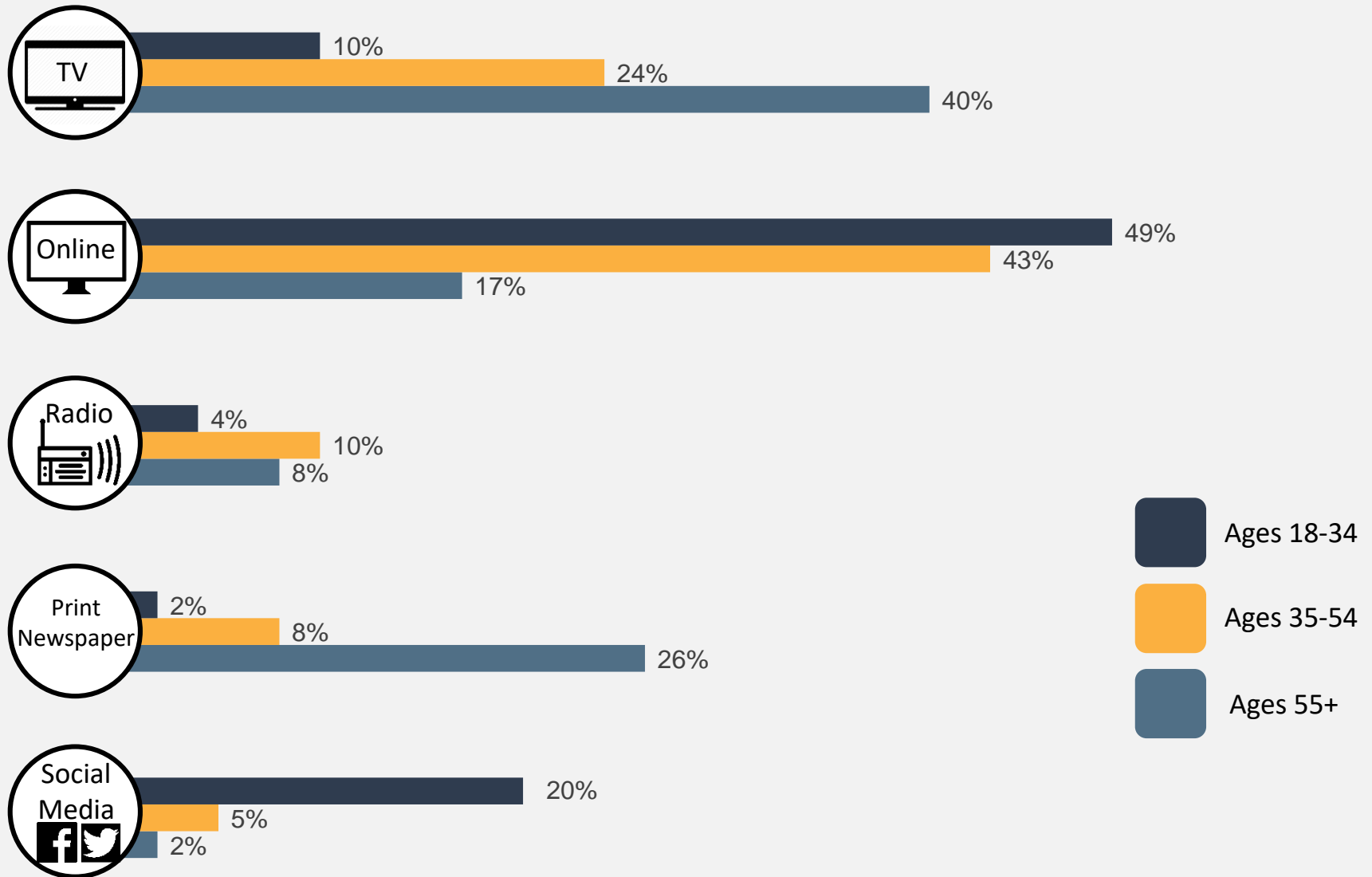




News/Information Source Used Most Often

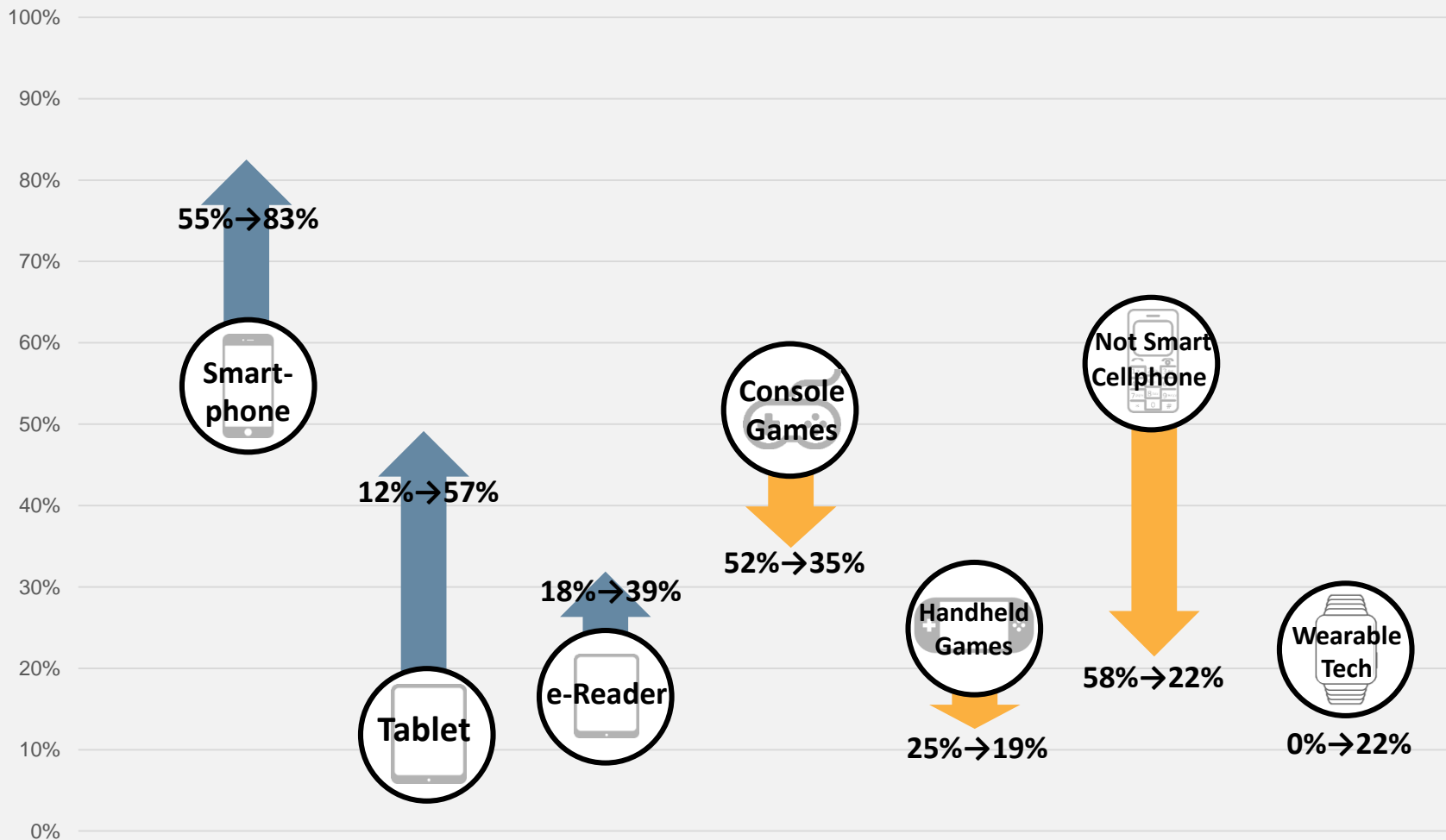


News/Information Source Used Most Often



