
IAB Insight Center & BIGinsight™

The Path to Consumer Electronics Purchases

Mass Media Purchase Influence on Electronics

Please tell us which of the following media influences your ELECTRONICS purchases: (Mass Media)

	Adults 18+	"Discount Store"	"Specialty Store"	"Internet"
TV/Broadcast	27.7%	31.1%	33.2%	28.5%
Internet Advertising	26.1%	27.7%	30.1%	35.7%
Email Advertising	25.3%	24.9%	29.3%	35.9%
Direct Mail	22.4%	22.6%	23.5%	20.4%
Magazines	19.7%	18.4%	22.5%	26.8%
Cable	18.9%	20.5%	22.2%	20.0%
Newspaper	18.9%	18.6%	22.2%	17.0%
Radio	17.5%	18.8%	18.1%	13.4%
Social Media (Facebook, Twitter, etc.)	14.2%	16.4%	15.7%	14.4%

Source: Media Behaviors & Influence™ Study, DEC-11

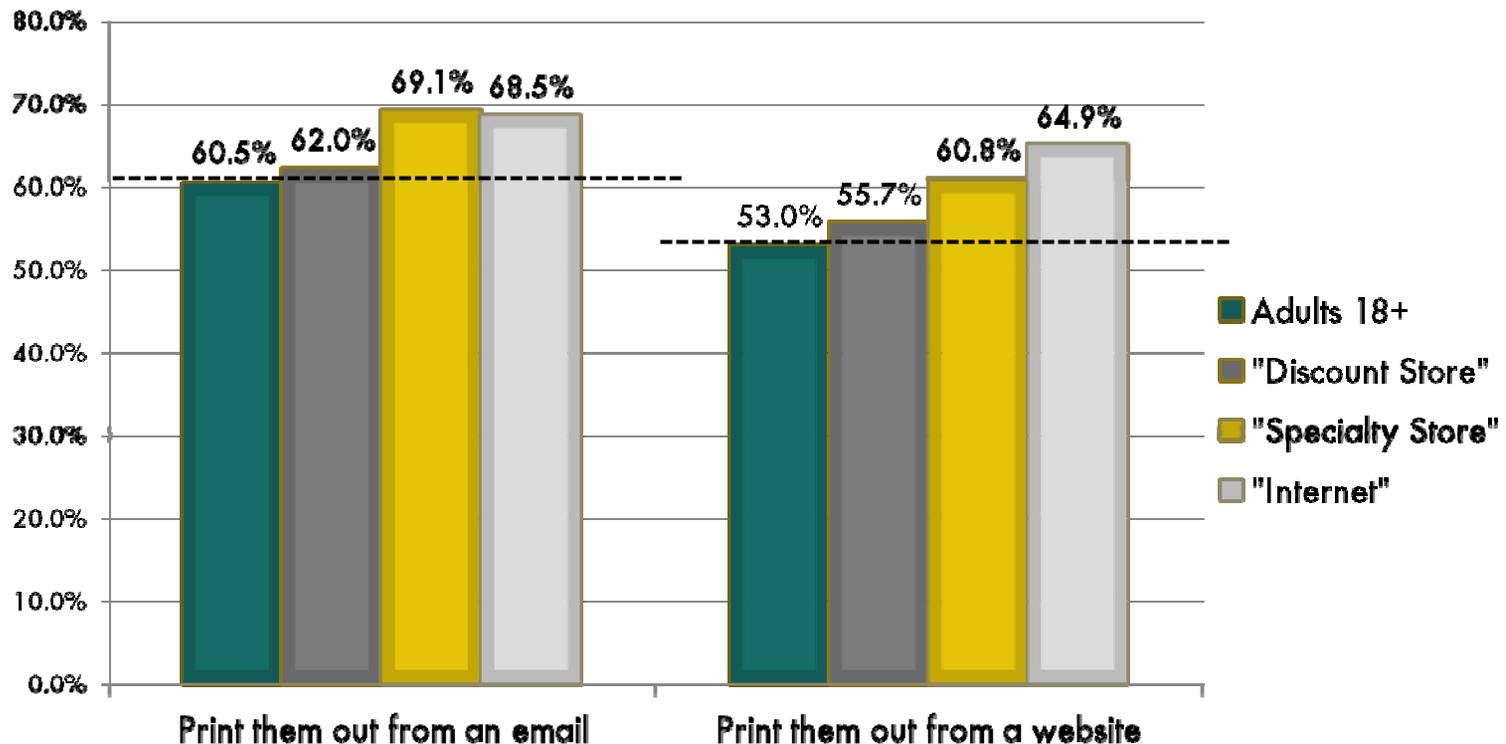
All Media Purchase Influence on Electronics

