

Canadians Read Flyers!



FLYER DISTRIBUTION
STANDARDS ASSOCIATION

2013 FDSA Consumer Engagement Study

www.fdsa-canada.org

In October 2012, the Flyer Distribution Standards Association (FDSA) undertook research to understand Canadians' relationship with flyers and to identify and examine consumer engagement with various types of flyers and direct-to-consumer media.

Consumer Engagement

Three key stages in the consumer Path to Purchase were measured:

1. Looking for information
2. Looking for information on where to purchase
3. Looking for pricing

Fifteen Key Categories

1. Appliances Or Furniture
2. Automotive Parts & Service
3. Clothing & Accessories
4. Computer Hardware/
Software
5. Entertainment/Restaurants
6. Fitness Clubs
7. Groceries
8. Hardware Products
9. Health Care/Personal Care Items
10. Home Entertainment Items
11. Home Furnishings
12. Home Improvements Products/
Services
13. Investment/Banking Services
14. Sports Equipment
15. Wireless Products

Five Types of Flyers/Media

Printed flyers

Online flyers

Catalogues

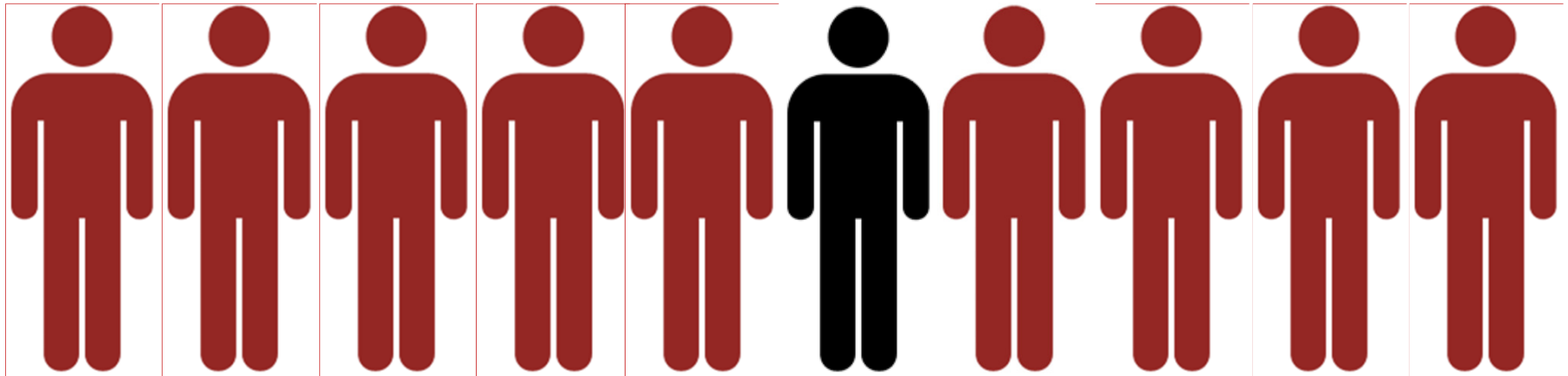
Samples

Coupons (printed or online)



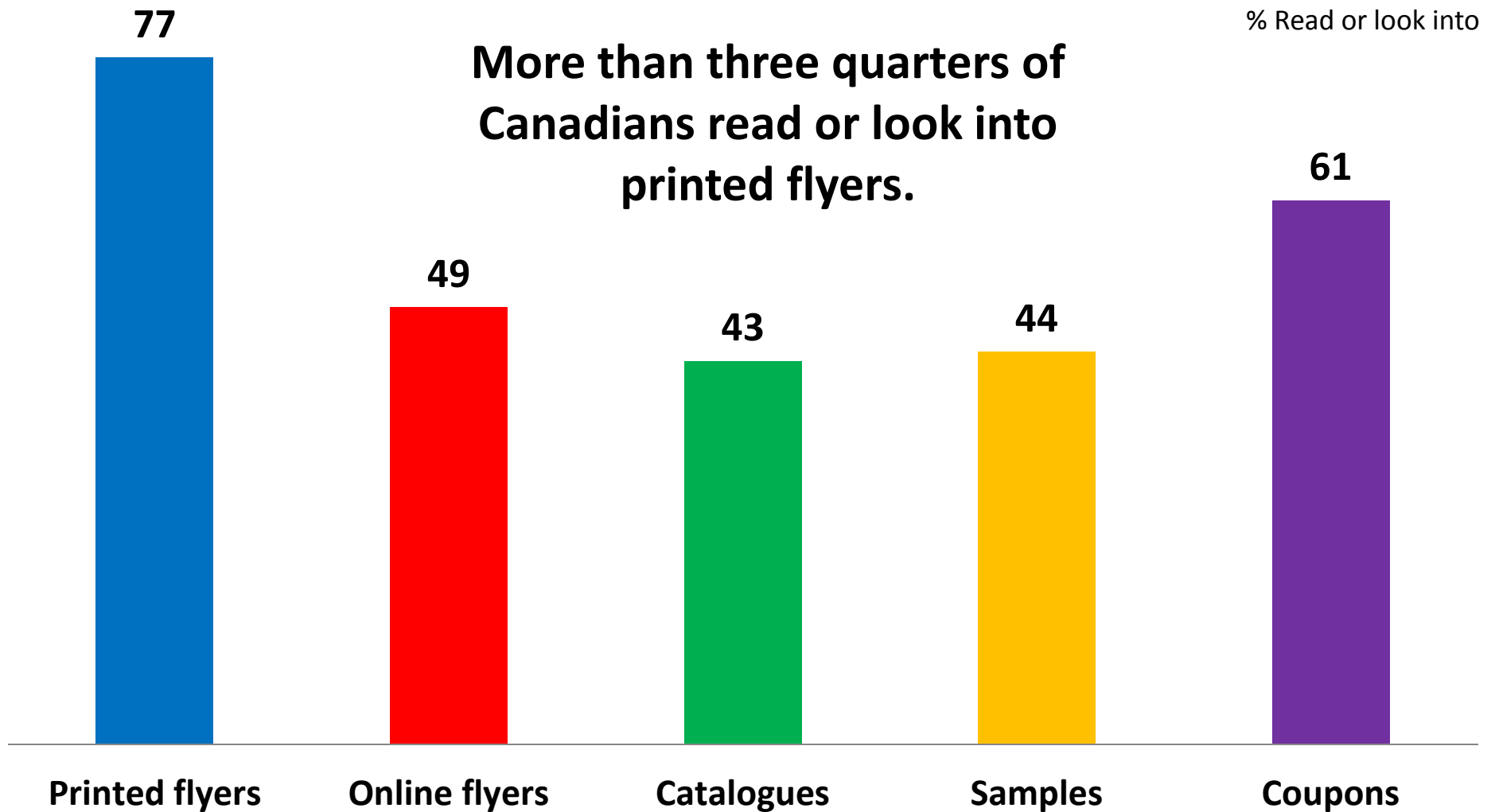
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FLYERS IN CANADA



