

The Consumer



WHAT'S IMPORTANT IN BUYING DECISIONS

Roper's syndicated consumer research offers answers to the question: What things are most important in purchase decisions? Percent of adults who cited ...

WHAT'S IMPORTANT?	RACE/ETHNICITY					TECH			
	ALL ADULTS	WHITE	AFRICAN-AMERICAN	HISPANIC	"INFLUENTIALS" ¹	HAVE CHILDREN AGE 5-17	PC IN HOME	ACCESS WEB AT HOME AND/OR OFFICE	HOME-OWNERS
Past experience with brand	83%	84%	78%	75%	88%	82%	83%	83%	84%
How quality compares to other brands	63	65	51	62	85	63	68	69	64
Reasonably priced	56	59	49	51	69	55	58	57	58
Personal recommendation of others	48	49	46	36	57	47	49	50	49
Manufacturer's reputation for quality	46	48	35	32	54	42	53	53	49
Well-known/well-advertised	21	21	24	19	18	21	20	21	20
How rated in <i>Consumer Reports</i>	15	17	6	11	31	14	18	18	17
Manufacturer's efforts to cut pollution	8	9	7	4	21	8	10	11	9
Manufacturer's trade policies ²	5	6	3	0	9	2	6	6	6
How manufacturer deals with union labor	5	5	3	5	23	5	6	6	5

1. Consumers identified as "Influentials," the 1 in 10 people who strongly influence the other nine. 2. Manufacturer trades with countries that consumer disapproves of. Source: GfK Roper Consulting's syndicated research Aug.-Sept. '06, based on in-person interviews with 2,000 adults age 18+

THE VIEW FROM TV LAND

Findings—from Television Bureau of Advertising-sponsored media study—on where adults are most likely to learn about products or brands they might try or buy. Percent of adults who cited medium:

	AGE				
	TV	MAGAZINES	NEWSPAPERS	INTERNET	RADIO
18+	52.2%	20.8%	11.1%	11.0%	5.0%
18-34	52.1	21.4	3.3	17.4	5.7
18-49	53.1	21.4	6.5	13.4	5.7
25-49	52.8	20.7	8.0	12.4	6.0
25-54	54.4	20.3	7.7	11.9	5.8
35-64	55.5	20.8	9.4	9.7	4.6
65+	41.0	19.2	33.1	2.2	4.5

	HOUSEHOLD INCOME				
	TV	MAGAZINES	NEWSPAPERS	INTERNET	RADIO
<\$25K	58.3%	11.7%	12.9%	12.2%	4.9%
\$25-50K	58.8	18.3	11.8	6.9	4.2
\$50-75K	50.6	23.1	8.3	12.7	5.3
\$75K+	46.3	25.4	9.9	13.1	5.5
\$100K+	41.3	26.5	10.1	16.7	5.4

Numbers rounded. Source: 2006 Media Comparisons Study, commissioned by Television Bureau of Advertising and conducted, via January '06 phone interviews with 1,183 adults, by Nielsen Media Research's Custom Survey Division

HOW SHOPPERS USE THE

Percent of adults who used web for shopping in previous 30 days, according to NAA study. For age 25-34 group with net access, 78% shopped online in past month.

ACTIVITY	% OF INTERNET USERS (AGE 18+)	% OF ALL ADULTS
Used internet for shopping-related activities	66%	46%
Used web to research/shop for goods/services	60	42
Bought something on the net	37	26
Bought item at local store after checking internet for that product	32	23
Bought item on net after checking local stores for that product	19	14

Source: "How America Shops & Spends 2006," based on Oct.-Nov. '05 phone survey of 4,020 adults for Newspaper Association of America by MORI Research

THE NEWSPAPER VIEW

NAA asked: "Which one of the advertising media ... do you use most of the time to check out ads for things you might want to buy?" Wording could favor newspapers.

	GENDER			
	NEWSPAPERS	INTERNET	DIRECT MAIL	TV
Adults	55%	19%	9%	8%
Men	50	24	7	9
Women	60	14	12	6

	AGE			
	NEWSPAPERS	INTERNET	DIRECT MAIL	TV
18-24	28%	39%	7%	10%
25-34	41	28	10	14
35-54	60	17	10	5
55+	70	8	9	5

	HOUSEHOLD INCOME			
	NEWSPAPERS	INTERNET	DIRECT MAIL	TV
<\$35K	54%	13%	12%	10%
\$35K up to \$50K	64	14	9	5
\$50K up to \$75K	59	19	8	8
\$75K up to \$100K	56	22	6	6
\$100K+	45	32	8	6

Source: "Consumer Usage of Newspaper Advertising 2006," based on March-April '06 phone survey of 3,008 adults for Newspaper Association of America by MORI Research

WHAT GETS

Product categories most searched on Shopping.com from Oct. '05-Oct. '06. Technology accounted for nine in 10 searches.

CATEGORY	% OF SITE'S SEARCHES	MOST-SEARCHED PRODUCT
Electronics	65.0%	Canon PowerShot A620 camera
Computers	24.0	Palm Treo 650
Home & garden	9.0	KitchenAid stand mixers
Sports & outdoors	0.7	MSR Hubba Hubba tent
Clothing & accessories	0.5	Nike Air Max running shoes
Other	0.8	Microsoft Xbox 360 video games

Source: eBay's Shopping.com

Advertising Age's American Demographics appears the third Monday of each month. We welcome hearing about your consumer research. Please send research findings to bjohnson@crain.com