

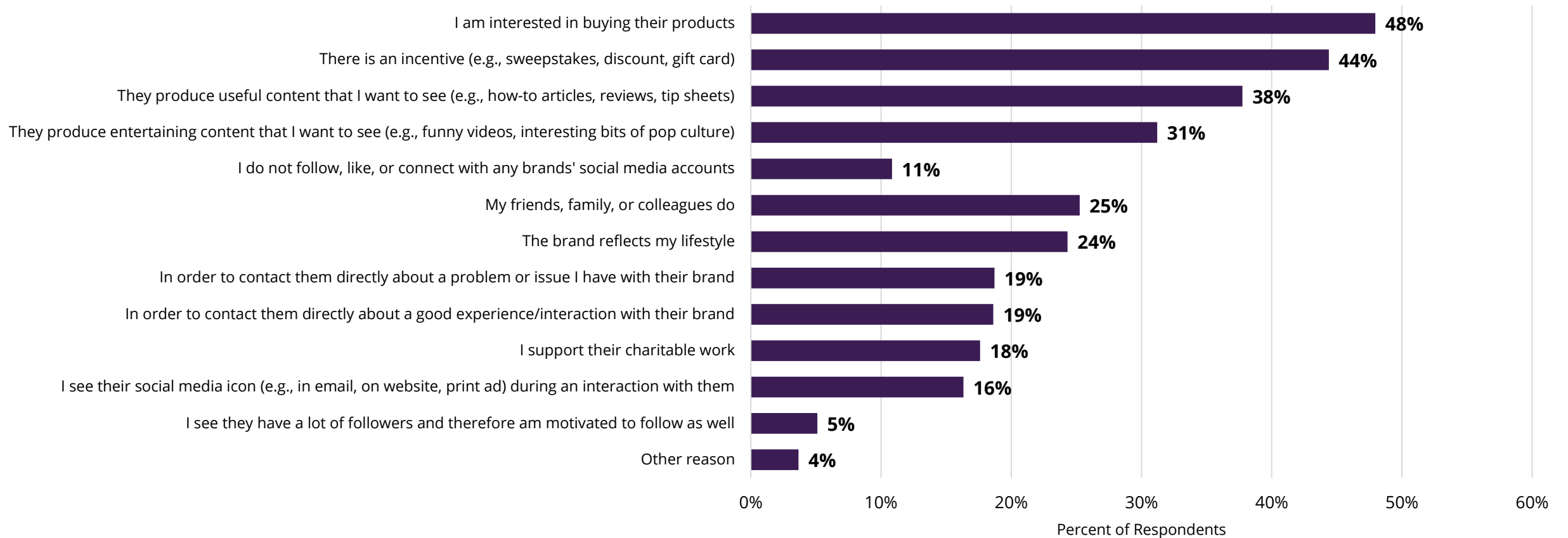


Consumer Purchase Preference Survey Results

Fielded August 20th - 24th, 2015



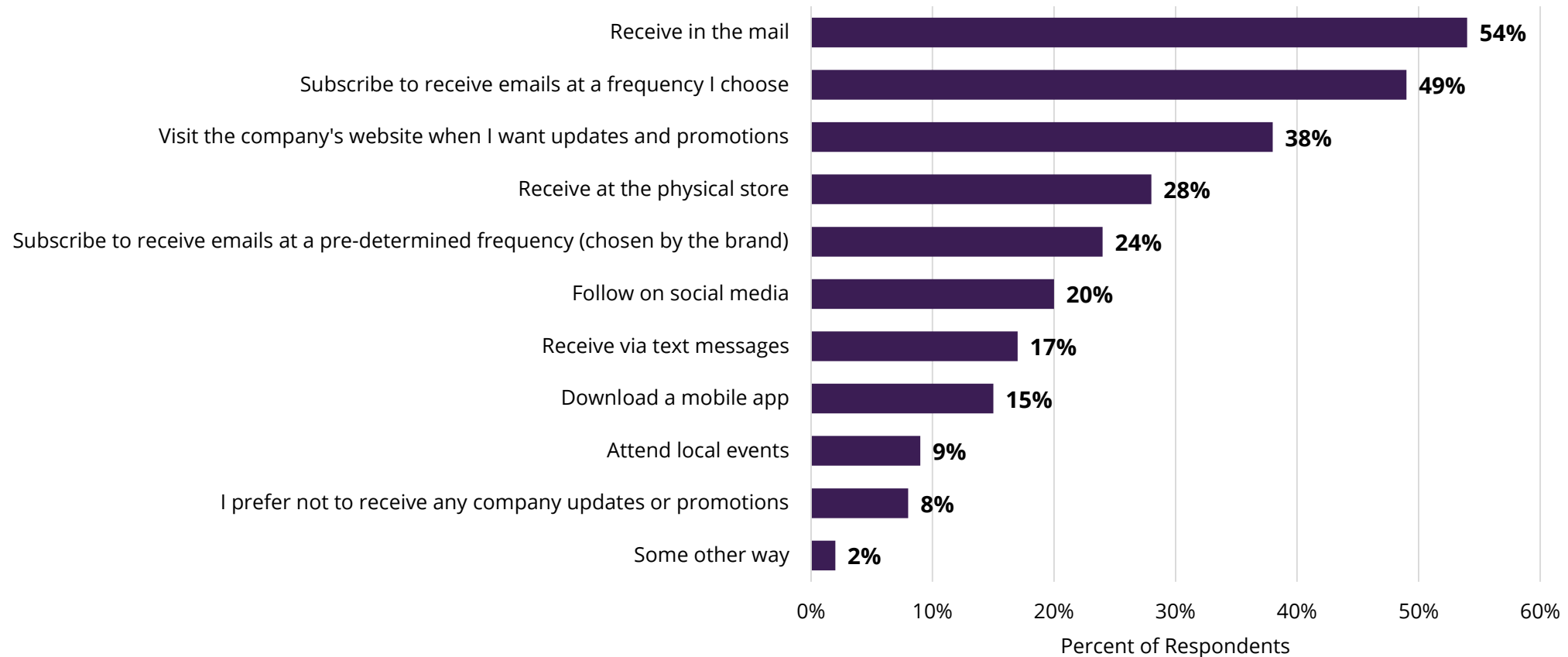
Reasons to Connect with Brands on Social Media



