

APPENDIX I:
Survey Instrument

RETAIL ELECTRONICS QUESTIONNAIRE

Hello. My name is (NAME) with a national public opinion research firm conducting a short consumer survey for The American Consumer Institute. This is not a sales call. This survey is completely confidential and your name will not be used in reporting the results of this national survey. May I please speak to the person who does the shopping for your household?

1. Have you ever shopped in Best Buy?

1. Yes
2. No (Terminate Call)
3. DK/REFUSED (Terminate Call)

2. Have you ever shopped in Wal-Mart?

1. Yes
2. No (Terminate Call)
3. DK/REFUSED (Terminate Call)

3. All of the following survey questions deal with your opinions about retail electronic goods, such as computer laptops, TVs, cameras, printers, iPods, speakers, cell phones, and so on. On a ranking from 0 to 5, with 0 being unimportant and 5 being most important:

- A. How important is “price” when shopping for electronics goods? (Responses 0 to 5, DK/REFUSED)
- B. How important is “product quality” when shopping for electronic goods? (Responses 0 to 5, DK/REFUSED)
- C. How important is it to have a wide selection of electronic products from which to choose? (Responses 0 to 5, DK/REFUSED)
- D. If you need assistance, how important is being able to find an employee for help? (Responses 0 to 5, DK/REFUSED)
- E. If you have a technical question about an electronic good, how important is being able to find knowledgeable staff in the store? (Responses 0 to 5, DK/REFUSED)
- F. How important is it to buy from a store that offers other options, such as installation, repair, warranty or delivery of electronic products? (Responses 0 to 5, DK/REFUSED)

4. Again, the following questions all deal with your opinions on retail electronic goods. Which store do you think has the lowest prices on electronic goods?

1. Best Buy
2. Wal-Mart
3. Equal or Same
4. DK/REFUSED

5. Which store offers the better quality of electronic goods?

1. Best Buy
2. Wal-Mart
3. Equal or Same
4. DK/REFUSED

6. Which store offers the widest selection of electronic goods?

1. Best Buy
2. Wal-Mart
3. Equal or Same
4. DK/REFUSED

7. In which store would it be easiest to find help?

1. Best Buy
2. Wal-Mart
3. Equal or Same
4. DK/REFUSED

8. If you had a technical question about an electronic product, which store would have the most knowledgeable staff?

1. Best Buy
2. Wal-Mart
3. Equal or Same
4. DK/REFUSED

9. If you needed help with installation, repair, warranty or delivery of your electronic products, which store would you think would offer you the most options?

1. Best Buy
2. Wal-Mart
3. Equal or Same
4. DK/REFUSED

10. For electronic goods only, which store gives you the best overall combination of “price, quality, service and convenience?”

1. Best Buy
2. Wal-Mart
3. Both or Equal
4. DK/REFUSED

11. About how much you expect your household to spend for electronic products this year?

1. Less than \$300 per year
2. Between \$300 and \$1,000 per year
3. Between \$1,000 and \$2,000 per year
4. More than \$2,000 per year
5. DK/REFUSED

12. What of the following categories includes your age?

1. 29 or under
2. 30 to 39
3. 40 to 49
4. 50 to 64
5. 65+
6. DK/REFUSED

13 Which of the following race or ethnic category would best describe you?

1. White
2. Black
3. Hispanic
4. Asian
5. Other (specify)
6. DK/REFUSED

14. Which of the following best describes your household's approximate 2009 income?

1. Less than \$25,000
2. \$25,000 to \$49,000
3. \$50,000 to \$74,000
4. \$75,000 to 100,000
5. Greater than \$100,000
6. DK/REFUSED

14. Gender (noted)

1. Male
2. Female

Thank you for your time.

Appendix II:
Tabulated Survey Results

Retail Electronics Study, August 27 through September 8, 2009
 3. How important is...? TOP 2 BOX SUMMARY

| | Total | AGE | | | | | RACE | | | | CENSUS REGION | | | |
|---|-------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|---------------|------------|------------|------------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Price | 928 88% | 92 84% | 116 89% | 193 87% | 284 90% | 212 89% | 745 88% | 63 91% | 50 94% | 70 91% | 129 83% | 266 89% | 309 90% | 224 88% |
| | | | | | | | | | G | | | k | K | |
| Product quality | 1008 96% | 105 96% | 126 97% | 213 96% | 305 97% | 225 95% | 821 96% | 63 91% | 50 94% | 74 96% | 150 96% | 289 97% | 329 96% | 240 94% |
| Wide selection of electronic products from which to choose | 870 83% | 94 86% | 108 83% | 183 82% | 268 85% | 190 80% | 697 82% | 63 91% | 46 87% | 64 83% | 124 79% | 247 83% | 291 85% | 208 82% |
| | | | | | | | | | | | | | | G |
| Being able to find an employee for help | 965 92% | 97 89% | 123 95% | 206 93% | 290 92% | 218 92% | 784 92% | 62 90% | 50 94% | 69 90% | 143 92% | 274 92% | 319 93% | 229 90% |
| Being able to find knowledgeable staff in the store | 959 91% | 98 90% | 123 95% | 206 93% | 296 94% | 206 87% | 780 92% | 62 90% | 51 96% | 66 86% | 138 88% | 277 93% | 314 92% | 230 91% |
| | | | F | F | F | | | | J | | | | | |
| Store offers other options, such as installation, repair, warranty or delivery of electronic products | 688 66% | 67 61% | 74 57% | 143 64% | 213 67% | 168 71% | 548 64% | 49 71% | 39 74% | 52 68% | 110 71% | 202 68% | 221 65% | 155 61% |
| | | | | | C | bC | | | | | N | n | | |

Retail Electronics Study, August 27 through September 8, 2009
 3. How important is...? TOP 2 BOX SUMMARY

| | ---GENDER--- | | | -----INCOME----- | | | | | -----SPEND ON ELECTRONICS----- | | | | |
|---|--------------|------|--------|------------------|----------------|----------------|-----------------|---------|--------------------------------|----------------|--------|-------|--------|
| | Total | Male | Female | <\$25K | \$25- \$49K | \$50- \$74K | \$75- \$100K | \$100K+ | <\$300 | \$300- \$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Price | 928 | 342 | 586 | 85 | 191 | 190 | 136 | 128 | 308 | 372 | 141 | 71 | 36 |
| | 88% | 83% | 92% | 89% | 90% | 90% | 87% | 84% | 87% | 90% | 88% | 87% | 90% |
| | | | B | | | | | | | | | | |
| Product quality | 1008 | 395 | 613 | 86 | 204 | 206 | 150 | 150 | 332 | 400 | 157 | 82 | 37 |
| | 96% | 96% | 96% | 90% | 96% | 97% | 96% | 99% | 94% | 96% | 98% | 100% | 93% |
| | | | | | D | D | d | D | | | I | IJkm | |
| Wide selection of electronic products from which to choose | 870 | 344 | 526 | 74 | 187 | 175 | 127 | 125 | 275 | 353 | 139 | 69 | 34 |
| | 83% | 83% | 83% | 77% | 88% | 83% | 81% | 82% | 78% | 85% | 87% | 84% | 85% |
| | | | | | Dfg | | | | | I | I | | |
| Being able to find an employee for help | 965 | 361 | 604 | 87 | 194 | 196 | 144 | 138 | 322 | 387 | 148 | 74 | 34 |
| | 92% | 87% | 95% | 91% | 92% | 92% | 92% | 91% | 91% | 93% | 93% | 90% | 85% |
| | | | B | | | | | | | | | | |
| Being able to find knowledgeable staff in the store | 959 | 360 | 599 | 81 | 193 | 197 | 144 | 137 | 318 | 383 | 150 | 73 | 35 |
| | 91% | 87% | 94% | 84% | 91% | 93% | 92% | 90% | 90% | 92% | 94% | 89% | 88% |
| | | | B | | | D | d | | | | | | |
| Store offers other options, such as installation, repair, warranty or delivery of electronic products | 688 | 236 | 452 | 63 | 143 | 155 | 95 | 89 | 235 | 276 | 100 | 54 | 23 |
| | 66% | 57% | 71% | 66% | 67% | 73% | 61% | 59% | 67% | 67% | 63% | 66% | 58% |
| | | | B | | h | GH | | | | | | | |

Retail Electronics Study, August 27 through September 8, 2009
 3. How important is...? BOTTOM 2 BOX SUMMARY

| | Total | AGE | | | | | RACE | | | | CENSUS | | REGION | |
|---|----------|---------|------------------|---------------|----------|----------|----------|---------|---------|---------|----------|----------|----------|----------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Price | 11 1% | 1 1% | 1 1% | 2 1% | 2 1% | 3 1% | 8 1% | 1 1% | - | 2 3% | 1 1% | 2 1% | 4 1% | 4 2% |
| Product quality | 7 1% | - | 1 1% | - | 3 1% | 2 1% | 6 1% | - | 1 2% | - | 2 1% | 1 *% | 1 *% | 3 1% |
| Wide selection of electronic products from which to choose | 21 2% | - | 4 3% | 3 1% | 4 1% | 8 3% | 18 2% | 2 3% | - | 1 1% | 3 2% | 7 2% | 7 2% | 4 2% |
| Being able to find an employee for help | 16 2% | 3 3% | 3 2% | 3 1% | 4 1% | 3 1% | 11 1% | 3 4% | 1 2% | 1 1% | 3 2% | 3 1% | 5 1% | 5 2% |
| Being able to find knowledgeable staff in the store | 19 2% | 3 3% | 1 1% | 2 1% | 4 1% | 6 3% | 15 2% | 1 1% | - | 3 4% | 2 1% | 5 2% | 6 2% | 6 2% |
| Store offers other options, such as installation, repair, warranty or delivery of electronic products | 75 7% | 3 3% | 15 12% Bef | 21 9% B | 19 6% | 14 6% | 64 8% | 3 4% | 4 8% | 4 5% | 11 7% | 22 7% | 21 6% | 21 8% |

