

My Customers are Older and Already Know Me

Many independent retailers think,

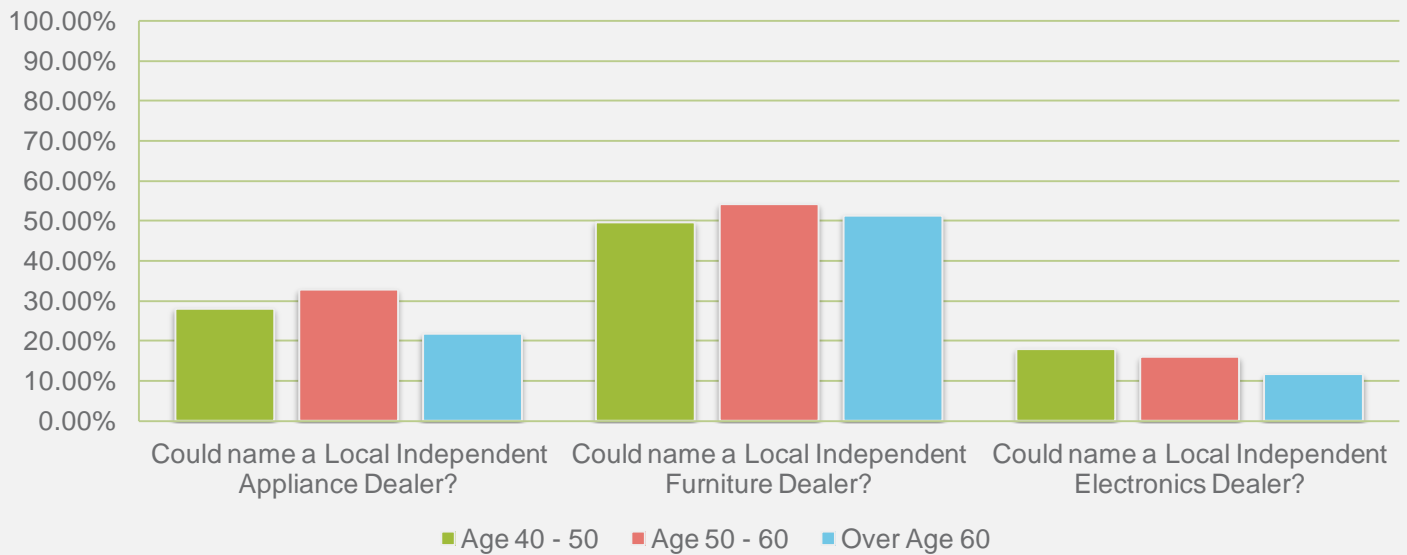
“My customers are older and already know me. I don’t think I need a website.”



Between June 8th and July 20th 2014, we surveyed 1,468 consumers from all over the United States. We asked many questions about **independent retailers and online shopping habits**; let’s focus on what the respondents 40 and over had to say:

When we asked them to name all of the appliance, furniture and electronics stores that they know in their area – the results where a bit shocking!

