

**Microtrends Survey on New Info Shoppers
Penn, Schoen & Berland Associates**

Methodology

Penn, Schoen & Berland Associates conducted nearly 300 interviews among US general population over 18 years of age October 15-21, 2008. Margin of error is $\pm 5.69\%$.

New Information Shoppers Behavior

In the last year have you shopped, or will you soon be shopping for any of the following?	All
Shampoo	69
Restaurant to eat at	61
Household cleaning product	53
A movie	52
A book to read for pleasure	51
Pair of sneakers	44
Cold medicine	42
Television	38
New cellular phone / PDA	38
Makeup	36
A vacation	36
New computer	35
Camera	33
Car	28
Children's toys	28
Cell phone plan	27
Purse	24
Internet service plan	23
Jewelry	23
Vacuum cleaner	22
New job	22
Maintenance person, like a plumber or a painter	21
Pair of boots	20
New doctor	16
Exercise plan	16
A significant other	15
Home	14
Easy chair	12
Voluntary medical treatment, like Lasik or getting your teeth whitened	12
Diet plan	12
Apartment	11
Kid's programs' such as an afterschool activity or summer camp	11
Hospital	8
A spouse	8
Baby stroller	8
Tutor for kids	4

None of the above	2
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% Who would do significant product research before buying...	All
Car	85
Home	81
New computer	83
New doctor	83
A vacation	75
Voluntary medical treatment	74
Television	74
Camera	74
New job	73
Hospital	72
Cell phone plan	72
New cellular phone / PDA	72
Internet service plan	71
Maintenance person	70
Vacuum cleaner	58
Apartment	57
Tutor for kids	53
Kid's programs-- afterschool activity or summer camp	51
Diet plan	50
Exercise plan	47
A significant other	46
A spouse	45
A movie	43
Easy chair	42
Restaurant to eat at	42
Jewelry	40
Baby stroller	37
Cold medicine	35
A book to read for pleasure	32
Household cleaning product	32
Children's toys	31
Makeup	25
Pair of sneakers	23
Pair of boots	23
Shampoo	22
Purse	18

Which of the following have you ever bought or made a decision about on impulse? Please select all that apply	All
Restaurant to eat at	59
A book to read for pleasure	53
A movie	51
Shampoo	51
Pair of sneakers	48
Household cleaning product	40
Makeup	37
Jewelry	35
Purse	34
Cold medicine	31
Children's toys	31
Pair of boots	29
Camera	15
Vacuum cleaner	14
Television	13
A vacation	13
New cellular phone / PDA	10
New computer	9
Car	9
Easy chair	8
Cell phone plan	6
New job	6
A significant other	6
Maintenance person, like a plumber or a painter	5
Internet service plan	5
New doctor	5
Exercise plan	5
Diet plan	5
Hospital	4
Apartment	4
Baby stroller	4
A spouse	3
Voluntary medical treatment, like Lasik or getting your teeth whitened	2
Home	2
Kid's programs such as an afterschool activity or summer camp	2
Tutor for kids	1
None of the above	6

Shopping Attitudes

When you research products or services you are considering buying, what is the focus of your research? Please select all that apply.	All
Quality of the product or service	85
Value of the product or service	74
Other people's experience with this product or service	54
The product or service's safety	50
The product or service's social value, such as its impact on the environment	21
Other	4
Don't know	1

When you research products or services you are considering buying, what do you focus most on?	All
Quality of the product or service	45
Value of the product or service	29
Other people's experience with this product or service	14
The product or service's safety	5
The product or service's social value, such as its impact on the environment	3
Other	1
Don't know	1

In general, which of the following activities do you conduct MOST OFTEN to help inform your decisions about products and services?	All
Read product or service reviews	46
Read consumer ratings	24
Seek advice from friends or family	16
None of the above-- I generally rely on my own intuition and rarely consult outside information sources	8
Rely on the recommendations of salespeople or employees	3
Don't know	2

During an average week, how much time do you spend conducting research on the Internet to help inform your decisions about different products and services you might want to buy?	All
None	6
1-29 minutes	28
30-59 minutes	25
An hour to an hour and 59 minutes	15
Two hours to four hours and 59 minutes	13
Five hours to nine hours and 59 minutes	3
Ten hours or more	6
Don't know	4

Thinking only about consumer product purchasing decisions, which of the following do you tend to believe more?	All
Information I get on my own through the Internet, newspapers , magazines, or friends and family	92
The advice of clerks and salespeople	5
Don't know	3

Which of the following best describes the way you feel about television advertisements for consumer products?	All
TV ads for consumer products do not provide me with enough of the information I need to make my purchasing decisions, so I generally need to supplement them by getting further information	78
TV ads for consumer products provide me with the information I need to make my purchasing decisions, so I generally do not need to supplement them by getting further information	17
Don't know	5

Which of the following best describes the way you feel about the mainstream news media (ie the news you get from TV, major newspapers and magazines, and broadcast radio)?	All
Mainstream news does not provide me with the information I need, so I generally need to supplement it by getting further information	66
Mainstream news provides me with the information I need, so I generally do not need to supplement it by getting further information	28
Don't know	5

Shopping Habits

Which best describes you...?	All
I love to shop	28
I like to shop	47
I do not like to shop	16
I hate to shop	7
Don't know	2

When shopping, how important is it to you to find a bargain?	All
Very important	48
Somewhat important	47
Not very important	4
Not at all important	1
Don't know	0

In general, would you identify yourself as a very informed shopper, a somewhat informed shopper, not very informed, or a not at all informed shopper?	All
Very informed	36
Somewhat informed	58
Not very informed	5
Not at all informed	0
Don't know	1

In general, would your family or friends identify you as a very informed shopper, a somewhat informed shopper, not very informed, or a not at all informed shopper?	All
Very informed	36
Somewhat informed	55
Not very informed	4
Not at all informed	1
Don't know	4

How often do you end up returning purchases you've made?	All
Almost always	3
Very often	4
Sometimes	22
Rarely	62
Never	9
Don't know	0

How often do you end up returning gifts you receive?	All
Almost always	2
Very often	6
Sometimes	15
Rarely	49
Never	28
Don't know	0

How often, would you say, do you buy on impulse?	All
Almost always	2
Very often	14
Sometimes	51
Rarely	30
Never	2
Don't know	1

When it comes to making a big purchase, which is truer for you?	All
It takes work, but I generally find the right thing at the right price	90
There are so many choices I often end up with the wrong thing and/or paying too much	8
Don't know	2