**Nine out of ten adults (92%)
report reading, looking into or
accessing any type of flyer.**

Printed Flyers Dominate



Source: FDSA 2013 Consumer Engagement Study, Totum Research

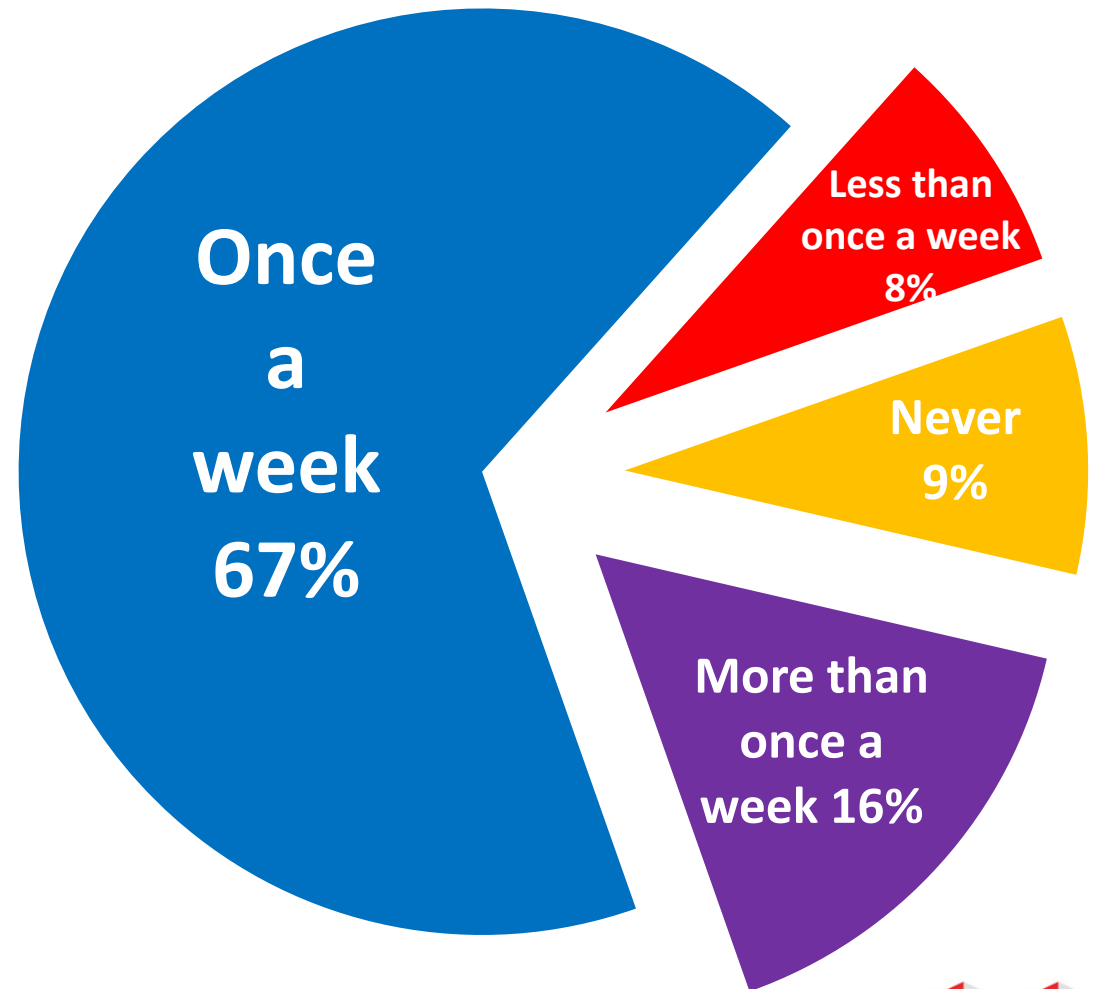
Flyer Duplication

Canadians reading printed flyers are also accessing other types of flyers/media.

- **53%** are also accessing online flyers;
- **50%** are also reading catalogues and using samples; and
- **69%** are using coupons.

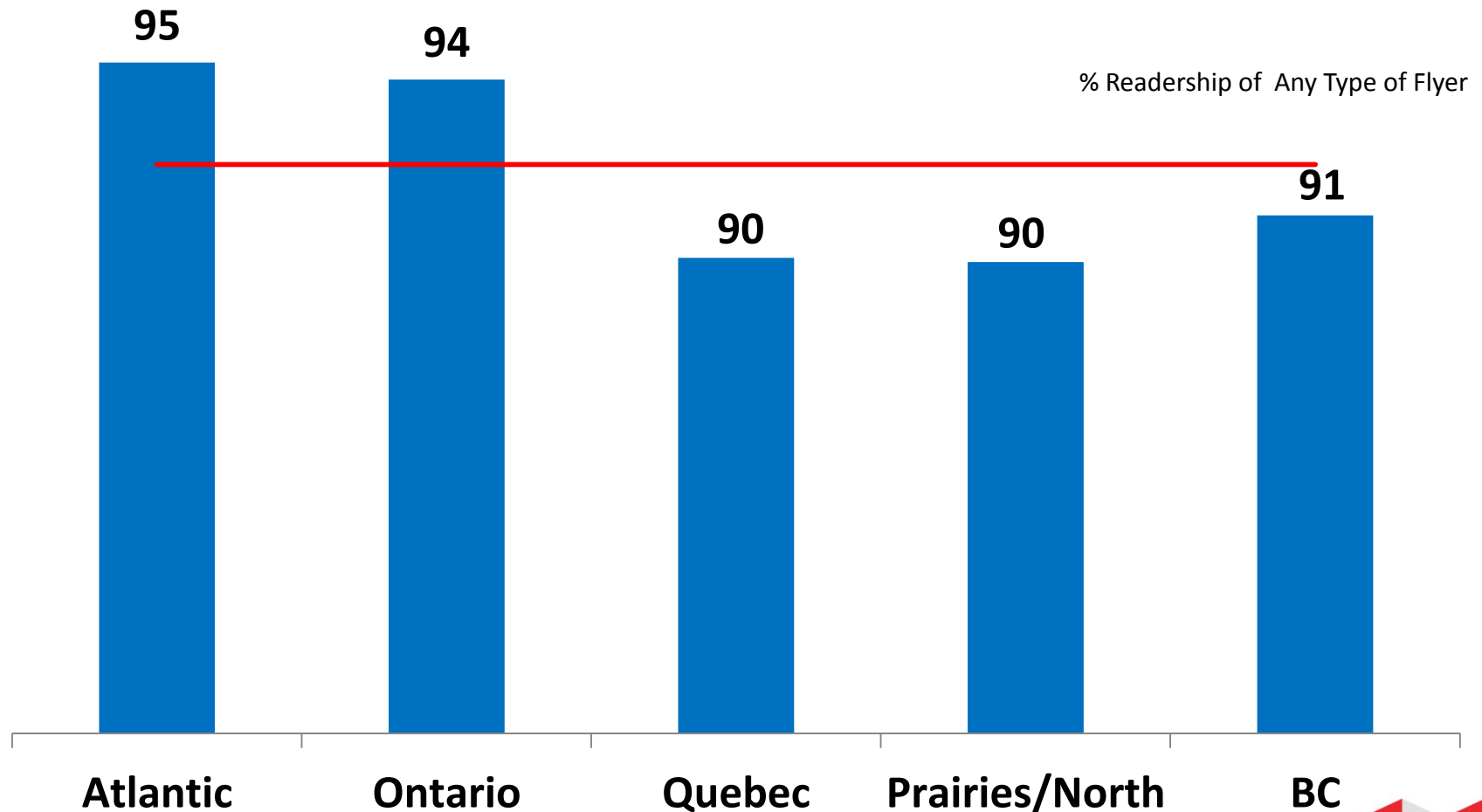
Nine out of Ten Adults Like to Receive Flyers

- More than **80%** indicate they would like to receive flyers once a week or more often.
- The majority of adults (**67%**) like to receive flyers once a week.



