

Custom Framing Quantitative Survey

Tru Vue® recently completed exclusive research on consumer habits, future purchase intent, and evolving trends impacting our industry. An outside research agency conducted an online survey with 400 retail custom framing consumers.

Here, we outline the key findings and implications for custom frame shops and offer actionable advice focused on the changing demographic and buying trends of today's consumers.



EXECUTIVE SUMMARY

Custom framing consumers average age shifted downward and a significant amount of new consumers entered the category.



48% of consumers are 35-44 year old, millennials



46% are framing for the first time

DO CONSUMERS HAVE ITEMS TO CUSTOM FRAME? WHAT IS THE FUTURE INTENT?

The majority of people have items that need to be custom framed... and it looks like they intend to do so in the coming year.

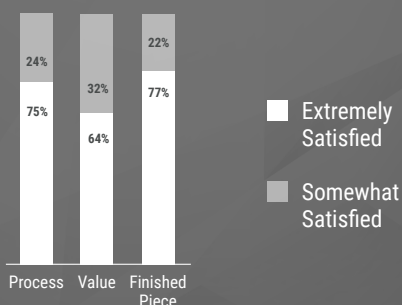
They have 2-3 items they need to have framed (70%).

62% feel that they will be custom framing more this year than last year.

Those that were new to the category plan to keep custom framing and have items to frame.

CONSUMERS ARE SATISFIED WITH ALL ASPECTS OF CUSTOM FRAMING

Q. How satisfied were you with the... of custom framing?



WHAT IS BEING CUSTOM FRAMED? WHAT MOTIVATED THE PURCHASE?

Original artwork and professionally taken photographs (portraits) were the most common things framed.



25% Gifting was the top reason for framing the last time they custom framed something



21% They finally got around to it



19% They moved

If you combine moving and redecorating, it is 36% of the last occasions. Moving seems to be a key trigger that motivates people to start custom framing.

WAS GLAZING DISCUSSED AND IMPORTANT?

Glazing is being offered through the sales process (80%) and 2/3 of people that are offered glazing remember which types were offered.

New custom framing customers are more likely to remember the glazing conversation and just as likely to upgrade their glass.

Tru Vue displays are being seen and driving purchases.

75% recall seeing a display.

93% state that the display was impactful in their decision.

WHY DO THEY FRAME AT CERTAIN LOCATIONS?

Quality of framing materials is a key driver of why people choose to frame at a certain location.

Convenience and price are top drivers. Over half of people have had something framed online (53%). Those new to custom framing are more likely to have framed something online (68%).

MILLENNIAL PROFILE

Born between 1981-2000, Millennials are digital natives.
If they're not part of your marketing strategy, they should be!

Millennials are roughly
25% of the US population
at 77 million

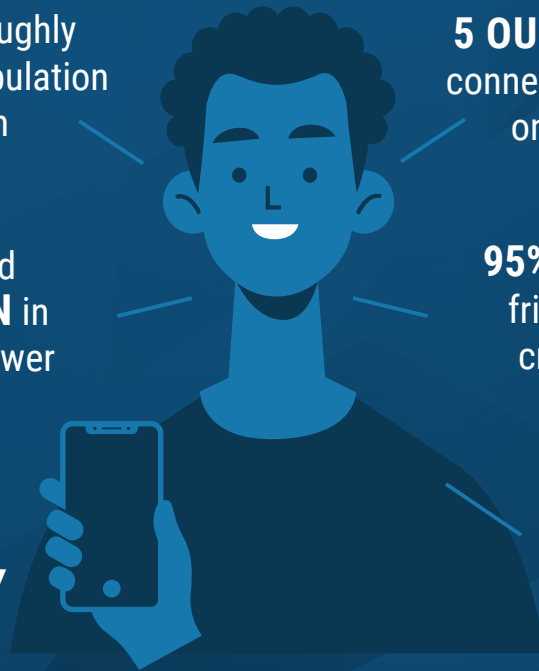
5 OUT OF 6 Millennials
connect with companies
on social media

Millennials wield
\$1.3 TRILLION in
annual buying power

95% of millennials view
friends as the most
credible source of
product info

Millennials touch
their smartphones
45 TIMES A DAY

43% of Millennials
value authenticity
over content



RECOMMENDATIONS OF RESEARCHER TO INDUSTRY



Consider targeting younger, millennial consumers

- Social media efforts are important



Highlight the quality of materials when advertising or talking to consumers



Consider marketing efforts focused on:

- People moving/redecorating
- Milestone birthdays and gifts for special occasions
- Programs/discussions to bring consumers back (as they have items at home)



Continue to ensure that Tru Vue glazing displays are present and being offered