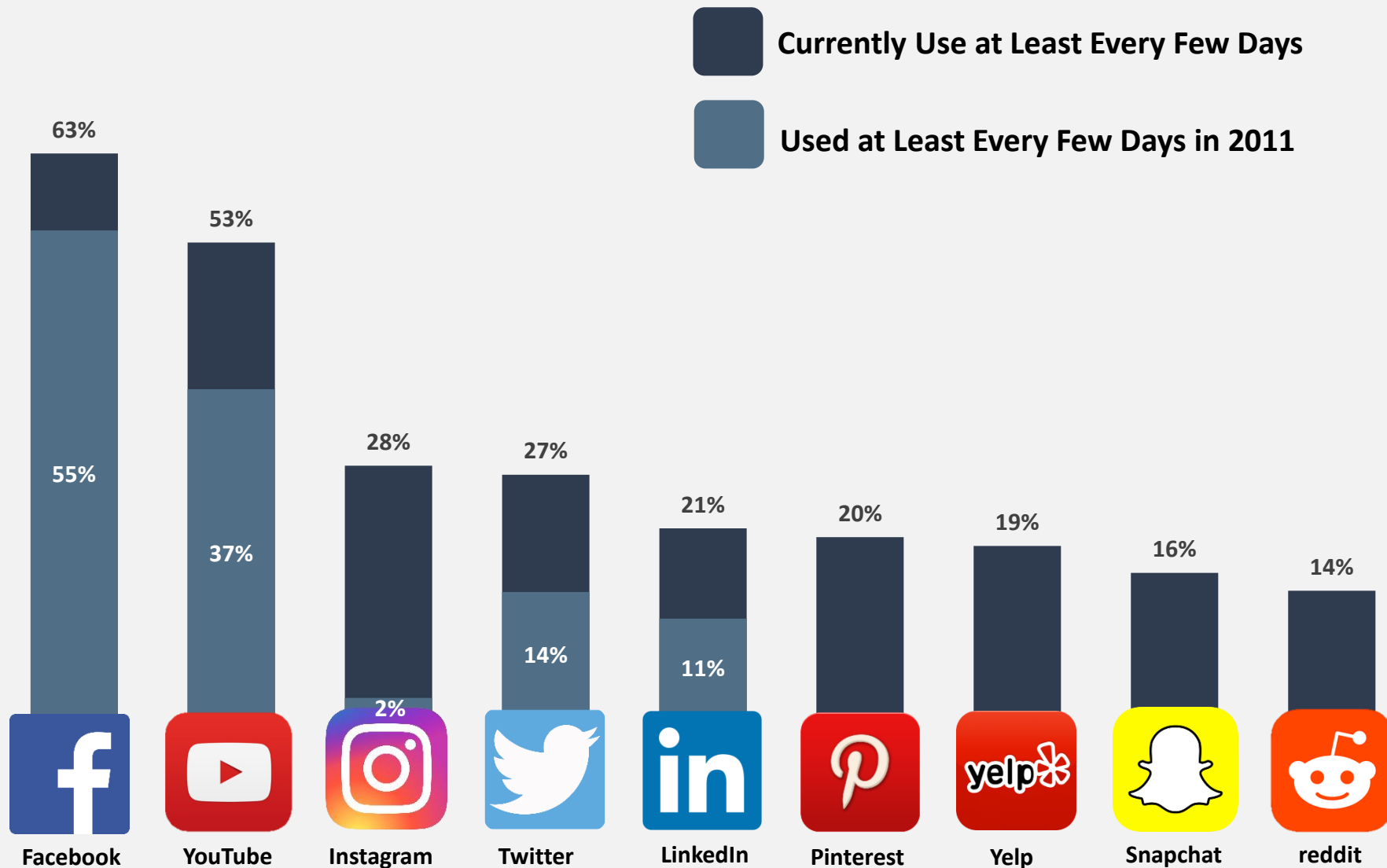


Changes in Technology Ownership Since 2011





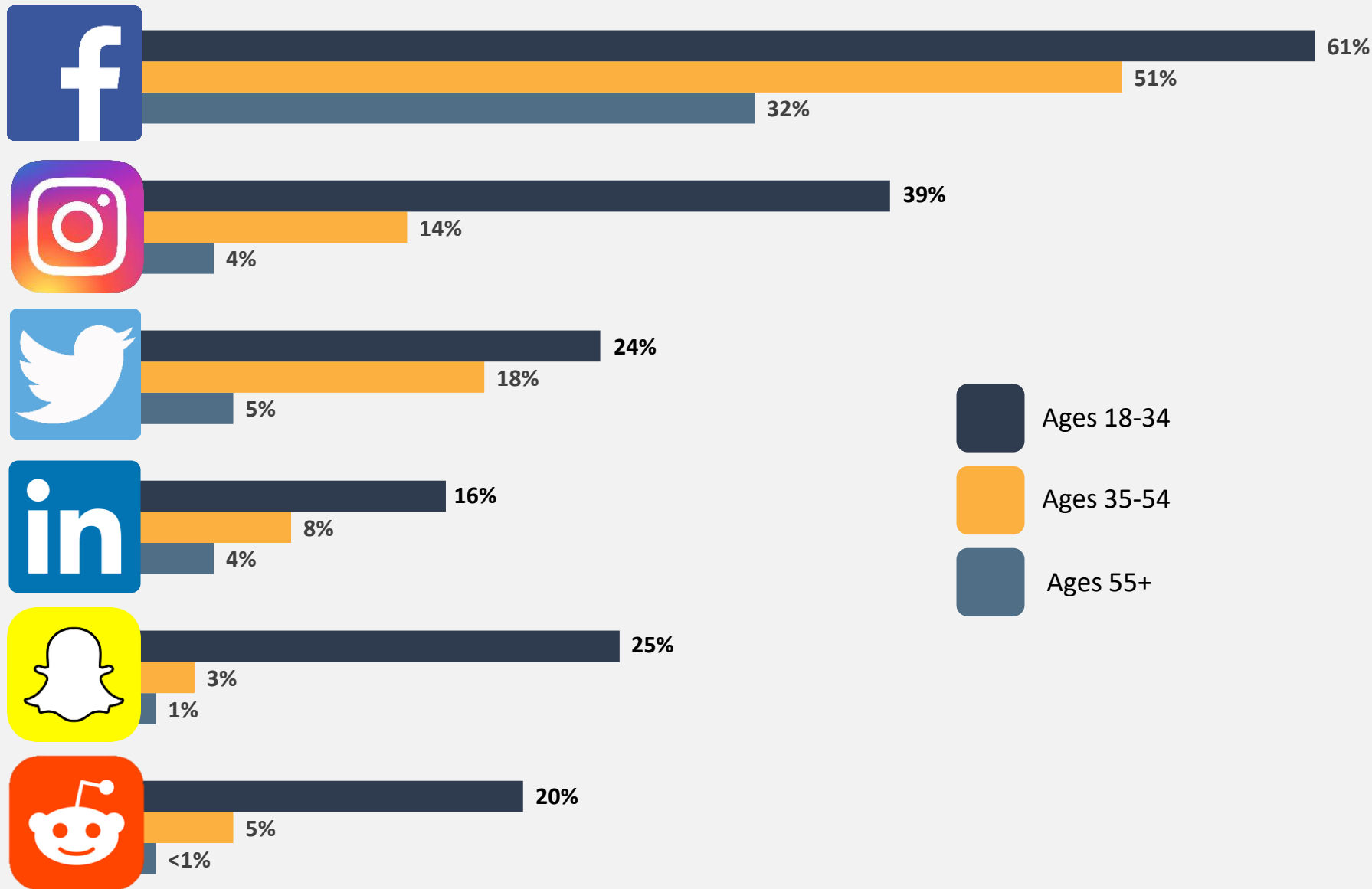
Social Media Usage





Social Media Usage

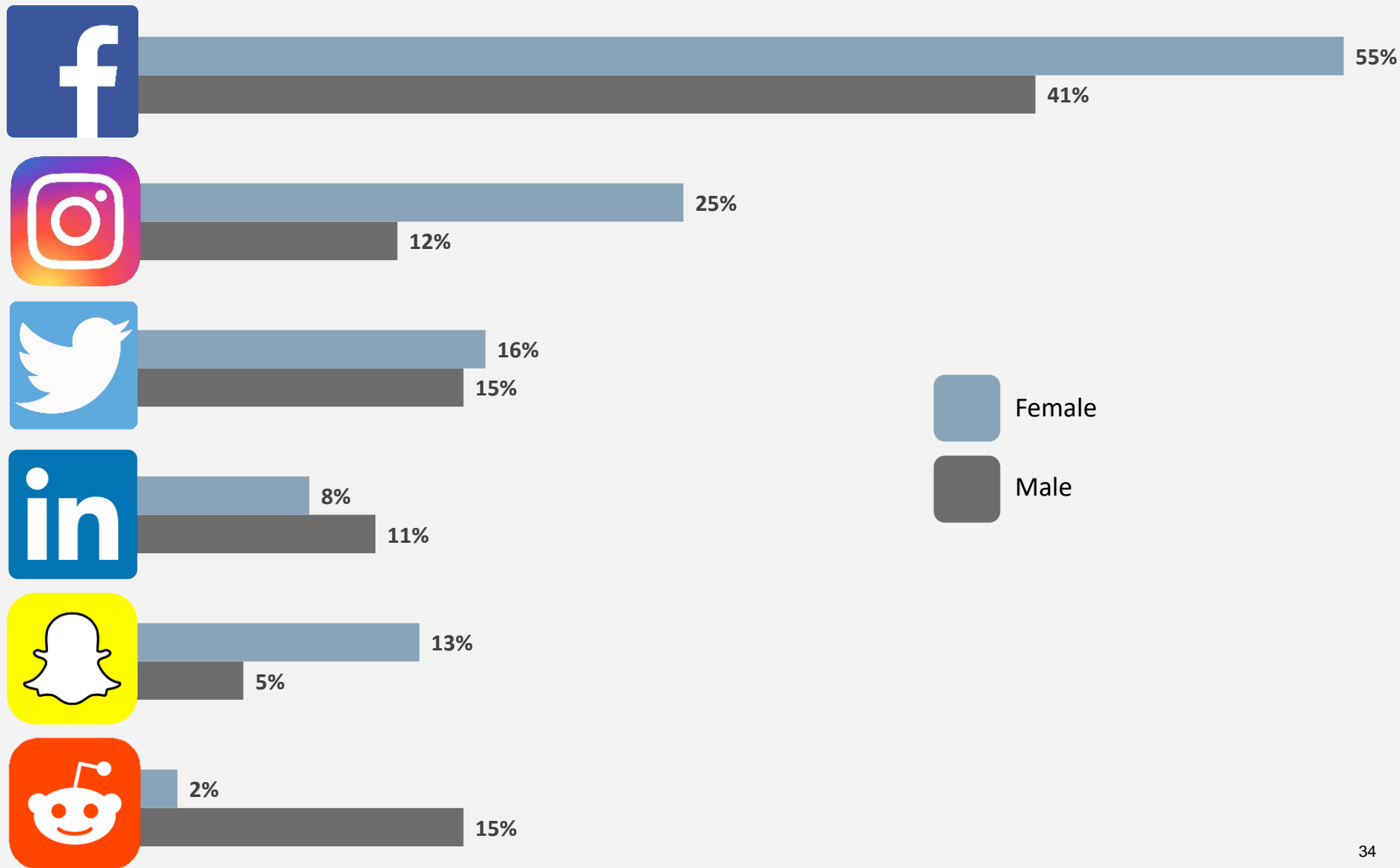