Retail Electronics Study, August 27 through September 8, 2009
 3. How important is...? BOTTOM 2 BOX SUMMARY

| | ---GENDER--- | | | -----INCOME----- | | | | | -----SPEND ON ELECTRONICS----- | | | | |
|---|--------------|----------------|----------|------------------|----------------|----------------|-----------------|----------|--------------------------------|----------------|----------|--------------|----------|
| | Total | Male | Female | <\$25K | \$25- \$49K | \$50- \$74K | \$75- \$100K | \$100K+ | <\$300 | \$300- \$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Price | 11 1% | 8 2% C | 3 *% | 1 1% | 5 2% f | 1 *% | 1 1% | 1 1% | 6 2% | 2 *% | 1 1% | 2 2% | - |
| Product quality | 7 1% | 4 1% | 3 *% | 3 3% | 2 1% | 1 *% | - | - | 6 2% J | 1 *% | - | - | - |
| Wide selection of electronic products from which to choose | 21 2% | 6 1% | 15 2% | 5 5% | 3 1% | 3 1% | 2 1% | - | 15 4% JK | 4 1% | 1 1% | - | 1 3% |
| Being able to find an employee for help | 16 2% | 11 3% C | 5 1% | 1 1% | 4 2% | 2 1% | 3 2% | 2 1% | 7 2% | 4 1% | 2 1% | 2 2% | 1 3% |
| Being able to find knowledgeable staff in the store | 19 2% | 13 3% C | 6 1% | 4 4% | 4 2% | 2 1% | 4 3% | 1 1% | 9 3% J | 1 *% | 3 2% | 5 6% J | 1 3% |
| Store offers other options, such as installation, repair, warranty or delivery of electronic products | 75 7% | 41 10% C | 34 5% | 10 10% | 12 6% | 12 6% | 13 8% | 14 9% | 29 8% j | 21 5% | 14 9% | 6 7% | 5 13% |

Retail Electronics Study, August 27 through September 8, 2009
 3. How important is...? MEAN SUMMARY

| | Total | AGE | | | | | RACE | | | | CENSUS REGION | | | |
|---|-------|-----|-----------|----------|-----------|------------|-------|----------|-----------|-------|---------------|----------|----------|------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Price | 4.6 | 4.5 | 4.6 | 4.5 | 4.6 | 4.6 | 4.5 | 4.6 | 4.8 g | 4.6 | 4.4 | 4.6 K | 4.6 K | 4.5 |
| Product quality | 4.8 | 4.8 | 4.7 | 4.8 | 4.8 c | 4.8 | 4.8 | 4.7 | 4.8 | 4.8 | 4.8 | 4.8 | 4.8 | 4.8 |
| Wide selection of electronic products from which to choose | 4.3 | 4.4 | 4.3 | 4.4 | 4.4 | 4.3 | 4.3 | 4.6 G | 4.6 Gj | 4.4 | 4.3 | 4.3 | 4.4 | 4.3 |
| Being able to find an employee for help | 4.6 | 4.5 | 4.6 | 4.6 b | 4.7 B | 4.7 B | 4.6 | 4.5 | 4.7 | 4.6 | 4.6 | 4.6 | 4.6 | 4.6 |
| Being able to find knowledgeable staff in the store | 4.6 | 4.5 | 4.7 BF | 4.7 | 4.7 BF | 4.6 | 4.6 | 4.7 | 4.8 j | 4.5 | 4.6 | 4.7 | 4.6 | 4.6 |
| Store offers other options, such as installation, repair, warranty or delivery of electronic products | 3.8 | 3.8 | 3.5 | 3.7 | 3.9 C | 4.0 bcd | 3.8 | 4.1 G | 4.0 | 3.9 | 3.9 n | 3.8 n | 3.9 N | 3.6 |

Retail Electronics Study, August 27 through September 8, 2009
 3. How important is...? MEAN SUMMARY

| | ---GENDER--- | | | -----INCOME----- | | | | | -----SPEND ON ELECTRONICS----- | | | | |
|---|--------------|------|----------|------------------|----------------|----------------|-----------------|-----------|--------------------------------|----------------|----------|-------------|--------|
| | Total | Male | Female | <\$25K | \$25- \$49K | \$50- \$74K | \$75- \$100K | \$100K+ | <\$300 | \$300- \$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Price | 4.6 | 4.4 | 4.7 B | 4.6 H | 4.6 H | 4.6 h | 4.5 | 4.4 | 4.6 | 4.5 | 4.6 | 4.4 | 4.6 |
| Product quality | 4.8 | 4.7 | 4.8 B | 4.6 | 4.8 d | 4.8 D | 4.8 D | 4.9 De | 4.8 | 4.8 | 4.8 | 4.9 iJkm | 4.8 |
| Wide selection of electronic products from which to choose | 4.3 | 4.3 | 4.3 | 4.2 | 4.4 d | 4.3 | 4.3 | 4.4 | 4.2 | 4.4 | 4.4 | 4.5 i | 4.4 |
| Being able to find an employee for help | 4.6 | 4.4 | 4.7 B | 4.6 | 4.6 | 4.6 | 4.6 | 4.6 | 4.7 | 4.6 | 4.6 | 4.5 | 4.5 |
| Being able to find knowledgeable staff in the store | 4.6 | 4.5 | 4.8 B | 4.5 | 4.6 | 4.7 D | 4.6 | 4.6 | 4.6 | 4.7 L | 4.7 l | 4.5 | 4.6 |
| Store offers other options, such as installation, repair, warranty or delivery of electronic products | 3.8 | 3.6 | 4.0 B | 3.8 | 4.0 GH | 3.9 GH | 3.7 | 3.6 | 3.8 | 3.9 k | 3.7 | 3.9 | 3.6 |

Retail Electronics Study, August 27 through September 8, 2009

3f. How important is it to buy from a store that offers other options, such as installation, repair, warranty or delivery of electronic products?

| | Total | AGE | | | | | RACE | | | | CENSUS | | REGION | |
|-----------------------|-------|-----|-------|-------|-------|-----|-------|-------|-------|-------|--------|-----|--------|------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| NET: TOP 2 | 688 | 67 | 74 | 143 | 213 | 168 | 548 | 49 | 39 | 52 | 110 | 202 | 221 | 155 |
| | 66% | 61% | 57% | 64% | 67% | 71% | 64% | 71% | 74% | 68% | 71% | 68% | 65% | 61% |
| | | | | | C | bC | | | | | N | n | | |
| 5 - Most Important | 442 | 39 | 41 | 86 | 146 | 114 | 345 | 39 | 28 | 30 | 74 | 117 | 167 | 84 |
| | 42% | 36% | 32% | 39% | 46% | 48% | 41% | 57% | 53% | 39% | 47% | 39% | 49% | 33% |
| | | | | | bCd | BCD | | GJ | g | | lN | | lN | |
| 4 | 246 | 28 | 33 | 57 | 67 | 54 | 203 | 10 | 11 | 22 | 36 | 85 | 54 | 71 |
| | 23% | 26% | 25% | 26% | 21% | 23% | 24% | 14% | 21% | 29% | 23% | 29% | 16% | 28% |
| | | | | | | | H | | | H | m | M | | M |
| 3 | 183 | 26 | 27 | 39 | 51 | 35 | 149 | 14 | 8 | 12 | 16 | 49 | 70 | 48 |
| | 17% | 24% | 21% | 18% | 16% | 15% | 18% | 20% | 15% | 16% | 10% | 16% | 20% | 19% |
| | | ef | | | | | | | | | | k | K | K |
| 2 | 89 | 13 | 12 | 18 | 31 | 11 | 80 | 2 | 2 | 5 | 18 | 20 | 26 | 25 |
| | 8% | 12% | 9% | 8% | 10% | 5% | 9% | 3% | 4% | 6% | 12% | 7% | 8% | 10% |
| | | F | | | F | | HI | | | | | | | |
| 1 | 42 | 1 | 8 | 13 | 13 | 7 | 37 | - | 2 | 3 | 4 | 16 | 14 | 8 |
| | 4% | 1% | 6% | 6% | 4% | 3% | 4% | | 4% | 4% | 3% | 5% | 4% | 3% |
| | | | B | B | B | | | | | | | | | |
| 0 - Unimportant | 33 | 2 | 7 | 8 | 6 | 7 | 27 | 3 | 2 | 1 | 7 | 6 | 7 | 13 |
| | 3% | 2% | 5% | 4% | 2% | 3% | 3% | 4% | 4% | 1% | 4% | 2% | 2% | 5% |
| | | | | | | | | | | | | | | lm |
| NET: BOTTOM 2 | 75 | 3 | 15 | 21 | 19 | 14 | 64 | 3 | 4 | 4 | 11 | 22 | 21 | 21 |
| | 7% | 3% | 12% | 9% | 6% | 6% | 8% | 4% | 8% | 5% | 7% | 7% | 6% | 8% |
| | | | Bef | B | | | | | | | | | | |
| DK/REFUSED | 15 | - | 2 | 1 | 2 | 9 | 10 | 1 | - | 4 | 1 | 5 | 4 | 5 |
| | 1% | | 2% | *% | 1% | 4% | 1% | 1% | | 5% | 1% | 2% | 1% | 2% |
| | | | | | | DE | | | | | | | | |
| MEAN | 3.8 | 3.8 | 3.5 | 3.7 | 3.9 | 4.0 | 3.8 | 4.1 | 4.0 | 3.9 | 3.9 | 3.8 | 3.9 | 3.6 |
| | | | | | C | bCD | | G | | | n | n | N | |
| STD DEV | 1.3 | 1.2 | 1.5 | 1.4 | 1.3 | 1.3 | 1.4 | 1.3 | 1.3 | 1.2 | 1.4 | 1.3 | 1.3 | 1.4 |
| STD ERR | 0.0 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| MEDIAN | 4.0 | 4.0 | 4.0 | 4.0 | 4.0 | 4.5 | 4.0 | 5.0 | 5.0 | 4.0 | 4.0 | 4.0 | 4.0 | 4.0 |

