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# How Consumers Shop for Lamps & Lighting Accents

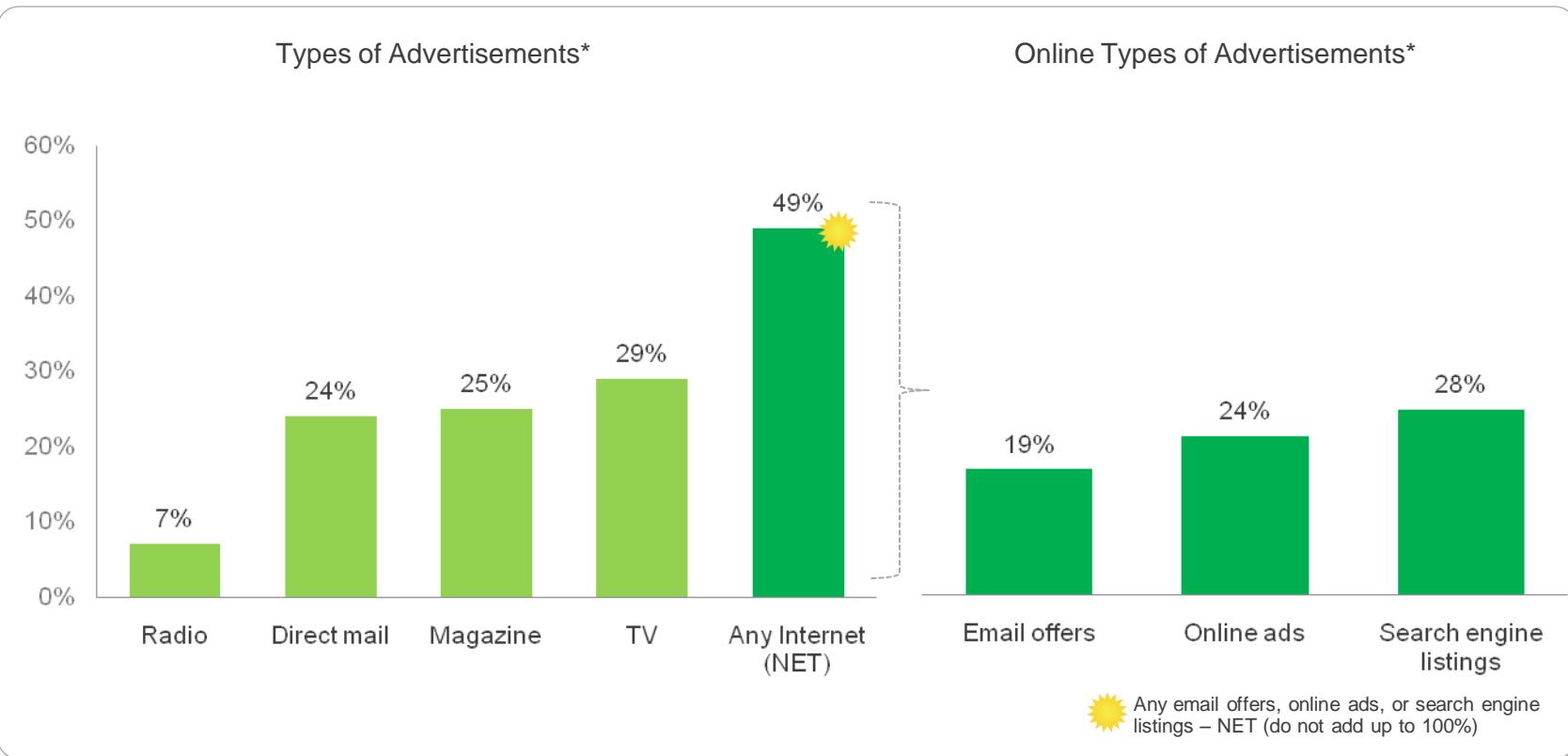
Google/OTX  
U.S., October 2008

# Summary Findings

- 1 The Internet is the most influential type of advertisement for lamps and lighting shoppers
- 2 Online research drives both online and in-store purchases

