

NRS 2020

Sources of information and buying intentions

Cars • Home appliances, electronics and information technology • Cosmetics and beauty
Travelling • Style and fashion • Building and renovating • Food and cooking
Eyewear, contact lenses and sunglasses • Furniture and decorating • Saving and investing
Health and wellness products and services • Sportswear, footwear and sportsequipment

Cars

Where do you get ideas and tips for cars and car purchases?



	% of all respondents			% Plans to buy within 12 months		
	All est. 4 297 000	Women est. 2 198000	Men est. 2 098 000	Plans to buy all est. 555 000	Plans to buy women est. 206 000	Plans to buy men est. 349 000
Print newspapers	16	15	18	19	19	20
Print magazines	13	8	18	19	11	23
Direct mail	11	10	11	13	15	12
Social media	10	7	13	18	13	21
Television	10	8	12	13	9	15
Magazine websites	6	3	10	11	4	16
Newspaper websites	5	4	7	9	6	11
Blogs	2	1	3	5	2	7
Radio	1	1	2	3	2	3
Other websites	41	31	51	65	57	70
None of the above	42	53	31	19	24	16

Home appliances, electronics and information technology

Where do you get ideas and tips for home appliances, electronics and information technology?



	% of all respondents			% Plans to buy within 12 months		
	All est. 4 297 000	Women est. 2 198 000	Men est. 2 098 000	Plans to buy all est. 1 880 000	Plans to buy women est. 822 000	Plans to buy men est. 1 057 000
Direct mail	38	42	33	39	46	34
Print newspapers	21	23	20	22	25	20
Social media	20	18	22	30	26	32
Print magazines	18	17	18	21	19	22
Television	18	16	19	21	21	22
Magazine websites	9	7	11	13	8	17
Newspaper websites	8	6	10	11	8	14
Blogs	6	5	7	10	8	11
Radio	2	2	3	3	2	4
Other websites	49	42	56	60	51	68
None of the above	17	19	15	10	12	8

Cosmetics and beauty

Where do you get ideas and tips for cosmetics and beauty products and services?



	% of all respondents			% Plans to buy within 12 months		
	All est. 4 297 000	Women est. 2 198000	Men est. 2 098 000	Plans to buy all est. 1 601 000	Plans to buy women est. 1 342 000	Plans to buy men est. 258 000
Print magazines	22	36	6	40	45	16
Social media	21	34	7	40	44	20
Direct mail	14	21	7	23	25	17
Television	13	16	9	20	20	23
Blogs	10	18	2	22	25	7
Magazine websites	8	14	3	18	19	12
Print newspapers	7	9	5	12	11	17
Newspaper websites	4	5	3	8	7	11
Radio	2	2	1	2	2	5
Other websites	15	21	9	26	26	25
None of the above	50	29	73	20	16	41



Travelling

Where do you get ideas and tips for travelling?

NRS 2020

	% of all respondents			% Plans to buy within 12 months		
	All est. 4 297 000	Women est. 2 198000	Men est. 2 098 000	Plans to buy all est. 1 962 000	Plans to buy women est. 1 078 000	Plans to buy men est. 884 000
Social media	28	34	23	37	42	32
Print magazines	21	26	16	27	31	22
Print newspapers	18	20	16	23	24	22
Television	18	19	17	23	25	21
Blogs	12	16	8	18	23	12
Magazine websites	10	11	9	13	13	14
Direct mail	10	12	9	13	14	12
Newspaper websites	9	8	9	12	11	14
Radio	3	3	3	4	4	4
Other websites	51	52	51	67	66	68
None of the above	26	22	30	11	11	11



Style and fashion

Where do you get ideas and tips for style and fashion?

	% of all respondents			% Plans to buy within 12 months		
	All est. 4 297 000	Women est. 2 198 000	Men est. 2 098 000	Plans to buy all est. 2 932 000	Plans to buy women est. 1 679 000	Plans to buy men est. 1 253 000
Print magazines	27	40	12	31	44	14
Social media	27	38	17	33	41	22
Direct mail	25	32	18	28	35	20
Television	18	22	14	20	24	16
Print newspapers	14	16	12	16	17	14
Blogs	12	18	5	15	21	8
Magazine websites	11	16	7	14	18	8
Newspaper websites	6	6	5	7	7	7
Radio	1	1	1	1	1	1
Other websites	31	36	25	37	41	32
None of the above	33	18	49	26	14	42



Building and renovating

Where do you get ideas and tips for building and renovating?

NRS 2020

	% of all respondents			% Plans to buy within 12 months		
	All est. 4 297 000	Women est. 2 198 000	Men est. 2 098 000	Plans to buy all est. 1 424 000	Plans to buy women est. 663 000	Plans to buy men est. 761 000
Direct mail	26	28	24	40	43	38
Print magazines	23	27	19	34	39	29
Television	20	22	18	29	31	28
Social media	17	20	13	23	29	19
Print newspapers	15	15	16	23	21	25
Magazine websites	9	10	9	15	15	14
Blogs	7	9	5	11	14	8
Newspaper websites	6	5	7	9	8	10
Radio	1	1	2	2	1	2
Other websites	33	29	36	52	48	56
None of the above	34	32	35	12	11	13



Food and cooking

Where do you get ideas and tips for food and cooking?