Retail Electronics Study, August 27 through September 8, 2009
 Which store do you think has...? BEST BUY SUMMARY TABLE

| | Total | AGE | | | | | RACE | | | | CENSUS REGION | | | |
|---|------------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|---------------|------------|------------|------------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Lowest prices on electronic goods | 147 14% | 13 12% | 13 10% | 39 18% | 46 15% | 31 13% | 116 14% | 10 14% | 7 13% | 14 18% | 23 15% | 34 11% | 53 15% | 37 15% |
| | | | | C | | | | | | | | | | |
| Better quality of electronic goods | 696 66% | 87 80% | 88 68% | 156 70% | 215 68% | 129 54% | 556 65% | 51 74% | 40 75% | 49 64% | 110 71% | 196 66% | 225 66% | 165 65% |
| | | CdEF | F | F | F | | | | g | | | | | |
| Widest selection of electronic goods | 855 81% | 92 84% | 110 85% | 187 84% | 264 84% | 174 73% | 696 82% | 53 77% | 48 91% | 58 75% | 125 80% | 240 81% | 279 82% | 211 83% |
| | | F | F | F | F | | | | GHJ | | | | | |
| Easiest to find help | 727 69% | 74 68% | 100 77% | 165 74% | 233 74% | 135 57% | 589 69% | 52 75% | 35 66% | 51 66% | 101 65% | 210 70% | 235 69% | 181 71% |
| | | F | F | F | F | | | | | | | | | |
| Most knowledgeable staff | 891 85% | 93 85% | 113 87% | 196 88% | 274 87% | 190 80% | 726 85% | 56 81% | 45 85% | 64 83% | 135 87% | 254 85% | 283 83% | 219 86% |
| | | | f | F | F | | | | | | | | | |
| Most options for installation, repair, warranty or delivery of your electronic products | 847 81% | 92 84% | 112 86% | 191 86% | 263 83% | 170 72% | 686 81% | 57 83% | 45 85% | 59 77% | 125 80% | 237 80% | 285 83% | 200 79% |
| | | F | F | F | F | | | | | | | | | |
| Best overall combination of price, quality, service and convenience | 709 68% | 73 67% | 91 70% | 167 75% | 224 71% | 136 57% | 585 69% | 42 61% | 33 62% | 49 64% | 115 74% | 195 65% | 219 64% | 180 71% |
| | | f | F | F | F | | | | | | LM | | | m |

Retail Electronics Study, August 27 through September 8, 2009
 Which store do you think has...? BEST BUY SUMMARY TABLE

| | ---GENDER--- | | | -----INCOME----- | | | | | -----SPEND ON ELECTRONICS----- | | | | |
|---|--------------|------------|------------|------------------|----------------|----------------|-----------------|------------|--------------------------------|----------------|------------|-----------|-----------|
| | Total | Male | Female | <\$25K | \$25- \$49K | \$50- \$74K | \$75- \$100K | \$100K+ | <\$300 | \$300- \$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Lowest prices on electronic goods | 147 14% | 64 15% | 83 13% | 14 15% | 29 14% | 27 13% | 27 17% | 25 16% | 40 11% | 61 15% | 27 17% | 15 18% | 4 10% |
| Better quality of electronic goods | 696 66% | 280 68% | 416 65% | 61 64% | 130 61% | 148 70% | 116 74% | 114 75% | 197 56% | 309 74% | 115 72% | 56 68% | 19 48% |
| Widest selection of electronic goods | 855 81% | 344 83% | 511 80% | 67 70% | 166 78% | 184 87% | 136 87% | 132 87% | 269 76% | 360 87% | 138 86% | 64 78% | 24 60% |
| Easiest to find help | 727 69% | 305 74% | 422 66% | 53 55% | 139 66% | 159 75% | 123 79% | 116 76% | 214 61% | 317 76% | 123 77% | 52 63% | 21 53% |
| Most knowledgeable staff | 891 85% | 362 88% | 529 83% | 67 70% | 179 84% | 192 91% | 145 93% | 134 88% | 278 79% | 373 90% | 145 91% | 69 84% | 26 65% |
| Most options for installation, repair, warranty or delivery of your electronic products | 847 81% | 346 84% | 501 79% | 66 69% | 157 74% | 187 88% | 147 94% | 129 85% | 248 70% | 360 87% | 143 89% | 69 84% | 27 68% |
| Best overall combination of price, quality, service and convenience | 709 68% | 288 70% | 421 66% | 52 54% | 135 64% | 160 75% | 120 77% | 122 80% | 216 61% | 302 73% | 123 77% | 54 66% | 14 35% |

Retail Electronics Study, August 27 through September 8, 2009
 Which store do you think has...? WALMART SUMMARY TABLE

| | Total | AGE | | | | | RACE | | | | CENSUS | | REGION | |
|---|------------|------------------|---------------|------------|------------|-------------------|---------------|----------------|----------------|-----------|----------------|-----------------|-----------------|------------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Lowest prices on electronic goods | 649 62% | 81 74% DEF | 86 66% | 137 62% | 190 60% | 141 59% | 508 60% | 49 71% G | 41 77% G | 51 66% | 97 62% | 182 61% | 224 65% N | 146 57% |
| Better quality of electronic goods | 78 7% | 3 3% | 10 8% b | 13 6% | 19 6% | 28 12% BDE | 62 7% | 6 9% | 3 6% | 7 9% | 8 5% | 25 8% | 32 9% kN | 13 5% |
| Widest selection of electronic goods | 83 8% | 8 7% | 8 6% | 18 8% | 19 6% | 28 12% cE | 63 7% | 9 13% | 3 6% | 8 10% | 17 11% n | 19 6% | 32 9% | 15 6% |
| Easiest to find help | 156 15% | 18 17% | 14 11% | 25 11% | 38 12% | 55 23% CDE | 125 15% | 10 14% | 9 17% | 12 16% | 24 15% | 47 16% | 52 15% | 33 13% |
| Most knowledgeable staff | 67 6% | 7 6% | 8 6% | 11 5% | 12 4% | 26 11% cDE | 52 6% I | 9 13% gI | 1 2% | 5 6% | 8 5% | 21 7% | 26 8% | 12 5% |
| Most options for installation, repair, warranty or delivery of your electronic products | 75 7% | 5 5% | 7 5% | 11 5% | 14 4% | 32 14% BCDE | 59 7% | 6 9% | 3 6% | 7 9% | 13 8% | 20 7% | 28 8% | 14 6% |
| Best overall combination of price, quality, service and convenience | 200 19% | 21 19% | 23 18% | 37 17% | 49 16% | 63 27% CDE | 154 18% | 16 23% | 13 25% | 17 22% | 18 12% | 61 20% Kn | 84 25% KN | 37 15% |

Retail Electronics Study, August 27 through September 8, 2009
Which store do you think has...? WALMART SUMMARY TABLE

| | ---GENDER--- | | | -----INCOME----- | | | | | -----SPEND ON ELECTRONICS----- | | | | |
|---|--------------|------------|---------------|-------------------|-----------------|-----------------|-----------------|-----------|--------------------------------|-----------------|-----------------|-----------|----------------|
| | Total | Male | Female | <\$25K | \$25- \$49K | \$50- \$74K | \$75- \$100K | \$100K+ | <\$300 | \$300- \$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Lowest prices on electronic goods | 649 62% | 255 62% | 394 62% | 70 73% eH | 134 63% h | 136 64% H | 104 67% H | 81 53% | 218 62% L | 266 64% L | 100 63% L | 40 49% | 25 63% |
| Better quality of electronic goods | 78 7% | 23 6% | 55 9% b | 14 15% fGH | 21 10% GH | 16 8% GH | 4 3% | 2 1% | 38 11% JKL | 24 6% | 7 4% | 3 4% | 6 15% kl |
| Widest selection of electronic goods | 83 8% | 26 6% | 57 9% | 17 18% FGH | 23 11% fH | 13 6% h | 11 7% h | 4 3% | 37 10% J | 24 6% | 12 8% | 5 6% | 5 13% |
| Easiest to find help | 156 15% | 55 13% | 101 16% | 26 27% FGH | 40 19% gH | 31 15% H | 19 12% h | 10 7% | 69 20% JK | 47 11% | 20 13% | 12 15% | 8 20% |
| Most knowledgeable staff | 67 6% | 18 4% | 49 8% B | 13 14% eFGH | 13 6% | 11 5% | 6 4% | 7 5% | 34 10% JK | 17 4% | 5 3% | 7 9% | 4 10% |
| Most options for installation, repair, warranty or delivery of your electronic products | 75 7% | 21 5% | 54 8% B | 18 19% EFGH | 18 8% GH | 11 5% g | 3 2% | 4 3% | 41 12% JKL | 19 5% | 8 5% | 3 4% | 4 10% |
| Best overall combination of price, quality, service and convenience | 200 19% | 79 19% | 121 19% | 31 32% EFGH | 45 21% gH | 33 16% H | 22 14% H | 10 7% | 82 23% JK | 65 16% | 25 16% | 17 21% | 11 28% |

Retail Electronics Study, August 27 through September 8, 2009
Which store do you think has...? BOTH ARE EQUAL SUMMARY TABLE

| | AGE | | | | | RACE | | | | CENSUS | | REGION | | |
|---|------------|-----------|-----------|----------------|---------------|----------------|---------------|----------|----------|----------|------------------|-----------------|-----------|-----------------|
| | Total | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Lowest prices on electronic goods | 85 8% | 6 6% | 14 11% | 16 7% | 27 9% | 18 8% | 75 9% I | 4 6% | 1 2% | 5 6% | 8 5% | 33 11% KM | 19 6% | 25 10% km |
| Better quality of electronic goods | 160 15% | 10 9% | 21 16% | 36 16% b | 45 14% | 44 19% B | 138 16% | 7 10% | 7 13% | 8 10% | 21 13% | 50 17% | 55 16% | 34 13% |
| Widest selection of electronic goods | 45 4% | 3 3% | 2 2% | 8 4% C | 16 5% C | 14 6% C | 38 4% | 3 4% | - | 4 5% | 6 4% | 17 6% N | 16 5% | 6 2% |
| Easiest to find help | 103 10% | 12 11% | 11 8% | 22 10% | 27 9% | 26 11% | 83 10% | 5 7% | 6 11% | 9 12% | 23 15% lmn | 27 9% | 31 9% | 22 9% |
| Most knowledgeable staff | 35 3% | 4 4% | 6 5% | 4 2% | 13 4% | 5 2% | 25 3% | 3 4% | 3 6% | 4 5% | 7 4% | 11 4% | 10 3% | 7 3% |
| Most options for installation, repair, warranty or delivery of your electronic products | 29 3% | 2 2% | 2 2% | 8 4% | 11 3% | 6 3% | 25 3% | 1 1% | - | 3 4% | 5 3% | 11 4% m | 5 1% | 8 3% |
| Best overall combination of price, quality, service and convenience | 57 5% | 7 6% | 9 7% | 10 5% | 17 5% | 11 5% | 42 5% | 6 9% | 4 8% | 5 6% | 9 6% | 19 6% | 15 4% | 14 6% |

