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Quantifying Net's Influence on Offline Buys

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According to the Dieringer Research Group, US consumers spent \$137.6 billion offline after first getting product or service information online.

Dieringer compares this to the \$93.1 billion actually spent online in the past year.

Internet-Influenced Offline Spending and Direct Online Spending among US Consumers, 2003 (in billions)

Internet-influenced offline spending	\$137.6
Direct online spending	\$93.1

Note: based on consumer self-reports of their spending in the 12 months prior to the survey
Source: The Dieringer Research Group, September 2003

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Dieringer surveys 2,000 US consumers annually to determine the Internet's influence on offline purchases. The survey also determined that 25% of consumers have changed their opinion about one or more brands after having seen some form of online marketing. This percentage rises for online adults in particular to 45%.

US Internet Users and Consumers Who Say Online Marketing Has Influenced Their Brand Opinions, 2003 (as a % of respondents)

Online adults	45%
All consumers	25%

Note: Respondents said their opinion had changed for one or more of the ten common product categories covered by the survey
Source: The Dieringer Research Group, September 2003

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There's little question remaining whether the Internet is influencing offline purchases, as AOL and RoperASW also proved when 55% of US Internet users told the firms they sometimes research a product online and then buy it offline.

Online Shopping Activities of Internet Users in the US, 2002 (as a % of respondents)

I sometimes research a product online and purchase it offline, like at a store catalog

55%

I have shopped in my pajamas

47%

In the next few years, I expect I will increase the number of purchases I make online

41%

Note: n=1,001 Internet users ages 18+
Source: America Online/RoperASW, April 2003

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In fact, WashingtonPost.com and Nielsen//NetRatings determined how long affluent Net users are spending conducting online research before buying offline, reporting that more time is spent online for computer product research, home electronics, travel services and cars.

Number of Hours of Online Research for Offline Purchases Conducted by Affluent Internet Users in the US, January 2003 (as a % of respondents)

	None	<1	1-3	3-6	6-12	12+
Appliances	17%	41%	31%	7%*	3%*	1%*
Automobiles	5%*	13%*	28%	19%*	7%*	0%*
Clothes, accessories, shoes	34%	51%	12%	2%*	0%*	0%*
Computer hardware, software	13%	31%	38%	13%	3%*	3%*
Furniture, home accessories	23%	43%	26%	5%*	3%*	1%*
Health, fitness products	26%	46%	23%	4%*	1%*	1%*
Home electronics	35%	30%	35%	14%	4%*	2%*
Investments (stocks, mutual funds, etc.)	26%	26%	19%*	13%*	6%*	10%*
Real estate	10%*	14%*	16%*	7%*	14%*	40%*
Travel and travel-related services	11%*	22%	37%	18%	5%*	7%*

Note: n=956 washingtonpost.com users with household income >\$100K; past six month time frame is measured; *data sample is too small and should be used for directional purposes only
Source: Nielsen//NetRatings, washingtonpost.com, March 2003

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