*Please tell us which of the following media influences your **ELECTRONICS** purchases:*

	Adults 18+	"Discount Store"	"Specialty Store"	"Internet"
Word of Mouth	41.3%	43.6%	48.8%	49.0%
Instore Promotion	34.7%	37.0%	41.1%	35.2%
Read Article on Product	32.4%	31.4%	39.1%	47.3%
TV/Broadcast	27.7%	31.1%	33.2%	28.5%
Internet Advertising	26.1%	27.7%	30.1%	35.7%
Email Advertising	25.3%	24.9%	29.3%	35.9%
Coupons	23.6%	24.0%	26.6%	25.9%
Advertising Inserts	23.0%	26.3%	28.1%	19.3%
Direct Mail	22.4%	22.6%	23.5%	20.4%
Magazines	19.7%	18.4%	22.5%	26.8%
Cable	18.9%	20.5%	22.2%	20.0%
Newspaper	18.9%	18.6%	22.2%	17.0%
Radio	17.5%	18.8%	18.1%	13.4%
Product Placement	15.2%	16.9%	17.6%	15.1%
Social Media (Facebook, Twitter, etc.)	14.2%	16.4%	15.7%	14.4%
Mobile Devices (Cell Phone, Smart Phone, Wireless Laptop)	13.7%	15.0%	15.6%	13.3%
Online Video Game Advertising	11.9%	13.8%	13.1%	11.9%
Video on Mobile Device	11.1%	11.3%	12.0%	9.6%
Blogging	10.1%	10.9%	10.8%	12.5%
Instant Messaging (Computer)	9.9%	11.2%	9.8%	8.5%
Text Messaging on Mobile Device	9.8%	10.3%	10.2%	8.0%
Satellite Radio	8.6%	8.5%	8.8%	6.7%
Outdoor Billboards	8.0%	8.9%	8.1%	6.6%
Web Radio	7.8%	8.1%	7.8%	5.9%
Yellow Pages	6.8%	7.1%	6.7%	5.4%

Digital Coupon Usage of Electronics Consumers

Do you redeem coupons in any of the following ways?
(Check all that apply)



*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Source: Media Behaviors & Influence™ Study, DEC-11

Online Search Triggers for Electronics

Which of the following triggers you to start an online search? (Check all that apply)

	Adults 18+	"Discount Store"	"Specialty Store"	"Internet"
Coupons	37.6%	40.5%	42.8%	37.6%
Magazine	36.0%	35.8%	42.1%	40.4%
TV / Broadcast	35.9%	41.1%	41.8%	41.6%
Face-to-Face Communication	35.2%	38.3%	40.3%	41.2%
Read an Article	33.8%	34.1%	40.5%	42.1%
Cable TV	31.7%	33.4%	35.5%	33.4%
Newspaper	30.0%	28.6%	35.9%	29.2%
Email Advertising	25.9%	28.1%	29.1%	28.8%
Direct Mail	24.8%	26.9%	28.8%	24.3%
Internet advertising	23.7%	25.9%	27.4%	32.1%
Radio	23.2%	25.0%	26.7%	21.6%
In-Store Promotions	22.0%	25.0%	26.1%	20.4%
Advertising Inserts	20.7%	23.1%	24.3%	18.8%
Online Communities/Social Media (e.g. Facebook, Twitter, etc.)	16.8%	18.8%	19.2%	23.1%
Cell Phone	11.2%	10.6%	11.1%	9.6%
Outdoor Billboard	9.7%	11.1%	11.5%	8.3%
Blogs	9.6%	8.8%	10.1%	14.8%
Text Messaging	8.1%	9.5%	8.3%	8.3%
Instant Messaging	7.3%	8.5%	7.2%	6.9%
Other (please specify)	6.4%	6.2%	5.7%	8.4%
Yellow Pages	4.0%	4.4%	4.1%	3.4%