Retail Electronics Study, August 27 through September 8, 2009
Which store do you think has...? BOTH ARE EQUAL SUMMARY TABLE

| | ---GENDER--- | | | -----INCOME----- | | | | | -----SPEND ON ELECTRONICS----- | | | | |
|---|--------------|-----------|----------------|------------------|-----------------|----------------|-----------------|-----------|--------------------------------|----------------|---------------|------------------|----------------|
| | Total | Male | Female | <\$25K | \$25- \$49K | \$50- \$74K | \$75- \$100K | \$100K+ | <\$300 | \$300- \$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Lowest prices on electronic goods | 85 8% | 40 10% | 45 7% | 5 5% | 12 6% | 15 7% | 11 7% | 14 9% | 24 7% | 33 8% m | 14 9% m | 13 16% IjM | 1 3% |
| Better quality of electronic goods | 160 15% | 65 16% | 95 15% | 14 15% | 35 17% h | 29 14% | 27 17% h | 15 10% | 63 18% J | 49 12% | 27 17% | 14 17% | 7 18% |
| Widest selection of electronic goods | 45 4% | 21 5% | 24 4% | 5 5% | 10 5% | 6 3% | 4 3% | 3 2% | 16 5% | 15 4% | 5 3% | 5 6% | 4 10% |
| Easiest to find help | 103 10% | 30 7% | 73 11% B | 12 13% f | 26 12% Fg | 13 6% | 10 6% | 11 7% | 41 12% j | 33 8% | 15 9% | 10 12% | 4 10% |
| Most knowledgeable staff | 35 3% | 15 4% | 20 3% | 9 9% EFGH | 6 3% h | 3 1% | 3 2% | 1 1% | 15 4% | 10 2% | 5 3% | 2 2% | 3 8% |
| Most options for installation, repair, warranty or delivery of your electronic products | 29 3% | 11 3% | 18 3% | 3 3% | 8 4% | 3 1% | 4 3% | 5 3% | 12 3% | 12 3% | 3 2% | 1 1% | 1 3% |
| Best overall combination of price, quality, service and convenience | 57 5% | 21 5% | 36 6% | 4 4% | 13 6% | 10 5% | 8 5% | 7 5% | 15 4% | 23 6% | 9 6% | 4 5% | 6 15% il |

Retail Electronics Study, August 27 through September 8, 2009

4. Which store do you think has the lowest prices on electronic goods?

| | AGE | | | | | RACE | | | | CENSUS | | REGION | | |
|-----------------------|------------|-----------|-----------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|------------|------------|------------|
| | Total | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Best Buy | 147 14% | 13 12% | 13 10% | 39 18% | 46 15% | 31 13% | 116 14% | 10 14% | 7 13% | 14 18% | 23 15% | 34 11% | 53 15% | 37 15% |
| | | | | C | | | | | | | | | | |
| Wal-Mart | 649 62% | 81 74% | 86 66% | 137 62% | 190 60% | 141 59% | 508 60% | 49 71% | 41 77% | 51 66% | 97 62% | 182 61% | 224 65% | 146 57% |
| | | DEF | | | | | | G | G | | | | N | |
| Both are Equal | 85 8% | 6 6% | 14 11% | 16 7% | 27 9% | 18 8% | 75 9% | 4 6% | 1 2% | 5 6% | 8 5% | 33 11% | 19 6% | 25 10% |
| | | | | | | | I | | | | | KM | | km |
| DK/REFUSED | 169 16% | 9 8% | 17 13% | 30 14% | 53 17% | 47 20% | 152 18% | 6 9% | 4 8% | 7 9% | 28 18% | 49 16% | 46 13% | 46 18% |
| | | | | | B | Bcd | HIJ | | | | | | | |

Retail Electronics Study, August 27 through September 8, 2009

4. Which store do you think has the lowest prices on electronic goods?

| | GENDER | | | INCOME | | | | | SPEND ON ELECTRONICS | | | | |
|-----------------------|------------|------------|------------|-----------|------------|------------|-------------|-----------|----------------------|------------|------------|-----------|-----------|
| | Total | Male | Female | <\$25K | \$25-\$49K | \$50-\$74K | \$75-\$100K | \$100K+ | <\$300 | \$300-\$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Best Buy | 147 14% | 64 15% | 83 13% | 14 15% | 29 14% | 27 13% | 27 17% | 25 16% | 40 11% | 61 15% | 27 17% | 15 18% | 4 10% |
| Wal-Mart | 649 62% | 255 62% | 394 62% | 70 73% | 134 63% | 136 64% | 104 67% | 81 53% | 218 62% | 266 64% | 100 63% | 40 49% | 25 63% |
| | | | | eH | h | H | H | | L | L | L | | |
| Both are Equal | 85 8% | 40 10% | 45 7% | 5 5% | 12 6% | 15 7% | 11 7% | 14 9% | 24 7% | 33 8% | 14 9% | 13 16% | 1 3% |
| | | | | | | | | | | m | m | IjM | |
| DK/REFUSED | 169 16% | 54 13% | 115 18% | 7 7% | 37 17% | 34 16% | 14 9% | 32 21% | 71 20% | 55 13% | 19 12% | 14 17% | 10 25% |
| | | | B | | DG | DG | | DG | JK | | | | jk |

Retail Electronics Study, August 27 through September 8, 2009

5. Which store offers the better quality of electronic goods?

| | AGE | | | | | RACE | | | | CENSUS | | REGION | | |
|-----------------------|------------|-----------|-----------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|
| | Total | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Best Buy | 696 66% | 87 80% | 88 68% | 156 70% | 215 68% | 129 54% | 556 65% | 51 74% | 40 75% | 49 64% | 110 71% | 196 66% | 225 66% | 165 65% |
| | | cDeF | F | F | F | | | | g | | | | | |
| Wal-Mart | 78 7% | 3 3% | 10 8% | 13 6% | 19 6% | 28 12% | 62 7% | 6 9% | 3 6% | 7 9% | 8 5% | 25 8% | 32 9% | 13 5% |
| | | | b | | | BDE | | | | | | | kN | |
| Both are Equal | 160 15% | 10 9% | 21 16% | 36 16% | 45 14% | 44 19% | 138 16% | 7 10% | 7 13% | 8 10% | 21 13% | 50 17% | 55 16% | 34 13% |
| | | | | b | | B | | | | | | | | |
| DK/REFUSED | 116 11% | 9 8% | 11 8% | 17 8% | 37 12% | 36 15% | 95 11% | 5 7% | 3 6% | 13 17% | 17 11% | 27 9% | 30 9% | 42 17% |
| | | | | | | BCD | | | | hI | | | | kLM |

Retail Electronics Study, August 27 through September 8, 2009

5. Which store offers the better quality of electronic goods?

| | GENDER | | | INCOME | | | | SPEND ON ELECTRONICS | | | | | |
|-----------------------|------------|------------|------------|-----------|------------|------------|-------------|----------------------|------------|------------|------------|-----------|-----------|
| | Total | Male | Female | <\$25K | \$25-\$49K | \$50-\$74K | \$75-\$100K | \$100K+ | <\$300 | \$300-\$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Best Buy | 696 66% | 280 68% | 416 65% | 61 64% | 130 61% | 148 70% | 116 74% | 114 75% | 197 56% | 309 74% | 115 72% | 56 68% | 19 48% |
| | | | | | | e | dE | dE | | IM | IM | IM | |
| Wal-Mart | 78 7% | 23 6% | 55 9% | 14 15% | 21 10% | 16 8% | 4 3% | 2 1% | 38 11% | 24 6% | 7 4% | 3 4% | 6 15% |
| | | | b | FGH | GH | GH | | | JKL | | | | k1 |
| Both are Equal | 160 15% | 65 16% | 95 15% | 14 15% | 35 17% | 29 14% | 27 17% | 15 10% | 63 18% | 49 12% | 27 17% | 14 17% | 7 18% |
| | | | | | h | | h | | J | | | | |
| DK/REFUSED | 116 11% | 45 11% | 71 11% | 7 7% | 26 12% | 19 9% | 9 6% | 21 14% | 55 16% | 33 8% | 11 7% | 9 11% | 8 20% |
| | | | | | G | | | dG | JK | | | | JK |

Retail Electronics Study, August 27 through September 8, 2009
6. Which store offers the widest selection of electronic goods?

| | Total | AGE | | | | | RACE | | | | CENSUS | | REGION | |
|-----------------------|-------|-----|-------|-------|-------|-----|-------|-------|-------|-------|--------|-----|--------|------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Best Buy | 855 | 92 | 110 | 187 | 264 | 174 | 696 | 53 | 48 | 58 | 125 | 240 | 279 | 211 |
| | 81% | 84% | 85% | 84% | 84% | 73% | 82% | 77% | 91% | 75% | 80% | 81% | 82% | 83% |
| | | F | F | F | F | | | | GHJ | | | | | |
| Wal-Mart | 83 | 8 | 8 | 18 | 19 | 28 | 63 | 9 | 3 | 8 | 17 | 19 | 32 | 15 |
| | 8% | 7% | 6% | 8% | 6% | 12% | 7% | 13% | 6% | 10% | 11% | 6% | 9% | 6% |
| | | | | | | cE | | | | | n | | | |
| Both are Equal | 45 | 3 | 2 | 8 | 16 | 14 | 38 | 3 | - | 4 | 6 | 17 | 16 | 6 |
| | 4% | 3% | 2% | 4% | 5% | 6% | 4% | 4% | | 5% | 4% | 6% | 5% | 2% |
| | | | | | C | C | | | | | | N | | |
| DK/REFUSED | 67 | 6 | 10 | 9 | 17 | 21 | 54 | 4 | 2 | 7 | 8 | 22 | 15 | 22 |
| | 6% | 6% | 8% | 4% | 5% | 9% | 6% | 6% | 4% | 9% | 5% | 7% | 4% | 9% |
| | | | | | | D | | | | | | | | M |

Retail Electronics Study, August 27 through September 8, 2009
6. Which store offers the widest selection of electronic goods?

| | Total | GENDER | | INCOME | | | | | SPEND ON ELECTRONICS | | | | |
|-----------------------|-------|--------|--------|--------|------------|------------|-------------|---------|----------------------|------------|--------|-------|--------|
| | | Male | Female | <\$25K | \$25-\$49K | \$50-\$74K | \$75-\$100K | \$100K+ | <\$300 | \$300-\$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Best Buy | 855 | 344 | 511 | 67 | 166 | 184 | 136 | 132 | 269 | 360 | 138 | 64 | 24 |
| | 81% | 83% | 80% | 70% | 78% | 87% | 87% | 87% | 76% | 87% | 86% | 78% | 60% |
| | | | | | | DE | DE | DE | M | ILM | IM | M | |
| Wal-Mart | 83 | 26 | 57 | 17 | 23 | 13 | 11 | 4 | 37 | 24 | 12 | 5 | 5 |
| | 8% | 6% | 9% | 18% | 11% | 6% | 7% | 3% | 10% | 6% | 8% | 6% | 13% |
| | | | | FGH | fH | h | h | | J | | | | |
| Both are Equal | 45 | 21 | 24 | 5 | 10 | 6 | 4 | 3 | 16 | 15 | 5 | 5 | 4 |
| | 4% | 5% | 4% | 5% | 5% | 3% | 3% | 2% | 5% | 4% | 3% | 6% | 10% |
| DK/REFUSED | 67 | 22 | 45 | 7 | 13 | 9 | 5 | 13 | 31 | 16 | 5 | 8 | 7 |
| | 6% | 5% | 7% | 7% | 6% | 4% | 3% | 9% | 9% | 4% | 3% | 10% | 18% |