% Using Site Once a Day or More





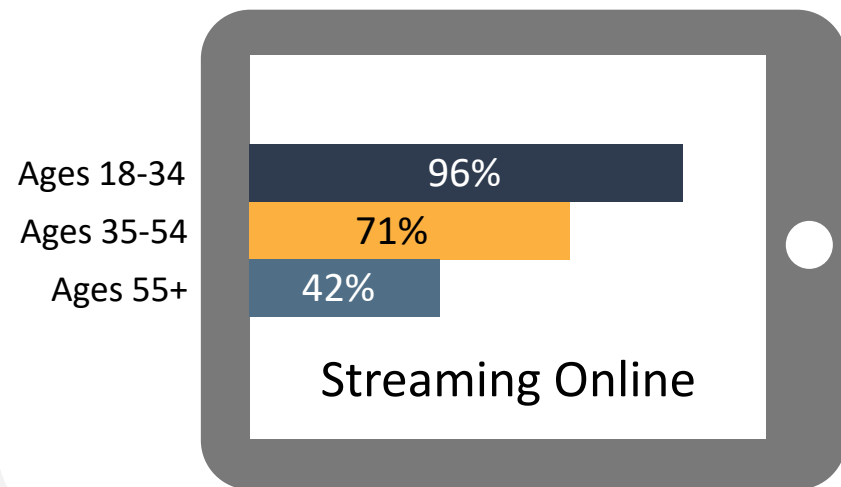
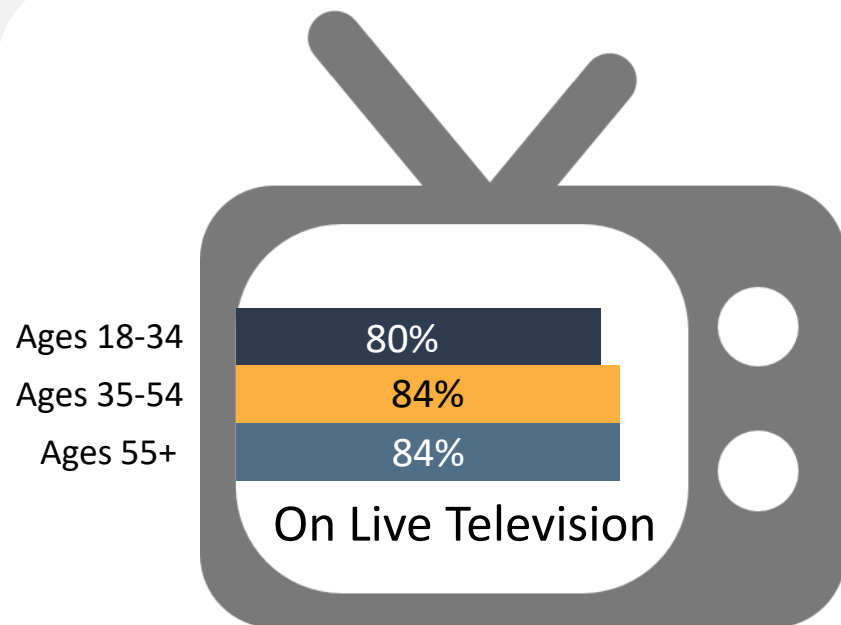
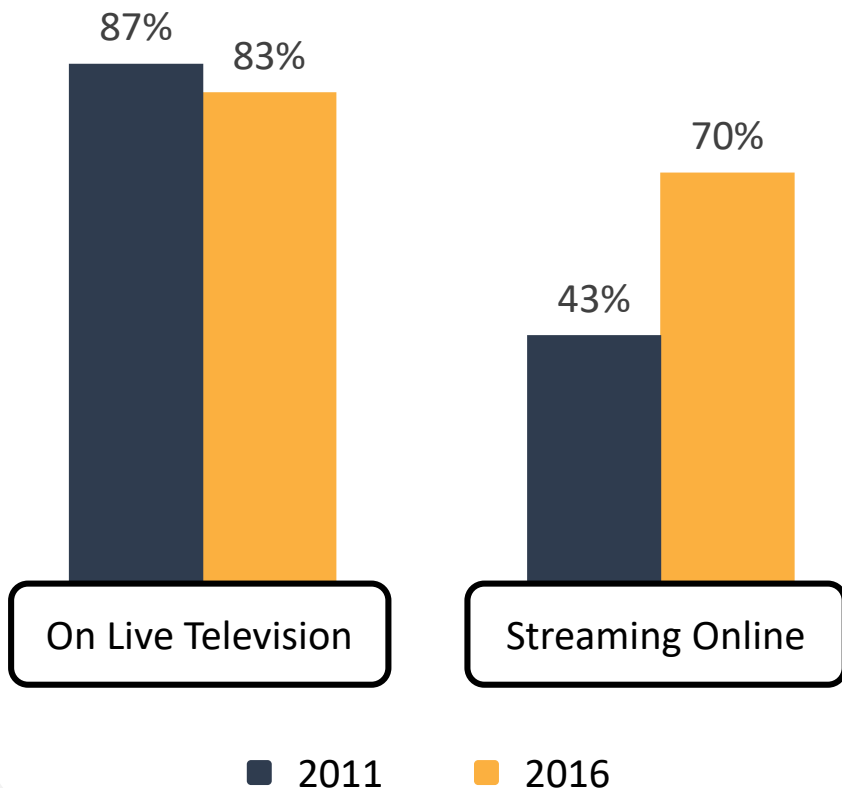
Social Media Usage

