

## **We surveyed a total of 300 consumers that use the web to research entertainment products, services and information**

- A custom survey instrument (questionnaire) was developed to measure respondents' use of the web, and search engines in particular, for researching and purchasing Movies, Music, Games, Television, Media and Tickets
- The survey was conducted online, through a web-based interviewing process, in April 2005
- Our sample is evenly distributed across all age groups and genders
- Respondents were recruited through web advertising across thousands of websites
- The survey was designed and administered by Media-Screen, an independent strategic market research firm, with sample provided by Insight Express

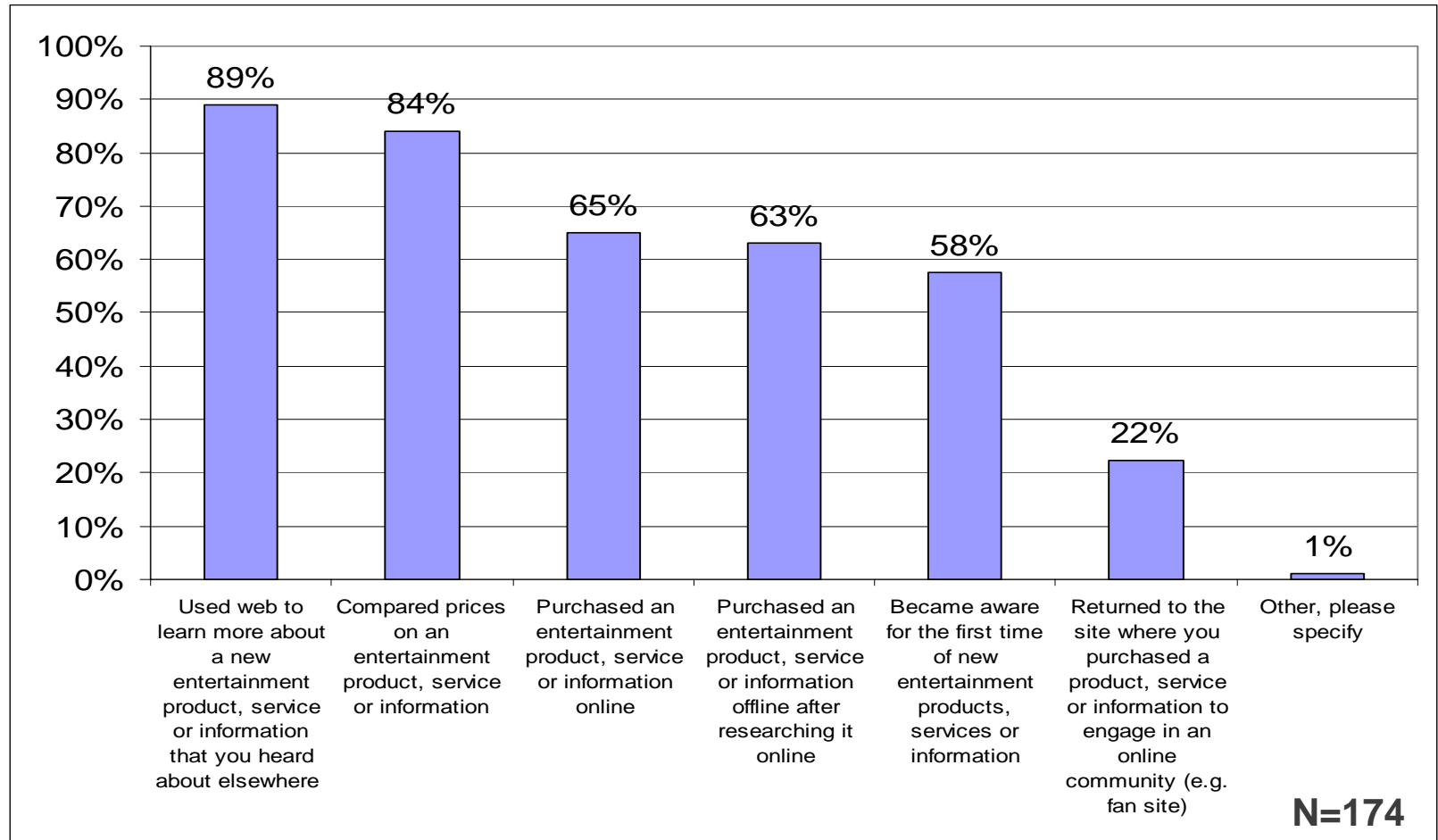
## Executive Summary

- Google is the **most popular search engine** for researching and/or purchasing Entertainment products, services or information online – used by 83% of all respondents
- The vast majority (89%) of Google users have used the web to learn more about an Entertainment product, service, or information
- Google users are active in all entertainment categories, particularly **Movies (77%) and Music (68%)**
- For movie-related activities, Google users use search engines to help them **read reviews (74%), watch trailers (66%) and/or check movie times (61%)**
- The vast majority (86%) of Google users who use websites to learn about Movies, **use a search engine** to find those movie sites
- 79% Google users say search engines are **very/somewhat important** for researching/purchasing movies and related info

## Executive Summary (cont.)

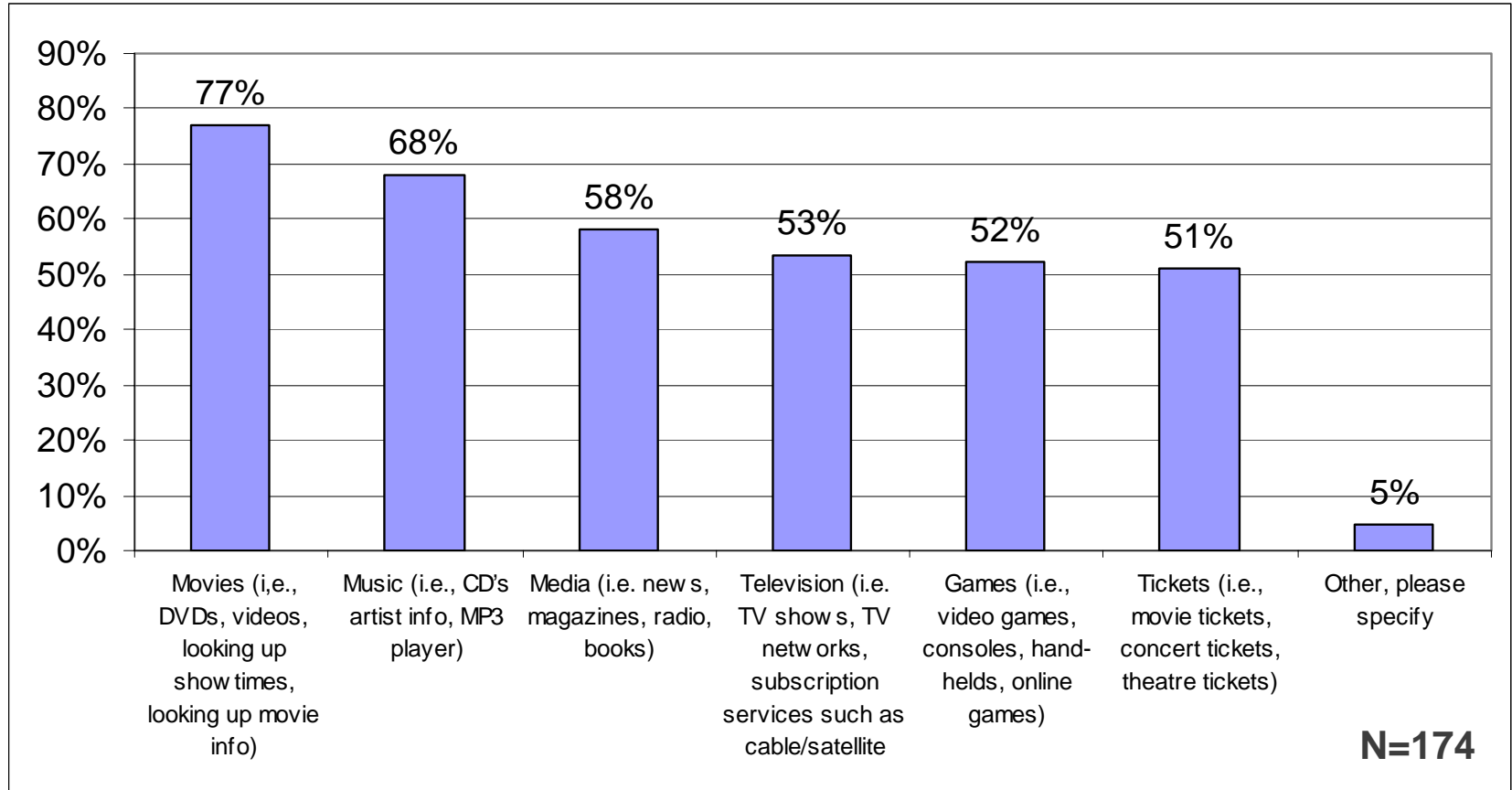
- For music-related resources, Google users primarily use search engines to help them **listen to music samples (75%), read reviews (63%)** and/or **purchase CDs online (53%)**
- 84% of Google users who use websites to find music-related information, **use a search engine** to help them find those music sites
- Most Google users (77%) think search engines are **very/somewhat important** for researching/purchasing music related products
- For gaming products and information, Google users use search engines to help them read **game reviews (69%), purchase games online (49%)** and **obtain patches (48%)**
- 85% of Google users who use websites to learn about gaming products, **use a search engine** to help them find those gaming sites
- The vast majority (86%) of Google users say search engines are **very/somewhat important** for researching/purchasing gaming products