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

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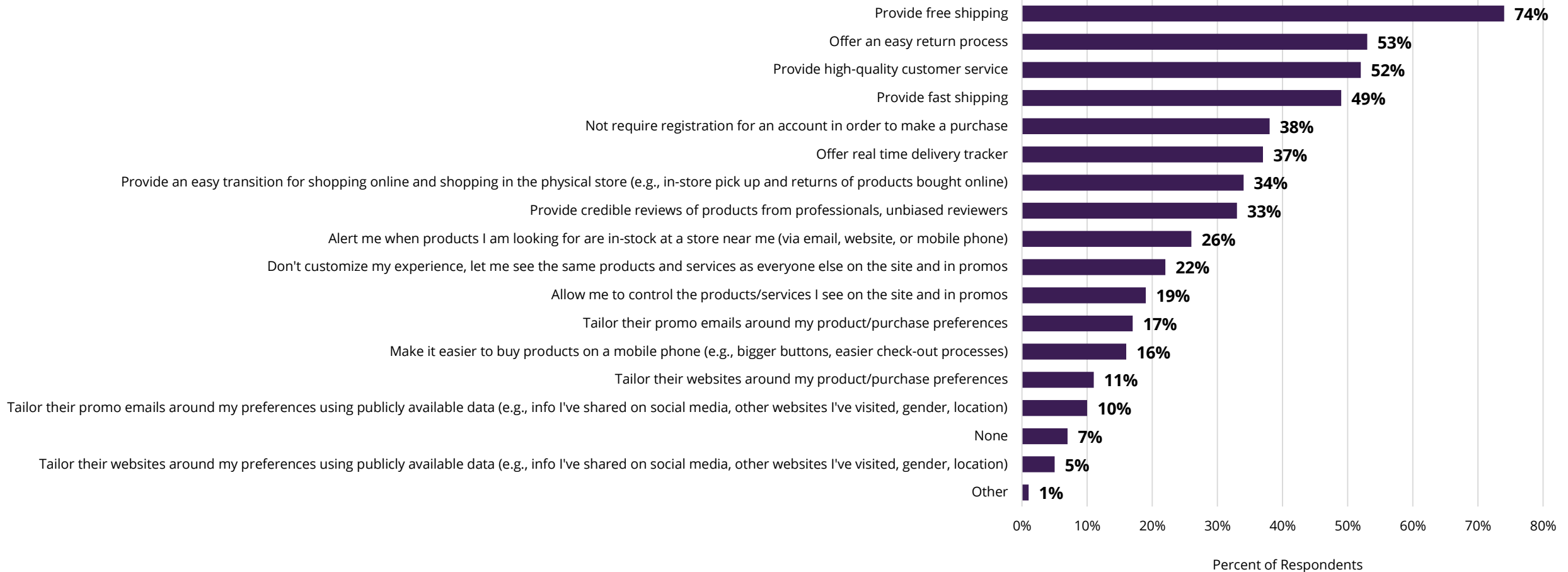
Preferred Ways of Receiving Updates and Promotions



N = 2,021

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Ways Retailers Can Improve Shopping Experience