% Using Site Once a Day or More



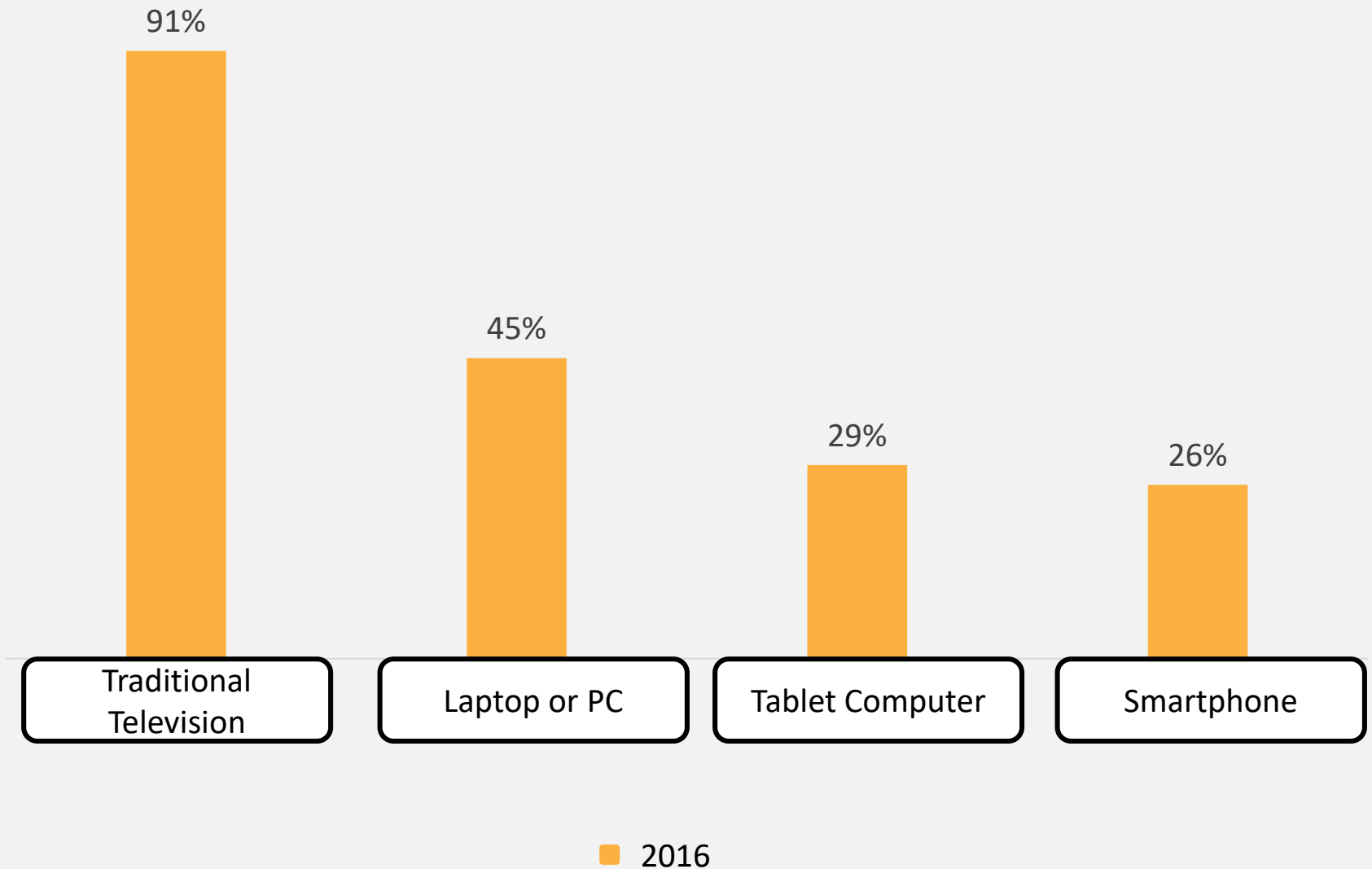


How We Watch Television



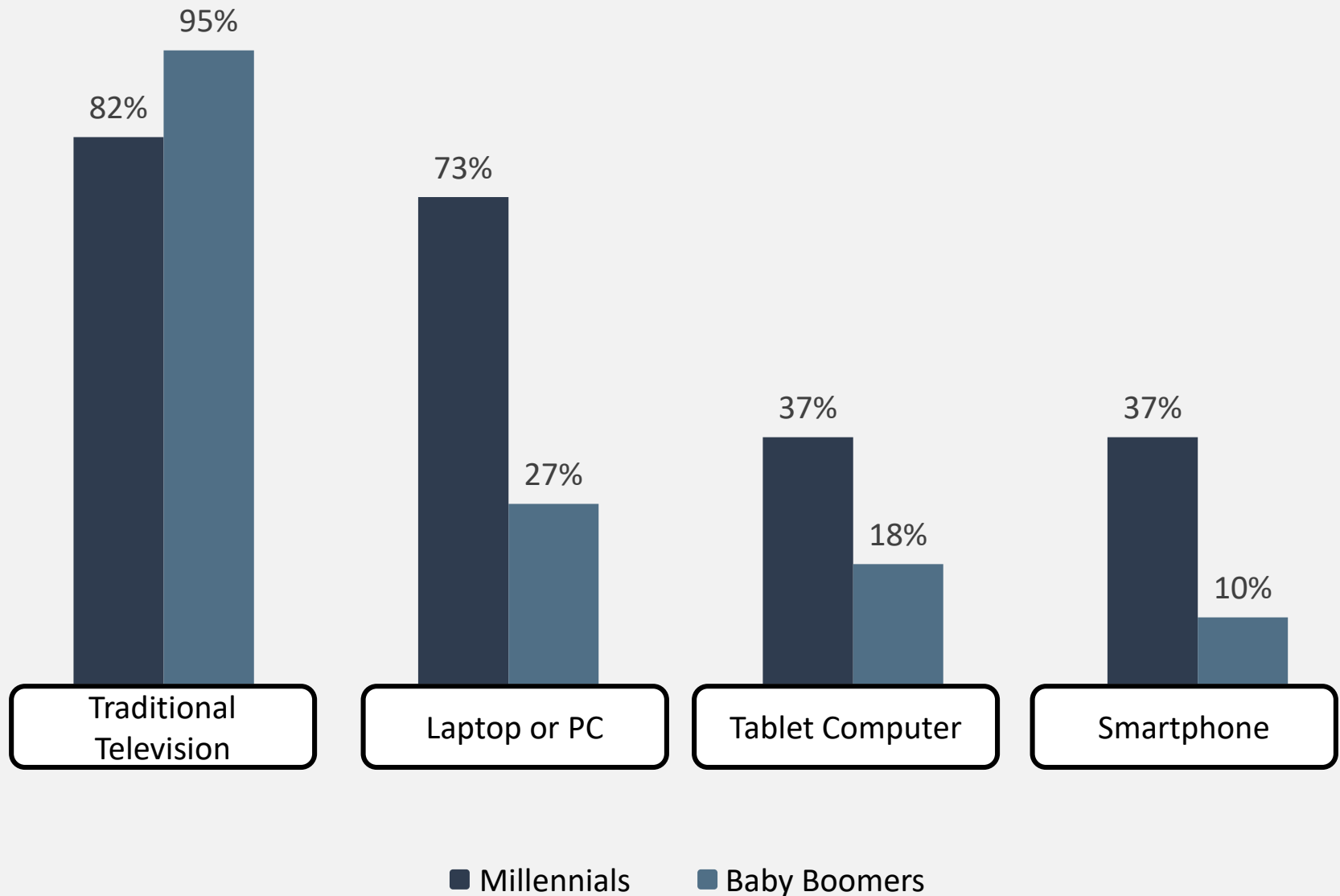


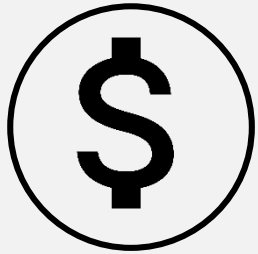
Devices Used to Watch Television





Devices Used to Watch Television



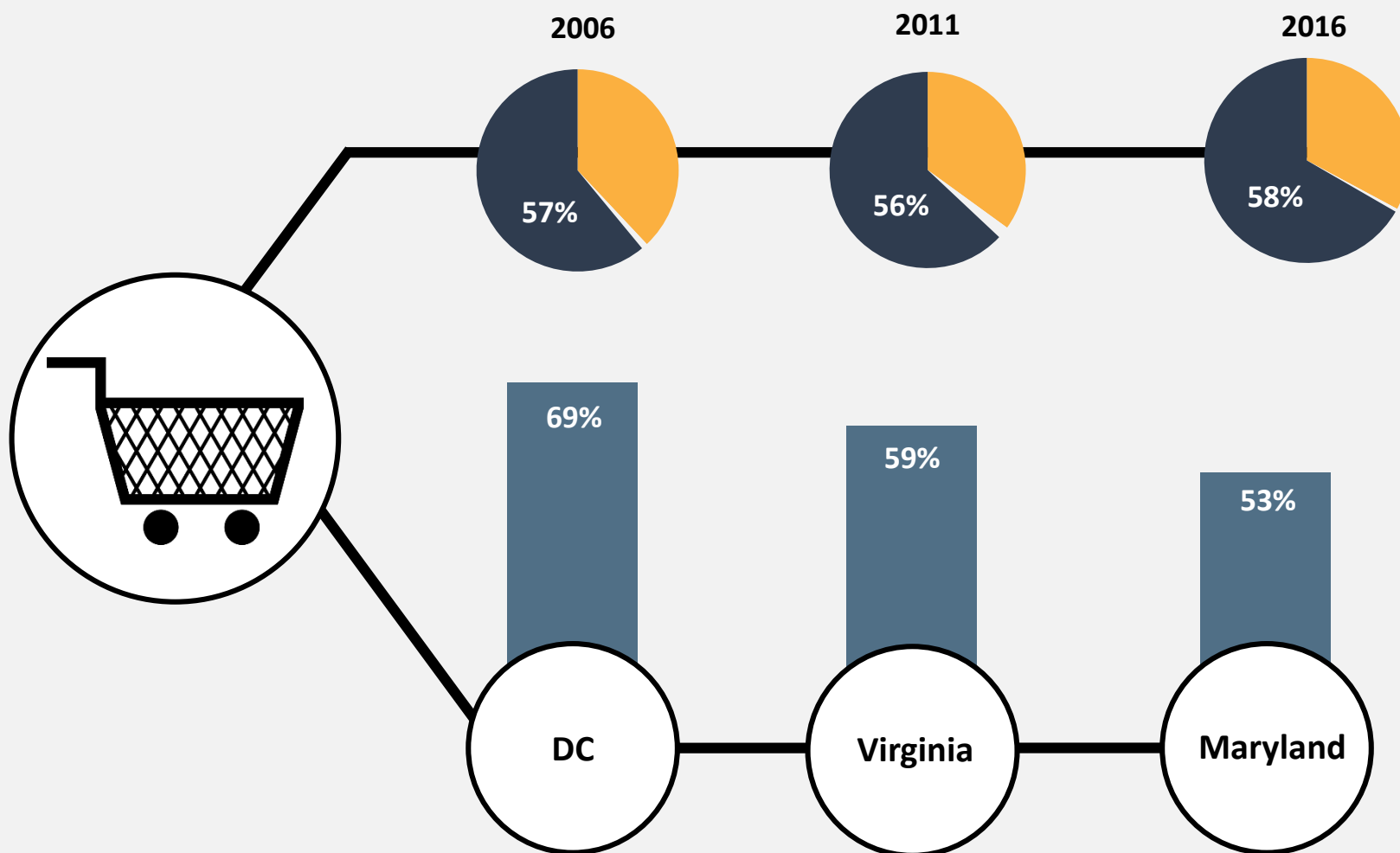


Shopping/ Consumer Habits



Shopping/Consumer Habits

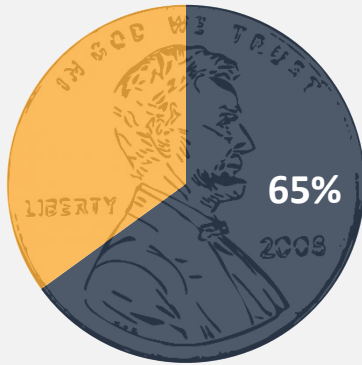
I Prefer to Do Business with Locally or Regionally Based Companies