## The vast majority (89%) of Google users have used the web to learn more about an Entertainment product, service, or information



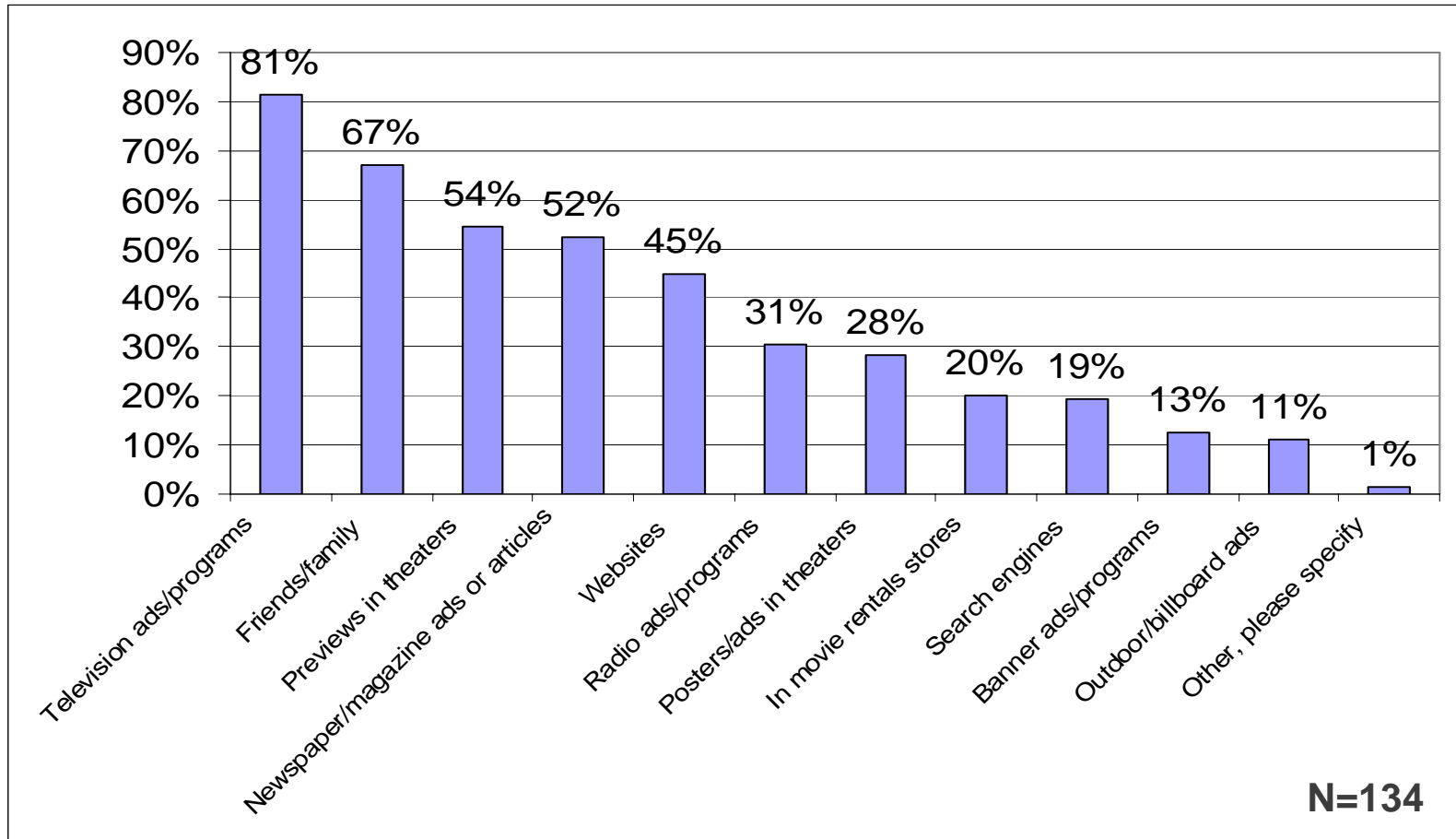
Have you ever done any of the following online? Please select all that apply.

## Google users are active in all categories, particularly Movies (77%) and Music (68%)



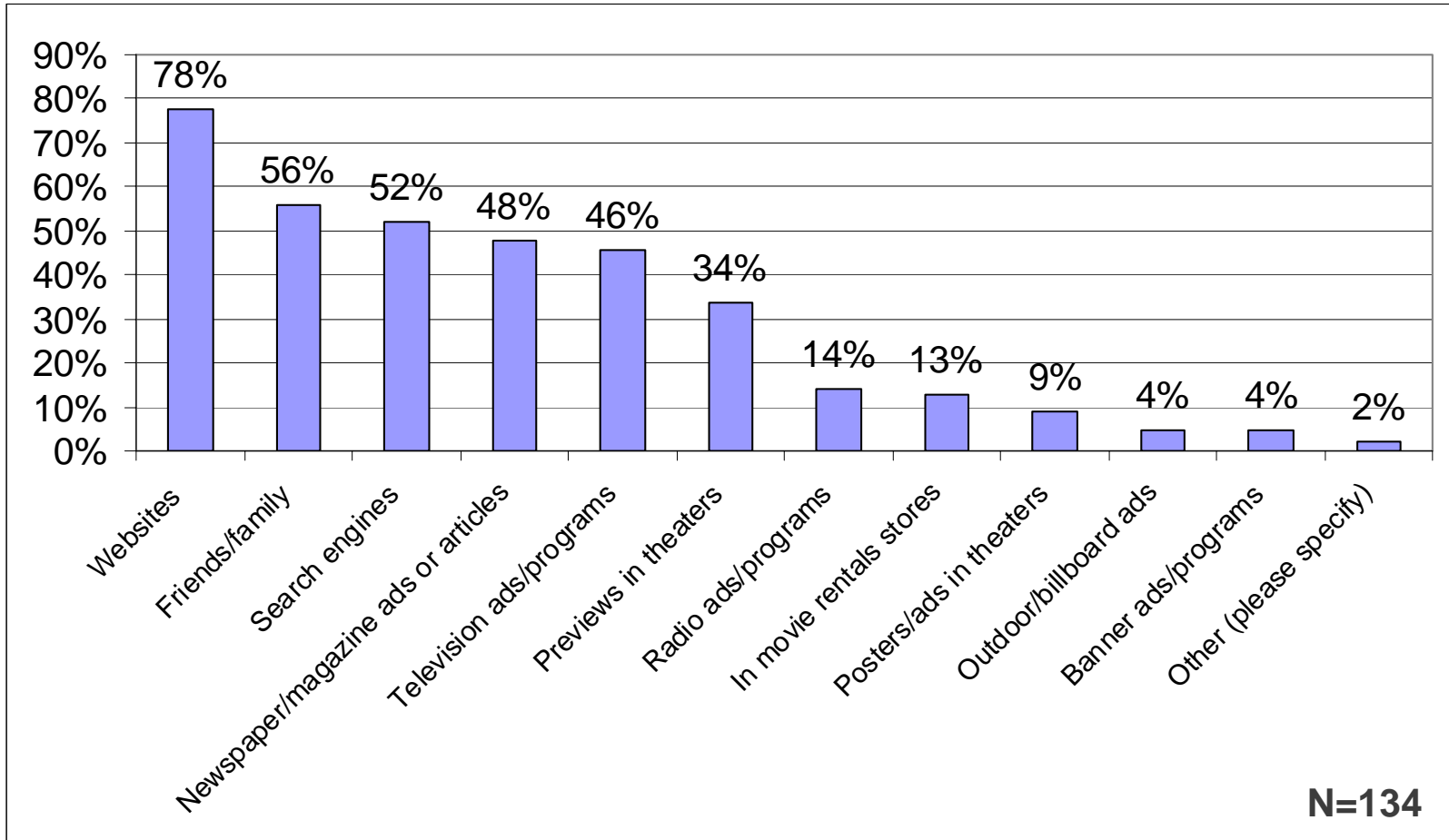
You indicated that you have researched and/or purchased entertainment products, services or information online. What kinds of items did you research or purchase? Select all that apply

