

Magazine Readers Are Most Likely to Buy Tech Products This Year

Heavy Users of Media (top 20% of magazine readers) by index

	Magazines	TV	Newspapers	Internet
Desktop PC	137	106	128	117
Notebook/Tablet PC	148	88	120	134
Handheld Devices	132	103	121	118

Source: IntelliQuest CIMS Fall Home Study, 2006, Weighted by Home.

For consumers who influence technology purchases in the home, IntelliQuest found that heavy users of magazines (the top 20% of magazine readers) were more likely than the heavy users of other media to purchase technology-related products in the next 12 months. Specifically, heavy magazine readers:

- Were 40% more likely than the average consumer to purchase desktop computers within the next year, 30% more likely than heavy TV viewers and 20% more likely than heavy internet users
- Were nearly 50% more likely than the average consumer to purchase notebook computers within the next year