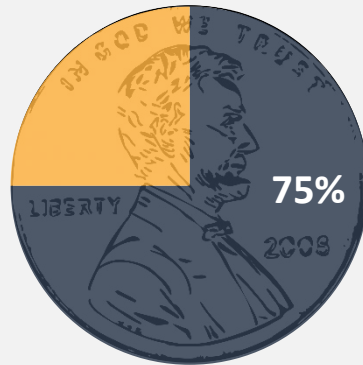


Shopping/Consumer Habits

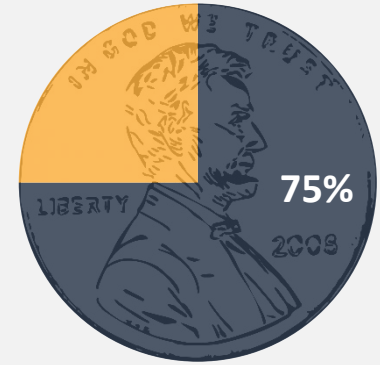
I Always Look for the Best Buy



2006

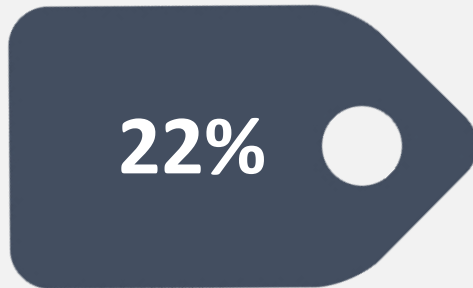


2011

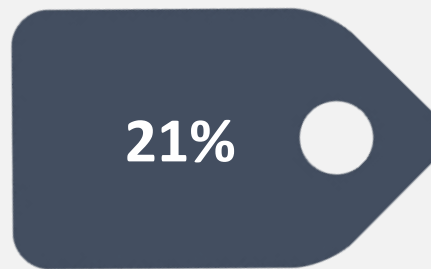


2016

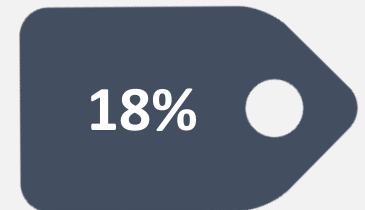
I Always Buy Name Brand Products



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



77%

2006

68%

2011

71%

2016

Millennials

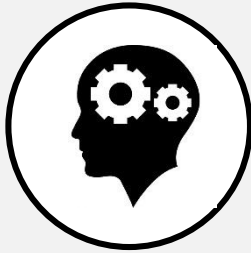
63%

Middle
Aged

67%

Baby
Boomers

85%

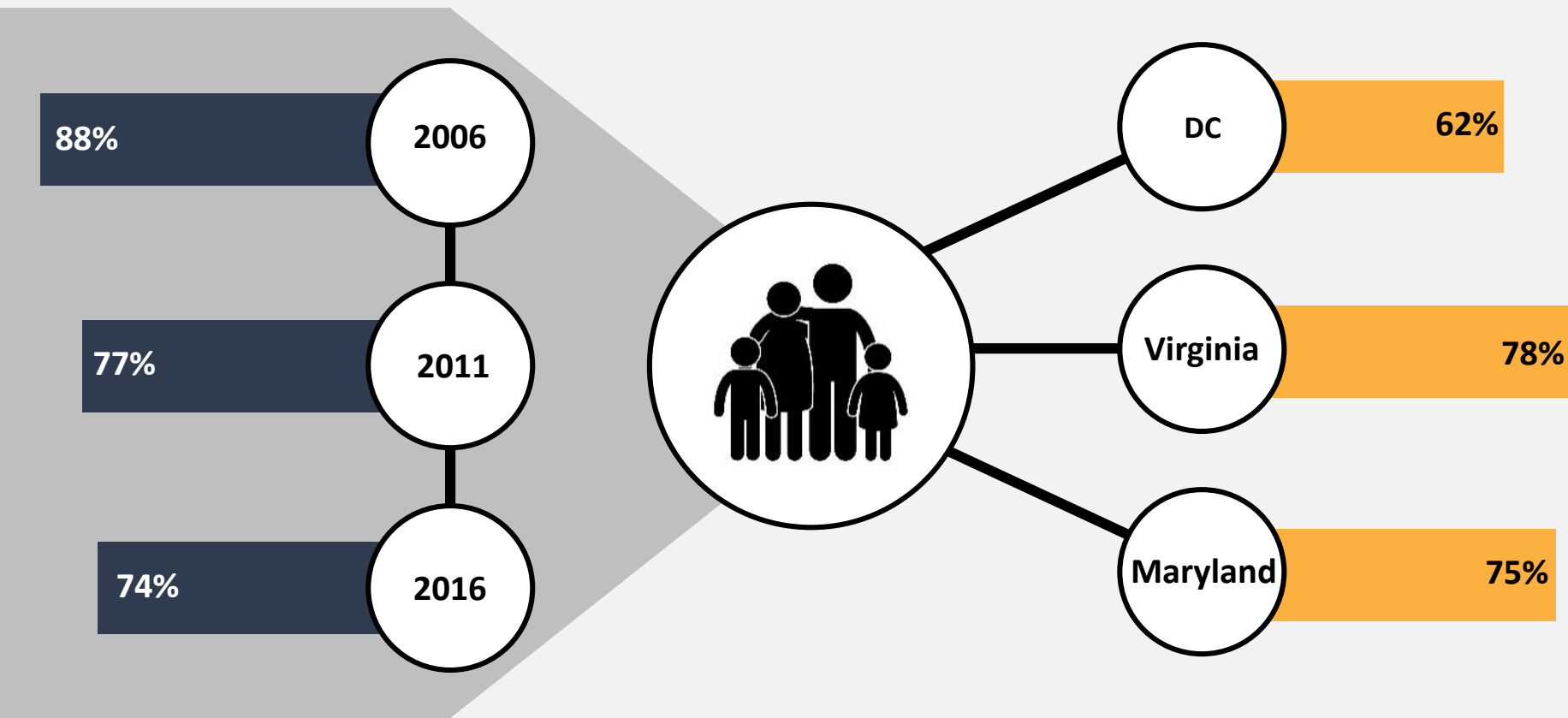


CHANGING CONSUMER ATTITUDES



Changing Consumer Attitudes