## Television (81%) and Friends/Family (67%) are the primary ways Google users learn about new movies and/or movie related products



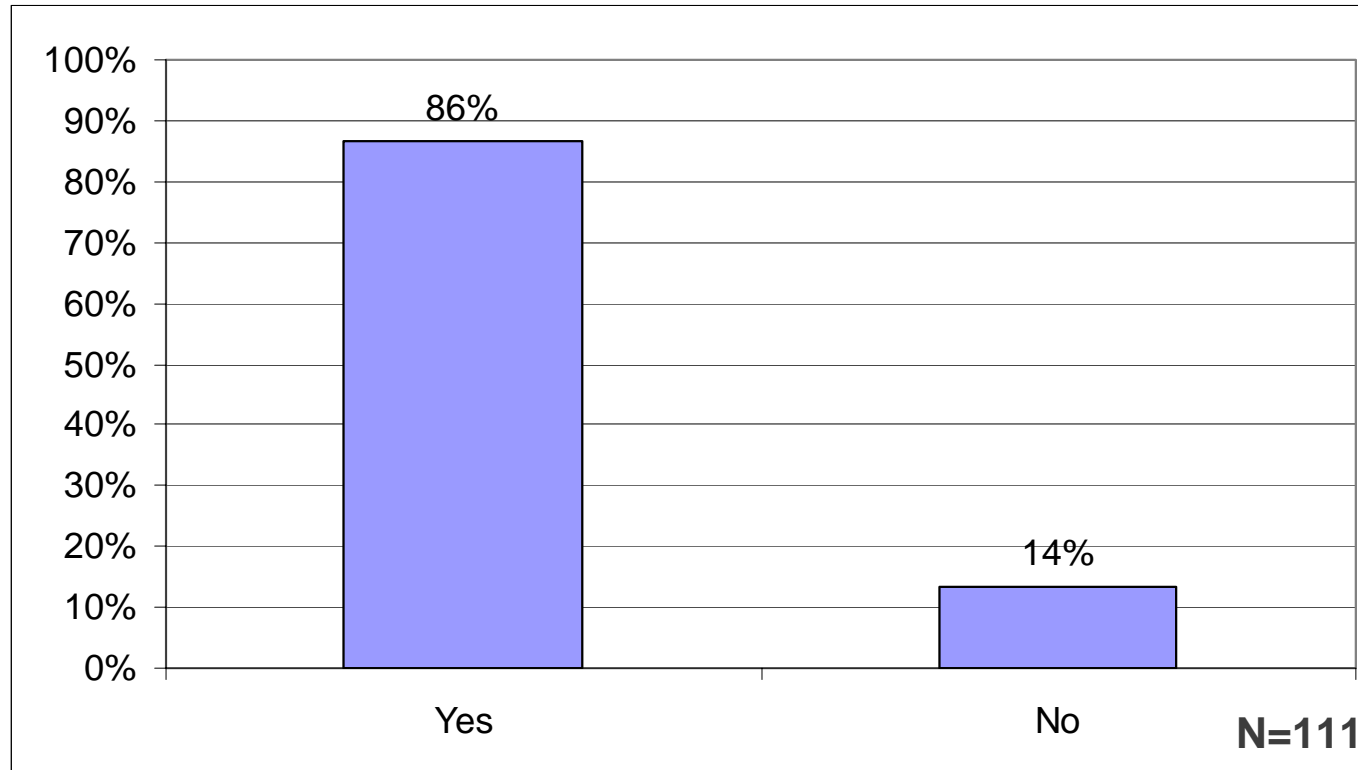
Thinking about offline as well as online resources, how do you usually learn about new movies and/or movie-related products or information? Select all that apply

**A vast majority (78%) of Google users go to websites to find out more about a movie or movie-related product, and 52% use a search engine**



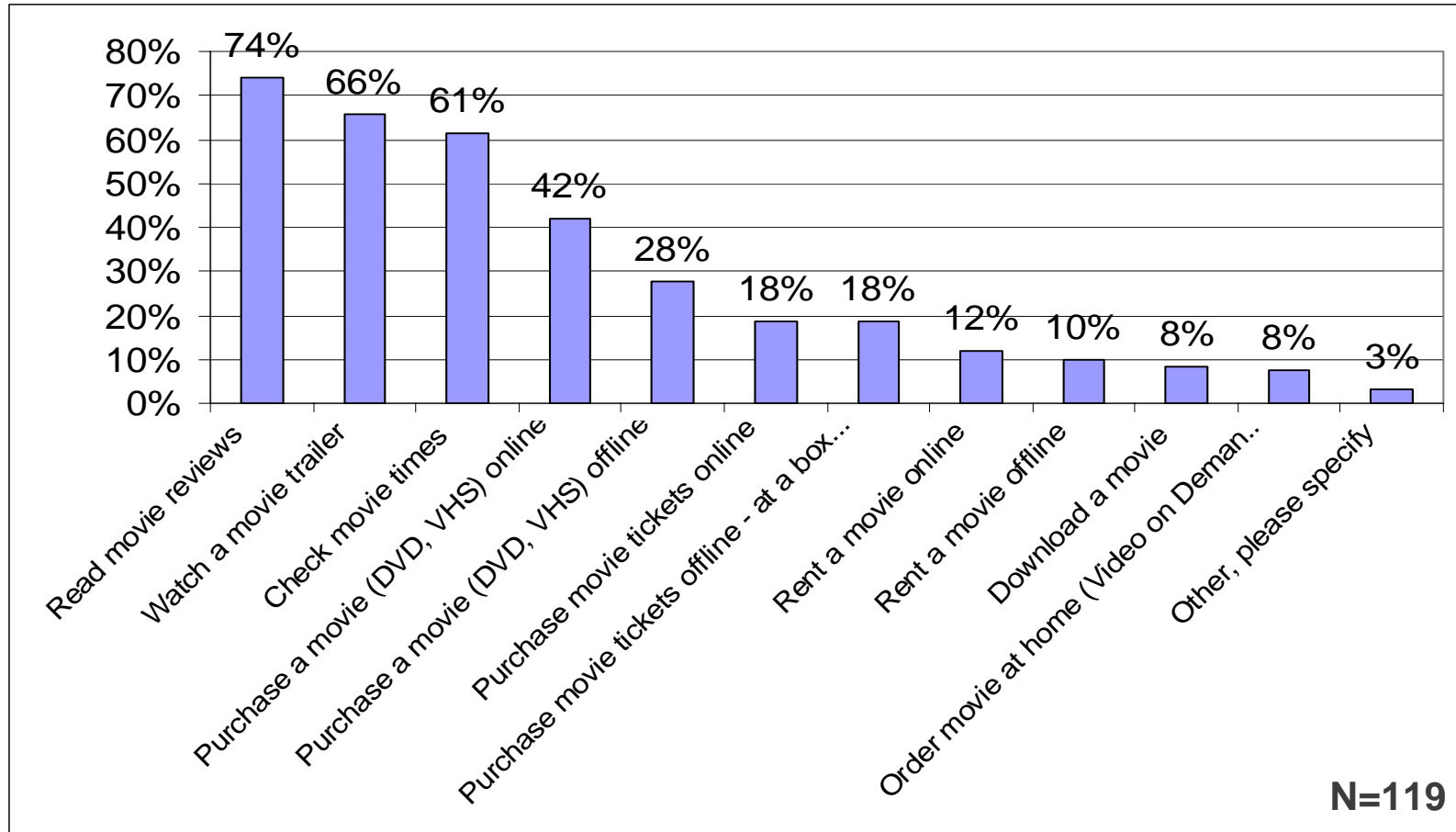
Once you've heard about a new movie or movie-related product, what resources do you use to find out more about it? Select all that apply