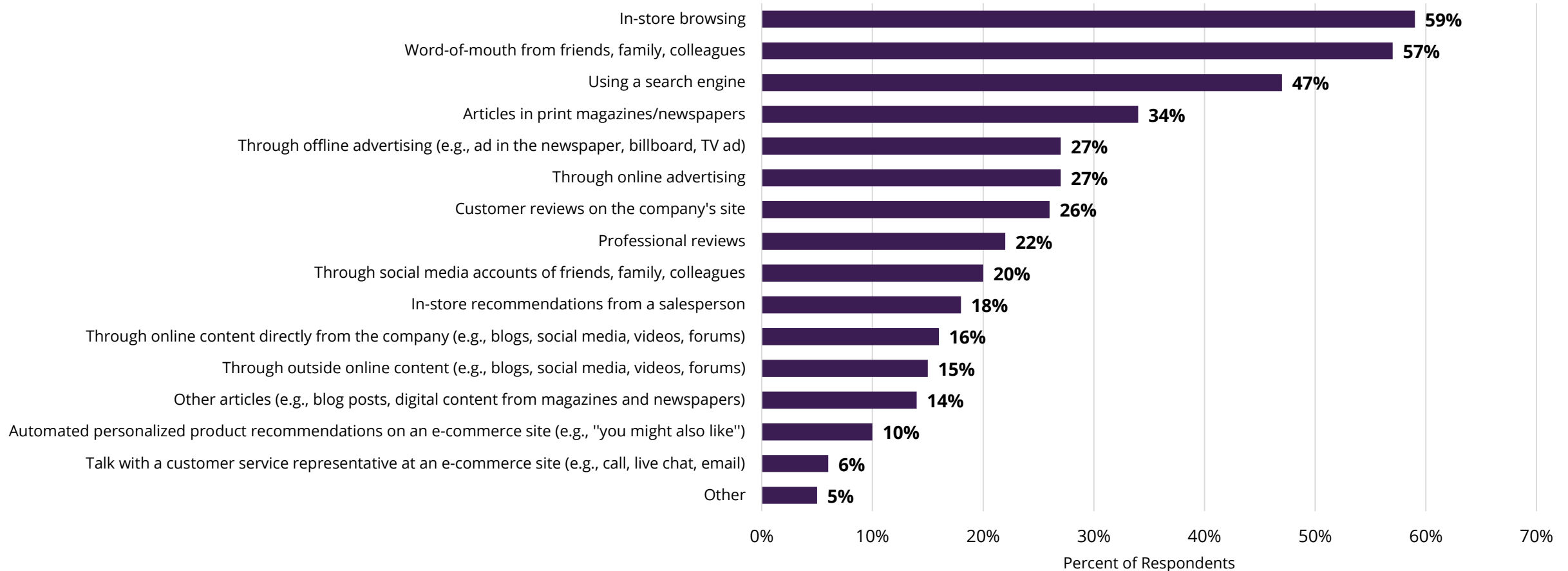


N = 2,021

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Ways of Discovering New Products