Retail Electronics Study, August 27 through September 8, 2009

7. In which store would it be easiest to find help?

| | AGE | | | | | RACE | | | | CENSUS | | REGION | | |
|-----------------------|------------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|
| | Total | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Best Buy | 727 69% | 74 68% | 100 77% | 165 74% | 233 74% | 135 57% | 589 69% | 52 75% | 35 66% | 51 66% | 101 65% | 210 70% | 235 69% | 181 71% |
| | | F | F | F | F | | | | | | | | | |
| Wal-Mart | 156 15% | 18 17% | 14 11% | 25 11% | 38 12% | 55 23% | 125 15% | 10 14% | 9 17% | 12 16% | 24 15% | 47 16% | 52 15% | 33 13% |
| | | | | | | CDE | | | | | | | | |
| Both are Equal | 103 10% | 12 11% | 11 8% | 22 10% | 27 9% | 26 11% | 83 10% | 5 7% | 6 11% | 9 12% | 23 15% | 27 9% | 31 9% | 22 9% |
| | | | | | | | | | | | lmn | | | |
| DK/REFUSED | 64 6% | 5 5% | 5 4% | 10 5% | 18 6% | 21 9% | 54 6% | 2 3% | 3 6% | 5 6% | 8 5% | 14 5% | 24 7% | 18 7% |
| | | | | | | Cd | | | | | | | | |

Retail Electronics Study, August 27 through September 8, 2009

7. In which store would it be easiest to find help?

| | GENDER | | INCOME | | | | | SPEND ON ELECTRONICS | | | | | |
|-----------------------|------------|------------|------------|-----------|------------|------------|-------------|----------------------|------------|------------|------------|-----------|-----------|
| | Total | Male | Female | <\$25K | \$25-\$49K | \$50-\$74K | \$75-\$100K | \$100K+ | <\$300 | \$300-\$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Best Buy | 727 69% | 305 74% | 422 66% | 53 55% | 139 66% | 159 75% | 123 79% | 116 76% | 214 61% | 317 76% | 123 77% | 52 63% | 21 53% |
| | | C | | | d | DE | DE | DE | | ILM | ILM | | |
| Wal-Mart | 156 15% | 55 13% | 101 16% | 26 27% | 40 19% | 31 15% | 19 12% | 10 7% | 69 20% | 47 11% | 20 13% | 12 15% | 8 20% |
| | | | | FGH | gH | H | h | | JK | | | | |
| Both are Equal | 103 10% | 30 7% | 73 11% | 12 13% | 26 12% | 13 6% | 10 6% | 11 7% | 41 12% | 33 8% | 15 9% | 10 12% | 4 10% |
| | | | B | f | Fg | | | | j | | | | |
| DK/REFUSED | 64 6% | 23 6% | 41 6% | 5 5% | 7 3% | 9 4% | 4 3% | 15 10% | 29 8% | 18 4% | 2 1% | 8 10% | 7 18% |
| | | | | | | | | EFG | JK | K | | K | JK |

Retail Electronics Study, August 27 through September 8, 2009

8. If you had a technical question about an electronic product, which store would have the most knowledgeable staff?

| | Total | AGE | | | | | RACE | | | | CENSUS REGION | | | |
|-----------------------|-------|-----|-------|-------|-------|-----|-------|-------|-------|-------|---------------|-----|-------|------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Best Buy | 891 | 93 | 113 | 196 | 274 | 190 | 726 | 56 | 45 | 64 | 135 | 254 | 283 | 219 |
| | 85% | 85% | 87% | 88% | 87% | 80% | 85% | 81% | 85% | 83% | 87% | 85% | 83% | 86% |
| | | | f | F | F | | | | | | | | | |
| Wal-Mart | 67 | 7 | 8 | 11 | 12 | 26 | 52 | 9 | 1 | 5 | 8 | 21 | 26 | 12 |
| | 6% | 6% | 6% | 5% | 4% | 11% | 6% | 13% | 2% | 6% | 5% | 7% | 8% | 5% |
| | | | | | | cDE | I | gI | | | | | | |
| Both are Equal | 35 | 4 | 6 | 4 | 13 | 5 | 25 | 3 | 3 | 4 | 7 | 11 | 10 | 7 |
| | 3% | 4% | 5% | 2% | 4% | 2% | 3% | 4% | 6% | 5% | 4% | 4% | 3% | 3% |
| DK/REFUSED | 57 | 5 | 3 | 11 | 17 | 16 | 48 | 1 | 4 | 4 | 6 | 12 | 23 | 16 |
| | 5% | 5% | 2% | 5% | 5% | 7% | 6% | 1% | 8% | 5% | 4% | 4% | 7% | 6% |
| | | | | | c | C | H | | | | | | | |

Retail Electronics Study, August 27 through September 8, 2009

8. If you had a technical question about an electronic product, which store would have the most knowledgeable staff?

| | Total | GENDER | | INCOME | | | | SPEND ON ELECTRONICS | | | | | |
|-----------------------|-------|--------|--------|--------|------------|------------|-------------|----------------------|--------|------------|--------|-------|--------|
| | | Male | Female | <\$25K | \$25-\$49K | \$50-\$74K | \$75-\$100K | \$100K+ | <\$300 | \$300-\$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Best Buy | 891 | 362 | 529 | 67 | 179 | 192 | 145 | 134 | 278 | 373 | 145 | 69 | 26 |
| | 85% | 88% | 83% | 70% | 84% | 91% | 93% | 88% | 79% | 90% | 91% | 84% | 65% |
| | | C | | | D | De | DE | D | m | IM | IM | M | |
| Wal-Mart | 67 | 18 | 49 | 13 | 13 | 11 | 6 | 7 | 34 | 17 | 5 | 7 | 4 |
| | 6% | 4% | 8% | 14% | 6% | 5% | 4% | 5% | 10% | 4% | 3% | 9% | 10% |
| | | | B | eFGH | | | | | JK | | | | |
| Both are Equal | 35 | 15 | 20 | 9 | 6 | 3 | 3 | 1 | 15 | 10 | 5 | 2 | 3 |
| | 3% | 4% | 3% | 9% | 3% | 1% | 2% | 1% | 4% | 2% | 3% | 2% | 8% |
| | | | | EFGH | h | | | | | | | | |
| DK/REFUSED | 57 | 18 | 39 | 7 | 14 | 6 | 2 | 10 | 26 | 15 | 5 | 4 | 7 |
| | 5% | 4% | 6% | 7% | 7% | 3% | 1% | 7% | 7% | 4% | 3% | 5% | 18% |
| | | | | G | fG | | | G | JK | | | | JKL |

Retail Electronics Study, August 27 through September 8, 2009

9. If you needed help with installation, repair, warranty or delivery of your electronic products, which store would you think would offer you the most options?

| | AGE | | | | | RACE | | | | CENSUS REGION | | | | |
|-----------------------|-------|-----|-------|-------|-------|------|-------|-------|-------|---------------|-----|-----|-------|------|
| | Total | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Best Buy | 847 | 92 | 112 | 191 | 263 | 170 | 686 | 57 | 45 | 59 | 125 | 237 | 285 | 200 |
| | 81% | 84% | 86% | 86% | 83% | 72% | 81% | 83% | 85% | 77% | 80% | 80% | 83% | 79% |
| | | F | F | F | F | | | | | | | | | |
| Wal-Mart | 75 | 5 | 7 | 11 | 14 | 32 | 59 | 6 | 3 | 7 | 13 | 20 | 28 | 14 |
| | 7% | 5% | 5% | 5% | 4% | 14% | 7% | 9% | 6% | 9% | 8% | 7% | 8% | 6% |
| | | | | | | BCDE | | | | | | | | |
| Both are Equal | 29 | 2 | 2 | 8 | 11 | 6 | 25 | 1 | - | 3 | 5 | 11 | 5 | 8 |
| | 3% | 2% | 2% | 4% | 3% | 3% | 3% | 1% | | 4% | 3% | 4% | 1% | 3% |
| | | | | | | | | | | | | m | | |
| DK/REFUSED | 99 | 10 | 9 | 12 | 28 | 29 | 81 | 5 | 5 | 8 | 13 | 30 | 24 | 32 |
| | 9% | 9% | 7% | 5% | 9% | 12% | 10% | 7% | 9% | 10% | 8% | 10% | 7% | 13% |
| | | | | | | cD | | | | | | | | M |

Retail Electronics Study, August 27 through September 8, 2009

9. If you needed help with installation, repair, warranty or delivery of your electronic products, which store would you think would offer you the most options?

| | GENDER | | | INCOME | | | | SPEND ON ELECTRONICS | | | | | |
|-----------------------|--------|------|--------|--------|------------|------------|-------------|----------------------|--------|------------|--------|-------|--------|
| | Total | Male | Female | <\$25K | \$25-\$49K | \$50-\$74K | \$75-\$100K | \$100K+ | <\$300 | \$300-\$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Best Buy | 847 | 346 | 501 | 66 | 157 | 187 | 147 | 129 | 248 | 360 | 143 | 69 | 27 |
| | 81% | 84% | 79% | 69% | 74% | 88% | 94% | 85% | 70% | 87% | 89% | 84% | 68% |
| | | C | | | | DE | DEFH | DE | | IM | IM | IM | |
| Wal-Mart | 75 | 21 | 54 | 18 | 18 | 11 | 3 | 4 | 41 | 19 | 8 | 3 | 4 |
| | 7% | 5% | 8% | 19% | 8% | 5% | 2% | 3% | 12% | 5% | 5% | 4% | 10% |
| | | | B | EFGH | GH | g | | | JKL | | | | |
| Both are Equal | 29 | 11 | 18 | 3 | 8 | 3 | 4 | 5 | 12 | 12 | 3 | 1 | 1 |
| | 3% | 3% | 3% | 3% | 4% | 1% | 3% | 3% | 3% | 3% | 2% | 1% | 3% |
| DK/REFUSED | 99 | 35 | 64 | 9 | 29 | 11 | 2 | 14 | 52 | 24 | 6 | 9 | 8 |
| | 9% | 8% | 10% | 9% | 14% | 5% | 1% | 9% | 15% | 6% | 4% | 11% | 20% |
| | | | | G | FG | G | | G | JK | | | k | JK |