The vast majority (86%) of Google users who use websites to learn about Movies, use a search engine to find those movie sites



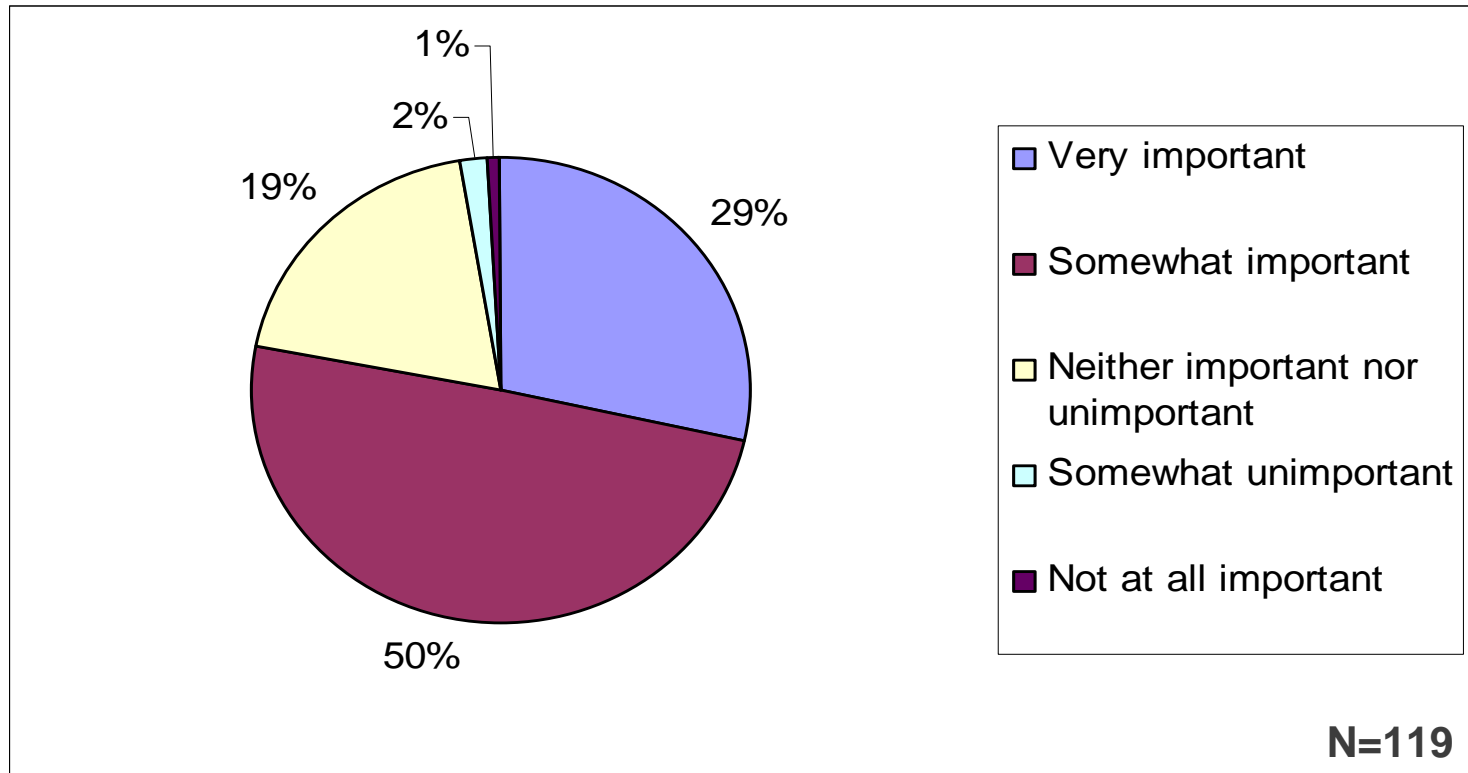
You indicated that you use websites to learn about new movies or movie-related products. Do you ever use a search engine to help you find movie-related websites?

**Google users use search engines to help them read reviews (74%), watch trailers (66%) and/or check movie times (61%)**



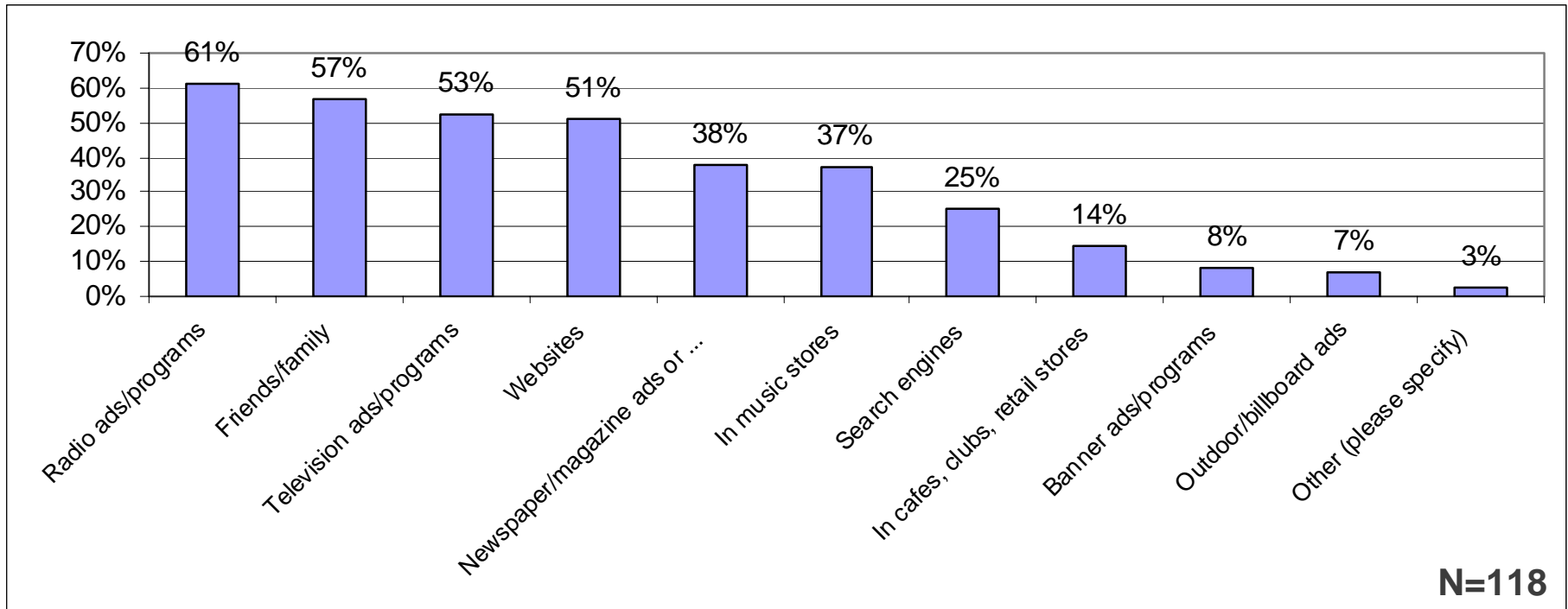
Which of the following movie-related activities do you use a search engine to help you do? Select all that apply

