

THE DEMOGRAPHICS OF SHOPPING

Sixty years after the first U.S. shopping center opened its doors, the 4.2 million square foot Mall of America, the largest mall in the United States, opened in Minnesota. In addition to over 400 stores, it has a 7-acre indoor theme park and a wedding chapel. Americans spend 6 hours a week in shopping-related activities.

A brief history of shopping

- 1931 Highland Park Shopping Village (Dallas, TX), which featured inward facing stores not bisected by public streets, becomes first planned shopping center.
- 1949 Nighttime shopping was inaugurated at the Town & Country Shopping Center (Columbus, OH) when Grandma Carver was hired to dive from a 90-foot perch into a 4-foot pool of flaming water in the center's lighted parking lot.
- 1956 Southdale Center (Edina, MN), first modern regional mall (fully enclosed, 400,000+ sq. ft.), opens.
- 1957 Roosevelt Field Mall (Garden City, NY), first superregional mall (fully enclosed, 800,000+ sq. ft.), opens.
- 1981-85 Largest mall in world (5.2 million sq. ft. building area—about 111 city blocks) opens. West Edmonton Mall (Edmonton, Alberta, Canada) features indoor bungee jumping and the world's largest indoor wave pool.
- 1992 Largest mall in United States (4.2 million sq. ft. building area), opens. Mall of America (Bloomington, MN) features a full-service wedding chapel and a 7-acre theme park spruced up with 30,000 plants and trees.

Note: There are 39,000 shopping centers in the United States, including 1,800 enclosed malls.
Source: International Council of Shopping Centers, Mall of America, and West Edmonton Mall.

Shop 'til you drop?

- Of the 168 hours in a week, Americans spend about six hours in shopping-related activities. Half of that time is spent buying basic things. One-third is spent traveling to and from stores.
- Sunday is the least popular shopping day, but Sunday shopping has increased the most over the years (40 minutes on Sunday in 1985 compared to 25 minutes in 1965).
- Women spend about 7 hours a week shopping. Men spend less than five. Married men and women shop more than their unmarried counterparts, but the presence of children has little effect on shopping time.
- Women who work 30 hours or more a week shop almost as much as women who are not employed. Men who are not employed full-time shop more than men who are employed and working 30 hours a week or more.
- Those 65 years and older shop as much as those aged 18-24 (5.7 hours compared to 5.5).

Source: Data from the Americans' Use of Time Project, University of Maryland, 1985, analyzed by John Robinson.

The joy of shopping

Really enjoy shopping or looking around in a...

	All	Men	Women
Clothing store	42%	26%	56%
Grocery store	37	29	43
Book store	36	30	40
Department store	35	25	45
Antique shop	26	19	33
Sporting goods store	26	44	9

Note: Stores cited by 25% or fewer not shown.
Source: Survey by the Roper Organization (Roper Reports 92-7), July 11-18, 1992.

Born not to shop?

Personally find boring

Grocery shopping 17%

The same proportion found "doing household repairs" and "economic news" boring. A larger proportion said they find "paying bills, keeping records on household finances" (28%), "sports on TV" (28%), "housecleaning" (25%), "writing letters" (24%), "news about foreign affairs" (21%), "most entertainment shows on TV" (19%), "what's going on in Washington" (19%), and "yard work" (18%) boring.

Note: The difference between men and women on grocery shopping was not significant.
Source: Survey by the Roper Organization (Roper Reports 93-9), September 11-18, 1993.

Women appear to be more bargain conscious than men. A quarter of respondents say they have recently bought or ordered something from a catalog by mail, but less traditional services, like television shopping channels, are used by a much smaller proportion. Warehouse shopping clubs have attracted over a quarter of Americans.

Bargain hunters

Use this method to save money "very often"

	All	Men	Women
Compare advertised prices in newspapers and other printed material	24%	20%	26%
Shop at a store that doubles manufacturers' coupons	22	16	29
Shop at a store that will beat or match competitors' price	21	19	23
Use a coupon	26	19	33
Wait for a brand to go on sale before buying it	17	12	21
Go out of your way to make a special trip to shop where prices are low	10	9	12
Buy in a bulk amount	10	7	13
Participate in frequent shopper promotions where you earn a discount for buying a brand regularly	6	3	8
Buy something through mail in order to save on sales tax	5	5	6

Source: Survey by the Roper Organization (Roper Reports 93-10), October 16-23, 1993

Virtual stores

Bought or ordered anything in the past three months from a

Mail order catalog	25%
Department store catalog	11
Newspaper/magazine ad or supplement	10
Salesperson at home or office (like Tupperware, Avon, etc.)	8
Book or record club	8
TV commercial	6
Mail sales promotion offering credit cards, magazines, or other merchandise	4
Insert or advertisement in a bill	3
TV shopping channel	3
Telephone call offering an item for sale	2
Radio commercial	1
None of these	57

Source: Survey by the Roper Organization (Roper Reports 92-2), January 11-25, 1992.

How nifty is thrifty?

Agree with these things people have said about sales and promotions

	I feel really satisfied with myself, even excited, when I get a really good deal	I feel like it is a waste of my time to clip, organize, and use coupons
All	74%	35%
Men	68	41
Women	80	30

Some brands of...are different/better and worth paying more

	All	Men	Women
Beer	45%	51%	39%
Wine	43	42	45
Carbonated soft drinks	43	39	47
Cigarettes	41	41	41
Canned soup	39	36	41
Shampoo	39	33	45
Laundry detergent	36	28	42
Gasoline	30	29	30

Note: Not all products that were mentioned are shown.

Source: Survey by the Roper Organization (Roper Reports 93-10), October 16-23, 1992, top chart, and (Roper Reports 92-6) bottom chart, June 6-13, 1992.

Home shopping—a ways to go

Have a favorable opinion of

National retail chain stores (like Sears, K-mart, JCPenney, etc.)	84%
Home shopping industry (QVC, Home Shopping Network, etc.)	33

Note: Not all industries that were mentioned are shown. Three percent said they did not know what their opinion of national retail chain stores was compared to 25% who did not know for the home shopping industry.

Source: Survey by the Roper Organization (Roper Reports 93-10), October 16-23, 1993.

Warehouse shopping

Have heard of warehouse shopping clubs	79%
Someone in household belongs	28

Source: Survey by the Roper Organization (Roper Reports 92-9), September 9-16, 1992.