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How Consumers Shop for Lamps & Lighting Accents

Google/OTX
U.S., October 2008

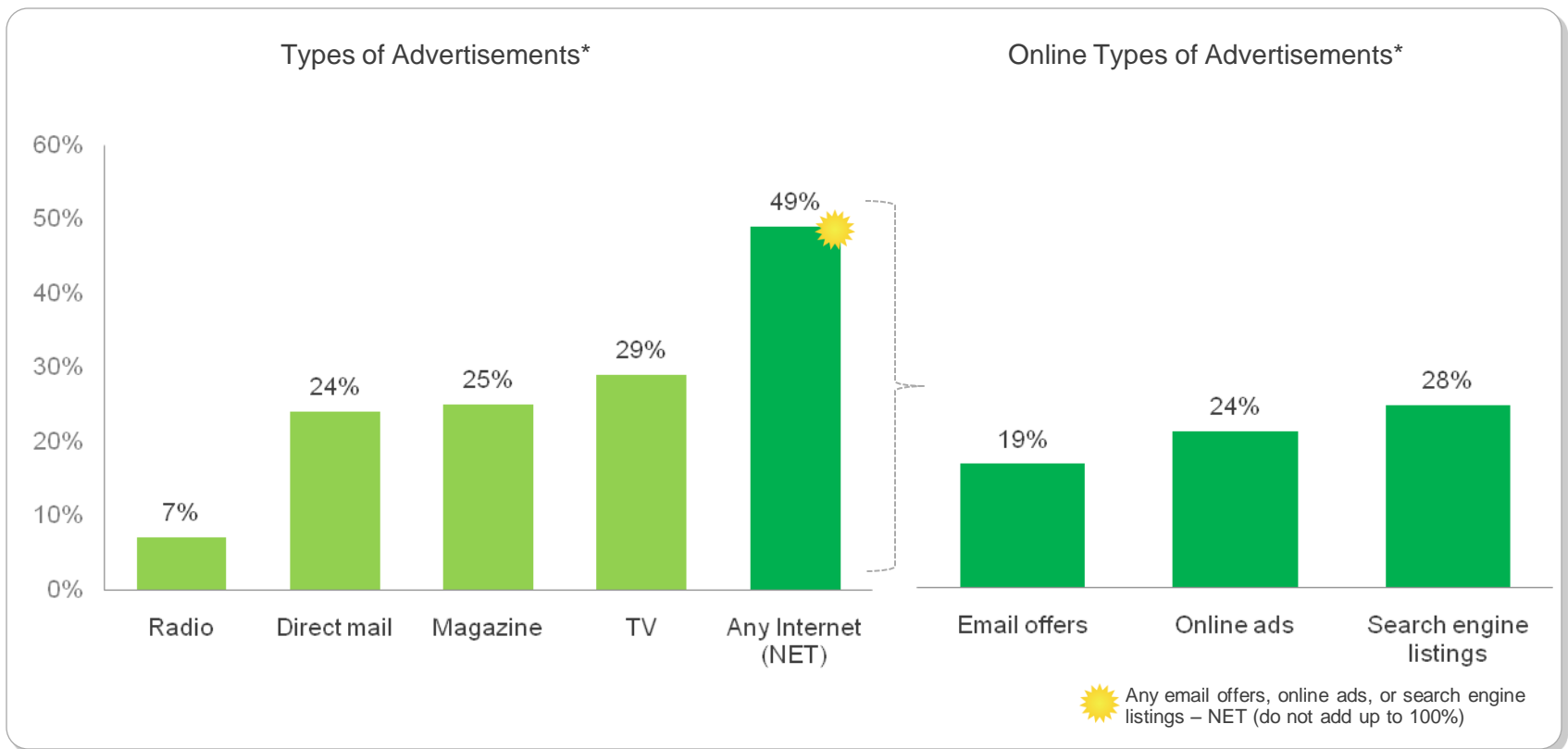
Summary Findings

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