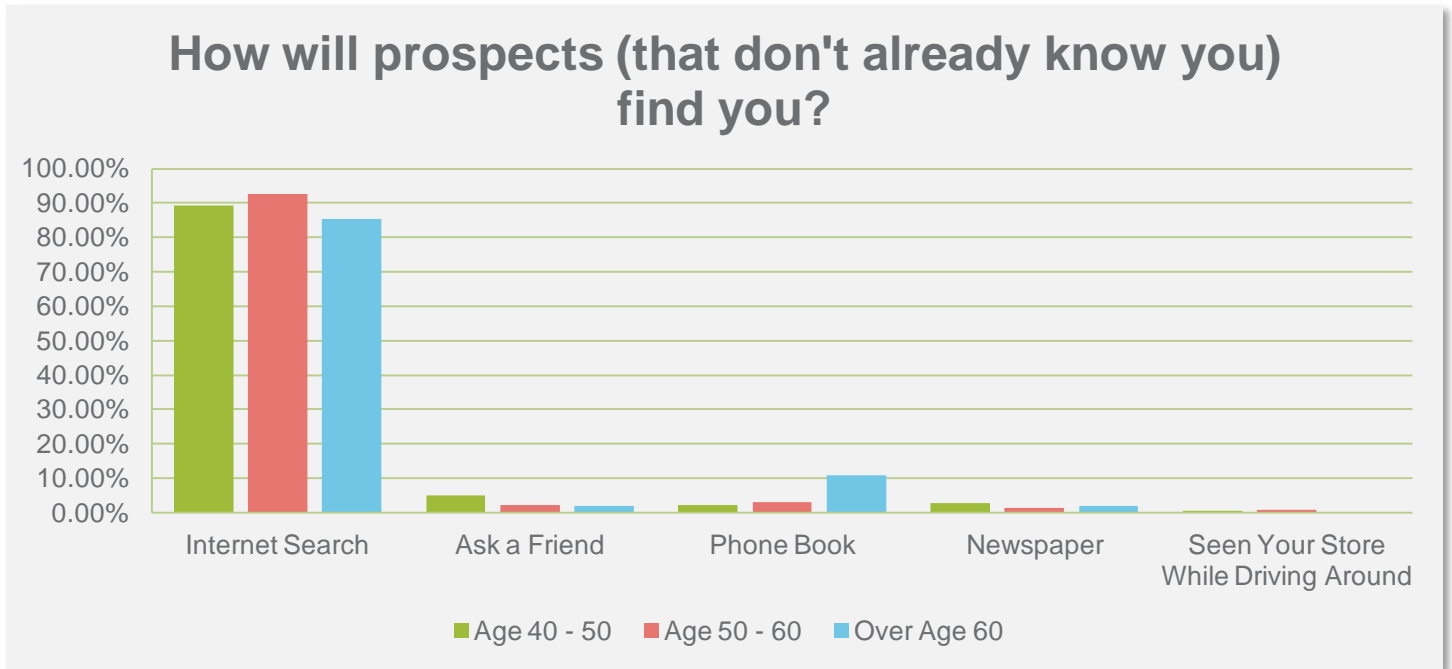
Do your prospects already know you?



Appliance dealers you are missing out on about 70% of your prospects! If you are running an independent furniture store about 50% of your prospects know who you are, but what about the other 50%?

But there is hope!

One thing we can tell you with certainty is that prospective customers, no matter what their age, are using the internet to find you, for over 90% of people the internet is the starting point for discovering stores.

