Source: BIGinsight™ Monthly Consumer Survey, DEC-12

N = 8333, 12/4 - 12/10/12	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
In your opinion, which retailer has the best Holiday TV commercial? [write-in] (If none, please leave blank)															
Target	24.6%	17.8%	31.5%	22.1%	27.2%	22.0%	23.5%	26.8%	22.8%	27.9%	26.7%	24.1%	28.0%	23.1%	24.3%
Walmart	21.5%	27.2%	15.8%	26.7%	15.9%	23.5%	20.3%	21.8%	23.2%	19.3%	20.0%	16.5%	20.3%	26.3%	19.2%
Macy's	8.2%	6.0%	10.4%	8.3%	8.3%	9.6%	7.4%	6.0%	8.5%	9.0%	10.6%	9.7%	6.5%	7.9%	9.4%
Best Buy	4.4%	7.0%	1.7%	4.0%	4.8%	5.4%	5.9%	5.3%	3.9%	1.5%	1.8%	5.0%	3.0%	4.4%	5.3%
JC Penney	3.5%	2.1%	4.8%	2.7%	4.3%	3.3%	2.7%	3.1%	3.7%	3.9%	5.1%	3.8%	3.8%	3.1%	3.4%
Old Navy	3.2%	2.1%	4.2%	3.1%	3.4%	3.0%	3.7%	4.7%	3.0%	1.3%	2.0%	3.0%	4.4%	2.2%	3.7%
Sears	2.9%	2.9%	2.9%	3.0%	3.0%	2.4%	3.4%	2.1%	3.3%	3.3%	3.3%	3.4%	2.3%	3.5%	2.0%
Kohl's	2.3%	2.2%	2.3%	2.3%	2.4%	1.3%	1.7%	3.3%	1.8%	3.8%	2.1%	2.1%	3.0%	1.7%	2.5%
Kmart	1.9%	1.1%	2.7%	2.7%	1.2%	1.5%	1.8%	3.0%	2.6%	0.9%	0.8%	1.9%	1.9%	2.1%	1.7%
Toys R Us	1.8%	1.3%	2.4%	2.1%	1.6%	1.3%	2.6%	1.7%	1.5%	1.1%	2.8%	2.8%	1.1%	1.6%	2.0%
Amazon	1.3%	2.1%	0.4%	1.3%	1.4%	1.3%	2.2%	1.2%	1.2%	0.4%	0.3%	1.6%	1.5%	1.0%	1.1%
Chevrolet	1.0%	0.9%	1.2%	1.1%	1.1%	0.2%	0.0%	1.8%	0.7%	2.3%	2.6%	2.1%	0.9%	0.4%	1.3%
Publix	0.9%	0.4%	1.3%	0.6%	1.0%	0.0%	0.1%	0.7%	2.4%	0.7%	1.8%	0.0%	0.0%	2.3%	0.2%
Hallmark	0.8%	0.5%	1.1%	0.8%	0.8%	0.3%	0.4%	1.0%	1.1%	0.7%	1.6%	0.8%	0.9%	0.8%	0.7%
Hershey	0.6%	0.4%	0.8%	0.7%	0.2%	1.0%	0.4%	0.5%	0.6%	1.0%	0.3%	0.8%	0.7%	0.6%	0.3%
Eat'n Park	0.5%	0.5%	0.5%	0.8%	0.1%	1.1%	0.4%	0.2%	0.4%	0.4%	0.7%	1.5%	0.5%	0.1%	0.2%
LL Bean	0.4%	0.3%	0.5%	0.1%	0.7%	0.0%	0.4%	0.3%	0.4%	0.3%	1.4%	0.3%	0.7%	0.2%	0.5%
Walgreens	0.4%	0.6%	0.2%	0.2%	0.5%	0.7%	0.5%	0.2%	0.4%	0.4%	0.0%	0.2%	0.6%	0.3%	0.3%
Pier 1 Imports	0.4%	0.1%	0.7%	0.3%	0.4%	0.6%	0.4%	0.2%	0.5%	0.3%	0.0%	0.8%	0.3%	0.0%	0.7%
M&M's	0.4%	0.1%	0.7%	0.2%	0.4%	0.2%	0.2%	0.2%	0.9%	0.6%	0.0%	0.2%	0.4%	0.5%	0.2%
eBay	0.4%	0.7%	0.0%	0.4%	0.4%	0.3%	1.0%	0.2%	0.0%	0.0%	0.3%	0.0%	0.2%	0.4%	0.9%
Apple	0.3%	0.4%	0.3%	0.2%	0.4%	0.5%	0.6%	0.2%	0.2%	0.3%	0.0%	0.5%	0.3%	0.2%	0.5%
Victoria's Secret	0.3%	0.1%	0.6%	0.4%	0.3%	0.6%	0.5%	0.3%	0.2%	0.0%	0.0%	0.2%	0.4%	0.4%	0.3%
Other	18.1%	23.1%	13.1%	15.9%	20.2%	19.9%	20.1%	15.2%	16.9%	20.5%	15.7%	18.8%	18.1%	16.9%	19.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Did the commercial motivate you to shop that retailer?															