Regional Flyer Readership

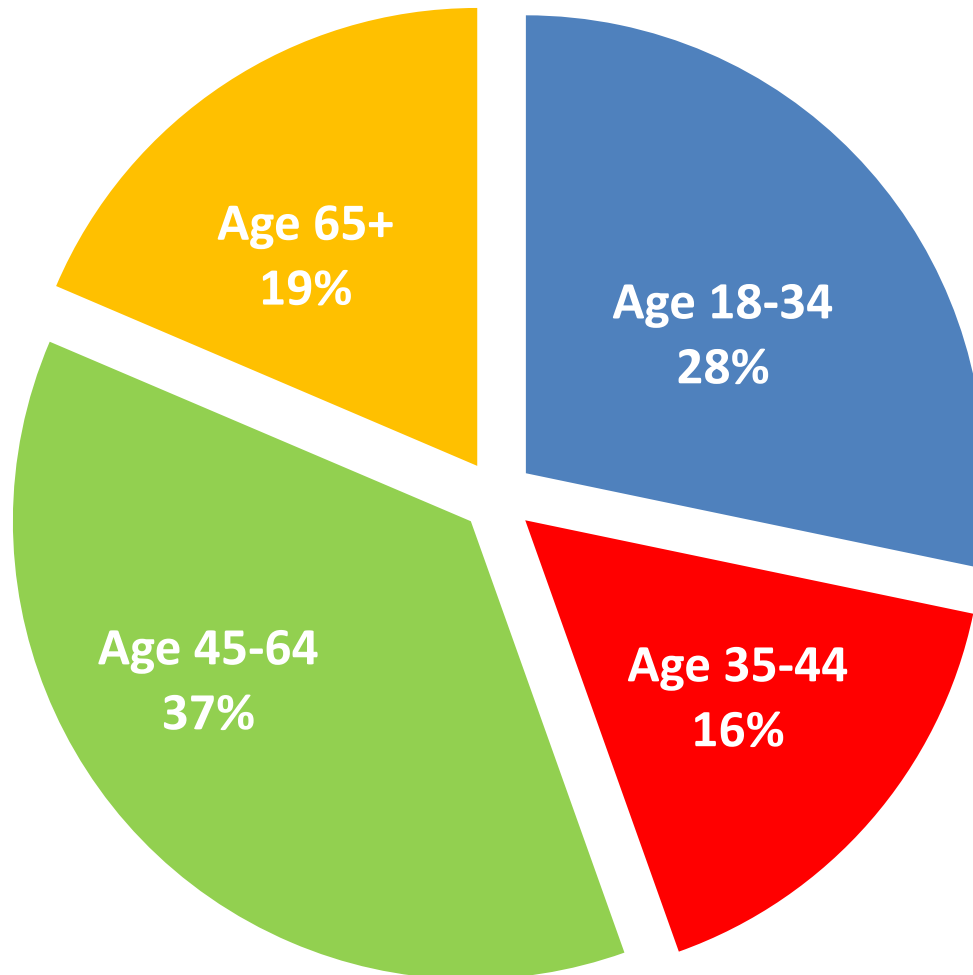
Across the country, **92%** of adults report reading any type of flyer, but there are regional differences.



Source: FDSA 2013 Consumer Engagement Study, Totum Research

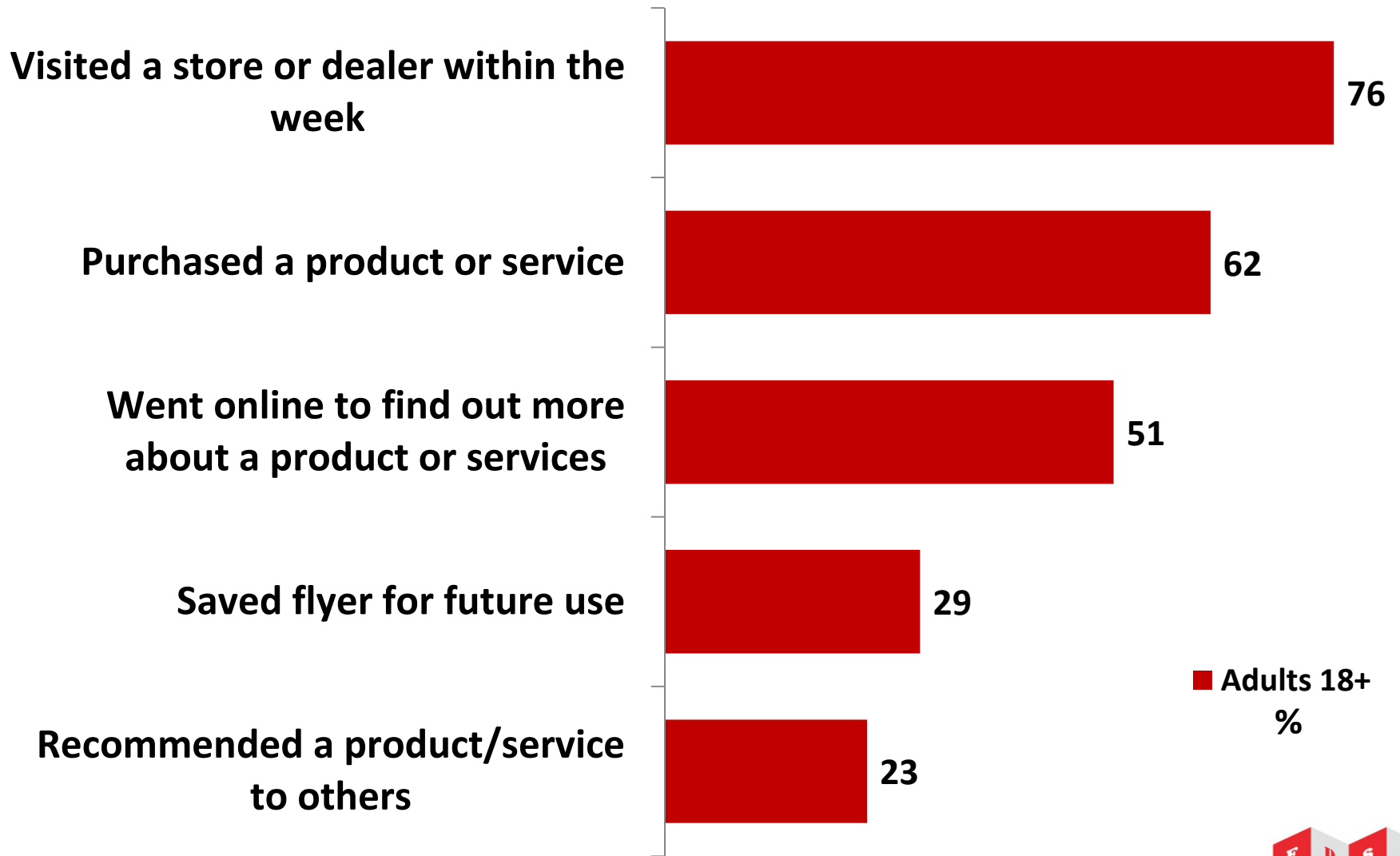


More than Half of Flyer Readers are Between the Ages of 35 and 64



- Women read more than men
- More than four out of ten flyer readers report household incomes higher than \$75,000
- Higher readership among:
 - Home makers
 - Self- employed
 - Retired
- Below average readership among:
 - Students
 - Unemployed adults

