

retail



# Shopping for a medium that improves your bottom line?

## Magazines excel at influencing search for merchandise online

Medium (percent)	Total	M	F	18-24	25-34	35-44	45-54	55+
<b>Magazines</b>	<b>44%</b>	<b>40%</b>	<b>47%</b>	<b>36%</b>	<b>44%</b>	<b>45%</b>	<b>45%</b>	<b>44%</b>
TV/Broadcast	38	40	37	30	39	40	42	38
Newspapers	36	35	36	21	27	33	40	45
Face-to-Face	35	34	36	39	43	38	35	27
TV/Cable	32	35	28	37	42	34	29	23
Radio	27	30	25	22	34	32	29	21
Direct Mail	26	24	28	20	27	27	27	27
E-mail Advertising	23	22	23	22	28	24	22	19
Internet Advertising	21	23	18	26	26	22	20	15
Online Advertising	11	10	12	23	19	12	7	4

Top 10 media that trigger an online search (adults 18+).  
Source: BIGresearch Simultaneous Media Usage Study (SIMM14), June 2009

## Magazines target best shopping prospects

### Spent in last 12 months (Index)

	Mags	Nwsp	Radio	TV	Web
\$1,000 on apparel	<b>132</b>	116	107	64	167
\$500+ on health/beauty aids	<b>146</b>	124	113	61	178
\$100+ on perfume/cologne	<b>134</b>	107	108	95	117
\$201+ on video game systems	<b>147</b>	97	103	61	158
\$120+ grocery store/avg. week	<b>113</b>	103	104	87	117

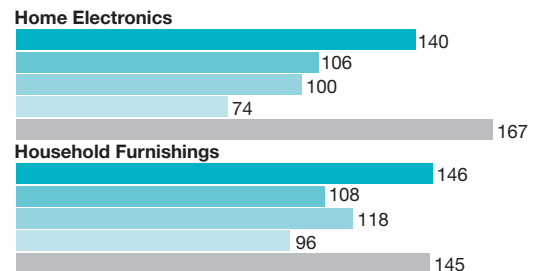
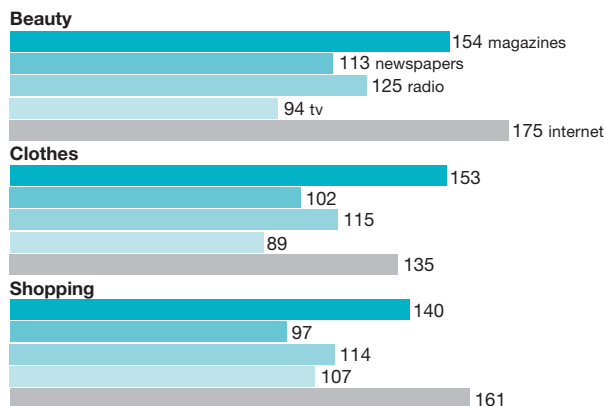
Base: Top quintile of usage for each medium  
Source: MRI, Spring 2009

### Plan to spend in next 12 months (Index)

	Mags	Nwsp	Radio	TV	Web
Buy first house/residence	<b>127</b>	79	104	96	102
Buy flat screen/plasma TV	<b>120</b>	104	111	99	113
Buy laptop computer	<b>124</b>	99	107	92	113
Start/buy a new business	<b>123</b>	86	116	99	123
Become a parent	<b>135</b>	72	119	81	112

Base: Top quintile of usage for each medium  
Source: MRI, Spring 2009

## Super influential consumers for retail purchases are heavy users of magazines and the web



Base: Top Quintile of Usage for Each Medium  
Source: MRI Spring, 2009. Super Influentials defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members.

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