Yes	18.2%	19.7%	16.8%	17.7%	18.2%	29.5%	27.3%	20.9%	15.4%	10.6%	7.5%	19.2%	16.1%	19.3%	17.8%
No	46.8%	47.0%	46.7%	47.6%	46.2%	37.8%	37.5%	44.4%	48.3%	53.7%	57.9%	48.1%	49.5%	43.1%	49.1%
No impact, I regularly shop there	34.9%	33.3%	36.5%	34.7%	35.6%	32.7%	35.1%	34.7%	36.2%	35.7%	34.5%	32.7%	34.4%	37.5%	33.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
In your opinion, which retailer has the best Online or E-mail Holiday promotion? [write-in] (If none, please leave blank)															
Amazon	30.7%	30.6%	30.7%	29.0%	33.3%	27.8%	29.8%	34.4%	31.5%	35.8%	22.3%	27.8%	31.1%	32.3%	30.8%
Walmart	16.3%	16.7%	15.8%	21.3%	11.1%	16.8%	14.3%	17.5%	20.7%	11.2%	15.0%	12.4%	18.3%	18.8%	13.7%
Target	5.7%	4.7%	6.8%	5.8%	5.3%	4.4%	7.2%	6.9%	5.4%	2.9%	5.1%	5.0%	4.9%	4.8%	8.8%
Kohl's	3.6%	2.2%	5.3%	2.9%	4.7%	1.8%	4.2%	3.4%	3.8%	3.6%	6.4%	3.6%	5.9%	2.4%	3.5%
eBay	3.5%	4.0%	2.8%	5.1%	1.9%	5.2%	2.8%	2.0%	4.6%	3.0%	3.0%	1.5%	2.0%	3.5%	7.1%
Best Buy	3.2%	4.7%	1.4%	2.9%	3.7%	3.0%	3.3%	5.8%	1.7%	1.6%	2.6%	4.5%	2.1%	3.2%	3.0%
Macy's	2.6%	2.6%	2.6%	1.9%	3.0%	2.7%	1.9%	1.1%	4.6%	3.6%	2.6%	4.5%	1.2%	1.7%	3.6%
Overstock.com	2.1%	1.6%	2.6%	2.2%	1.8%	0.6%	1.8%	2.0%	3.2%	2.2%	4.1%	2.0%	1.7%	2.5%	2.0%
JC Penney	1.7%	1.5%	2.0%	1.8%	1.8%	1.5%	0.2%	1.7%	2.0%	4.7%	2.8%	1.2%	0.8%	2.1%	2.6%
Old Navy	1.3%	0.4%	2.5%	1.6%	1.0%	0.6%	1.3%	2.0%	1.3%	1.4%	1.7%	1.3%	1.0%	1.6%	1.3%
Kmart	1.1%	0.3%	2.2%	1.3%	1.1%	0.6%	0.7%	1.4%	1.9%	0.6%	2.1%	1.4%	2.1%	0.8%	0.5%
Toys R Us	1.1%	0.7%	1.5%	0.9%	1.3%	1.1%	1.1%	1.9%	1.0%	0.0%	0.6%	1.7%	0.5%	1.2%	0.8%
Sears	0.9%	1.0%	0.6%	0.9%	0.9%	0.7%	0.9%	0.6%	0.7%	0.6%	2.4%	1.3%	0.8%	1.0%	0.3%
Newegg	0.7%	1.3%	0.1%	1.0%	0.5%	0.5%	1.2%	0.9%	0.0%	1.6%	0.0%	1.5%	0.7%	0.3%	0.8%
Other	25.5%	27.7%	22.9%	21.3%	28.7%	32.7%	29.4%	18.2%	17.7%	27.2%	29.3%	30.3%	26.9%	23.9%	21.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Did the online or e-mail promotion motivate you to shop that retailer?															
Yes	22.2%	21.9%	22.4%	20.4%	24.7%	29.8%	33.3%	24.5%	19.7%	17.2%	10.0%	23.5%	20.5%	23.6%	20.8%
No	48.3%	49.4%	47.2%	50.0%	45.9%	40.6%	38.6%	44.6%	50.9%	53.4%	60.1%	48.0%	50.8%	46.6%	49.1%
No impact, I regularly shop there	29.5%	28.7%	30.4%	29.6%	29.4%	29.6%	28.1%	30.9%	29.4%	29.4%	29.9%	28.6%	28.8%	29.8%	30.2%