Flyers Drive Action



Source: FDSA 2013 Consumer Engagement Study, Totum Research

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GROCERY CATEGORY

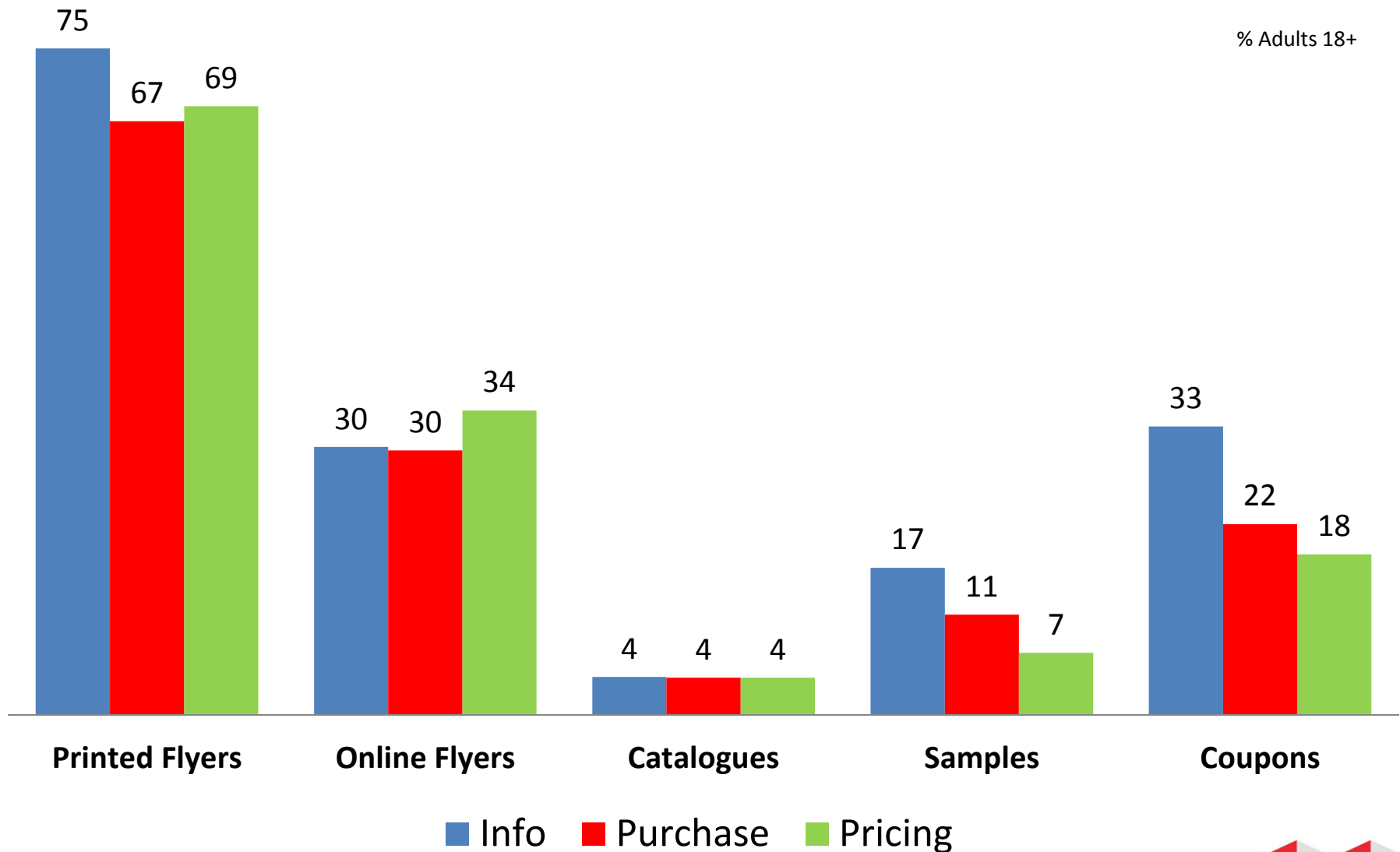
Grocery Category – Path to Purchase

Printed flyers still dominate in the grocery category, with **75%** usage among Canadians looking for grocery information.

More than two thirds of adults are also using printed flyers for pricing (**67%**) and store locations (**69%**).