Retail Electronics Study, August 27 through September 8, 2009

10. For electronic goods only, which store gives you the best overall combination of price, quality, service and convenience?

| | Total | AGE | | | | | RACE | | | | CENSUS | | REGION | |
|-----------------------|-------|-----|-------|-------|-------|-----|-------|-------|-------|-------|--------|-----|--------|------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Best Buy | 709 | 73 | 91 | 167 | 224 | 136 | 585 | 42 | 33 | 49 | 115 | 195 | 219 | 180 |
| | 68% | 67% | 70% | 75% | 71% | 57% | 69% | 61% | 62% | 64% | 74% | 65% | 64% | 71% |
| | | f | F | F | F | | | | | | lM | | | m |
| Wal-Mart | 200 | 21 | 23 | 37 | 49 | 63 | 154 | 16 | 13 | 17 | 18 | 61 | 84 | 37 |
| | 19% | 19% | 18% | 17% | 16% | 27% | 18% | 23% | 25% | 22% | 12% | 20% | 25% | 15% |
| | | | | | | CDE | | | | | | Kn | KN | |
| Both are Equal | 57 | 7 | 9 | 10 | 17 | 11 | 42 | 6 | 4 | 5 | 9 | 19 | 15 | 14 |
| | 5% | 6% | 7% | 5% | 5% | 5% | 5% | 9% | 8% | 6% | 6% | 6% | 4% | 6% |
| DK/REFUSED | 84 | 8 | 7 | 8 | 26 | 27 | 70 | 5 | 3 | 6 | 14 | 23 | 24 | 23 |
| | 8% | 7% | 5% | 4% | 8% | 11% | 8% | 7% | 6% | 8% | 9% | 8% | 7% | 9% |
| | | | | | D | CD | | | | | | | | |

Retail Electronics Study, August 27 through September 8, 2009

10. For electronic goods only, which store gives you the best overall combination of price, quality, service and convenience?

| | Total | GENDER | | INCOME | | | | | SPEND ON ELECTRONICS | | | | |
|-----------------------|-------|--------|--------|--------|------------|------------|-------------|---------|----------------------|------------|--------|-------|--------|
| | | Male | Female | <\$25K | \$25-\$49K | \$50-\$74K | \$75-\$100K | \$100K+ | <\$300 | \$300-\$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Best Buy | 709 | 288 | 421 | 52 | 135 | 160 | 120 | 122 | 216 | 302 | 123 | 54 | 14 |
| | 68% | 70% | 66% | 54% | 64% | 75% | 77% | 80% | 61% | 73% | 77% | 66% | 35% |
| | | | | | | DE | DE | DE | M | IM | ILM | M | |
| Wal-Mart | 200 | 79 | 121 | 31 | 45 | 33 | 22 | 10 | 82 | 65 | 25 | 17 | 11 |
| | 19% | 19% | 19% | 32% | 21% | 16% | 14% | 7% | 23% | 16% | 16% | 21% | 28% |
| | | | | EFGH | gH | H | H | | JK | | | | |
| Both are Equal | 57 | 21 | 36 | 4 | 13 | 10 | 8 | 7 | 15 | 23 | 9 | 4 | 6 |
| | 5% | 5% | 6% | 4% | 6% | 5% | 5% | 5% | 4% | 6% | 6% | 5% | 15% |
| | | | | | | | | | | | | | il |
| DK/REFUSED | 84 | 25 | 59 | 9 | 19 | 9 | 6 | 13 | 40 | 25 | 3 | 7 | 9 |
| | 8% | 6% | 9% | 9% | 9% | 4% | 4% | 9% | 11% | 6% | 2% | 9% | 23% |
| | | | b | g | FG | | | g | JK | K | | K | JKL |

Retail Electronics Study, August 27 through September 8, 2009

11. About how much you expect your household to spend for electronic products this year?

| | ----GENDER---- | | | -----INCOME----- | | | | | -----SPEND ON ELECTRONICS----- | | | | |
|--------------------------------------|----------------|-------|--------|------------------|----------------|----------------|-----------------|---------|--------------------------------|----------------|--------|--------|--------|
| | Total | Male | Female | <\$25K | \$25- \$49K | \$50- \$74K | \$75- \$100K | \$100K+ | <\$300 | \$300- \$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Less than \$300 per year | 353 | 114 | 239 | 59 | 85 | 60 | 30 | 20 | 353 | - | - | - | - |
| | 34% | 28% | 38% | 61% | 40% | 28% | 19% | 13% | 100% | | | | |
| | | | B | EFGH | FGH | GH | | | | | | | |
| Between \$300 and \$1,000 per year | 415 | 162 | 253 | 26 | 82 | 95 | 76 | 64 | - | 415 | - | - | - |
| | 40% | 39% | 40% | 27% | 39% | 45% | 49% | 42% | | 100% | | | |
| | | | | | D | D | De | D | | | | | |
| Between \$1,000 and \$2,000 per year | 160 | 81 | 79 | 6 | 27 | 38 | 37 | 37 | - | - | 160 | - | - |
| | 15% | 20% | 12% | 6% | 13% | 18% | 24% | 24% | | | 100% | | |
| | | C | | | d | D | DE | DE | | | | | |
| More than \$2,000 per year | 82 | 42 | 40 | 3 | 11 | 15 | 13 | 29 | - | - | - | 82 | - |
| | 8% | 10% | 6% | 3% | 5% | 7% | 8% | 19% | | | | 100% | |
| | | C | | | | | d | DEFG | | | | | |
| DK/REFUSED | 40 | 14 | 26 | 2 | 7 | 4 | - | 2 | - | - | - | - | 40 |
| | 4% | 3% | 4% | 2% | 3% | 2% | | 1% | | | | | 100% |
| MEAN (LB=250, UB=2500) | 795.0 | 903.0 | 724.5 | 512.2 | 695.4 | 823.3 | 928.8 | 1164.0 | 250.0 | 650.0 | 1500.0 | 2500.0 | - |
| | | C | | | D | DE | DE | DEFG | | | | | |
| STD DEV | 653.9 | 699.9 | 612.5 | 489.2 | 587.2 | 629.9 | 642.0 | 775.3 | 0.0 | 0.0 | 0.0 | 0.0 | - |
| STD ERR | 20.6 | 35.0 | 24.8 | 50.5 | 41.0 | 43.7 | 51.4 | 63.3 | 0.0 | 0.0 | 0.0 | 0.0 | - |
| MEDIAN | 650.0 | 650.0 | 650.0 | 250.0 | 650.0 | 650.0 | 650.0 | 650.0 | 250.0 | 650.0 | 1500.0 | 2500.0 | - |

Retail Electronics Study, August 27 through September 8, 2009

12. What of the following categories includes your age?

| | Total | AGE | | | | | RACE | | | | CENSUS REGION | | | |
|-----------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-----------|-----------|-----------|---------------|-----------|------------|-----------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| 29 or under | 109 10% | 109 100% | - | - | - | - | 70 8% | 17 25% | 11 21% | 11 14% | 14 9% | 29 10% | 40 12% | 26 10% |
| | | | | | | | | G | G | | | | | |
| 30 to 39 | 130 12% | - | 130 100% | - | - | - | 92 11% | 13 19% | 15 28% | 10 13% | 29 19% | 38 13% | 29 8% | 34 13% |
| | | | | | | | | g | GJ | | M | m | | m |
| 40 to 49 | 222 21% | - | - | 222 100% | - | - | 186 22% | 15 22% | 12 23% | 9 12% | 27 17% | 75 25% | 69 20% | 51 20% |
| | | | | | | | J | | | | | K | | |
| 50 to 64 | 316 30% | - | - | - | 316 100% | - | 268 31% | 10 14% | 9 17% | 29 38% | 59 38% | 82 28% | 101 30% | 74 29% |
| | | | | | | | HI | | | HI | Lmn | | | |
| 65+ | 237 23% | - | - | - | - | 237 100% | 209 25% | 14 20% | 6 11% | 8 10% | 25 16% | 70 23% | 95 28% | 47 19% |
| | | | | | | | IJ | j | | | | k | KN | |
| DK/REFUSED | 36 3% | - | - | - | - | - | 26 3% | - | - | 10 13% | 2 1% | 4 1% | 8 2% | 22 9% |
| | | | | | | | | | | G | | | | KLM |
| MEAN (LB=25, UB=70) | 51.0 | 25.0 | 34.5 | 44.5 | 57.0 | 70.0 | 52.3 HIJ | 44.8 | 42.6 | 48.3 I | 49.8 | 50.8 | 52.3 kn | 50.0 |
| STD DEV | 14.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.1 | 16.5 | 14.4 | 14.5 | 13.9 | 14.5 | 15.0 | 14.5 |
| STD ERR | 0.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.5 | 2.0 | 2.0 | 1.8 | 1.1 | 0.8 | 0.8 | 1.0 |
| MEDIAN | 57.0 | 25.0 | 34.5 | 44.5 | 57.0 | 70.0 | 57.0 | 44.5 | 44.5 | 57.0 | 57.0 | 57.0 | 57.0 | 57.0 |