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Source: BIGinsight™ Monthly Consumer Survey, DEC-12

N = 8333, 12/4 - 12/10/12	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Regarding Holiday Advertising, which of the following media influences you to shop at a particular retailer? (Check all that apply) (If none, please leave blank)															
Direct Mail	20.2%	19.7%	20.6%	19.5%	21.9%	16.9%	21.1%	20.2%	20.5%	23.1%	18.7%	19.9%	18.8%	20.7%	20.9%
Email Advertising	18.8%	17.4%	20.2%	17.3%	21.1%	21.3%	24.5%	21.4%	17.2%	18.4%	10.9%	19.5%	16.3%	19.8%	19.2%
Coupons	45.6%	37.8%	53.1%	44.1%	48.9%	40.7%	47.1%	47.7%	44.0%	48.7%	44.9%	45.9%	46.4%	45.5%	45.0%
Magazines	11.5%	12.3%	10.7%	11.1%	11.7%	18.6%	15.5%	11.9%	9.1%	8.4%	6.7%	12.4%	9.7%	11.5%	12.2%
Newspaper	18.7%	20.3%	17.2%	17.7%	20.2%	13.4%	14.2%	16.2%	17.9%	24.7%	25.5%	18.1%	19.4%	18.6%	18.7%
Advertising Inserts	23.6%	21.6%	25.6%	23.2%	24.8%	12.7%	16.4%	22.1%	26.9%	32.2%	29.6%	24.3%	26.6%	22.1%	22.0%
Internet Advertising	13.2%	16.2%	10.5%	12.9%	14.0%	21.2%	18.2%	15.1%	11.9%	9.3%	5.3%	12.0%	11.2%	14.9%	14.1%
Yellow Pages	2.5%	3.7%	1.4%	2.2%	2.8%	3.8%	5.5%	2.8%	1.2%	1.1%	1.1%	2.9%	1.9%	2.7%	2.5%
Outdoor Billboards	4.3%	5.8%	3.0%	4.5%	4.0%	8.2%	6.9%	4.8%	3.1%	2.2%	1.6%	3.7%	3.4%	5.1%	4.5%
Radio	9.9%	12.9%	7.1%	9.8%	9.8%	16.1%	11.6%	11.3%	9.9%	7.7%	4.2%	9.6%	9.0%	10.1%	11.0%
Satellite Radio (SiriusXM)	1.9%	2.9%	1.0%	1.4%	2.3%	4.0%	3.0%	1.9%	1.4%	1.2%	0.5%	2.2%	1.8%	1.8%	2.0%
Web Radio	2.0%	2.8%	1.2%	2.0%	2.0%	5.3%	4.1%	2.3%	0.5%	0.5%	0.2%	2.3%	1.3%	2.1%	2.3%
TV/Broadcast (e.g. ABC, CBS, NBC, FOX, etc.)	27.8%	32.0%	23.9%	28.8%	27.3%	29.7%	26.6%	29.6%	30.8%	29.4%	21.0%	25.2%	26.7%	29.8%	28.2%