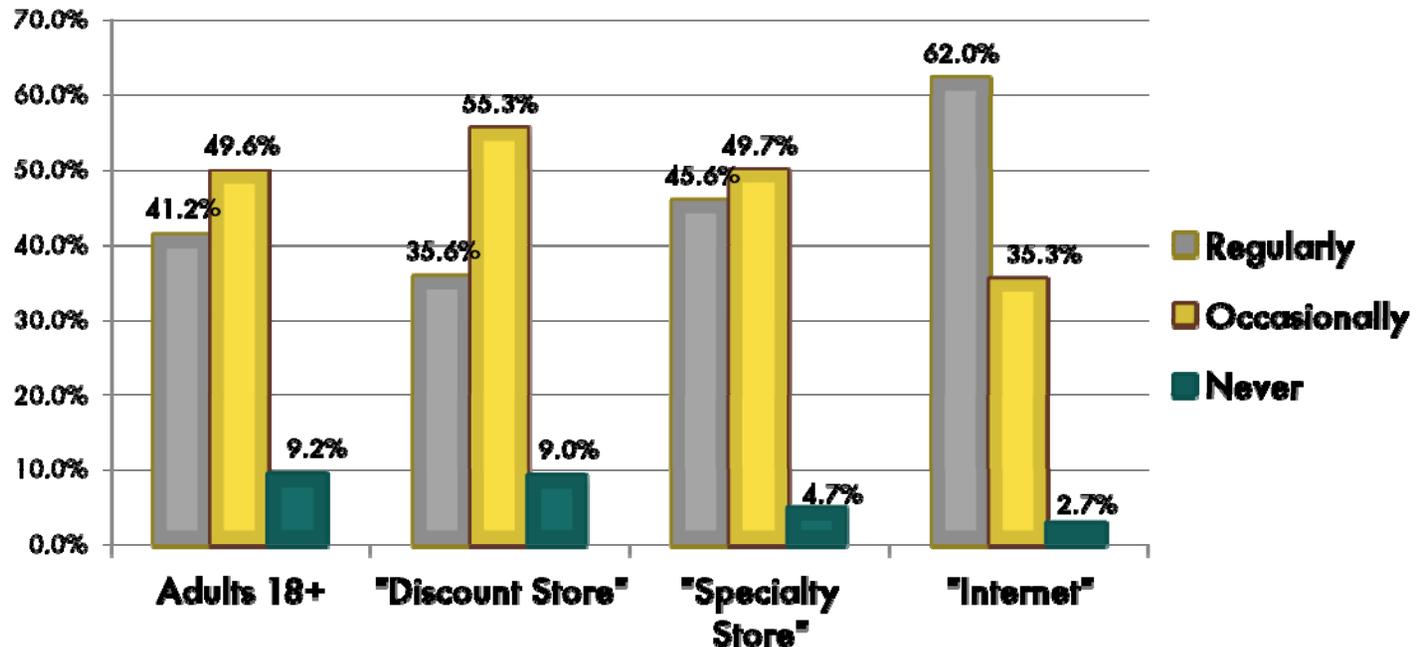
Post-Search Communication About Electronics

*After searching, how do you communicate with others about a service, product or brand?
(Check all that apply)*