Retail Electronics Study, August 27 through September 8, 2009

12. What of the following categories includes your age?

| | ----GENDER---- | | | -----INCOME----- | | | | | -----SPEND ON ELECTRONICS----- | | | | |
|-----------------------|----------------|------|--------|------------------|----------------|----------------|-----------------|---------|--------------------------------|----------------|--------|-------|--------|
| | Total | Male | Female | <\$25K | \$25- \$49K | \$50- \$74K | \$75- \$100K | \$100K+ | <\$300 | \$300- \$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| 29 or under | 109 | 42 | 67 | 14 | 37 | 14 | 12 | 9 | 27 | 41 | 23 | 10 | 8 |
| | 10% | 10% | 11% | 15% | 17% | 7% | 8% | 6% | 8% | 10% | 14% | 12% | 20% |
| | | | | FgH | FGH | | | | | | I | | i |
| 30 to 39 | 130 | 56 | 74 | 12 | 12 | 31 | 32 | 23 | 36 | 53 | 23 | 14 | 4 |
| | 12% | 14% | 12% | 13% | 6% | 15% | 21% | 15% | 10% | 13% | 14% | 17% | 10% |
| | | | | e | | E | dE | E | | | | | |
| 40 to 49 | 222 | 86 | 136 | 9 | 39 | 55 | 50 | 43 | 45 | 105 | 51 | 18 | 3 |
| | 21% | 21% | 21% | 9% | 18% | 26% | 32% | 28% | 13% | 25% | 32% | 22% | 8% |
| | | | | | D | De | DE | DE | | IM | ILM | iM | |
| 50 to 64 | 316 | 121 | 195 | 23 | 55 | 70 | 47 | 50 | 118 | 133 | 35 | 23 | 7 |
| | 30% | 29% | 31% | 24% | 26% | 33% | 30% | 33% | 33% | 32% | 22% | 28% | 18% |
| | | | | | | d | | | KM | KM | | | |
| 65+ | 237 | 96 | 141 | 37 | 68 | 42 | 15 | 16 | 116 | 74 | 21 | 15 | 11 |
| | 23% | 23% | 22% | 39% | 32% | 20% | 10% | 11% | 33% | 18% | 13% | 18% | 28% |
| | | | | FGH | FGH | GH | | | JKL | | | | k |
| DK/REFUSED | 36 | 12 | 24 | 1 | 1 | - | - | 11 | 11 | 9 | 7 | 2 | 7 |
| | 3% | 3% | 4% | 1% | *% | | | 7% | 3% | 2% | 4% | 2% | 18% |
| | | | | | | | | DE | | | | | IJKL |
| MEAN (LB=25, UB=70) | 51.0 | 50.9 | 51.0 | 53.3 | 52.0 | 50.9 | 47.2 | 49.0 | 54.9 | 50.0 | 46.4 | 48.7 | 49.7 |
| | | | | GH | Gh | G | | | JKLm | K | | | |
| STD DEV | 14.6 | 14.7 | 14.5 | 16.9 | 16.4 | 13.4 | 12.4 | 12.3 | 14.4 | 13.8 | 14.0 | 14.7 | 18.4 |
| STD ERR | 0.5 | 0.7 | 0.6 | 1.7 | 1.1 | 0.9 | 1.0 | 1.0 | 0.8 | 0.7 | 1.1 | 1.6 | 3.2 |
| MEDIAN | 57.0 | 57.0 | 57.0 | 57.0 | 57.0 | 57.0 | 44.5 | 44.5 | 57.0 | 57.0 | 44.5 | 44.5 | 57.0 |

Retail Electronics Study, August 27 through September 8, 2009

13. Which of the following race or ethnic category would best describe you?

| | Total | AGE | | | | | RACE | | | | CENSUS REGION | | | |
|-----------------------|------------|------------------|------------------|------------------|------------------|------------------|-------------|------------|------------|-----------|----------------|-------------------|------------------|-----------------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| White | 851 81% | 70 64% | 92 71% | 186 84% BC | 268 85% BC | 209 88% BC | 851 100% | - | - | - | 125 80% | 260 87% kMN | 268 78% | 198 78% |
| Black | 69 7% | 17 16% DEF | 13 10% E | 15 7% e | 10 3% | 14 6% | - | 69 100% | - | - | 7 4% | 15 5% | 36 11% KLN | 11 4% |
| Hispanic | 53 5% | 11 10% EF | 15 12% dEF | 12 5% | 9 3% | 6 3% | - | - | 53 100% | - | 8 5% | 7 2% | 20 6% L | 18 7% L |
| Asian | 27 3% | 8 7% DeF | 5 4% | 3 1% | 8 3% | 3 1% | - | - | - | 27 35% | 3 2% | 7 2% | 3 1% | 14 6% KLM |
| Other (specify) | 10 1% | 1 1% | 4 3% d | 1 *% d | 4 1% | - | - | - | - | 10 13% | 2 1% | 2 1% | 1 *% m | 5 2% m |
| DK/REFUSED | 40 4% | 2 2% | 1 1% | 5 2% | 17 5% BCdF | 5 2% | - | - | - | 40 52% | 11 7% Ln | 7 2% | 14 4% | 8 3% |

Retail Electronics Study, August 27 through September 8, 2009

14. Which of the following best describes your household's approximate 2009 income?

| | Total | AGE | | | | | RACE | | | | CENSUS REGION | | | |
|------------------------|------------|------------------|------------------|------------------|-----------------|------------------|------------------|-----------------|-----------------|------------------|----------------|----------------|----------------|-----------------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Less than \$25,000 | 96 9% | 14 13% D | 12 9% d | 9 4% | 23 7% | 37 16% cDE | 72 8% | 9 13% | 11 21% GJ | 4 5% | 15 10% | 19 6% | 35 10% l | 27 11% l |
| \$25,000 to \$49,000 | 212 20% | 37 34% CDE | 12 9% | 39 18% C | 55 17% C | 68 29% CDE | 165 19% | 24 35% GJ | 13 25% | 10 13% | 31 20% | 70 23% N | 70 20% | 41 16% |
| \$50,000 to \$74,000 | 212 20% | 14 13% | 31 24% B | 55 25% Bf | 70 22% B | 42 18% | 188 22% HJ | 7 10% | 8 15% | 9 12% | 33 21% | 59 20% | 67 20% | 53 21% |
| \$75,000 to 100,000 | 156 15% | 12 11% | 32 25% BEF | 50 23% BEF | 47 15% F | 15 6% | 121 14% | 12 17% | 11 21% | 12 16% | 31 20% M | 42 14% | 41 12% | 42 17% |
| Greater than \$100,000 | 152 14% | 9 8% | 23 18% BF | 43 19% BF | 50 16% BF | 16 7% | 127 15% i | 7 10% | 4 8% | 14 18% i | 18 12% | 37 12% | 51 15% | 46 18% kl |
| DK/REFUSED | 222 21% | 23 21% D | 20 15% | 26 12% | 71 22% cD | 59 25% CD | 178 21% I | 10 14% | 6 11% | 28 36% GHI | 28 18% | 71 24% n | 78 23% | 45 18% |
| MEAN (LB=20K, UB=150K) | 71688 | 57174 | 80509 BF | 80908 BF | 75296 BF | 53778 | 72568 HI | 61051 | 58713 | 84857 gHI | 69574 | 69837 | 70763 | 76163 |
| STD DEV | 42626 | 38089 | 41740 | 41490 | 42916 | 36000 | 42558 | 40007 | 37634 | 46531 | 39489 | 40852 | 43898 | 44660 |
| STD ERR | 1481.4 | 4107.3 | 3979.8 | 2963.6 | 2741.8 | 2698.3 | 1640.5 | 5208.5 | 5489.5 | 6647.2 | 3490.4 | 2711.4 | 2701.8 | 3089.2 |
| MEDIAN | 62000 | 37000 | 74750 | 62000 | 62000 | 37000 | 62000 | 37000 | 37000 | 87500 | 62000 | 62000 | 62000 | 62000 |

Retail Electronics Study, August 27 through September 8, 2009

14. Which of the following best describes your household's approximate 2009 income?

| | ---GENDER--- | | | -----INCOME----- | | | | | -----SPEND ON ELECTRONICS----- | | | | |
|------------------------|--------------|------------|------------|------------------|----------------|----------------|-----------------|-------------|--------------------------------|----------------|--------------|---------------|-----------|
| | Total | Male | Female | <\$25K | \$25- \$49K | \$50- \$74K | \$75- \$100K | \$100K+ | <\$300 | \$300- \$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Less than \$25,000 | 96 9% | 34 8% | 62 10% | 96 100% | - | - | - | - | 59 17% | 26 6% | 6 4% | 3 4% | 2 5% |
| | | | | | | | | | JKLM | | | | |
| \$25,000 to \$49,000 | 212 20% | 79 19% | 133 21% | - | 212 100% | - | - | - | 85 24% | 82 20% | 27 17% | 11 13% | 7 18% |
| | | | | | | | | | kL | | | | |
| \$50,000 to \$74,000 | 212 20% | 77 19% | 135 21% | - | - | 212 100% | - | - | 60 17% | 95 23% | 38 24% | 15 18% | 4 10% |
| | | | | | | | | | IM | iM | | | |
| \$75,000 to 100,000 | 156 15% | 78 19% | 78 12% | - | - | - | 156 100% | - | 30 8% | 76 18% | 37 23% | 13 16% | - |
| | | C | | | | | | | I | I | | i | |
| Greater than \$100,000 | 152 14% | 77 19% | 75 12% | - | - | - | - | 152 100% | 20 6% | 64 15% | 37 23% | 29 35% | 2 5% |
| | | C | | | | | | | IM | IJM | IJKM | | |
| DK/REFUSED | 222 21% | 68 16% | 154 24% | - | - | - | - | - | 99 28% | 72 17% | 15 9% | 11 13% | 25 63% |
| | | | B | | | | | | JKL | K | | | IJKL |
| MEAN (LB=20K, UB=150K) | 71688 | 77542 C | 67507 | 20000 | 37000 | 62000 | 87500 | 150000 | 53819 | 74910 Im | 84569 IJM | 96965 IJKM | 56467 |
| STD DEV | 42626 | 44232 | 40978 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 35262 | 41358 | 42833 | 47569 | 40472 |
| STD ERR | 1481.4 | 2381.4 | 1864.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2212.6 | 2233.1 | 3557.1 | 5645.4 | 10450 |
| MEDIAN | 62000 | 62000 | 62000 | 20000 | 37000 | 62000 | 87500 | 150000 | 37000 | 62000 | 87500 | 87500 | 37000 |

Retail Electronics Study, August 27 through September 8, 2009

Gender

| | Total | AGE | | | | | RACE | | | | CENSUS | | REGION | |
|-----------------------|-------|-----|-------|-------|-------|-----|-------|-------|-------|-------|--------|-----|--------|------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Male | 413 | 42 | 56 | 86 | 121 | 96 | 330 | 32 | 17 | 34 | 53 | 111 | 145 | 104 |
| | 39% | 39% | 43% | 39% | 38% | 41% | 39% | 46% | 32% | 44% | 34% | 37% | 42% | 41% |
| | | | | | | | | | | | | | k | |
| Female | 637 | 67 | 74 | 136 | 195 | 141 | 521 | 37 | 36 | 43 | 103 | 187 | 197 | 150 |
| | 61% | 61% | 57% | 61% | 62% | 59% | 61% | 54% | 68% | 56% | 66% | 63% | 58% | 59% |
| | | | | | | | | | | | m | | | |