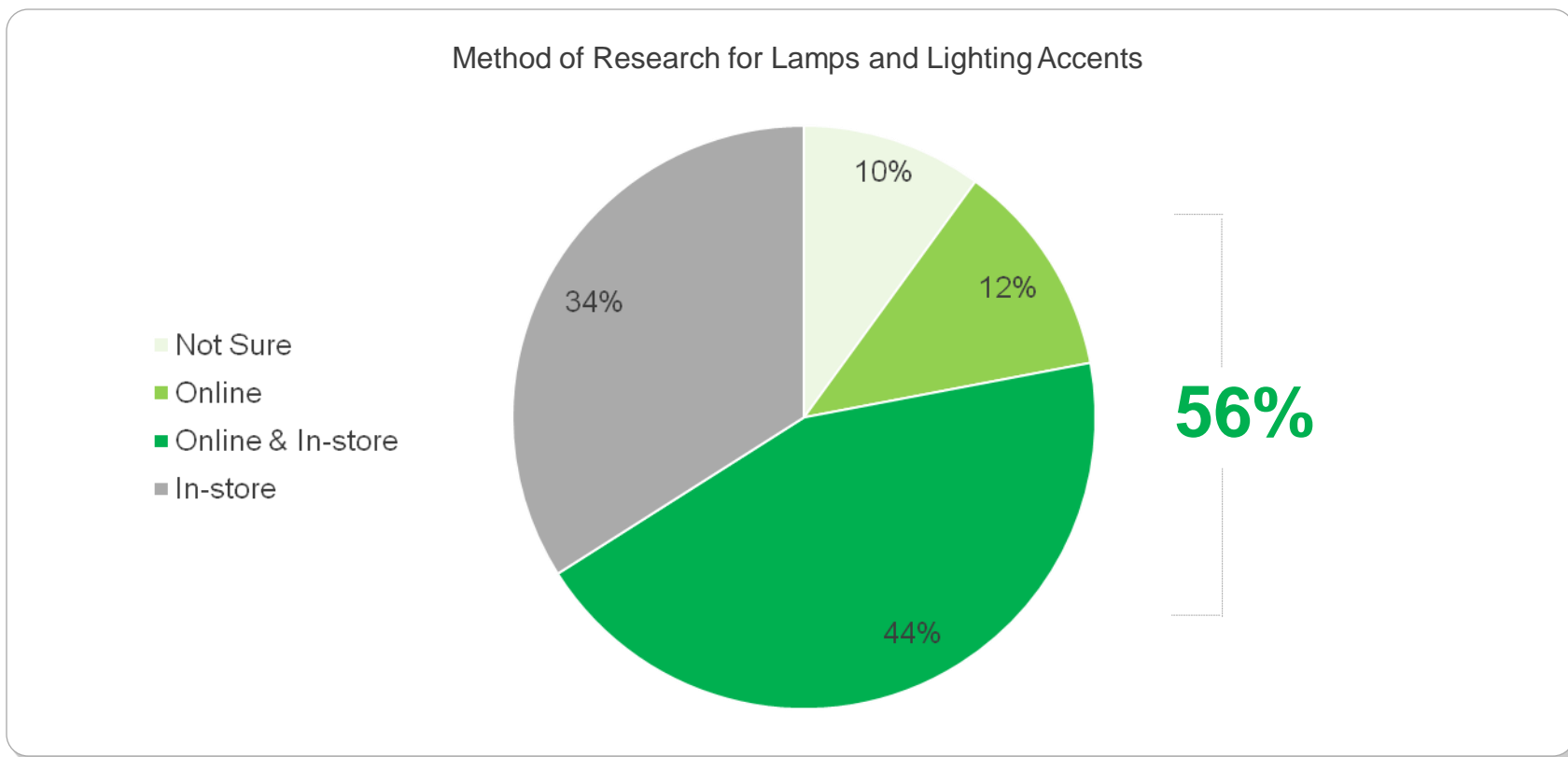
Lighting Shoppers Are Most Influenced by the Internet

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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