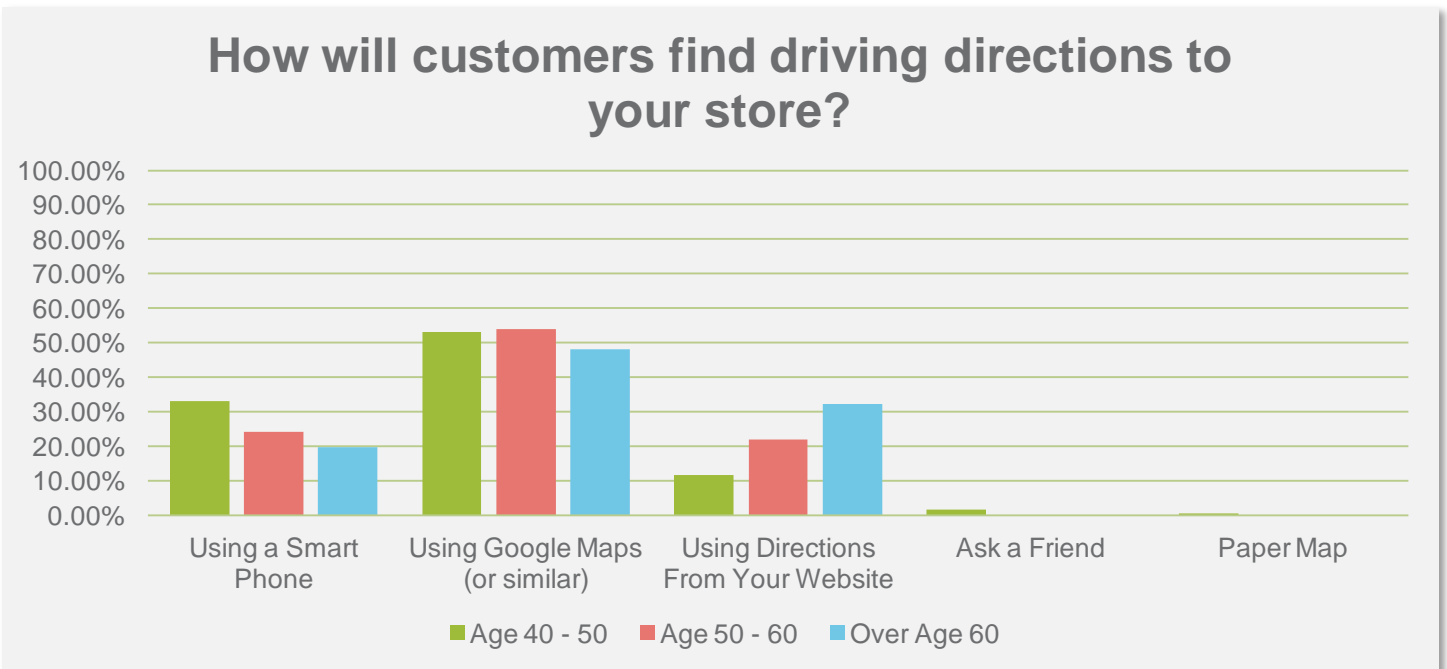
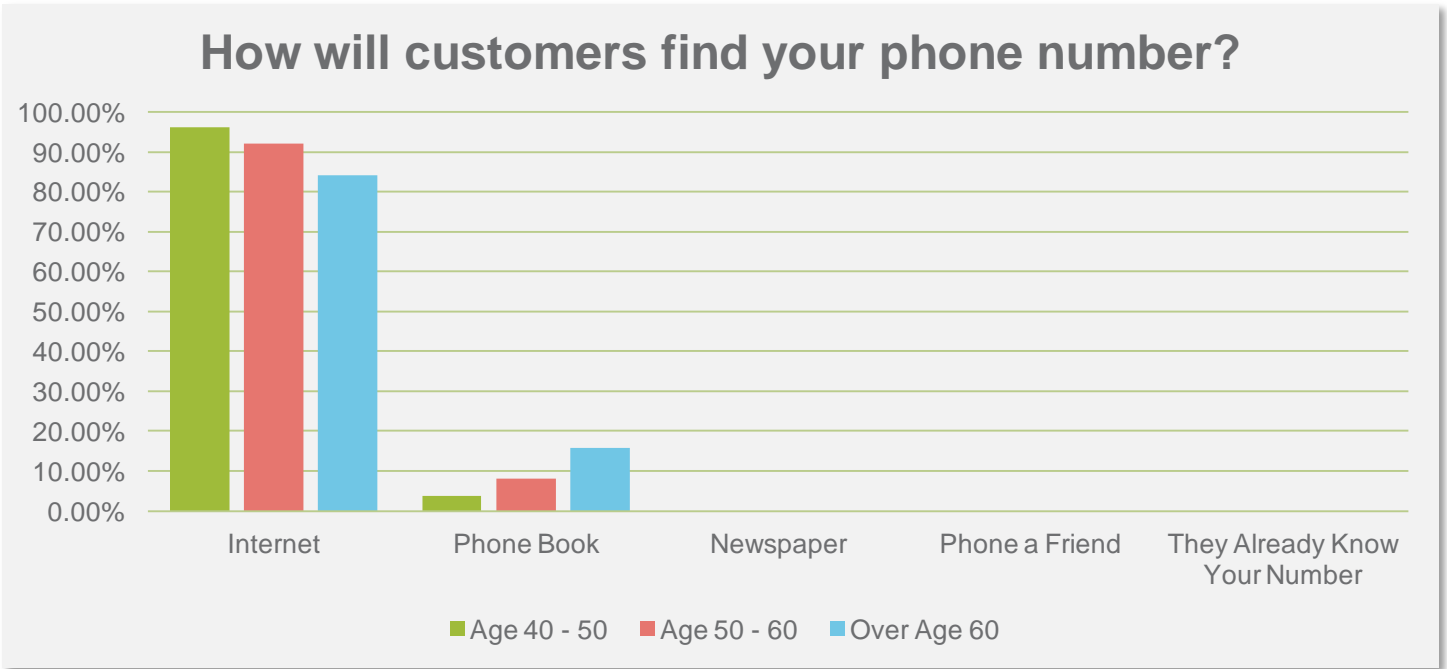


When respondents were presented with scenarios that involved them finding a store in their area to purchase appliances, furniture or electronics; they started with an internet search to help them locate what they were looking for 90% of the time. And again there was no correlation to age in any of the scenarios.