Retail Electronics Study, August 27 through September 8, 2009

Gender

| | GENDER | | | INCOME | | | | | SPEND ON ELECTRONICS | | | | |
|-----------------------|--------|------|--------|--------|------------|------------|-------------|---------|----------------------|------------|--------|-------|--------|
| | Total | Male | Female | <\$25K | \$25-\$49K | \$50-\$74K | \$75-\$100K | \$100K+ | <\$300 | \$300-\$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Male | 413 | 413 | - | 34 | 79 | 77 | 78 | 77 | 114 | 162 | 81 | 42 | 14 |
| | 39% | 100% | | 35% | 37% | 36% | 50% | 51% | 32% | 39% | 51% | 51% | 35% |
| | | | | | | | DEF | DEF | | i | IJm | IJm | |
| Female | 637 | - | 637 | 62 | 133 | 135 | 78 | 75 | 239 | 253 | 79 | 40 | 26 |
| | 61% | | 100% | 65% | 63% | 64% | 50% | 49% | 68% | 61% | 49% | 49% | 65% |
| | | | | GH | GH | GH | | | jKL | KL | | | kL |

Retail Electronics Study, August 27 through September 8, 2009

Region

| | Total | AGE | | | | | RACE | | | | CENSUS | | REGION | |
|-----------------------|-------|-----|-------|-------|-------|-----|-------|-------|-------|-------|--------|------|--------|------|
| | | <29 | 30-39 | 40-49 | 50-64 | 65+ | White | Black | Hisp. | Other | NE | MW | South | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) |
| Base: Total Answering | 1050 | 109 | 130 | 222 | 316 | 237 | 851 | 69 | 53 | 77 | 156 | 298 | 342 | 254 |
| Net: Northeast | 156 | 14 | 29 | 27 | 59 | 25 | 125 | 7 | 8 | 16 | 156 | - | - | - |
| | 15% | 13% | 22% | 12% | 19% | 11% | 15% | 10% | 15% | 21% | 100% | | | |
| | | | bDF | | DF | | | | | h | | | | |
| New England | 45 | 3 | 9 | 11 | 16 | 5 | 40 | 1 | 1 | 3 | 45 | - | - | - |
| | 4% | 3% | 7% | 5% | 5% | 2% | 5% | 1% | 2% | 4% | 29% | | | |
| | | | F | | f | | H | | | | | | | |
| Middle Atlantic | 111 | 11 | 20 | 16 | 43 | 20 | 85 | 6 | 7 | 13 | 111 | - | - | - |
| | 11% | 10% | 15% | 7% | 14% | 8% | 10% | 9% | 13% | 17% | 71% | | | |
| | | | Df | | Df | | | | | | | | | |
| Net: Midwest | 298 | 29 | 38 | 75 | 82 | 70 | 260 | 15 | 7 | 16 | - | 298 | - | - |
| | 28% | 27% | 29% | 34% | 26% | 30% | 31% | 22% | 13% | 21% | | 100% | | |
| | | | e | | e | | hIJ | | | | | | | |
| East North Central | 171 | 18 | 21 | 43 | 49 | 37 | 142 | 13 | 3 | 13 | - | 171 | - | - |
| | 16% | 17% | 16% | 19% | 16% | 16% | 17% | 19% | 6% | 17% | | 57% | | |
| | | | I | | I | | I | | | I | | | | |
| West North Central | 127 | 11 | 17 | 32 | 33 | 33 | 118 | 2 | 4 | 3 | - | 127 | - | - |
| | 12% | 10% | 13% | 14% | 10% | 14% | 14% | 3% | 8% | 4% | | 43% | | |
| | | | HiJ | | HiJ | | | | | | | | | |
| Net: South | 342 | 40 | 29 | 69 | 101 | 95 | 268 | 36 | 20 | 18 | - | - | 342 | - |
| | 33% | 37% | 22% | 31% | 32% | 40% | 31% | 52% | 38% | 23% | | | 100% | |
| | | C | | c | C | CDE | | GJ | j | | | | | |
| South Atlantic | 161 | 19 | 12 | 30 | 44 | 50 | 129 | 17 | 6 | 9 | - | - | 161 | - |
| | 15% | 17% | 9% | 14% | 14% | 21% | 15% | 25% | 11% | 12% | | | 47% | |
| | | c | | CDE | | CDE | | gIJ | | | | | | |
| East South Central | 59 | 7 | 5 | 12 | 21 | 14 | 47 | 7 | 1 | 4 | - | - | 59 | - |
| | 6% | 6% | 4% | 5% | 7% | 6% | 6% | 10% | 2% | 5% | | | 17% | |
| | | i | | I | | I | | | | | | | | |
| West South Central | 122 | 14 | 12 | 27 | 36 | 31 | 92 | 12 | 13 | 5 | - | - | 122 | - |
| | 12% | 13% | 9% | 12% | 11% | 13% | 11% | 17% | 25% | 6% | | | 36% | |
| | | J | | GJ | | J | | | | | | | | |
| Net: West | 254 | 26 | 34 | 51 | 74 | 47 | 198 | 11 | 18 | 27 | - | - | - | 254 |
| | 24% | 24% | 26% | 23% | 23% | 20% | 23% | 16% | 34% | 35% | | | | 100% |
| | | H | | GH | | H | | | | GH | | | | |
| Mountain | 100 | 9 | 13 | 20 | 31 | 20 | 85 | 2 | 5 | 8 | - | - | - | 100 |
| | 10% | 8% | 10% | 9% | 10% | 8% | 10% | 3% | 9% | 10% | | | | 39% |
| | | g | | Gh | | g | | | | h | | | | |
| Pacific | 154 | 17 | 21 | 31 | 43 | 27 | 113 | 9 | 13 | 19 | - | - | - | 154 |
| | 15% | 16% | 16% | 14% | 14% | 11% | 13% | 13% | 25% | 25% | | | | 61% |

Retail Electronics Study, August 27 through September 8, 2009
Region

| | ---GENDER--- | | | -----INCOME----- | | | | | -----SPEND ON ELECTRONICS----- | | | | |
|-----------------------|--------------|------|--------|------------------|----------------|----------------|-----------------|---------|--------------------------------|----------------|--------|-------|--------|
| | Total | Male | Female | <\$25K | \$25- \$49K | \$50- \$74K | \$75- \$100K | \$100K+ | <\$300 | \$300- \$1K | \$1-2K | \$2K+ | Unsure |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) |
| Base: Total Answering | 1050 | 413 | 637 | 96 | 212 | 212 | 156 | 152 | 353 | 415 | 160 | 82 | 40 |
| Net: Northeast | 156 | 53 | 103 | 15 | 31 | 33 | 31 | 18 | 51 | 59 | 22 | 19 | 5 |
| | 15% | 13% | 16% | 16% | 15% | 16% | 20% | 12% | 14% | 14% | 14% | 23% | 13% |
| | | | | | | | h | | | | | ijk | |
| New England | 45 | 16 | 29 | 5 | 7 | 9 | 10 | 4 | 14 | 17 | 9 | 4 | 1 |
| | 4% | 4% | 5% | 5% | 3% | 4% | 6% | 3% | 4% | 4% | 6% | 5% | 3% |
| Middle Atlantic | 111 | 37 | 74 | 10 | 24 | 24 | 21 | 14 | 37 | 42 | 13 | 15 | 4 |
| | 11% | 9% | 12% | 10% | 11% | 11% | 13% | 9% | 10% | 10% | 8% | 18% | 10% |
| | | | | | | | | | | | | ijk | |
| Net: Midwest | 298 | 111 | 187 | 19 | 70 | 59 | 42 | 37 | 116 | 120 | 36 | 15 | 11 |
| | 28% | 27% | 29% | 20% | 33% | 28% | 27% | 24% | 33% | 29% | 23% | 18% | 28% |
| | | | | | Dh | | | | KL | L | | | |
| East North Central | 171 | 62 | 109 | 9 | 44 | 31 | 21 | 22 | 66 | 67 | 20 | 11 | 7 |
| | 16% | 15% | 17% | 9% | 21% | 15% | 13% | 14% | 19% | 16% | 13% | 13% | 18% |
| | | | | | Dfg | | | | k | | | | |
| West North Central | 127 | 49 | 78 | 10 | 26 | 28 | 21 | 15 | 50 | 53 | 16 | 4 | 4 |
| | 12% | 12% | 12% | 10% | 12% | 13% | 13% | 10% | 14% | 13% | 10% | 5% | 10% |
| | | | | | | | | | L | L | | | |
| Net: South | 342 | 145 | 197 | 35 | 70 | 67 | 41 | 51 | 109 | 132 | 54 | 28 | 19 |
| | 33% | 35% | 31% | 36% | 33% | 32% | 26% | 34% | 31% | 32% | 34% | 34% | 48% |
| | | | | g | | | | | | | | Ij | |
| South Atlantic | 161 | 67 | 94 | 14 | 32 | 28 | 20 | 22 | 51 | 65 | 24 | 14 | 7 |
| | 15% | 16% | 15% | 15% | 15% | 13% | 13% | 14% | 14% | 16% | 15% | 17% | 18% |
| East South Central | 59 | 23 | 36 | 8 | 15 | 11 | 10 | 5 | 25 | 19 | 9 | 3 | 3 |
| | 6% | 6% | 6% | 8% | 7% | 5% | 6% | 3% | 7% | 5% | 6% | 4% | 8% |
| | | | | | h | | | | | | | | |
| West South Central | 122 | 55 | 67 | 13 | 23 | 28 | 11 | 24 | 33 | 48 | 21 | 11 | 9 |
| | 12% | 13% | 11% | 14% | 11% | 13% | 7% | 16% | 9% | 12% | 13% | 13% | 23% |
| | | | | | | G | | G | | | | | i |
| Net: West | 254 | 104 | 150 | 27 | 41 | 53 | 42 | 46 | 77 | 104 | 48 | 20 | 5 |
| | 24% | 25% | 24% | 28% | 19% | 25% | 27% | 30% | 22% | 25% | 30% | 24% | 13% |
| | | | | e | | e | | E | | M | iM | m | |
| Mountain | 100 | 42 | 58 | 10 | 24 | 21 | 15 | 13 | 36 | 35 | 21 | 8 | - |
| | 10% | 10% | 9% | 10% | 11% | 10% | 10% | 9% | 10% | 8% | 13% | 10% | |
| Pacific | 154 | 62 | 92 | 17 | 17 | 32 | 27 | 33 | 41 | 69 | 27 | 12 | 5 |
| | 15% | 15% | 14% | 18% | 8% | 15% | 17% | 22% | 12% | 17% | 17% | 15% | 13% |
| | | | | E | | E | | E | | I | | | |