	Adults 18+	"Discount Store"	"Specialty Store"	"Internet"
Face-to-Face	64.5%	67.9%	71.2%	71.4%
Email	52.2%	51.9%	56.5%	60.2%
Cell Phone	39.0%	41.1%	42.9%	36.4%
Telephone (Landline)	28.7%	31.5%	32.7%	25.4%
Text Messaging	26.5%	30.4%	29.5%	27.3%
Online Communities/Social Media (e.g. Facebook, Twitter, etc.)	21.1%	25.0%	23.7%	28.2%
Instant Messaging	16.1%	17.3%	16.7%	18.7%
Blogging	6.7%	6.7%	6.4%	8.8%
Other (please specify)	2.2%	2.8%	1.6%	2.9%

Online Research Before Purchase

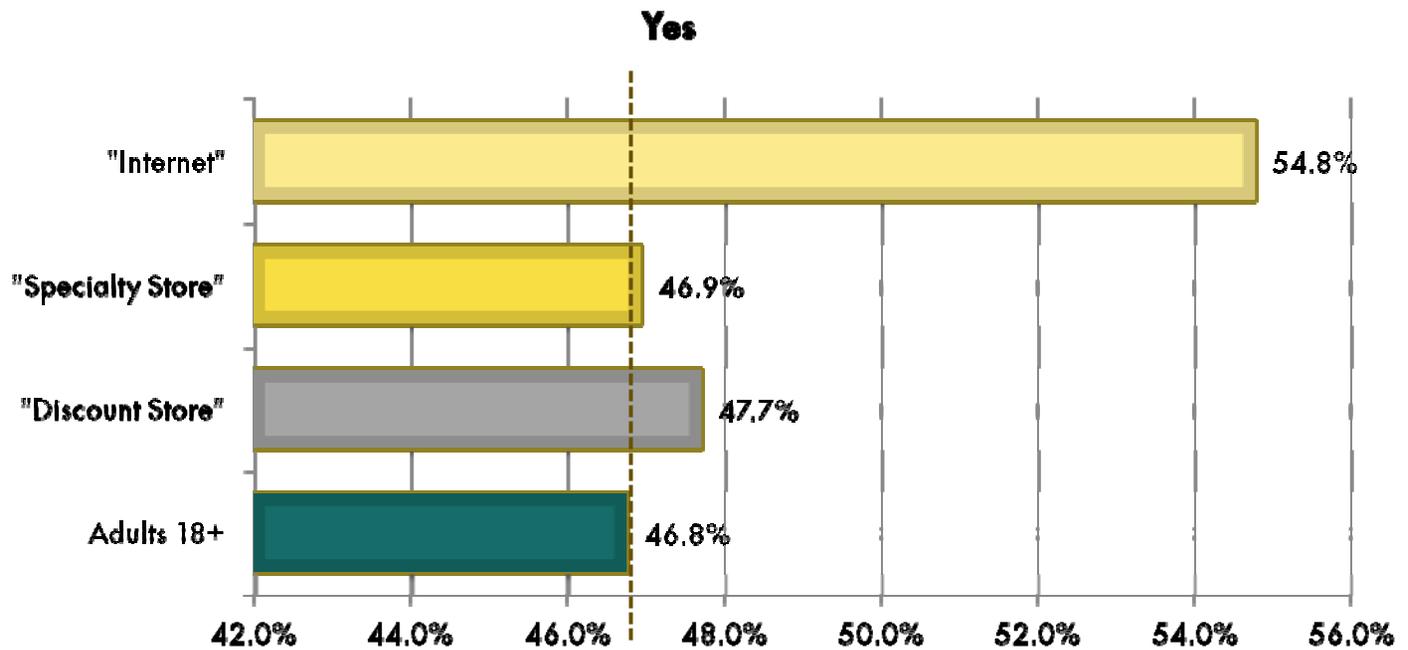
How often do you research products online before purchasing them in person or in a store?



Source: Media Behaviors & Influence™ Study, DEC-11

QR Code App Ownership

Do you have a QR Code Reader app?