Grocery – Path to Purchase

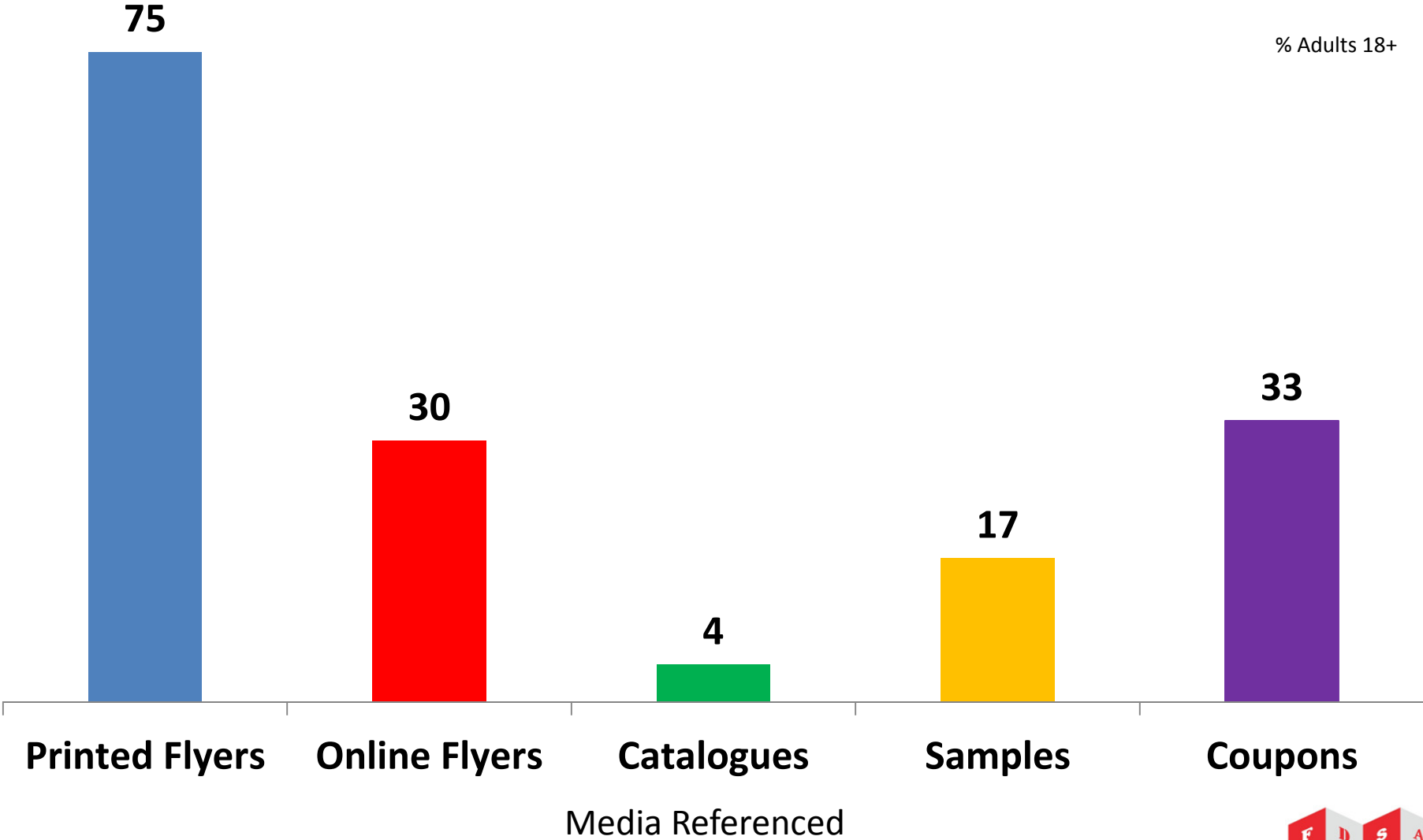
% Adults 18+



Source: FDSA 2013 Consumer Engagement Study, Totum Research



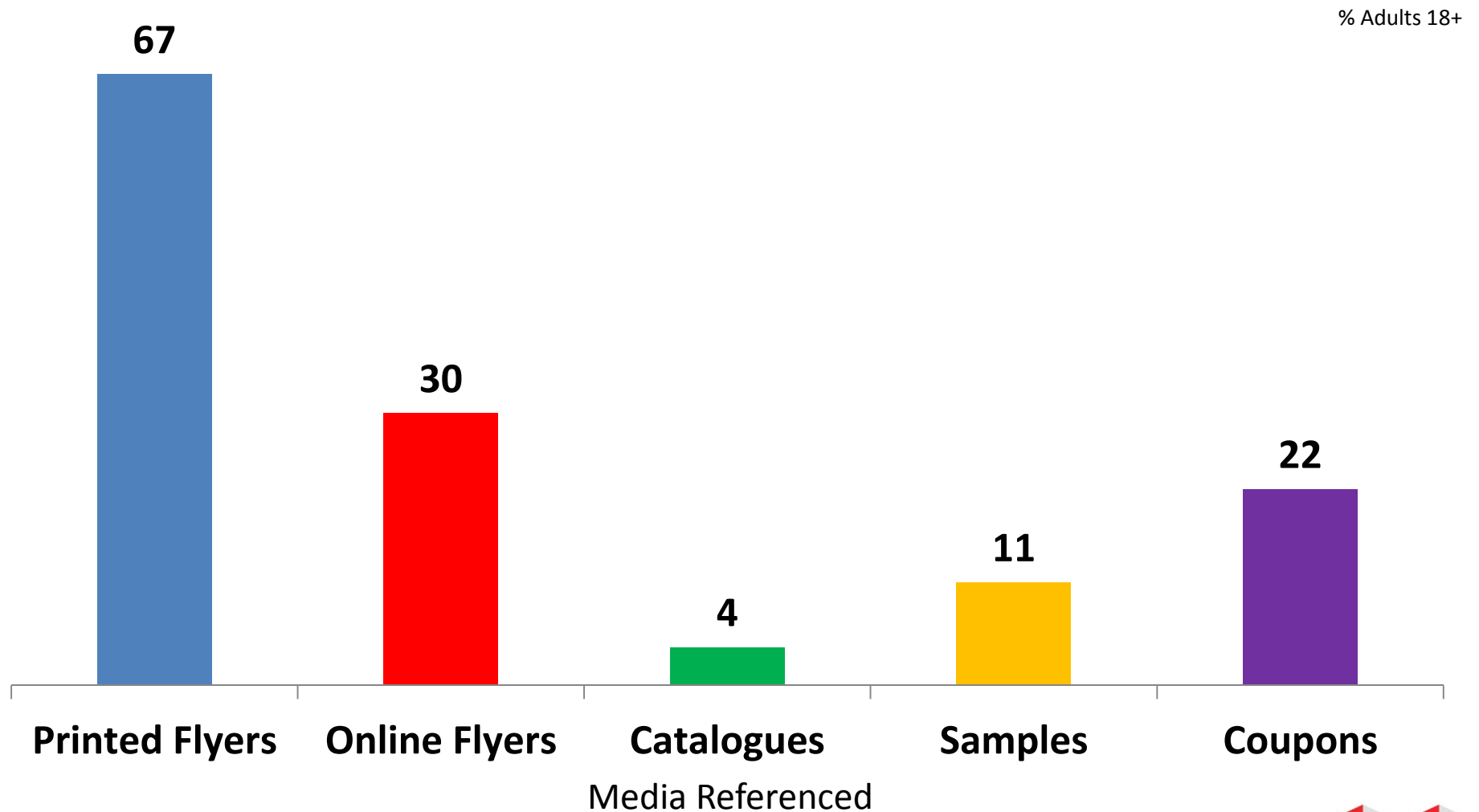
Printed Flyers are the First Choice for Grocery Information



Source: FDSA 2013 Consumer Engagement Study, Totum Research



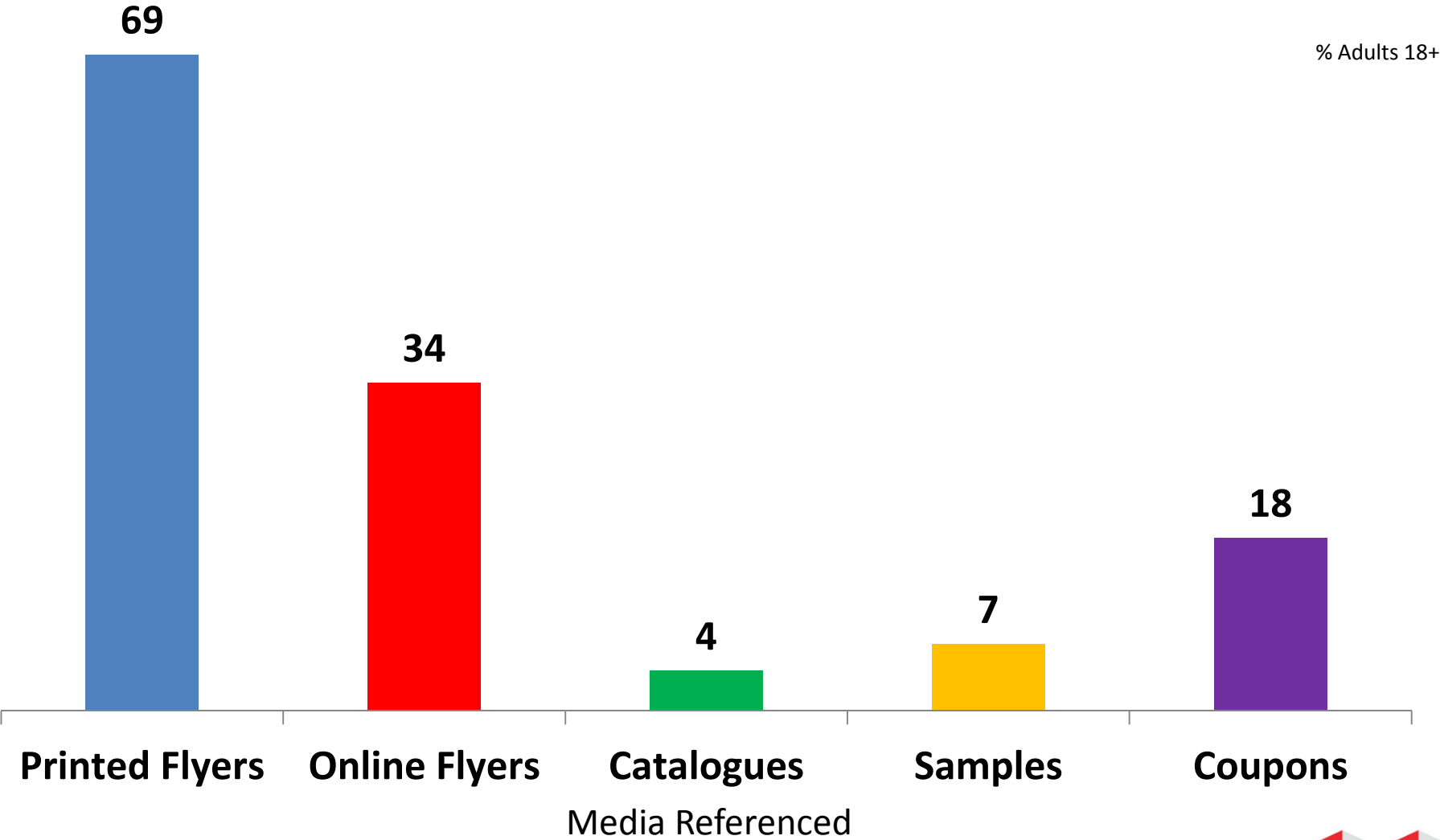
Printed Flyers are Reference for Purchase Locations