## 79% Google users say search engines are very/somewhat important for researching/purchasing movies and related info



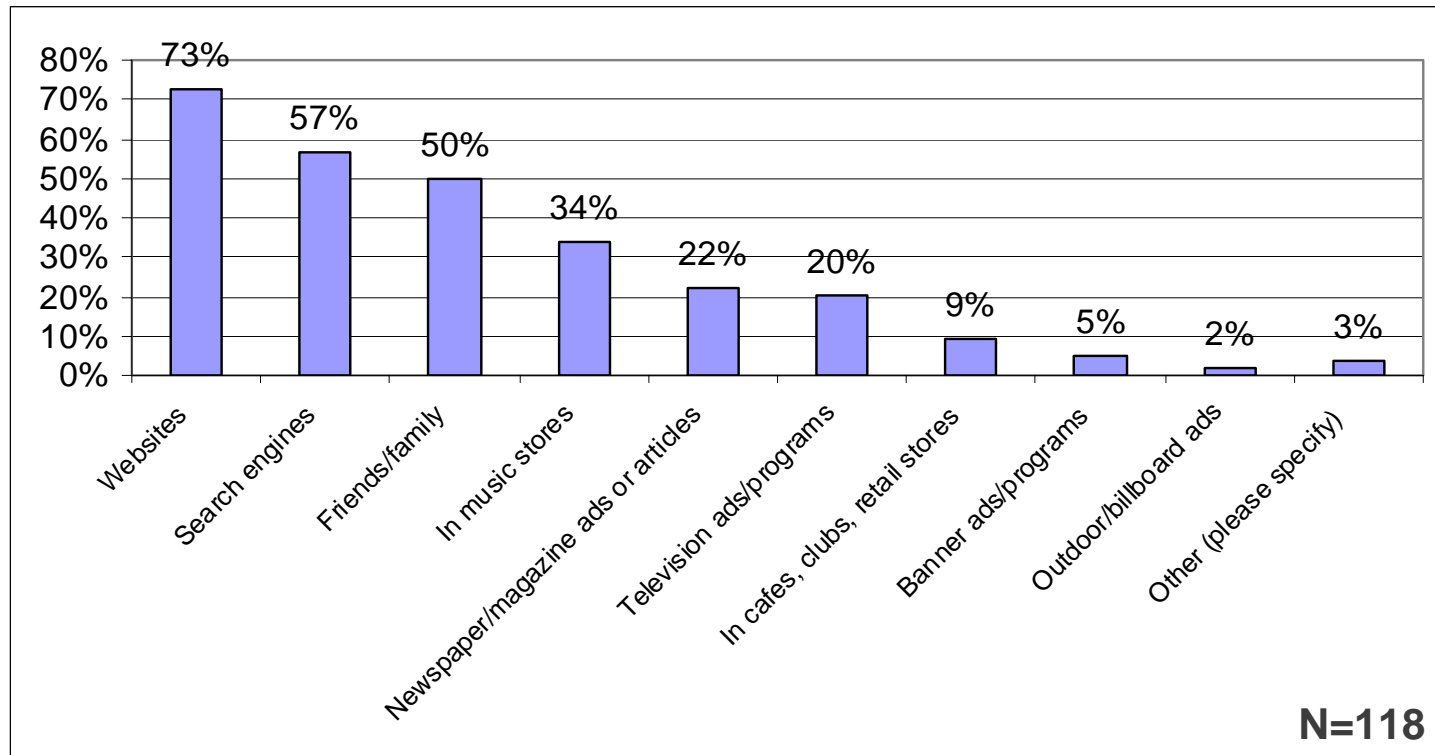
How important is using a search engine in helping you research and/or purchase movies and/or movie-related information?

Google users primarily learn about new music-related products through radio programs (61%), friends/family (57%) and/or TV (53%)



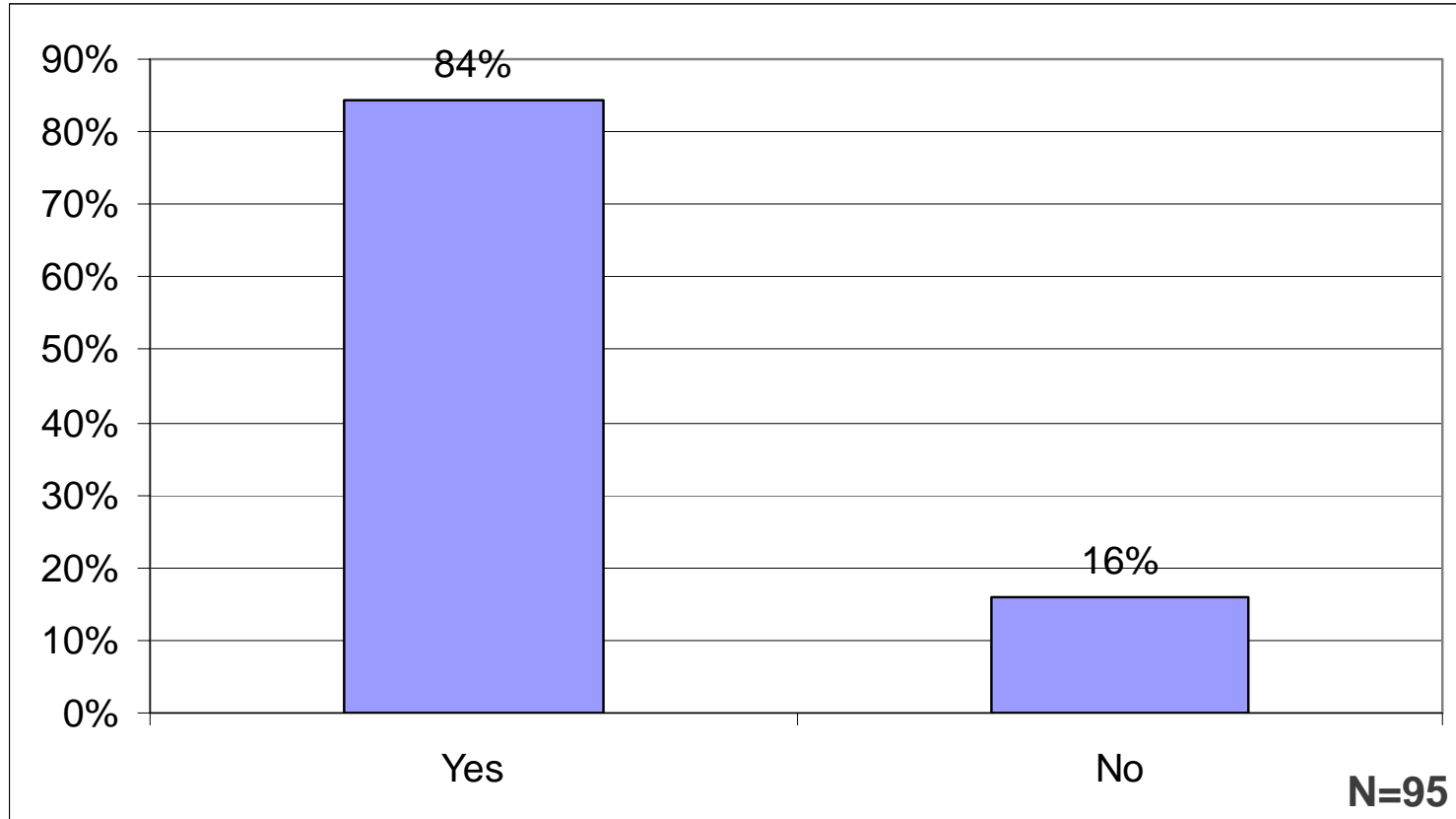
Thinking about offline as well as online resources, how do you usually learn about new music-related products, services or information? Select all that apply

**A vast majority of Google users (73%) use websites to learn more about a music-related product, and 57% use a search engine**