Source: Media Behaviors & Influence™ Study, DEC-11

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Appendix

Top 15 Media Influences

Please tell us which of the following media influences your ELECTRONICS purchases: (Top 15)

	Adults 18+	"Discount Store"	"Specialty Store"	"Internet"
Word of Mouth	41.3%	43.6%	48.8%	49.0%
Instore Promotion	34.7%	37.0%	41.1%	35.2%
Read Article on Product	32.4%	31.4%	39.1%	47.3%
TV/Broadcast	27.7%	31.1%	33.2%	28.5%
Internet Advertising	26.1%	27.7%	30.1%	35.7%
Email Advertising	25.3%	24.9%	29.3%	35.9%
Coupons	23.6%	24.0%	26.6%	25.9%
Advertising Inserts	23.0%	26.3%	28.1%	19.3%
Direct Mail	22.4%	22.6%	23.5%	20.4%
Magazines	19.7%	18.4%	22.5%	26.8%
Cable	18.9%	20.5%	22.2%	20.0%
Newspaper	18.9%	18.6%	22.2%	17.0%
Radio	17.5%	18.8%	18.1%	13.4%
Product Placement	15.2%	16.9%	17.6%	15.1%
Social Media (Facebook, Twitter, etc.)	14.2%	16.4%	15.7%	14.4%

Source: Media Behaviors & Influence™ Study, DEC-11

Index of Mass Media Purchase Influence

Please tell us which of the following media influences your ELECTRONICS purchases: (Mass Media)

	Adults 18+	"Discount Store"	Index vs. A18+	"Specialty Store"	Index vs. A18+	"Internet"	Index vs. A18+
TV/Broadcast	27.7%	31.1%	112	33.2%	120	28.5%	103
Internet Advertising	26.1%	27.7%	106	30.1%	115	35.7%	137
Email Advertising	25.3%	24.9%	98	29.3%	116	35.9%	142
Direct Mail	22.4%	22.6%	101	23.5%	105	20.4%	91
Magazines	19.7%	18.4%	93	22.5%	114	26.8%	136
Cable	18.9%	20.5%	108	22.2%	117	20.0%	106
Newspaper	18.9%	18.6%	99	22.2%	117	17.0%	90
Radio	17.5%	18.8%	107	18.1%	104	13.4%	77
Social Media (Facebook, Twitter, etc.)	14.2%	16.4%	116	15.7%	111	14.4%	101

Source: Media Behaviors & Influence™ Study, DEC-11

Segment Definitions

MBI-Dec11-Store Types Shopped for Electronics

	Adults 18+	Discount Store for Electronics	Index vs. Adults 18+	Specialty Store for Electronics	Index vs. Adults 18+	Internet for Electronics	Index vs. Adults 18+
<i>Respondents:</i>	24578	3946		8862		1739	
<i>Margin of Error:</i>	+/- 0.6%	+/- 1.6		+/- 1.0		+/- 2.4	

Shop Most Often for Electronics (TVs, DVDs, etc.) [Retail Format]

Department Store	1.7%	0.0%	0.0	0.0%	0.0	0.0%	0.0
Discount Store	16.1%	100.0%	622.2	0.0%	0.0	0.0%	0.0
Specialty - Home	36.4%	0.0%	0.0	100.0%	275.1	0.0%	0.0
Membership Warehouse	2.3%	0.0%	0.0	0.0%	0.0	0.0%	0.0
Home Improvement Store	0.1%	0.0%	0.0	0.0%	0.0	0.0%	0.0
Catalog	0.0%	0.0%	0.0	0.0%	0.0	0.0%	0.0
Internet	7.0%	0.0%	0.0	0.0%	0.0	100.0%	1435.9
Other	3.4%	0.0%	0.0	0.0%	0.0	0.0%	0.0
No Preference	33.2%	0.0%	0.0	0.0%	0.0	0.0%	0.0

