

Why Canadian Marketers Can't Afford to Overlook Moms and Dads on Digital

It's no secret that parents lead full and busy lives. Running errands for a full house can be a juggling act, which is why Canadian parents expect digital to simplify their lives and are eager to try new technologies. The key to helping today's moms and dads? Relevant, timely digital solutions.

More cooks (and kids) in the kitchen means weekly trips to the store are a frequent reality:

Parents (55%) are more likely than non-parents (46%) to go to the store to buy household goods at least weekly.¹



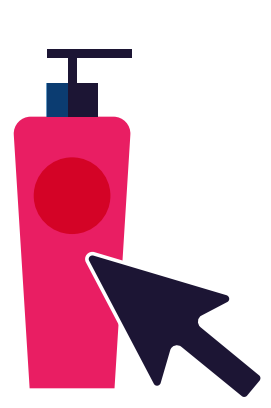
CANADIAN PARENTS LOOK TO SKIP THE STORE

Eggs. Milk. Chicken. Apples. Paper towels...didn't we just buy those yesterday? Keeping a well-stocked house can seem like a never-ending battle. The demand for digital assistance is growing fast:

Nearly 1 in 5 Canadian consumers hope they won't have to go to a store to buy groceries/household goods two years from now due to new developments in technology.²



Parents in Canada are more likely than non-parents to...¹



expect brands to allow them to reorder items they've already purchased with a single click

Parents	Non-Parents
42%	35%



already use or plan to use a subscription or auto-refill service for groceries or household goods within one year

29%	16%
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expect brands to allow them to reorder items automatically at a set interval

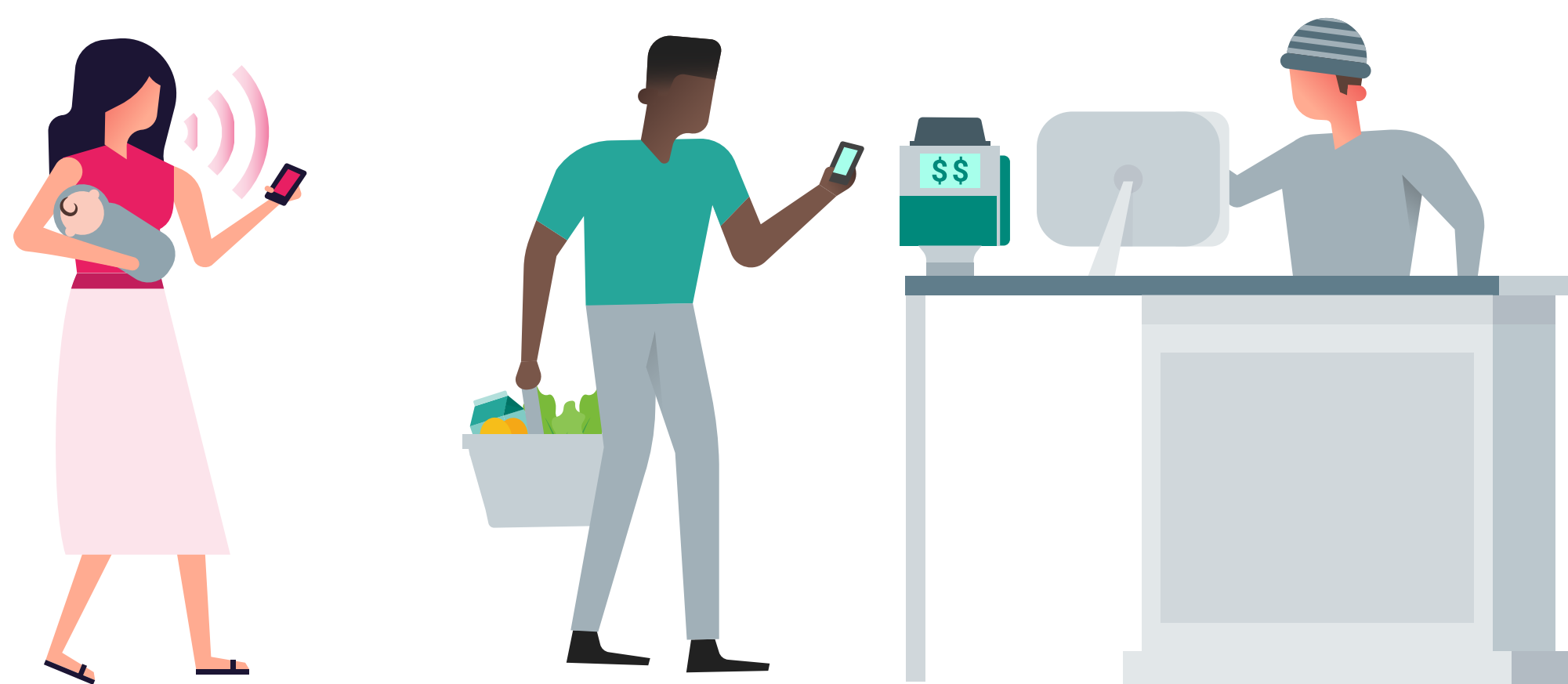
26%	16%
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RELEVANCE IN THE MOMENT IS KEY

Parents aren't necessarily looking for a specific app or service to meet their day-to-day needs. The quality, timing, and relevance of your message is most important. In the intent-rich moments when parents ask, "I wonder if there's a simpler way I could do this online," brands can stand out by offering helpful, relevant solutions.

ON-THE-GO PARENTS ARE HANDS-FREE & MOBILE FIRST

Need to check the grocery list? Make a quick call? Pay for two shopping carts full of food? Smartphones help parents in Canada save time and stay organized while out running errands:



3 out of 4

parents are interested in getting things done on their smartphones by speaking instead of typing or touching (vs. 51% of non-parents)¹

59%

of parents would be interested in using their smartphones to pay so they don't have to carry around a credit card or cash (vs. 37% of non-parents)¹

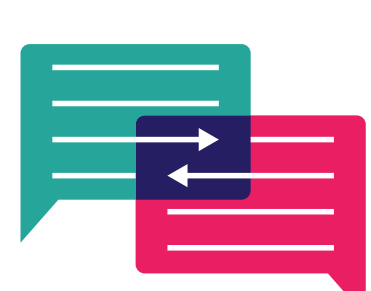
OPTIMIZE FOR MOBILE

Whether they're out shopping or in the checkout line, busy parents are going to expect speedy mobile sites, apps, and services. Ensure your mobile experience is optimized to allow for seamless, instantaneous purchases.

CANADIAN PARENTS ARE EAGER TO ADOPT NEW TECH

In the next few years, Canadian parents are looking forward to getting a helping hand from digital technology:

Parents in Canada are more likely than non-parents to...¹



be interested in using a digital assistant that helps them get things done

Parents	Non-Parents
53%	35%



order household goods online for home delivery more often within 2 years

20%	12%
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be interested in riding in a self-driving car

46%	37%
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RETHINK YOUR TARGET AUDIENCE

Younger consumers aren't the only ones intrigued by shiny, new digital technologies. Consider who could benefit from your product or service to avoid overlooking potential early adopters, like time-strapped parents.

SOURCES

1 Google/Kelton, "Rising Consumer Expectations Study," Dec 2016, Canada, Online study to a nationally representative sample of Canadians 18+, Parents (n=704), Non-parents (n=2,373).

2 Google/Kelton, "Rising Consumer Expectations Study," Dec 2016, Canada, Online study to a nationally representative sample of Canadians 18+, (n=3,077).