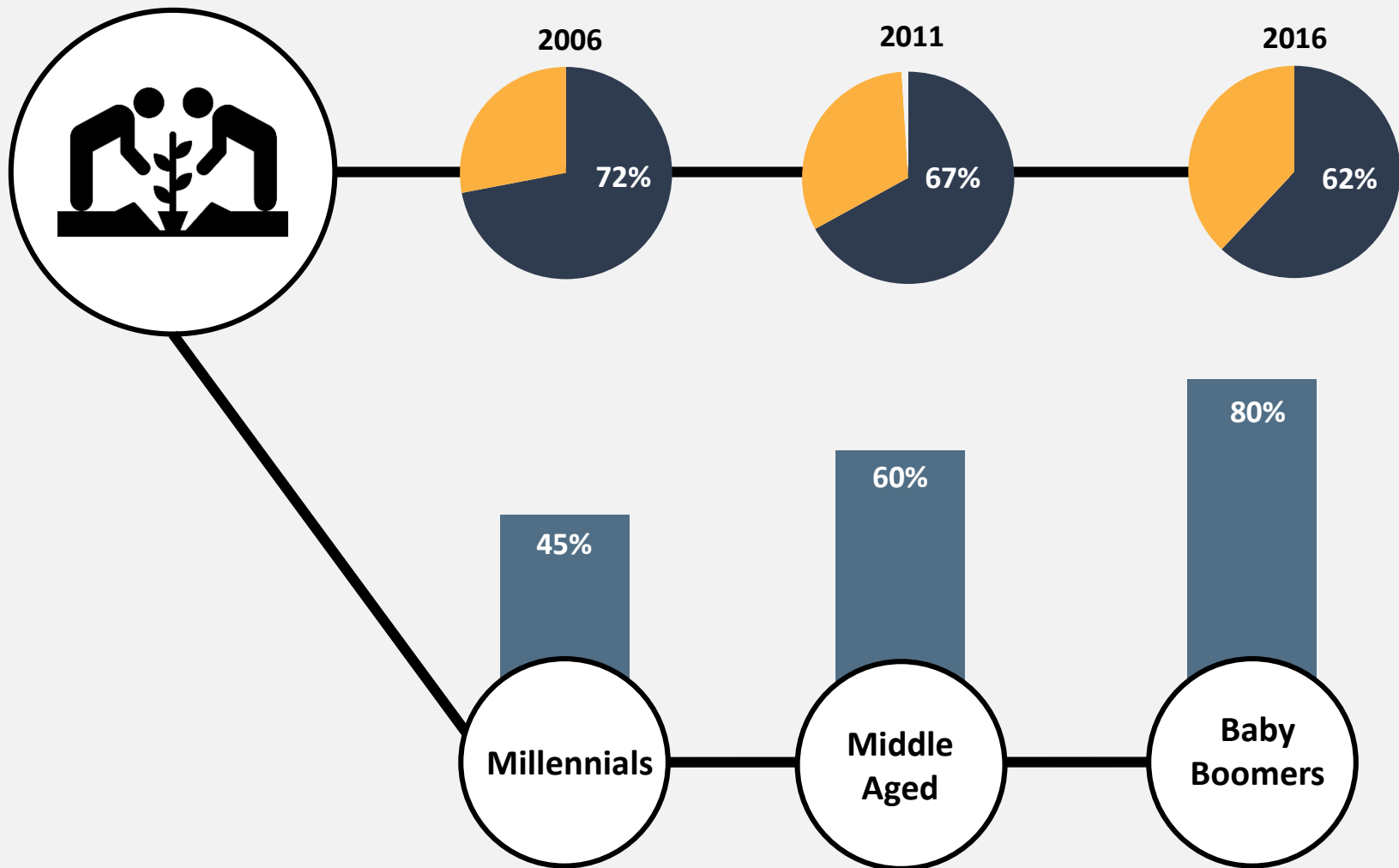
My Family is the Center of My Life





Changing Consumer Attitudes

I Consider Myself a Charitable Person





Changing Consumer Attitudes

Charitable Behavior



65%

Donated Your Time
to Volunteer



80%

Made a Financial
Donation



89%

Donated Food, Clothing, or
Some Other Type of Good



Changing Consumer Attitudes

Charitable Behavior



Donated Your Time
to Volunteer

75%

33%



Made a Financial
Donation

91%

37%



Donated Food, Clothing, or
Some Other Type of Good

96%

59%

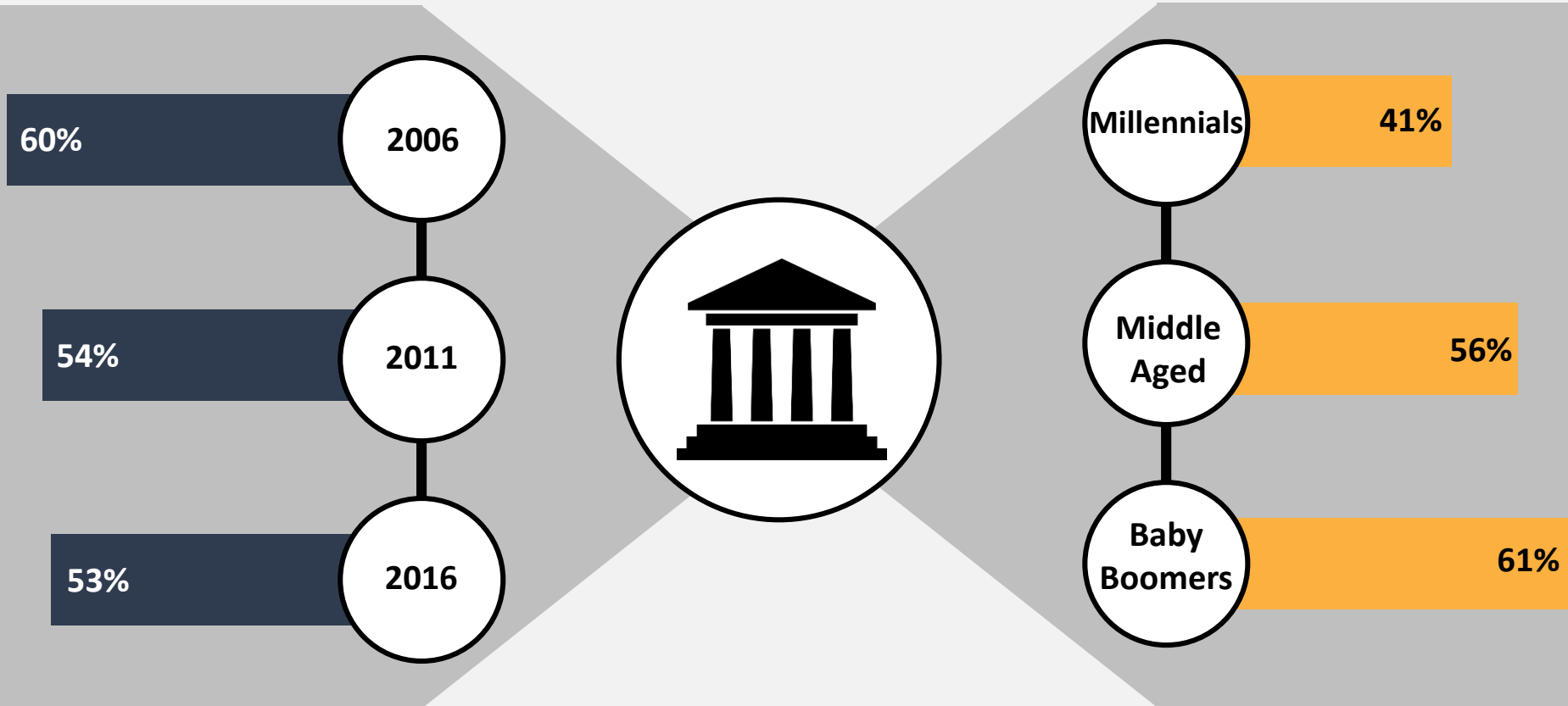
Those who consider themselves
charitable people