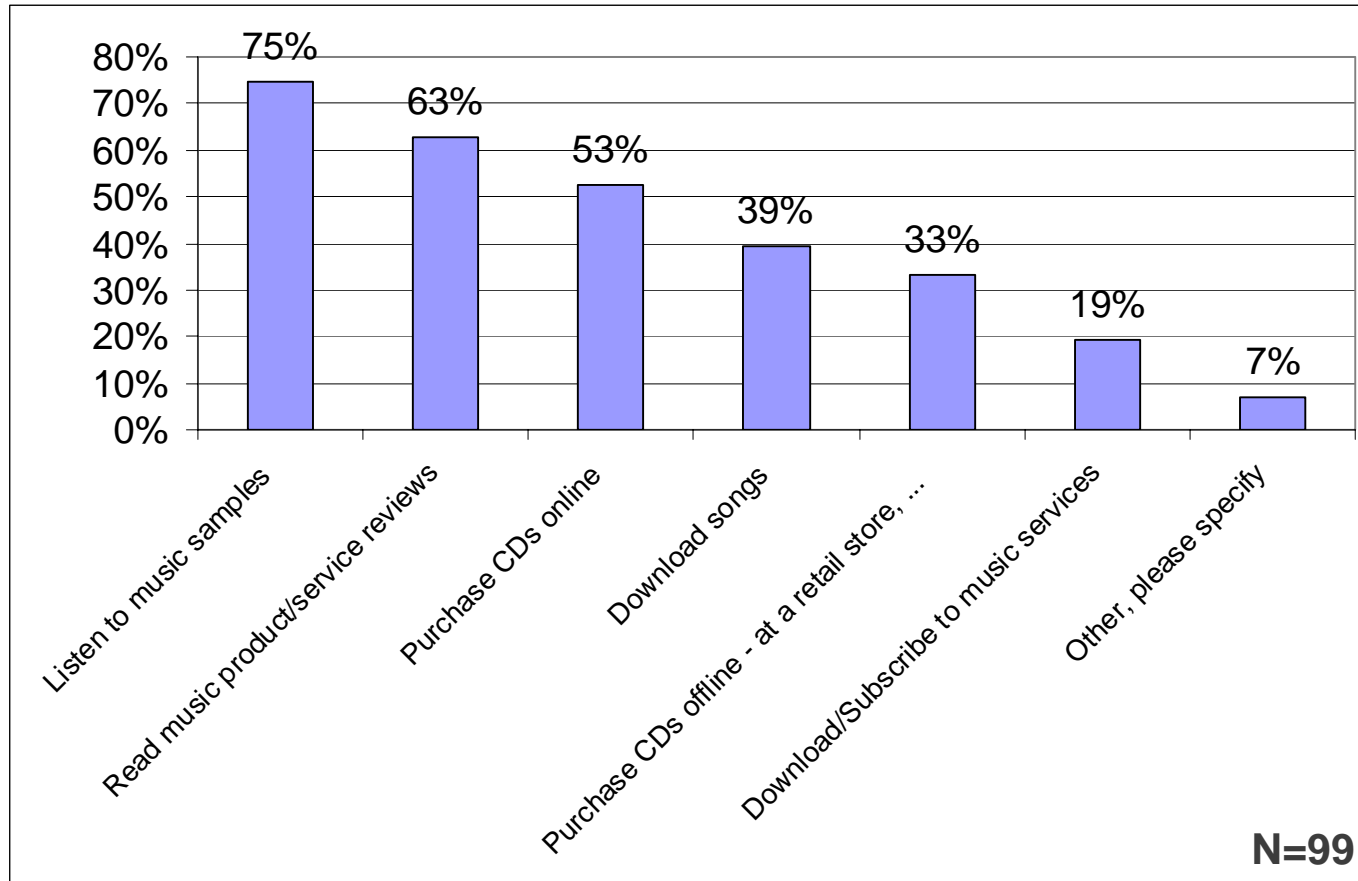
Once you've heard about a new music-related product, service or information, what resources do you use to find out more about it? Select all that apply

## 84% of Google users who use websites to find music-related information, use a search engine to help them find those music sites



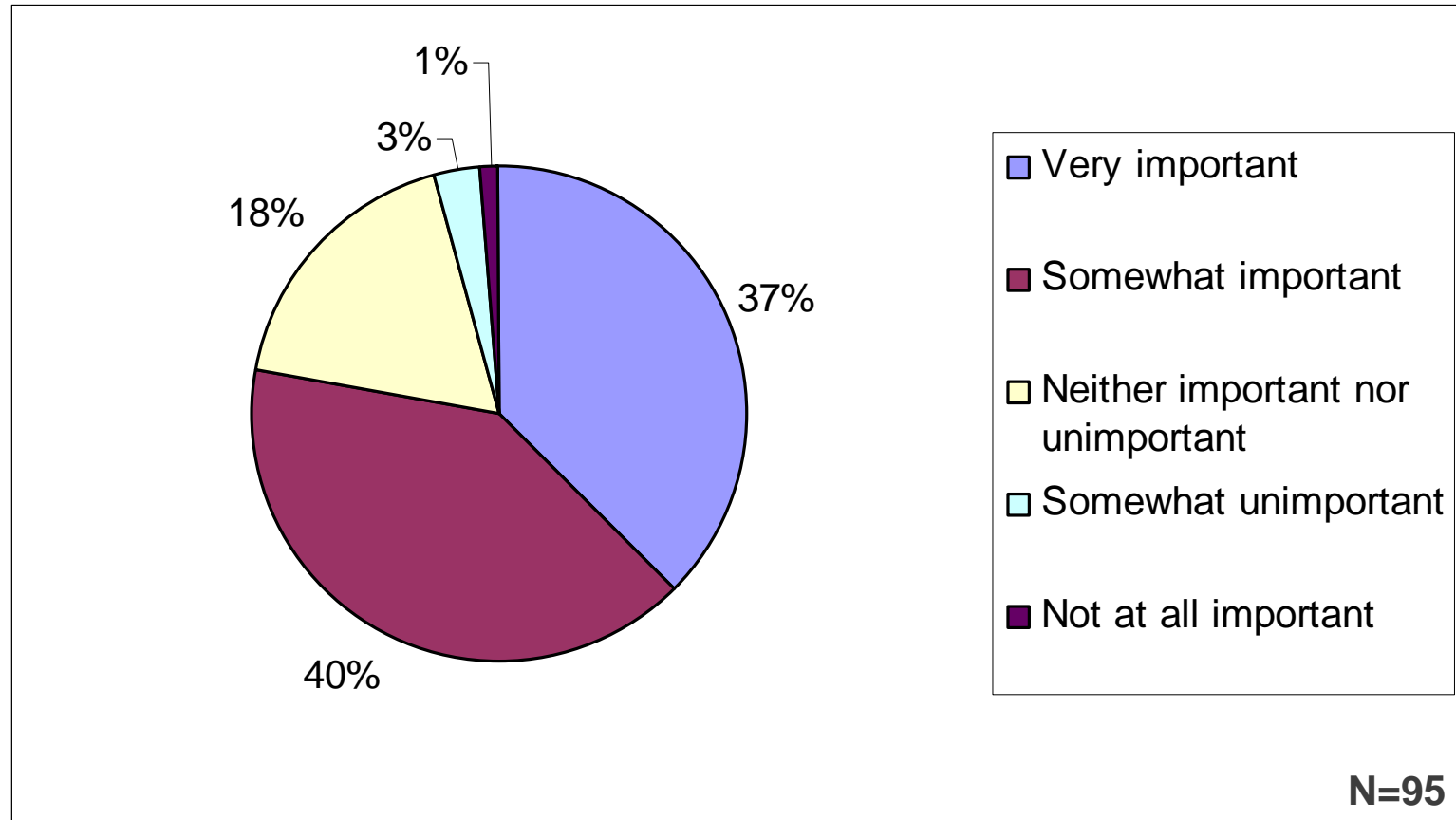
You indicated that you use websites to learn about new music-related products, services or information. Do you ever use a search engine to help you find a music websites?