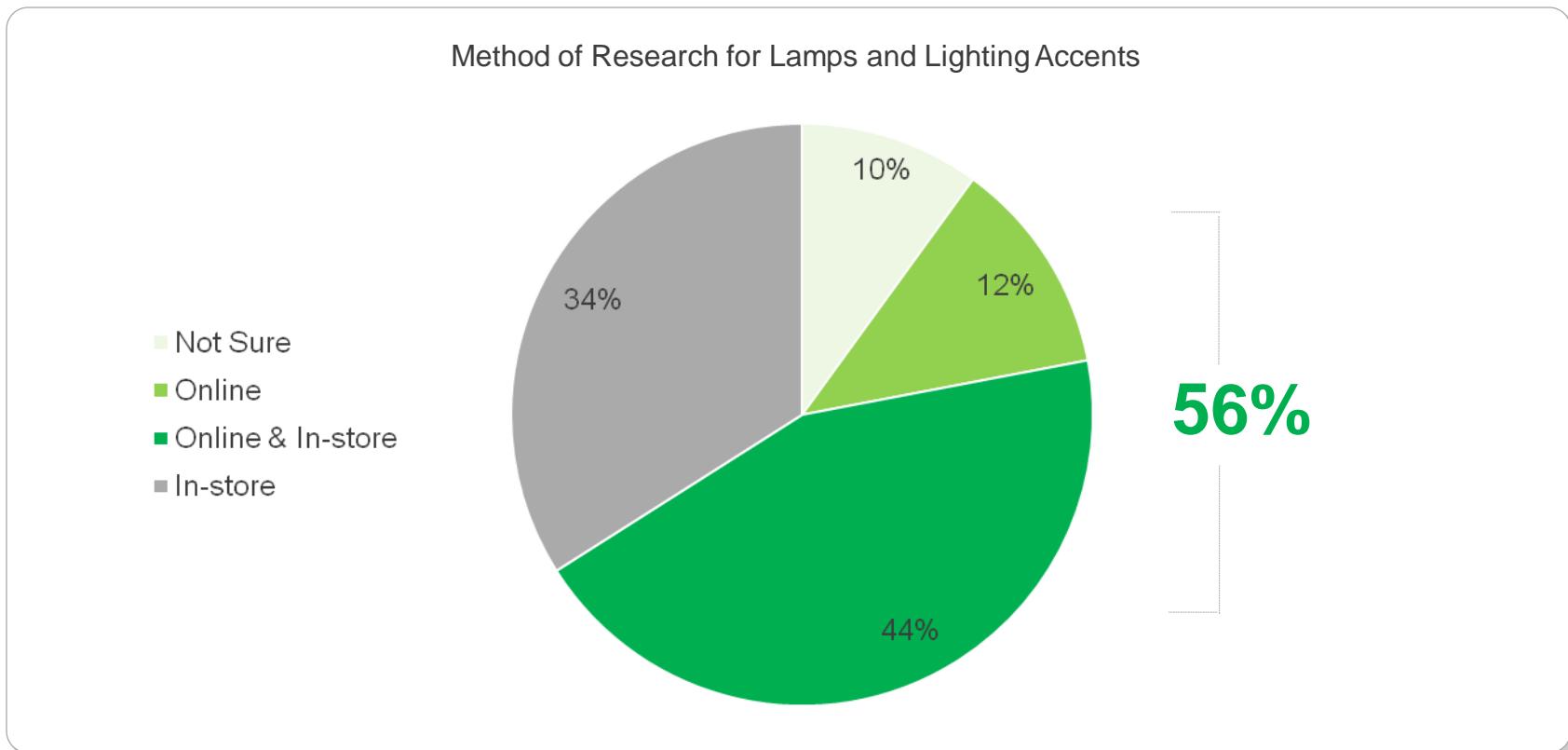
# Lighting Shoppers Are Most Influenced by the Internet

**49%** of lamps and lighting shoppers cite Internet advertisements (i.e. email offers, online ads, search engine listings) as most likely to assist their purchase decisions.



# Online Research Drives Lamps & Lighting Purchases

**56%** of lamps and lighting shoppers use online research to make online and in-store purchase decisions.



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