Segment Characteristics

MBI-Dec11-Store Types Shopped for Electronics								
	Adults 18+	Discount Store for Electronics	Index vs. Adults 18+	Specialty Store for Electronics	Index vs. Adults 18+	Internet for Electronics	Index vs. Adults 18+	
What is your gender?								
Male	48.7%	39.3%	80.6	49.1%	100.8	61.3%	125.8	
Female	51.3%	60.7%	118.4	50.9%	99.3	38.7%	75.5	
What is your marital status?								
Married	49.5%	48.2%	97.2	52.8%	106.6	47.2%	95.2	
Living with Unmarried Partner	8.5%	10.3%	120.7	8.3%	96.7	8.6%	100.0	
Divorced or separated	12.4%	14.4%	116.2	12.0%	96.4	10.6%	85.1	
Widowed	4.4%	4.3%	97.7	4.1%	94.5	2.8%	63.9	
Single, never married	24.3%	22.2%	91.4	22.0%	90.8	30.7%	126.2	
Same Sex Union	0.8%	0.6%	74.3	0.7%	90.7	0.3%	32.9	
Please tell us which age range you are in:								
14-17	0.0%	0.0%		0.0%		0.0%		
18-24	13.1%	13.3%	101.6	9.5%	72.5	10.1%	77.0	
25-34	17.9%	18.3%	102.2	17.0%	95.1	25.6%	143.3	
35-44	17.9%	18.7%	104.7	18.7%	104.5	18.8%	105.0	
45-54	19.2%	18.8%	98.2	20.7%	107.9	17.1%	89.0	
55-64	15.0%	14.5%	96.6	15.7%	104.8	15.0%	100.0	
65+	17.0%	16.4%	96.6	18.4%	108.3	13.5%	79.3	
Average	45.3	44.9	99.1	46.8	103.3	43.8	96.7	

Segment Characteristics

MBI-Dec11-Store Types Shopped for Electronics							
	Adults 18+	Discount Store for Electronics	Index vs. Adults 18+	Specialty Store for Electronics	Index vs. Adults 18+	Internet for Electronics	Index vs. Adults 18+
What is the annual total income of your household?							
Less than \$15,000	7.6%	11.5%	150.8	4.1%	54.2	6.4%	84.2
\$15,000 to \$24,999	8.4%	12.7%	152.3	6.0%	71.9	8.6%	102.8
\$25,000 to \$34,999	11.7%	15.6%	133.8	10.1%	86.3	10.5%	89.9
\$35,000 to \$49,999	17.3%	20.2%	116.9	16.6%	96.1	17.2%	99.2
\$50,000 to \$74,999	23.4%	22.1%	94.7	25.2%	107.9	23.4%	100.2
\$75,000 to \$99,999	15.2%	10.3%	68.0	17.0%	111.9	14.8%	97.4
\$100,000 to \$149,999	11.9%	5.8%	49.0	15.1%	127.6	12.8%	107.9
\$150,000 or more	4.7%	1.7%	37.2	5.8%	125.0	6.4%	136.1
Average	\$ 64,181	\$ 50,132	78.1	\$ 71,477	111.4	\$ 67,509	105.2

Segment Characteristics

MBI-Dec11-Store Types Shopped for Electronics							
	Adults 18+	Discount Store for Electronics	Index vs. Adults 18+	Specialty Store for Electronics	Index vs. Adults 18+	Internet for Electronics	Index vs. Adults 18+
What are some of your favorite ways of spending your free, leisure time? (Check all that apply)							
Camp/Fish/Hike/Hunt	28.2%	33.4%	118.7	27.5%	97.7	27.3%	97.1
Exercise/Jogging, etc.	37.1%	31.2%	84.2	41.4%	111.7	39.8%	107.5
Play Team Sports (e.g. softball, soccer, etc.)	14.0%	11.8%	84.2	15.2%	108.3	14.5%	103.6
Golf	12.8%	9.2%	72.0	15.4%	120.1	11.2%	87.7
Tennis	8.0%	5.5%	69.0	8.7%	109.0	7.4%	93.4
Snow Skiing	5.9%	3.8%	64.2	6.0%	101.4	5.9%	101.1
Boating, Sailing, etc.	11.5%	11.2%	96.7	12.2%	106.0	10.2%	88.4
Swimming	26.0%	27.7%	106.5	27.5%	105.7	22.5%	86.5
Go to Bar/Night Club	22.2%	21.1%	95.2	24.5%	110.5	24.4%	109.8
Go to Movies	55.7%	54.8%	98.4	62.5%	112.4	56.2%	100.9
Go to Concerts/"Live" Theatre	36.7%	31.9%	87.0	43.9%	119.5	36.6%	99.8
Go to Amusement Parks	29.1%	32.1%	110.2	32.2%	110.8	27.7%	95.1
Go to Sporting Events	29.8%	25.8%	86.5	36.8%	123.2	29.9%	100.1
Tailgating	10.3%	9.7%	94.0	11.7%	113.9	10.2%	98.8

