

Parents Are More Likely to Seek Out a Deal

Financial strain may lead to cost-cutting tendencies

ARTICLE

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Many consumers are constantly on the hunt for a good deal. But according to a new study, households with children are even more likely to shop sales aisles or use coupons to save a dollar.

That's because many low- and middle-income households with kids are feeling financially strained.

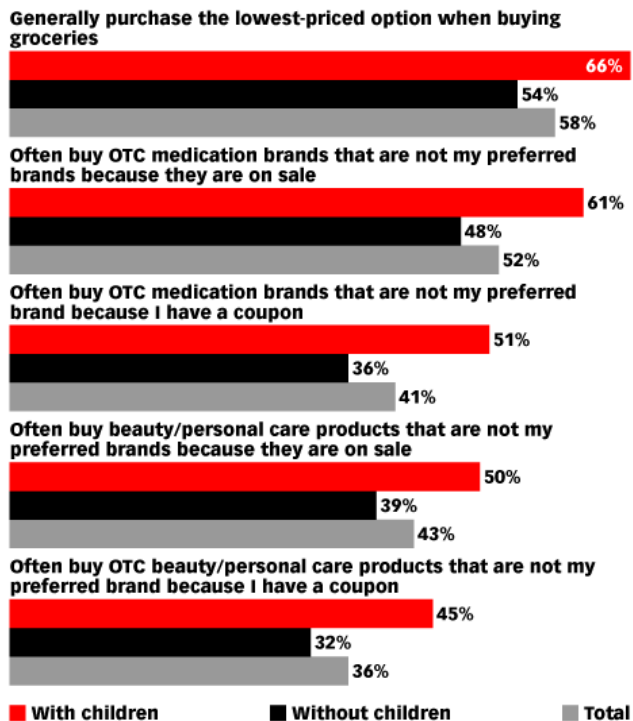
According to [IRI](#), which surveyed 2,000 US internet users who are the primary household shopper, more than half of households with children (52%) said their financial health is strained. In contrast, 42% of households without children felt the same way.

So it makes sense that looking for a deal is more widespread among this group. Roughly two-thirds of households with kids reported buying lower-priced options when shopping for groceries, and many even say they don't shop their preferred brand because they have a coupon they'd rather use.

Some would even go as far as visiting multiple retailers to find the best bang for their buck.

US Internet Users' Behaviors/Attitudes Toward Purchasing Products at a Discount, by Presence of Children, June 2018

% of respondents in each group



Note: ages 18+ who are the primary household shoppers
Source: IRI, "Where's the Non-Food Growth?" July 24, 2018

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Those with kids also tend to be **more brand loyal**. A February 2018 survey conducted by the **National Retail Federation (NRF)** found that respondents with kids are more likely to visit their favorite retailer before looking at a competitor—and will shop with them even if it means forgoing a more convenient option.