Cable (e.g. CNN, Lifetime, USA, TNT, etc.)	12.5%	15.1%	10.1%	12.9%	12.2%	16.3%	14.6%	14.6%	12.3%	10.3%	7.5%	12.7%	11.0%	13.7%	12.1%
Word of Mouth	27.7%	26.2%	29.2%	28.5%	27.8%	29.1%	27.5%	29.7%	27.3%	27.3%	25.8%	26.6%	27.1%	28.2%	28.5%
Read article on product	8.6%	9.4%	7.7%	7.6%	9.3%	9.8%	8.4%	5.9%	7.6%	10.6%	9.8%	9.4%	7.4%	8.6%	8.8%
Instore promotion	18.7%	15.7%	21.5%	18.4%	19.6%	19.7%	18.9%	19.0%	18.9%	18.2%	17.5%	18.1%	19.1%	19.4%	17.4%
Video on Mobile Device	2.3%	3.5%	1.2%	1.9%	2.6%	7.3%	4.3%	2.4%	0.4%	0.6%	0.2%	2.4%	1.4%	2.5%	3.0%
Instant Messaging (Computer)	1.7%	2.4%	1.1%	1.8%	1.6%	4.4%	2.9%	1.8%	0.8%	0.8%	0.3%	1.9%	1.3%	2.0%	1.6%
Text Messaging on Mobile Device	3.1%	3.1%	3.1%	2.9%	3.0%	7.9%	5.6%	3.0%	1.9%	0.8%	0.2%	2.8%	2.7%	3.4%	3.2%
Blogs	3.2%	3.3%	3.0%	3.1%	3.4%	6.5%	6.4%	3.6%	1.5%	0.8%	0.8%	3.3%	3.0%	2.9%	3.6%
Online Video Game Advertising	2.6%	4.0%	1.3%	2.7%	2.3%	8.8%	4.2%	2.5%	0.8%	0.4%	0.3%	2.9%	1.6%	2.4%	3.6%
Social Media (Facebook, Twitter, etc.)	8.4%	7.5%	9.1%	9.2%	7.7%	17.2%	13.7%	10.4%	5.3%	3.7%	1.8%	7.2%	8.1%	9.2%	8.4%
Coupon Websites (i.e. RetailMeNot.com, FatWallet.com, etc.)	8.1%	6.5%	9.5%	7.9%	8.5%	10.2%	11.1%	10.7%	7.2%	6.0%	3.4%	7.7%	8.1%	7.9%	8.5%
Group Buying Websites (i.e. Groupon, LivingSocial, etc.)	5.1%	4.3%	5.8%	4.1%	6.4%	6.0%	7.7%	5.6%	4.6%	4.2%	2.6%	5.1%	5.0%	4.7%	5.8%
Retailer Apps	2.3%	2.8%	1.8%	2.1%	2.3%	4.9%	3.1%	2.0%	1.9%	1.6%	0.7%	2.0%	1.7%	2.6%	2.6%
Mobile Devices (Cell Phone, Smartphone, Tablet, Wireless Laptop, etc.)	2.6%	3.2%	2.1%	2.5%	2.6%	6.9%	4.2%	2.8%	1.2%	1.2%	0.5%	2.4%	2.2%	3.0%	2.7%
Product Placement	3.3%	3.8%	2.9%	3.6%	3.1%	5.6%	3.8%	3.1%	3.2%	3.2%	1.6%	2.7%	3.5%	3.9%	2.8%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Source: BIGinsight™ Monthly Consumer Survey, DEC 06-12