	Appliance	Furniture	Electronics
Internet Search	90.96%	88.72%	89.20%
Newspaper	3.17%	4.40%	4.20%
Phone a Friend	2.94%	2.94%	3.00%
Yellow Pages	2.09%	2.55%	2.90%
Drive Around	.84%	1.39%	.70%

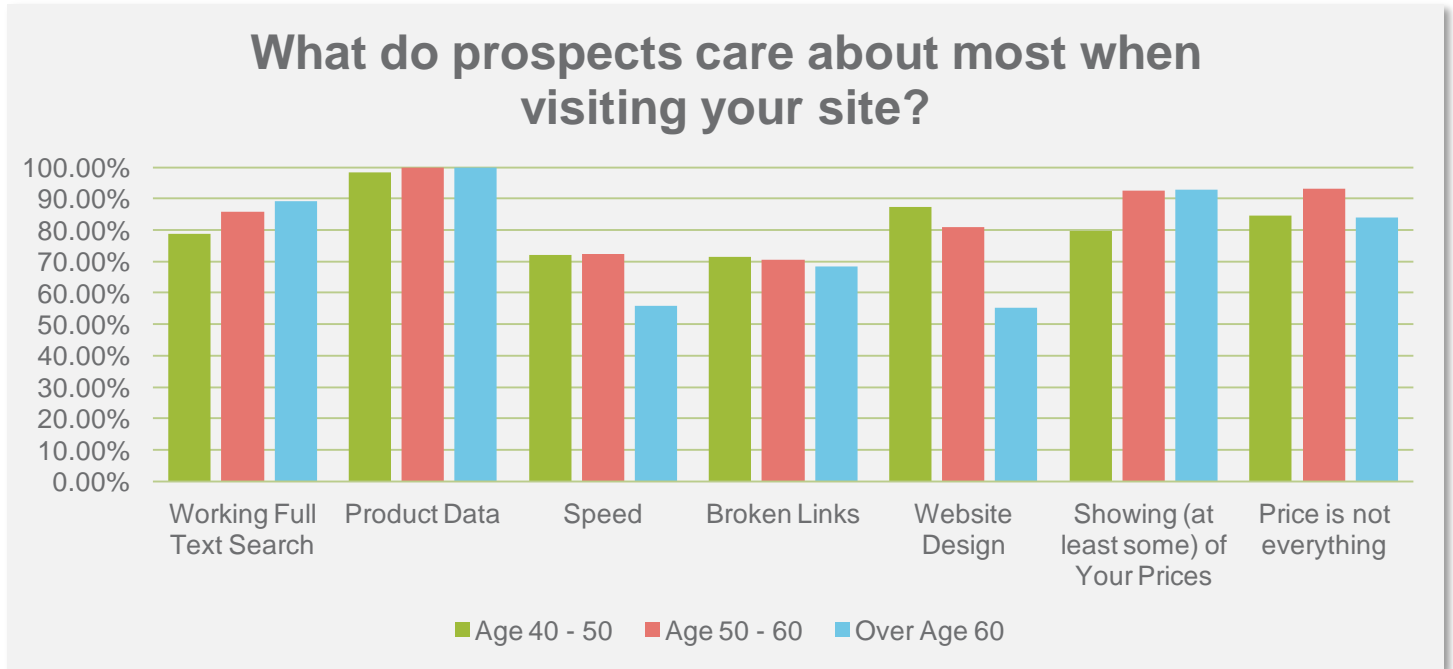


Whether they already know you and your store or just discovered you because of an internet search when it is time to call you for information or drive to your store, prospects go right back to the internet for your phone number and directions. Don't believe it – the numbers speak for themselves!



And as you can see...age doesn't matter once again!

It is important to remember that a quality website matters to all shoppers, no matter the age! Again, focusing on our respondents over the age of 40, let's look at what matters most to them when they are on your store's website.



The research is clear, no matter the age of your customer they are doing research and shopping on the internet – if you want to win more business you need a high quality website. All Your Retail can help! Call us today!