Source: FDSA 2013 Consumer Engagement Study, Totum Research



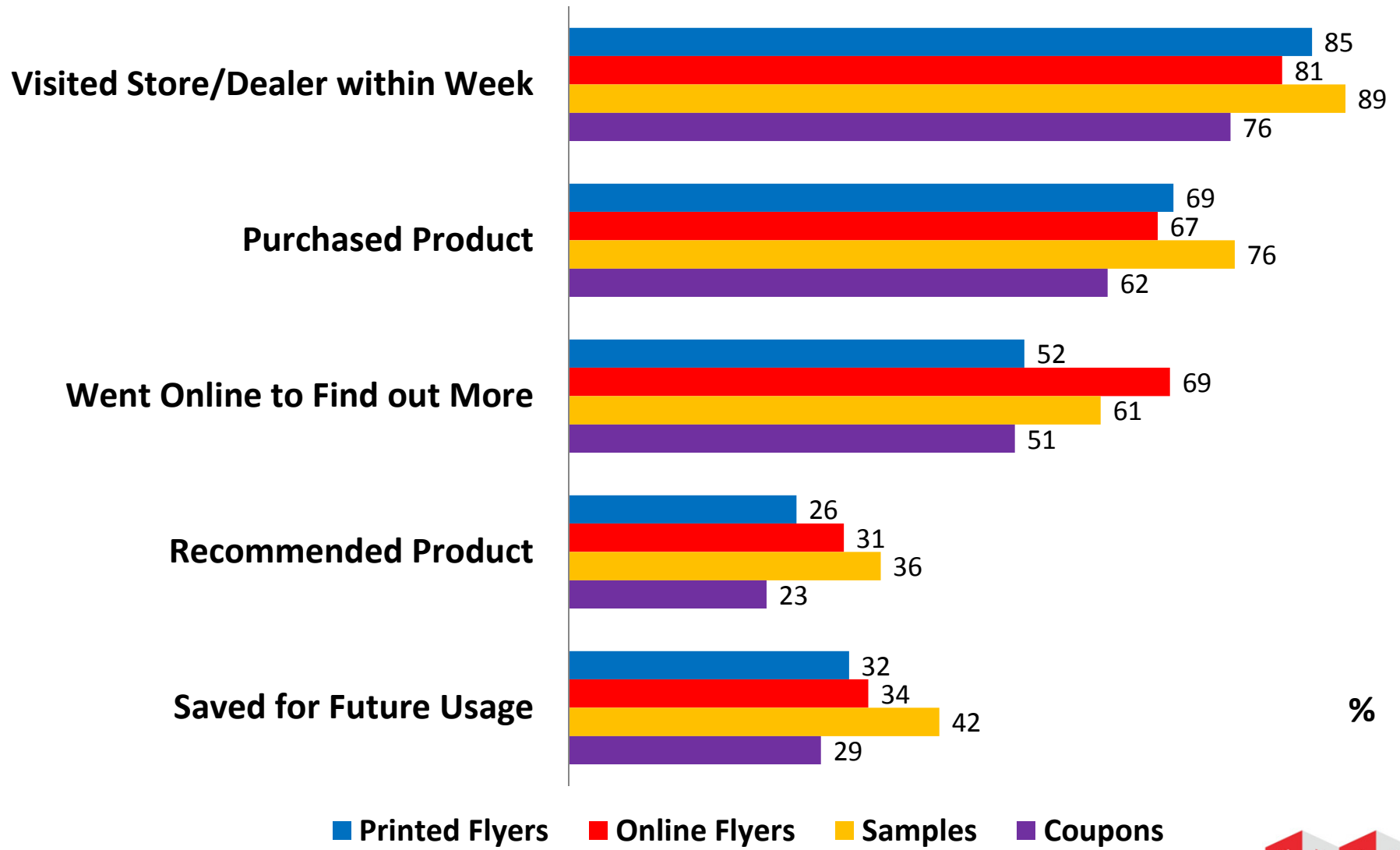
Printed Flyers and Online Flyers Most Popular for Pricing Information