**The sum of the % totals may be greater than 100% because the respondents can select more than one answer.*

Source: Media Behaviors & Influence™ Study, DEC-11

Segment Characteristics

MBI-Dec11-Store Types Shopped for Electronics

	Adults 18+	Discount Store for Electronics	Index vs. Adults 18+	Specialty Store for Electronics	Index vs. Adults 18+	Internet for Electronics	Index vs. Adults 18+
What are some of your favorite ways of spending your free, leisure time? (Check all that apply) (cont'd)							
Go to Gambling Resorts	20.1%	20.6%	102.5	23.9%	119.3	17.7%	88.2
Travel	50.8%	44.2%	87.1	57.9%	114.0	52.6%	103.5
Go Shopping	46.1%	50.6%	109.6	50.4%	109.2	43.8%	94.8
Eating Out	67.4%	68.2%	101.2	74.4%	110.4	69.4%	103.1
Watch TV	74.3%	80.1%	107.8	78.3%	105.4	78.7%	105.8
Rent Movies	40.8%	43.7%	107.0	45.2%	110.7	46.8%	114.7
Play Video Games	30.6%	34.0%	111.1	32.0%	104.7	40.2%	131.1
Surf' the Internet	57.2%	60.9%	106.5	62.1%	108.7	74.8%	130.8
E-mail/Instant Messaging/Blogging	37.8%	41.4%	109.4	41.6%	110.0	49.7%	131.5
Listen to Music	60.6%	63.1%	104.1	65.6%	108.2	68.2%	112.6
Read Books	55.9%	55.6%	99.3	61.3%	109.6	63.0%	112.7
Read Magazines/Newspapers	44.2%	43.9%	99.2	50.4%	113.9	48.5%	109.7
Photography/Take Videos	19.8%	19.2%	96.9	21.9%	110.4	26.2%	132.5

Segment Characteristics

MBI-Dec11-Store Types Shopped for Electronics							
	Adults 18+	Discount Store for Electronics	Index vs. Adults 18+	Specialty Store for Electronics	Index vs. Adults 18+	Internet for Electronics	Index vs. Adults 18+
What are some of your favorite ways of spending your free, leisure time? (Check all that apply) (cont'd)							
Collect Antiques, Memorabilia, or other items	11.6%	12.1%	103.9	12.4%	106.7	14.7%	126.6
Any Crafting Hobby	17.8%	21.0%	117.6	18.1%	101.1	18.5%	103.5
Gardening/Yard Work	25.8%	26.6%	103.1	28.3%	109.5	25.1%	97.3
Family Activities	40.4%	45.6%	112.9	44.1%	109.0	35.4%	87.5
Cooking	42.0%	44.4%	105.8	44.3%	105.4	42.6%	101.5
Playing Cards or other Games	30.7%	34.8%	113.3	33.7%	109.6	30.2%	98.2
Socializing with Friends & Neighbors	44.2%	44.7%	101.1	50.9%	115.1	45.7%	103.3
Home Improvement Projects	24.6%	24.0%	97.8	27.6%	112.1	29.2%	119.0
Online Communities/Social Networking (e.g. Facebook, Twitter, etc.)	24.0%	28.8%	120.2	26.2%	109.3	29.0%	120.9
Other (please specify)	3.2%	3.6%	114.0	3.0%	93.8	4.1%	128.5

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Source: Media Behaviors & Influence™ Study, DEC-11

IAB InsightCenter™ & BIGinsight™

Questions?

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