Those who do not consider
themselves charitable people



Changing Consumer Attitudes

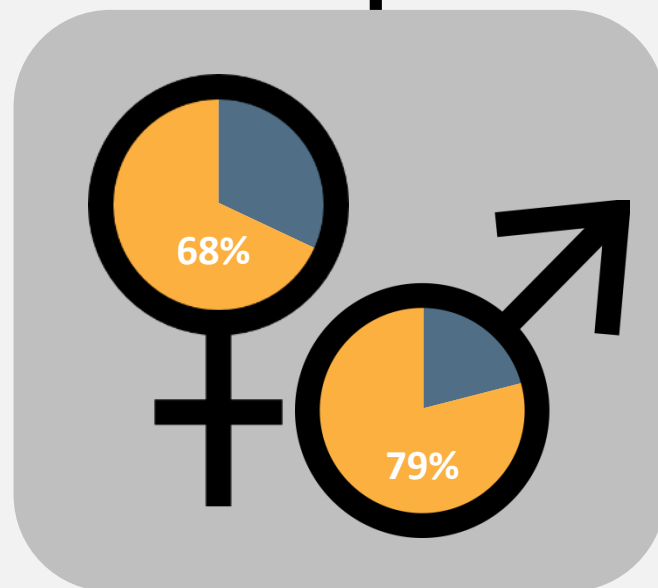
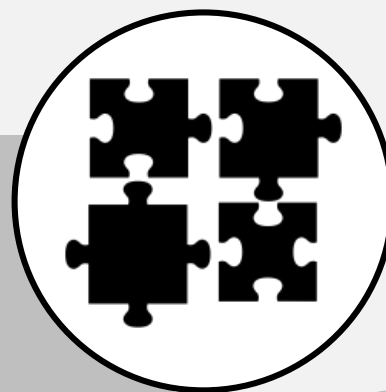
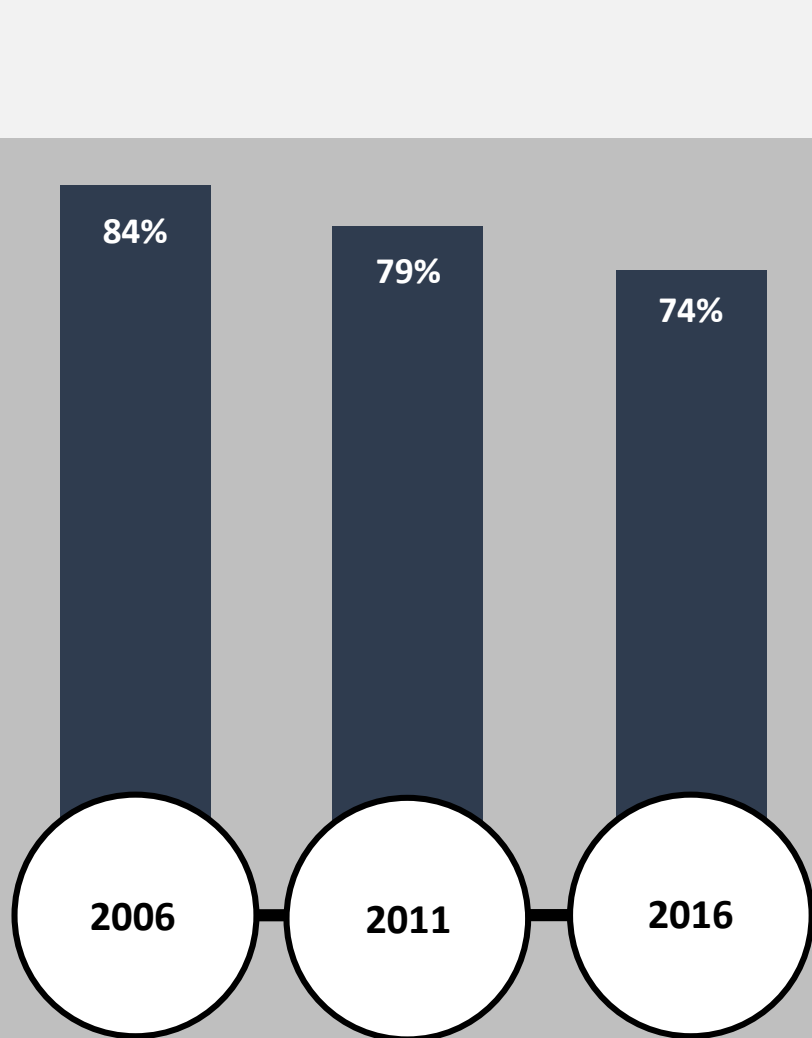
Tradition is Very Important to Me





Changing Consumer Attitudes

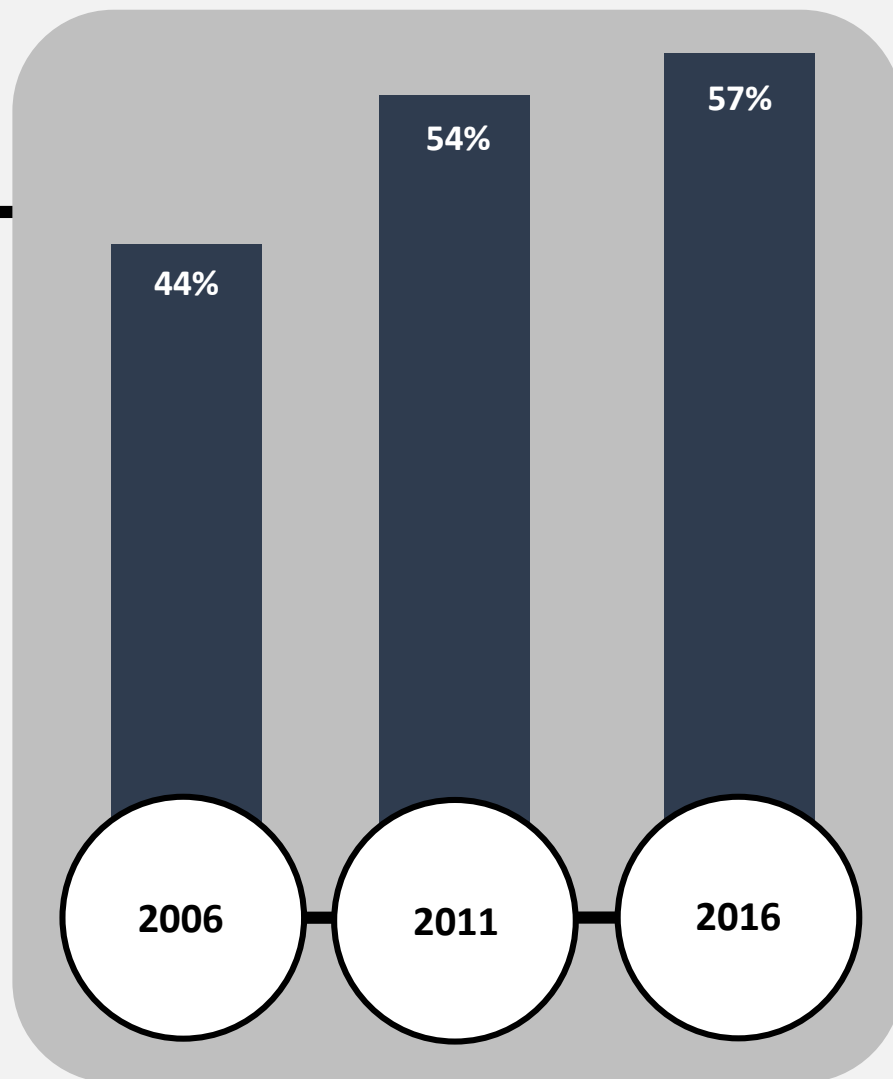
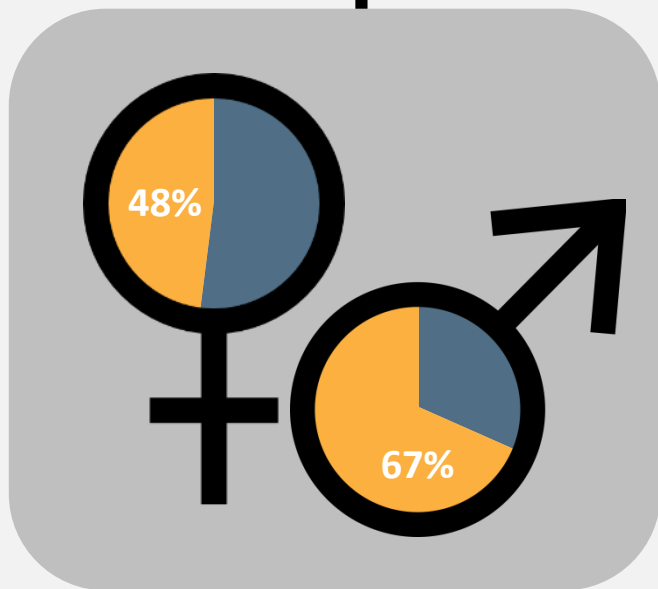
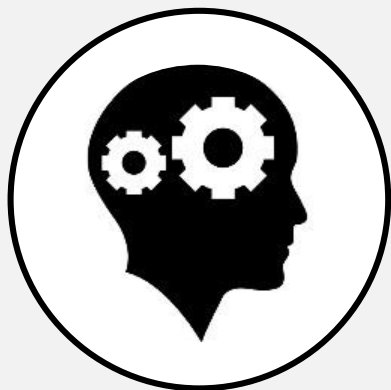
I Enjoy A Challenge