Source: FDSA 2013 Consumer Engagement Study, Totum Research



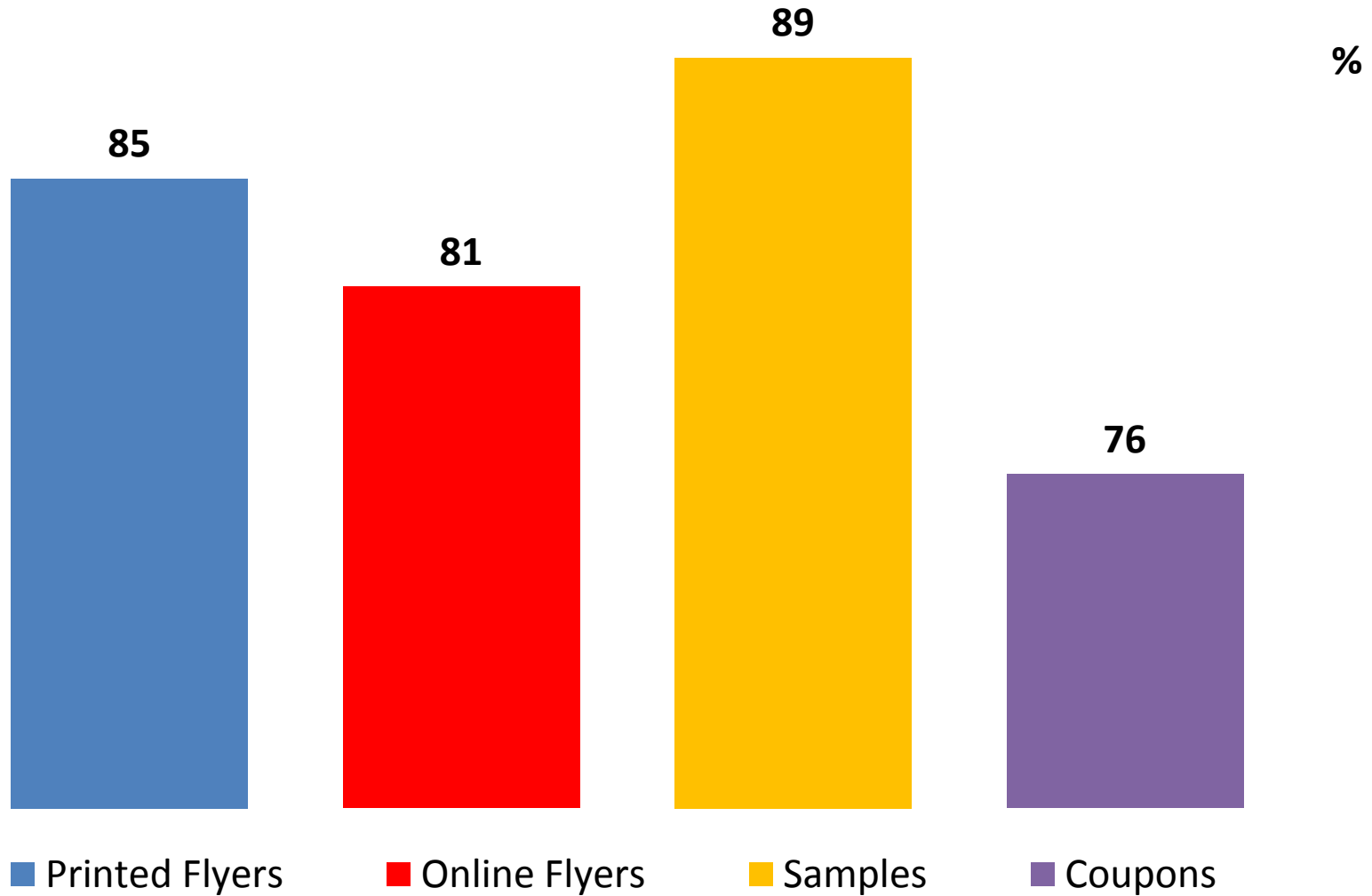
Grocery Flyers Inspire Action



Source: FDSA 2013 Consumer Engagement Study, Totum Research



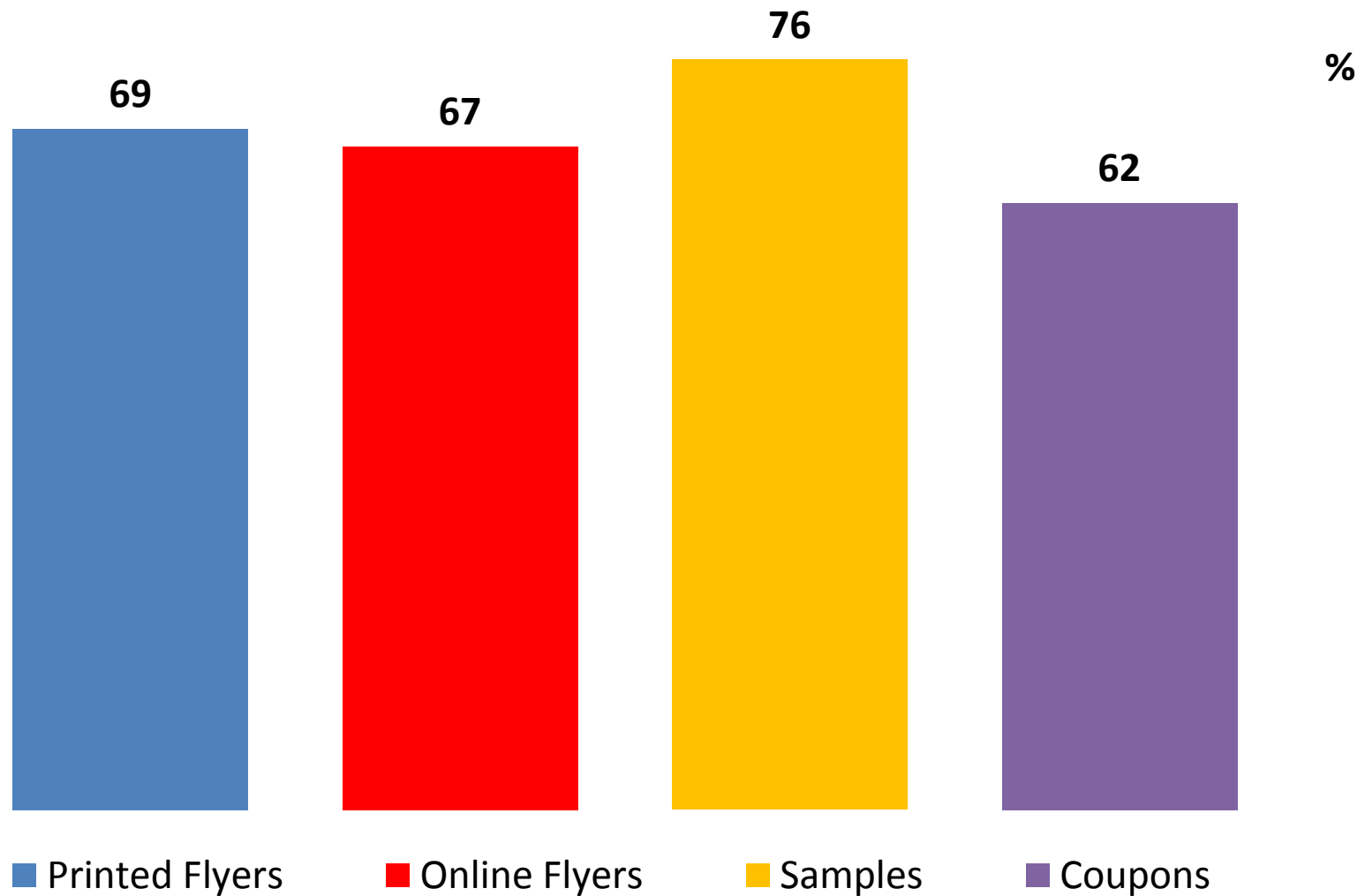
Action: Visit Store or Dealer within Week



