Reasons to Connect with Brands on Social Media

- I support their charitable work: 18%
- The brand reflects my lifestyle: 24%
- In order to contact them directly about a problem or issue I have with their brand: 19%
- In order to contact them directly about a good experience/interaction with their brand: 19%
- They produce entertaining content that I want to see (e.g., funny videos, interesting bits of pop culture): 31%
- They produce useful content that I want to see (e.g., how-to articles, reviews, tip sheets): 38%
- There is an incentive (e.g., sweepstakes, discount, gift card): 44%
- I am interested in buying their products: 48%
- Other reason: 4%

N = 1,176 (All respondents who follow/like/connect with brands' social media accounts)

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Preferred Ways of Receiving Updates and Promotions

- Receive in the mail: 54%
- Subscribe to receive emails at a frequency I choose: 49%
- Visit the company's website when I want updates and promotions: 38%
- Receive at the physical store: 28%
- Subscribe to receive emails at a pre-determined frequency (chosen by the brand): 24%
- Follow on social media: 20%
- Receive via text messages: 17%
- Download a mobile app: 15%
- Attend local events: 9%
- I prefer not to receive any company updates or promotions: 8%
- Some other way: 2%

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Ways Retailers Can Improve Shopping Experience

- Tailor their websites around my preferences using publicly available data (e.g., info I've shared on social media, other websites I've visited, gender, location)
- Tailor their promo emails around my preferences using publicly available data (e.g., info I've shared on social media, other websites I've visited, gender, location)
- Tailor their websites around my product/purchase preferences
- Make it easier to buy products on a mobile phone (e.g., bigger buttons, easier check-out processes)
- Tailor their promo emails around my product/purchase preferences
- Allow me to control the products/services I see on the site and in promos
- Alert me when products I am looking for are in-stock at a store near me (via email, website, or mobile phone)
- Provide credible reviews of products from professionals, unbiased reviewers
- Provide an easy transition for shopping online and shopping in the physical store (e.g., in-store pick up and returns of products bought online)
- Offer an easy return process
- Not require registration for an account in order to make a purchase
- Provide fast shipping
- Offer real time delivery tracker
- Provide free shipping
- Offer high-quality customer service
- Provide fast shipping

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Ways of Discovering New Products

- In-store browsing: 59%
- Word-of-mouth from friends, family, colleagues: 57%
- Using a search engine: 47%
- Articles in print magazines/newspapers: 34%
- Through offline advertising (e.g., ad in the newspaper, billboard, TV ad): 27%
- Through online advertising: 27%
- Customer reviews on the company's site: 26%
- Professional reviews: 22%
- Through social media accounts of friends, family, colleagues: 20%
- In-store recommendations from a salesperson: 18%
- Through outside online content (e.g., blogs, social media, videos, forums): 16%
- Other articles (e.g., blog posts, digital content from magazines and newspapers): 15%
- Automated personalized product recommendations on an e-commerce site (e.g., "you might also like"): 14%
- Talk with a customer service representative at an e-commerce site (e.g., call, live chat, email): 10%
- Other: 6%

N = 2,021

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Preferred Methods of Communicating When Away from Computer

N = 2,021

- In-app ads: 47%
- Email on my smartphone: 37%
- Radio ads: 24%
- Text message: 20%
- Billboards: 17%
- None: 15%
- In-person conversations: 15%
- Company’s mobile app: 12%
- Location-based promotions and information (e.g., text messages/app notifications based on GPS): 9%
- Other: 6%
- Push notification from a company's app: 6%
- Transit ads: 5%
- In-app ads: 4%

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## Preferences for One-Time Purchases vs. Subscriptions by Product Type

<table>
<thead>
<tr>
<th>Product Type</th>
<th>One-time Purchase</th>
<th>Buy a subscription/plan with recurring payments</th>
<th>Both as a one-time purchase and subscription</th>
<th>I have no preference for how I buy this product/service</th>
<th>N/A - I would not purchase this product/service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile phones (i.e., buy the device for full price up front vs. signing a contract to pay for it over time)</td>
<td>49%</td>
<td>11%</td>
<td>9%</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Clothing and shoes</td>
<td>70%</td>
<td>3%</td>
<td>5%</td>
<td>15%</td>
<td>7%</td>
</tr>
<tr>
<td>Software (i.e., one-time download software such as Windows, AVG vs. regular online services such as Evernote, DropBox)</td>
<td>53%</td>
<td>4%</td>
<td>8%</td>
<td>14%</td>
<td>21%</td>
</tr>
<tr>
<td>Groceries and household items</td>
<td>68%</td>
<td>2%</td>
<td>6%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Music</td>
<td>48%</td>
<td>6%</td>
<td>8%</td>
<td>15%</td>
<td>23%</td>
</tr>
<tr>
<td>Movies</td>
<td>50%</td>
<td>6%</td>
<td>7%</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>Digital newspapers</td>
<td>13%</td>
<td>10%</td>
<td>8%</td>
<td>10%</td>
<td>59%</td>
</tr>
<tr>
<td>Digital magazines</td>
<td>14%</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
<td>58%</td>
</tr>
<tr>
<td>Print newspapers</td>
<td>25%</td>
<td>22%</td>
<td>13%</td>
<td>10%</td>
<td>29%</td>
</tr>
<tr>
<td>Print magazines</td>
<td>26%</td>
<td>19%</td>
<td>18%</td>
<td>12%</td>
<td>25%</td>
</tr>
</tbody>
</table>

N = 2,021

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