**Google users primarily use search engines to help them listen to music samples (75%), read reviews (63%) and/or purchase CDs online (53%)**



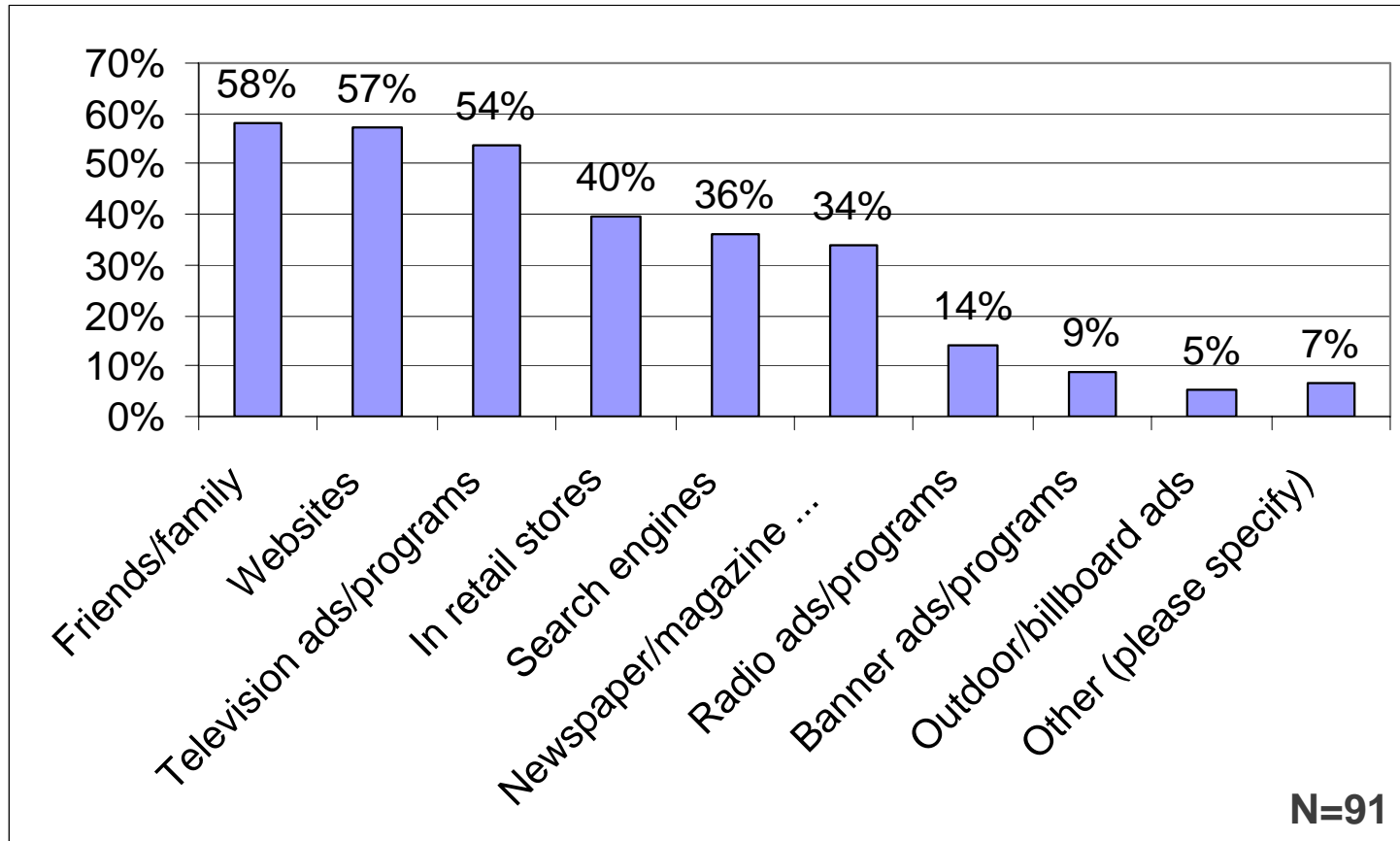
**Which of the following music-related activities do you use a search engine to help you do? Select all that apply**

## Most Google users (77%) think search engines are very/somewhat important for researching/purchasing music related products



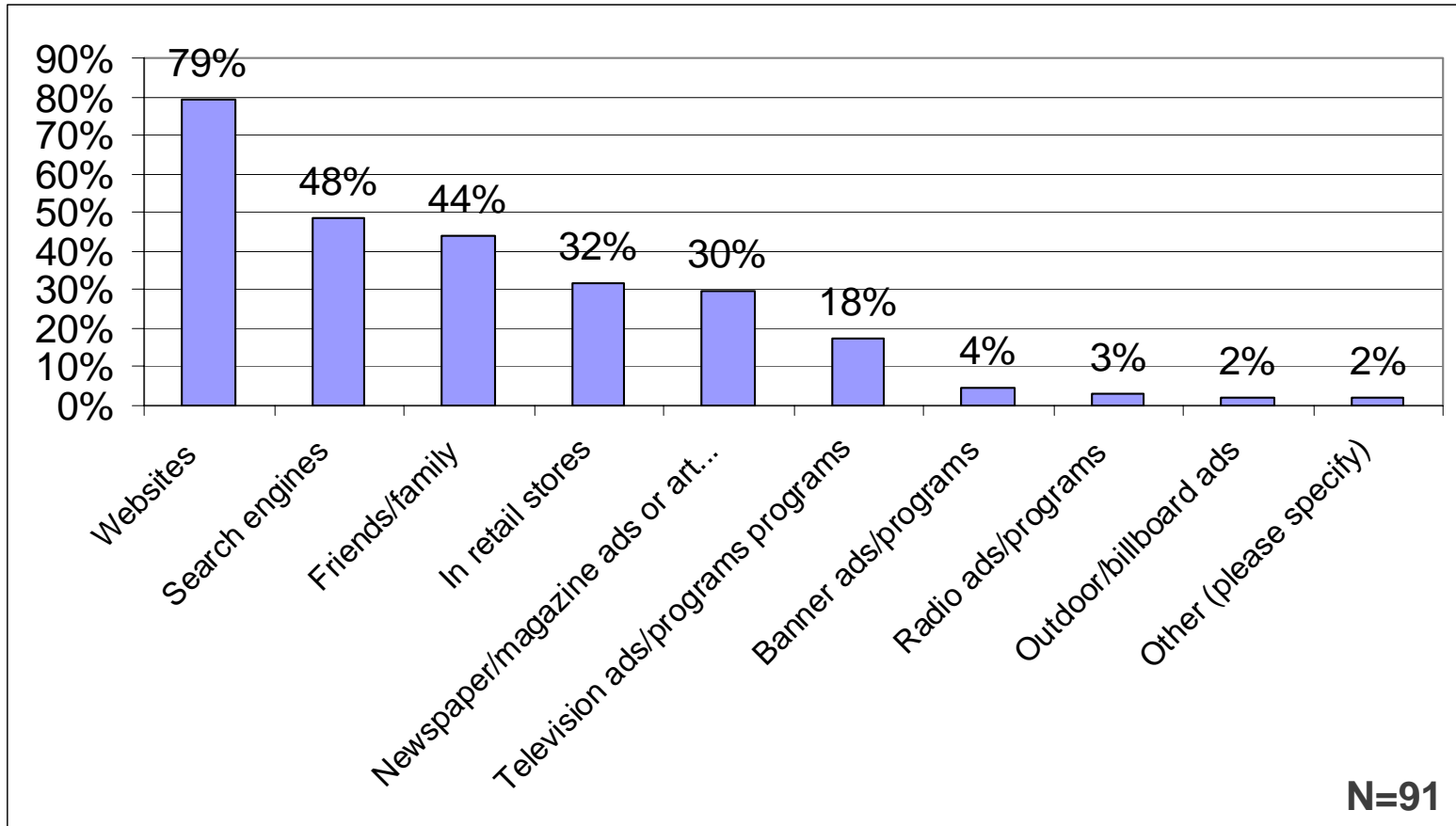
How important is using a search engine in helping you research and/or purchase music-related products, services or information?