Adults 18+	2006	2007	2008	2009	2010	2011	2012
In your opinion, which retailer has the best Holiday TV commercial? [write-in]							
Target	23.6%	21.1%	24.2%	16.0%	28.9%	31.7%	24.6%
Walmart	11.6%	15.2%	21.1%	25.5%	16.6%	22.8%	21.5%
Macy's	4.0%	6.3%	8.0%	5.9%	8.0%	6.7%	8.2%
Best Buy	7.7%	5.9%	8.4%	7.4%	6.5%	5.0%	4.4%
JC Penney	3.9%	2.5%	2.4%	1.6%	1.9%	1.5%	3.5%
Old Navy	2.7%	0.9%	1.2%	3.4%	2.1%	1.3%	3.2%
Sears	2.0%	3.0%	3.4%	2.1%	2.2%	1.4%	2.9%
Kohl's	2.5%	2.9%	3.4%	1.7%	2.1%	2.5%	2.3%
Kmart	2.9%	2.8%	3.0%	2.7%	3.3%	2.8%	1.9%
Toys R Us	1.1%	0.9%	1.0%	0.9%	1.4%	0.6%	1.8%
Amazon	N/A	N/A	N/A	N/A	N/A	0.5%	1.3%
Chevrolet	N/A	N/A	N/A	N/A	N/A	N/A	1.0%
Publix	1.6%	1.9%	0.9%	0.9%	0.8%	0.7%	0.9%
Hallmark	1.2%	1.0%	0.9%	1.9%	1.2%	0.8%	0.8%
Hershey	N/A	N/A	N/A	N/A	N/A	N/A	0.6%
Eat'n Park	N/A	N/A	N/A	N/A	N/A	N/A	0.5%
LL Bean	N/A	N/A	N/A	N/A	N/A	N/A	0.4%
Walgreens	N/A	N/A	N/A	N/A	N/A	N/A	0.4%
Pier 1 Imports	N/A	N/A	N/A	N/A	N/A	N/A	0.4%
M&M's	N/A	N/A	N/A	N/A	N/A	N/A	0.4%
eBay	0.8%	N/A	N/A	N/A	N/A	N/A	0.4%
Apple	N/A	N/A	N/A	N/A	N/A	N/A	0.3%
Victoria's Secret	N/A	N/A	N/A	N/A	N/A	N/A	0.3%
TJ Maxx	N/A	N/A	N/A	0.5%	0.8%	0.9%	N/A
Lexus	0.6%	N/A	0.6%	N/A	N/A	0.8%	N/A
Marshalls	N/A	N/A	N/A	N/A	0.7%	0.7%	N/A
Honda	N/A	N/A	N/A	N/A	0.4%	0.4%	N/A
Kay Jewelers	1.4%	0.9%	0.7%	N/A	N/A	0.3%	N/A
Overstock.com	1.8%	0.4%	0.4%	1.2%	1.3%	N/A	N/A
Big Lots	3.1%	1.4%	0.6%	N/A	0.8%	N/A	N/A
Radio Shack	0.6%	N/A	N/A	0.5%	0.6%	N/A	N/A
GEICO	N/A	N/A	N/A	N/A	0.5%	N/A	N/A
Meijer	0.7%	1.5%	0.5%	0.5%	0.5%	N/A	N/A
Capital One	N/A	N/A	N/A	N/A	0.4%	N/A	N/A
Lowe's	0.5%	0.7%	0.4%	N/A	0.4%	N/A	N/A
Gap	2.4%	N/A	N/A	6.9%	N/A	N/A	N/A
Verizon	N/A	0.7%	0.6%	1.4%	N/A	N/A	N/A
Garmin	N/A	N/A	0.5%	0.5%	N/A	N/A	N/A
Circuit City	0.6%	0.6%	0.9%	N/A	N/A	N/A	N/A
Budweiser	2.4%	2.7%	0.7%	N/A	N/A	N/A	N/A
Coca Cola	1.2%	2.4%	0.6%	N/A	N/A	N/A	N/A
Staples	0.5%	1.0%	N/A	N/A	N/A	N/A	N/A
Zales	0.5%	0.6%	N/A	N/A	N/A	N/A	N/A
Home Depot	0.7%	N/A	N/A	N/A	N/A	N/A	N/A
Other	17.6%	22.5%	15.8%	18.6%	18.6%	18.6%	18.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Did the commercial motivate you to shop that retailer?							
Yes	16.9%	17.1%	17.5%	16.8%	16.8%	19.3%	18.2%
No	48.4%	51.4%	43.5%	50.4%	49.6%	47.5%	46.8%
No impact, I regularly shop there	34.8%	31.5%	39.0%	32.8%	33.5%	33.2%	34.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
In your opinion, which retailer has the best Online or E-mail Holiday promotion? [write-in]*							
Amazon	N/A	N/A	N/A	17.7%	25.8%	30.0%	30.7%
Walmart	N/A	N/A	N/A	20.2%	14.0%	12.3%	16.3%
Target	N/A	N/A	N/A	5.5%	4.7%	4.9%	5.7%
Kohl's	N/A	N/A	N/A	3.9%	4.1%	3.0%	3.6%