	% of all respondents		
	All est. 4 297 000	Women est. 2 198 000	Men est. 2 098 000
Print magazines	38	51	25
Social media	34	42	25
Television	29	31	28
Print newspapers	26	30	22
Direct mail	24	27	21
Magazine websites	20	25	15
Blogs	18	24	11
Newspaper websites	15	15	16
Radio	4	3	6
Other websites	39	40	38
None of the above	15	8	23



Eyewear, contact lenses and sunglasses

Where do you get ideas and tips for eyewear, contact lenses and sunglasses?

NRS 2020

	% of all respondents			% Plans to buy within 12 months		
	All est. 4 297 000	Women est. 2 198000	Men est. 2 098 000	Plans to buy all est. 1 565 000	Plans to buy women est. 921 000	Plans to buy men est. 644 000
Direct mail	18	20	15	21	21	20
Print newspapers	13	14	12	14	14	14
Television	11	12	10	13	13	13
Print magazines	7	9	6	8	9	6
Social media	7	9	6	10	11	8
Magazine websites	3	3	3	4	3	4
Newspaper websites	3	3	4	4	3	6
Blogs	1	2	1	2	2	1
Radio	1	1	1	1	1	2
Other websites	22	22	22	29	27	33
None of the above	55	52	59	46	45	47



Furniture and decorating

Where do you get ideas and tips for furniture and decorating?

	% of all respondents			% Plans to buy within 12 months		
	All est. 4 297 000	Women est. 2 198 000	Men est. 2 098 000	Plans to buy all est. 1 305 000	Plans to buy women est. 804 000	Plans to buy men est. 501 000
Direct mail	31	36	25	40	43	34
Print magazines	28	39	17	39	47	26
Social media	23	31	14	41	48	28
Television	19	21	17	27	27	27
Print newspapers	17	18	16	20	19	21
Magazine websites	11	13	9	20	21	18
Blogs	10	15	5	20	26	10
Newspaper websites	6	6	6	10	8	12
Radio	1	1	1	2	2	2
Other websites	31	32	29	48	48	48
None of the above	27	18	37	10	6	18



Saving and investing

Where do you get ideas and tips for saving and investing?

	% of all respondents			% Plans to buy within 12 months		
	All est. 4 297 000	Women est. 2 198000	Men est. 2 098 000	Plans to buy all est. 837 000	Plans to buy women est. 363 000	Plans to buy men est. 475 000
Print newspapers	12	12	12	19	17	21
Social media	10	10	10	19	19	19
Print magazines	9	9	9	17	15	18
Newspaper websites	7	6	9	17	14	20
Magazine websites	6	5	7	14	10	17
Blogs	6	5	6	15	13	17
Television	6	6	7	7	7	8
Direct mail	3	3	2	3	3	2
Radio	2	2	2	4	4	4
Other websites	28	24	32	53	47	57
None of the above	55	58	51	29	36	24



Health and wellness products & services

Where do you get ideas and tips for health and wellness products and services?

NRS 2020

	% of all respondents			% Plans to buy within 12 months		
	All est. 4 297 000	Women est. 2 198000	Men est. 2 098 000	Plans to buy all est. 2 005 000	Plans to buy women est. 1 331 000	Plans to buy men est. 674 000
Social media	18	24	11	25	30	16
Direct mail	17	22	12	22	25	17
Print magazines	16	22	10	23	27	15
Print newspapers	16	18	14	22	22	21
Television	12	13	10	15	16	15
Magazine websites	7	8	5	10	10	8
Newspaper websites	6	7	6	8	8	9
Blogs	6	9	3	10	13	4
Radio	3	3	2	3	4	3
Other websites	33	35	30	41	41	42
None of the above	42	34	51	30	27	36



Sportswear, footwear and sports equipment

Where do you get ideas and tips for sportswear, footwear and sports equipment purchases?

NRS 2020

	% of all respondents			% Plans to buy within 12 months		
	All est. 4 297 000	Women est. 2 198000	Men est. 2 098 000	Plans to buy all est. 1 876 000	Plans to buy women est. 1 019 000	Plans to buy men est. 857 000
Direct mail	34	40	27	41	46	34
Print newspapers	21	22	20	26	26	25
Social media	18	23	14	30	35	23
Print magazines	15	19	12	20	23	16
Television	14	15	13	20	21	19
Magazine websites	7	8	7	12	12	11
Newspaper websites	7	6	7	10	8	11
Blogs	5	7	3	9	12	6
Radio	1	1	2	2	2	3
Other websites	37	36	39	54	50	59
None of the above	30	25	35	15	12	17

See more magazine specific NRS-results in:
www.ratecards.fi