Changing Consumer Attitudes

I Have More Ability Than Most People



Changing Consumer Attitudes

79%

I Like to Travel

86%

76%

75%

Millennials

Middle

Boomers

I Like to Learn about Art, Culture, and History

72%

Millennials

71%

Middle Aged

71%

Baby Boomers

74%

I Am an Avid Reader

59%

Millennials

51%

Middle

57%

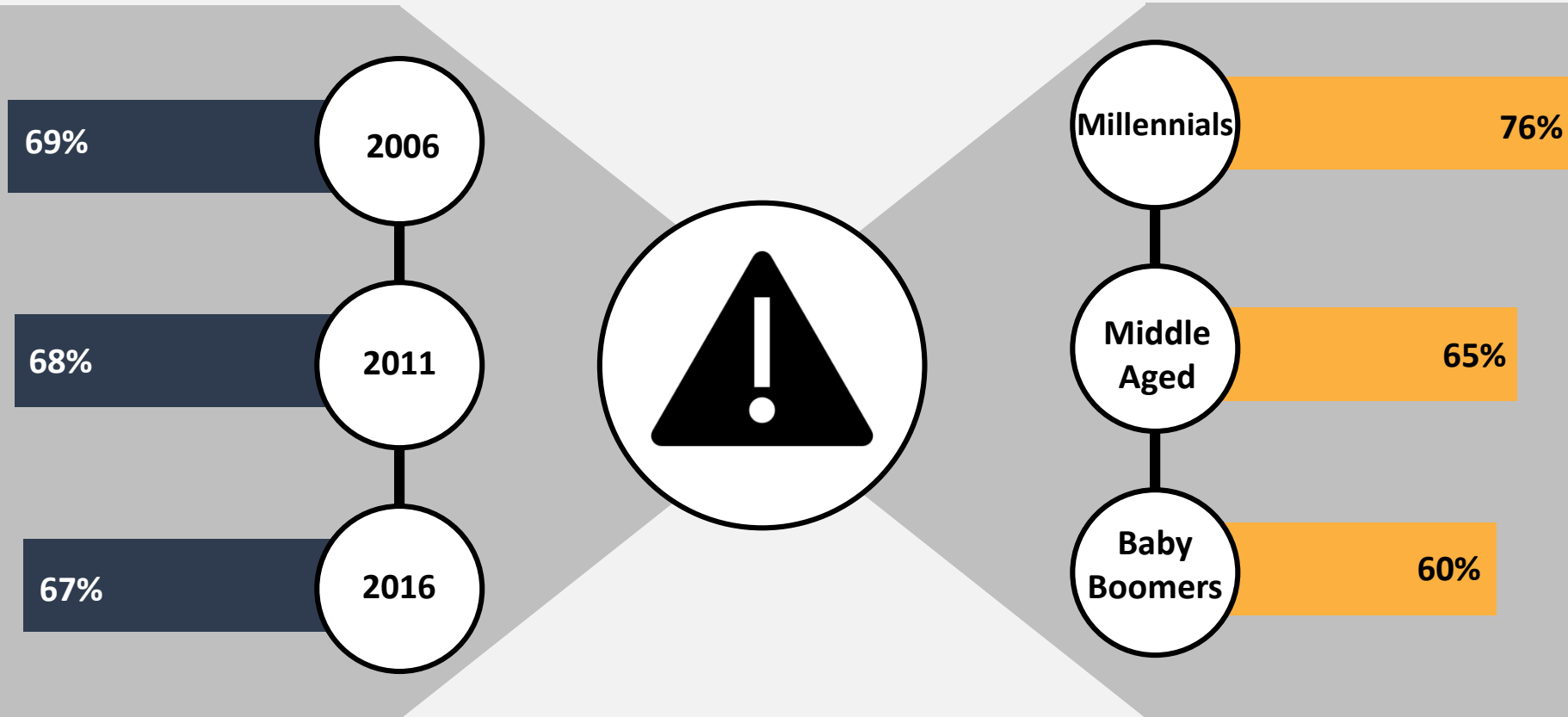
Boomers

69%



Changing Consumer Attitudes

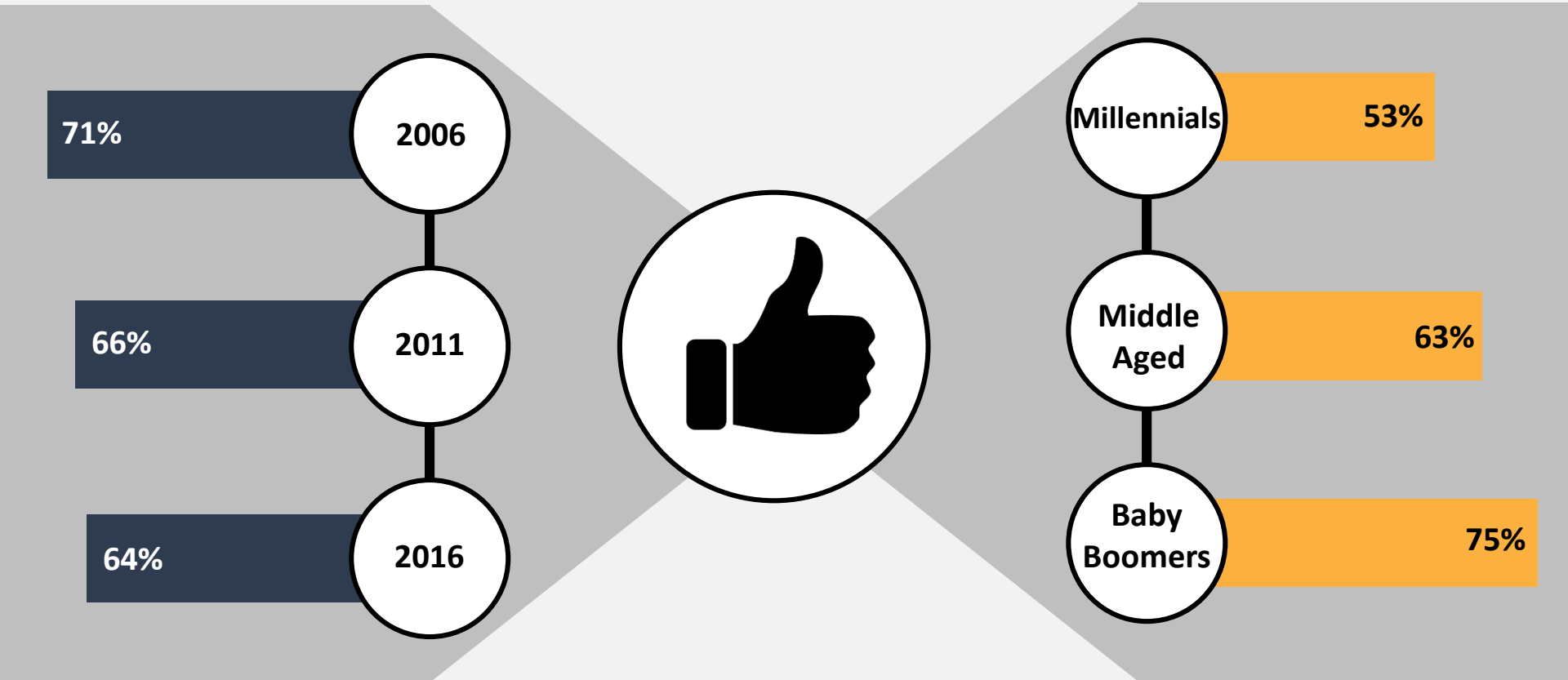
I Like Doing Things That Are New and Different





Changing Consumer Attitudes

I Am Happy With Where I Am In Life





Q&A

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