Source: BIGinsight™ Monthly Consumer Survey, DEC 06-12

Adults 18+	2006	2007	2008	2009	2010	2011	2012
eBay	N/A	N/A	N/A	3.3%	5.3%	3.8%	3.5%
Best Buy	N/A	N/A	N/A	5.9%	4.1%	5.4%	3.2%
Macy's	N/A	N/A	N/A	2.8%	1.4%	2.4%	2.6%
Overstock.com	N/A	N/A	N/A	2.3%	3.6%	1.8%	2.1%
JC Penney	N/A	N/A	N/A	2.5%	3.5%	2.0%	1.7%
Old Navy	N/A	N/A	N/A	1.8%	0.8%	1.1%	1.3%
Kmart	N/A	N/A	N/A	2.1%	1.8%	1.0%	1.1%
Toys R Us	N/A	N/A	N/A	1.4%	1.5%	1.7%	1.1%
Sears	N/A	N/A	N/A	2.1%	1.0%	1.6%	0.9%
Newegg	N/A	N/A	N/A	N/A	1.0%	1.0%	0.7%
TigerDirect.com	N/A	N/A	N/A	N/A	N/A	0.8%	N/A
LL Bean	N/A	N/A	N/A	N/A	0.6%	0.7%	N/A
Victoria's Secret	N/A	N/A	N/A	0.8%	N/A	0.6%	N/A
Bath & Body Works	N/A	N/A	N/A	N/A	1.0%	N/A	N/A
Other	N/A	N/A	N/A	27.9%	25.9%	25.9%	25.5%
Total	N/A	N/A	N/A	100.0%	100.0%	100.0%	100.0%

** Prior to 2010: In your opinion, which retailer has the best Online Holiday promotion?*

Did the online or e-mail promotion motivate you to shop that retailer?**

Yes	N/A	N/A	N/A	22.1%	22.0%	23.5%	22.2%
No	N/A	N/A	N/A	50.1%	50.2%	49.1%	48.3%
No impact, I regularly shop there	N/A	N/A	N/A	27.8%	27.7%	27.4%	29.5%
Total	N/A	N/A	N/A	100.0%	100.0%	100.0%	100.0%