Source: FDSA 2013 Consumer Engagement Study, Totum Research



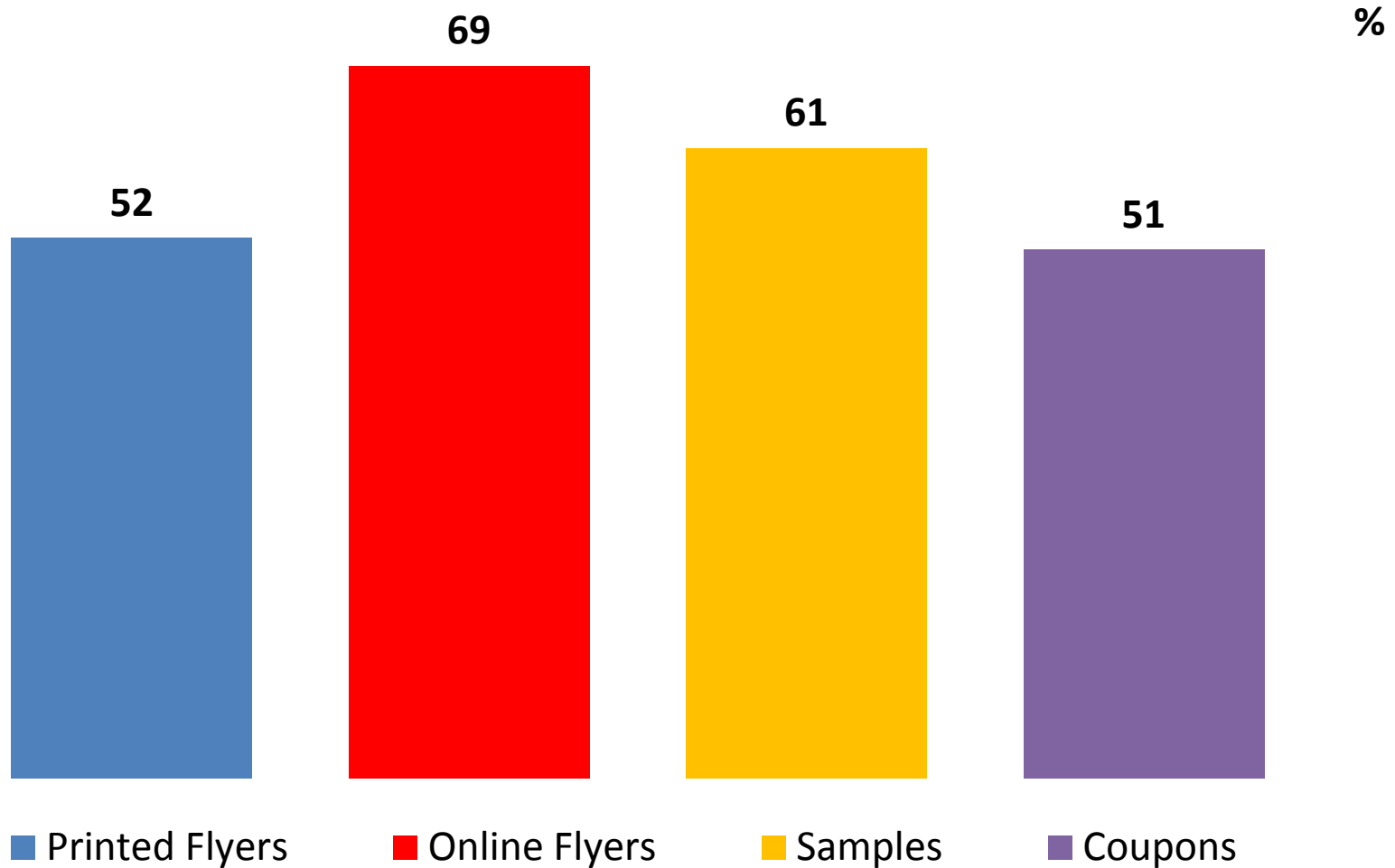
Action: Purchased Product



Source: FDSA 2013 Consumer Engagement Study, Totum Research

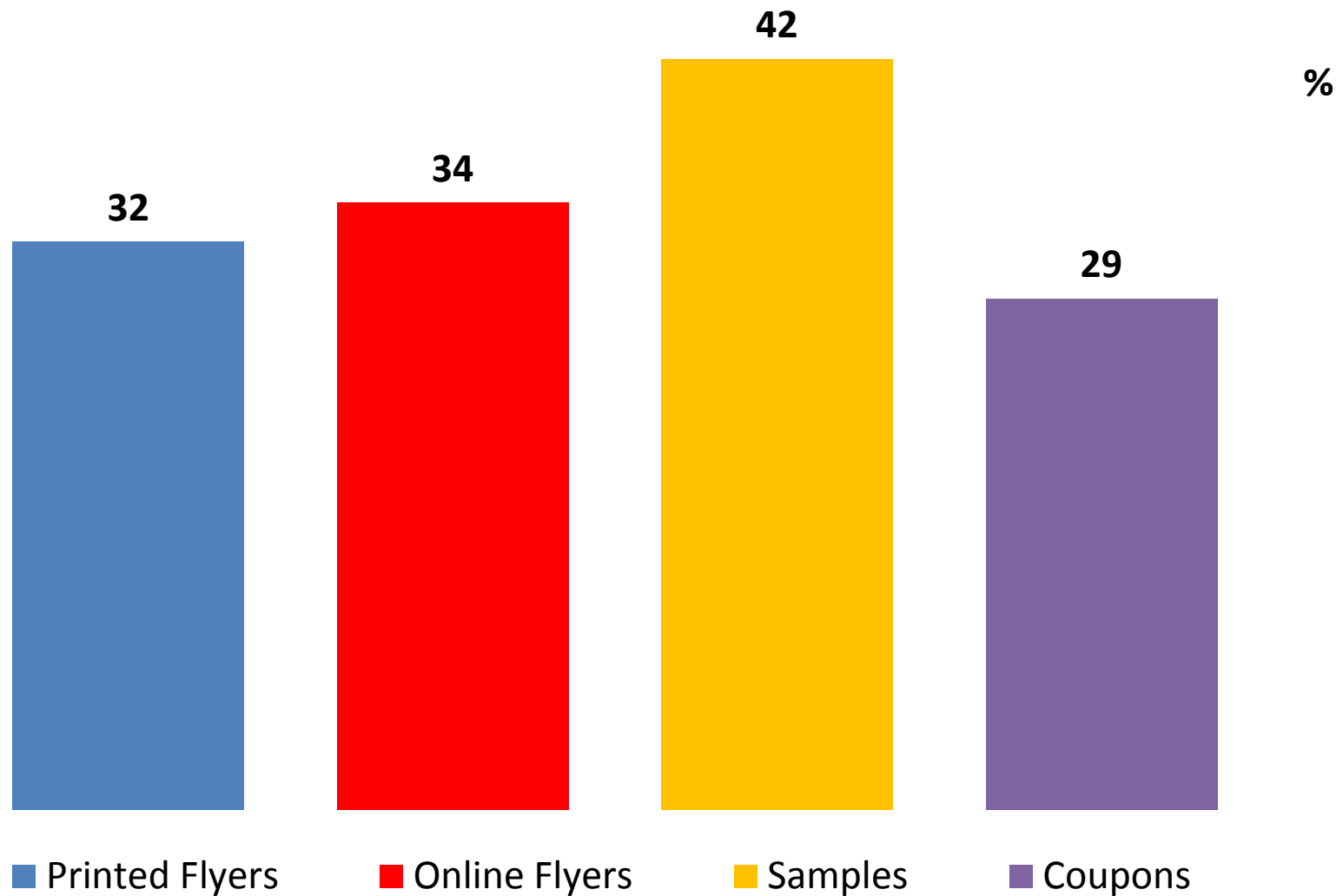


Action: Went Online for More Information



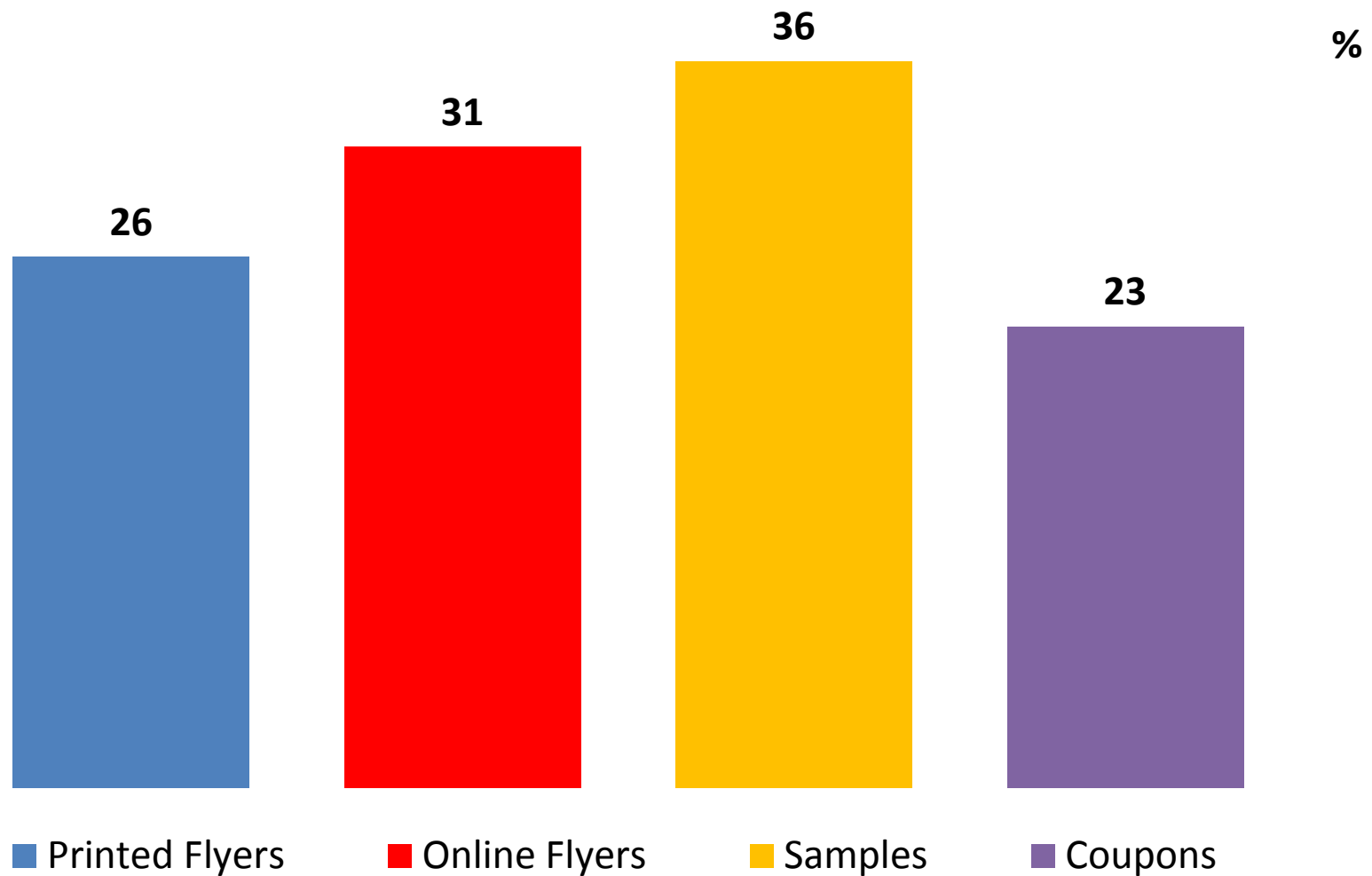
Source: FDSA 2013 Consumer Engagement Study, Totum Research

Action: Saved for Future Usage



Source: FDSA 2013 Consumer Engagement Study, Totum Research

Action: Recommended Product



Source: FDSA 2013 Consumer Engagement Study, Totum Research





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CATEGORY REPORTS

FDSA 2013 Consumer Engagement Study

Single Category Report
\$300

Full Report – 15 categories
\$1,500

Full Package – 15 categories + data file
\$3,000

50% discount for FDSA members

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