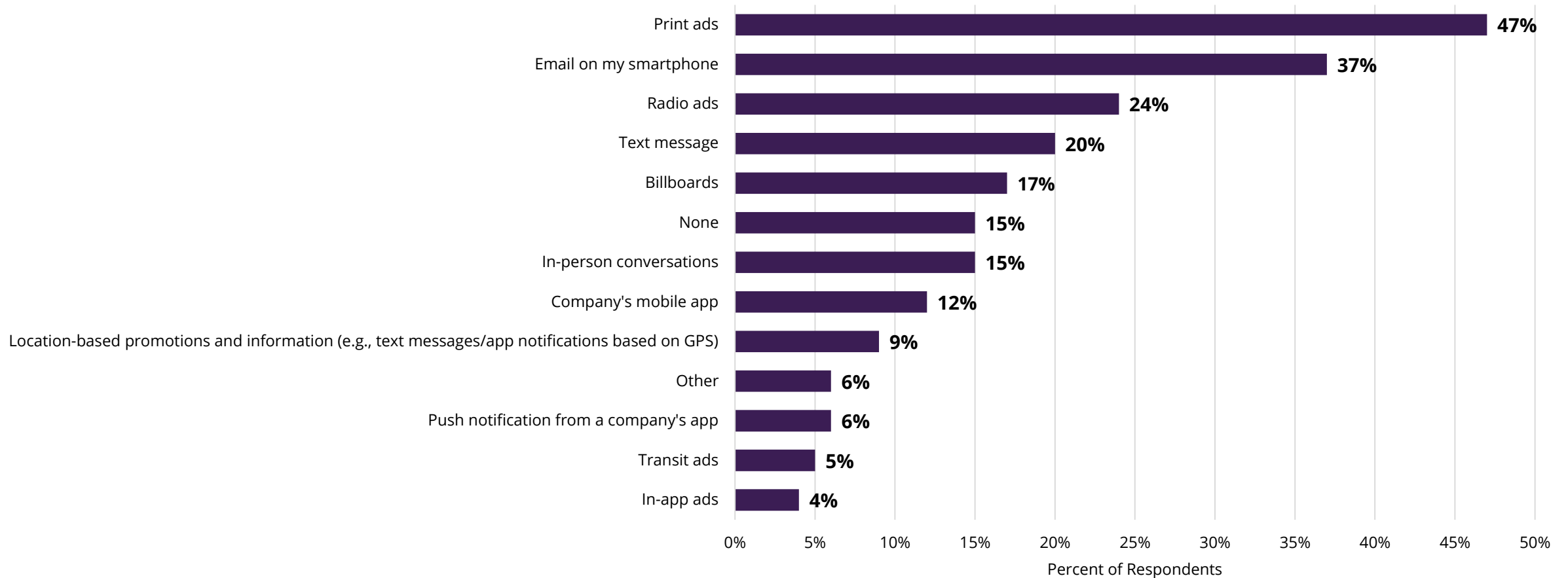


N = 2,021

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Preferred Methods of Communicating When Away from Computer

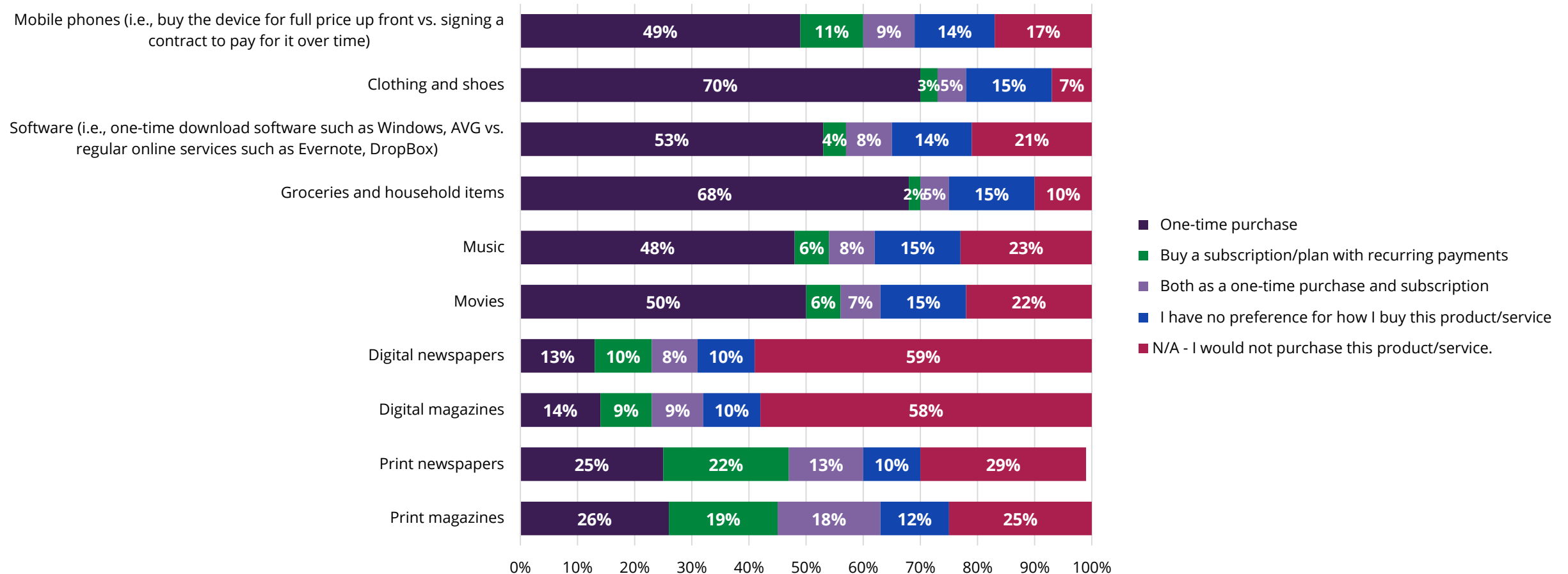


N = 2,021

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



N = 2,021

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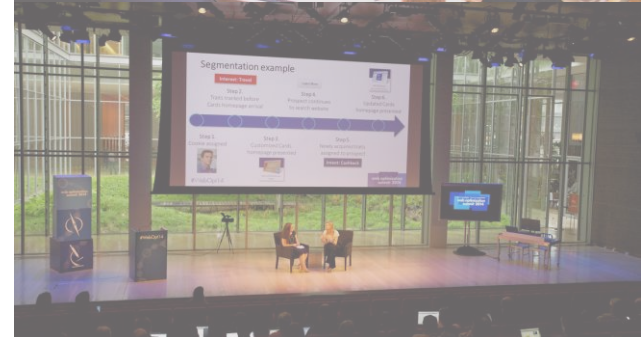
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