Use of information sources during the purchase process / Autumn 2017/Spring 2018
(everyone over 12 years)

Cars | Style & Fashion | Travelling | Health & Well-being | Food & Cooking | Cosmetics & Cosmetic Brands | Furniture & Decorating | Building & Renovating | Gardening | Home entertainment electronics & Information technology | Saving & investing

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Ideas & tips:
"Which of the following information sources you use when looking for ideas and tips of different products?"

Purchase decision:
"Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service."

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Purchase process / Cars (everyone over 12 years)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	21	17	%
Magazine websites	9	10	%
Blogs and videoblogs	4	5	%
Social media (e.g. Facebook)	10	11	%
Newspapers	18	14	%
Newspaper websites	6	6	%
Television	10	6	%
Radio	2	1	%

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Purchase process / Style and fashion (everyone over 12 years)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	30	21	%
Magazine websites	8	7	%
Blogs and videoblogs	11	9	%
Social media (e.g. Facebook)	15	13	%
Newspapers	8	8	%
Newspaper websites	3	3	%
Television	13	8	%
Radio	1	1	%

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Purchase process / Travelling (everyone over 12 years)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	29	20	%
Magazine websites	11	10	%
Blogs and videoblogs	12	10	%
Social media (e.g. Facebook)	18	15	%
Newspapers	16	12	%
Newspaper websites	6	5	%
Television	17	9	%
Radio	3	1	%

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Purchase process / Food and cooking (everyone over 12 years)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	43	25	%
Magazine websites	18	12	%
Blogs and videoblogs	15	10	%
Social media (e.g. Facebook)	22	16	%
Newspapers	21	15	%
Newspaper websites	8	6	%
Television	24	11	%
Radio	2	1	%

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Purchase process / Health and well-being (everyone over 12 years)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	32	21	%
Magazine websites	8	8	%
Blogs and videoblogs	9	7	%
Social media (e.g. Facebook)	12	11	%
Newspapers	11	9	%
Newspaper websites	4	4	%
Television	13	8	%
Radio	3	1	%

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Purchase process / Cosmetics and cosmetic brands (everyone over 12 years)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	22	17	%
Magazine websites	6	7	%
Blogs and videoblogs	10	9	%
Social media (e.g. Facebook)	12	12	%
Newspapers	5	7	%
Newspaper websites	2	2	%
Television	11	6	%
Radio	1	1	%

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Purchase process / Furniture and decorating (everyone over 12 years)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	33	21	%
Magazine websites	8	8	%
Blogs and videoblogs	8	7	%
Social media (e.g. Facebook)	13	11	%
Newspapers	13	11	%
Newspaper websites	3	3	%
Television	15	8	%
Radio	1	0	%

KANTAR TNS

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Purchase process / Building and renovating (everyone over 12 years)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	31	20	%
Magazine websites	9	9	%
Blogs and videoblogs	7	5	%
Social media (e.g. Facebook)	9	9	%
Newspapers	12	11	%
Newspaper websites	3	4	%
Television	17	8	%
Radio	1	1	%

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Purchase process / Gardening (everyone over 12 years)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	33	22	%
Magazine websites	8	8	%
Blogs and videoblogs	5	5	%
Social media (e.g. Facebook)	9	9	%
Newspapers	10	9	%
Newspaper websites	2	3	%
Television	17	9	%
Radio	1	1	%

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Purchase process / Home entertainment and IT (everyone over 12 years)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	23	18	%
Magazine websites	11	12	%
Blogs and videoblogs	9	9	%
Social media (e.g. Facebook)	15	14	%
Newspapers	14	12	%
Newspaper websites	5	5	%
Television	13	8	%
Radio	2	1	%

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Purchase process / Saving and investing money (everyone over 12 years)

Which of the following information sources you use when looking for ideas and tips of different products?
Which of the following information sources you use when making a purchase decision?
For example when comparing quality and features of a product/service.

	Ideas and tips	Purchase decision	
Print magazines	20	16	%
Magazine websites	7	7	%
Blogs and videoblogs	5	5	%
Social media (e.g. Facebook)	7	8	%
Newspapers	15	12	%
Newspaper websites	6	5	%
Television	8	5	%
Radio	2	1	%

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