*** Prior to 2010: Did the online promotion motivate you to shop that retailer?*

Regarding Holiday Advertising, which of the following media influences you to shop at

Coupons	38.7%	35.2%	44.6%	44.6%	42.3%	45.7%	45.6%
TV/Broadcast (e.g. ABC, CBS, NBC, FOX, etc.)	24.6%	21.3%	26.5%	22.6%	22.0%	25.9%	27.8%
Word of Mouth	29.0%	22.7%	32.3%	27.2%	23.3%	27.0%	27.7%
Advertising Inserts	34.9%	30.4%	30.1%	26.9%	24.3%	24.3%	23.6%
Direct Mail	19.4%	16.1%	18.5%	21.3%	19.7%	21.2%	20.2%
Email Advertising	9.8%	9.8%	15.8%	16.1%	15.9%	18.4%	18.8%
Newspaper	18.5%	15.6%	24.5%	22.0%	19.0%	19.8%	18.7%
Instore promotion	17.7%	14.8%	20.5%	17.8%	15.8%	19.1%	18.7%
Internet Advertising	8.8%	7.5%	12.3%	11.1%	9.6%	12.4%	13.2%
Cable (e.g. CNN, Lifetime, USA, TNT, etc.)	12.2%	10.3%	13.0%	12.1%	9.5%	11.8%	12.5%
Magazines	11.3%	8.5%	12.1%	11.3%	9.5%	10.7%	11.5%
Radio	12.1%	9.1%	9.7%	10.4%	8.1%	9.5%	9.9%
Read article on product	11.4%	9.4%	11.6%	9.4%	7.8%	9.3%	8.6%
Social Media (Facebook, Twitter, etc.)	N/A	N/A	N/A	N/A	4.6%	6.4%	8.4%
Coupon Websites (i.e. RetailMeNot.com, FatWallet.com, etc.)	N/A	N/A	N/A	N/A	N/A	N/A	8.1%
Group Buying Websites (i.e. Groupon, LivingSocial, etc.)	N/A	N/A	N/A	N/A	N/A	N/A	5.1%
Outdoor Billboards	4.0%	3.2%	3.1%	3.9%	3.0%	3.8%	4.3%
Product Placement	4.1%	2.5%	4.0%	3.6%	3.2%	3.5%	3.3%
Blogs	0.7%	0.7%	1.1%	1.7%	1.6%	2.5%	3.2%
Text Messaging on Mobile Device	N/A	N/A	N/A	N/A	1.7%	2.4%	3.1%
Mobile Devices (Cell Phone, Smartphone, Tablet, Wireless Laptop, etc.)	N/A	N/A	N/A	N/A	1.1%	2.0%	2.6%
Online Video Game Advertising	N/A	N/A	N/A	N/A	1.3%	1.8%	2.6%
Yellow Pages	1.9%	1.8%	1.0%	2.3%	1.6%	1.9%	2.5%
Video on Mobile Device	N/A	N/A	N/A	N/A	1.0%	1.4%	2.3%
Retailer Apps	N/A	N/A	N/A	N/A	N/A	N/A	2.3%
Web Radio	0.8%	0.8%	0.5%	1.2%	1.1%	1.6%	2.0%
Satellite Radio (XM-Sirius)	1.2%	2.2%	5.2%	2.4%	1.4%	1.8%	1.9%

Source: BIGinsight™ Monthly Consumer Survey, DEC 06-12

Adults 18+	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
Instant Messaging (Computer)	0.7%	0.7%	0.6%	1.1%	1.0%	1.4%	1.7%
Video on Cell Phone	0.5%	0.3%	0.3%	0.8%	N/A	N/A	N/A
Text Messaging (Cell Phone)	N/A	0.5%	0.6%	1.6%	N/A	N/A	N/A

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.