## Google users mostly use Friends/Family (58%) and/or Websites (57%) to learn about new gaming products or services



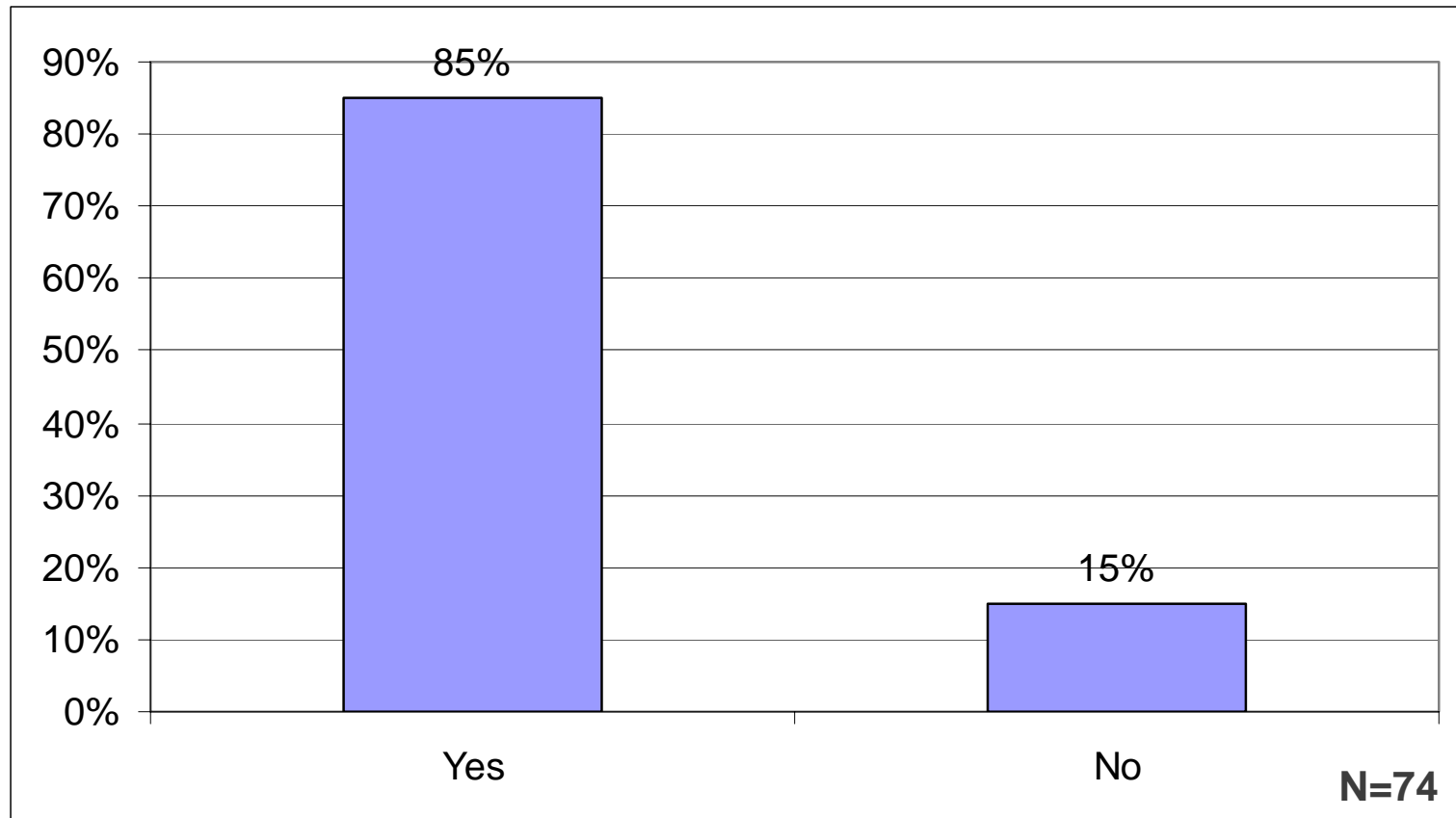
Thinking about offline as well as online resources, how do you usually learn about new gaming products or services? Select all that apply

**Most Google users (79%) use websites to find out more about a gaming product, and 48% use search engines**



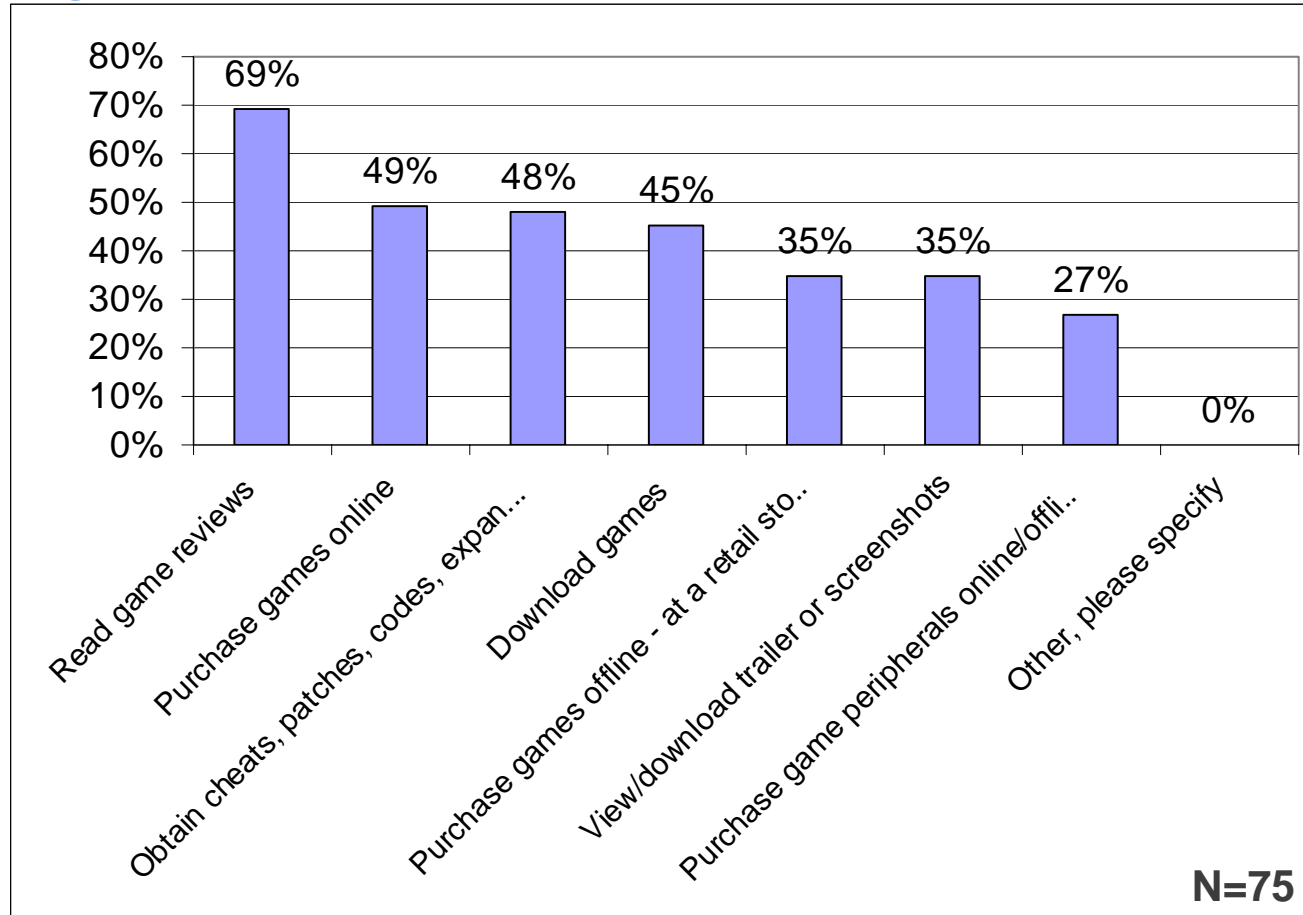
Once you've heard about a new gaming product or service, what resources do you use to find out more about it? Select all that apply

**85% of Google users who use websites to learn about gaming products, use a search engine to help them find those gaming sites**



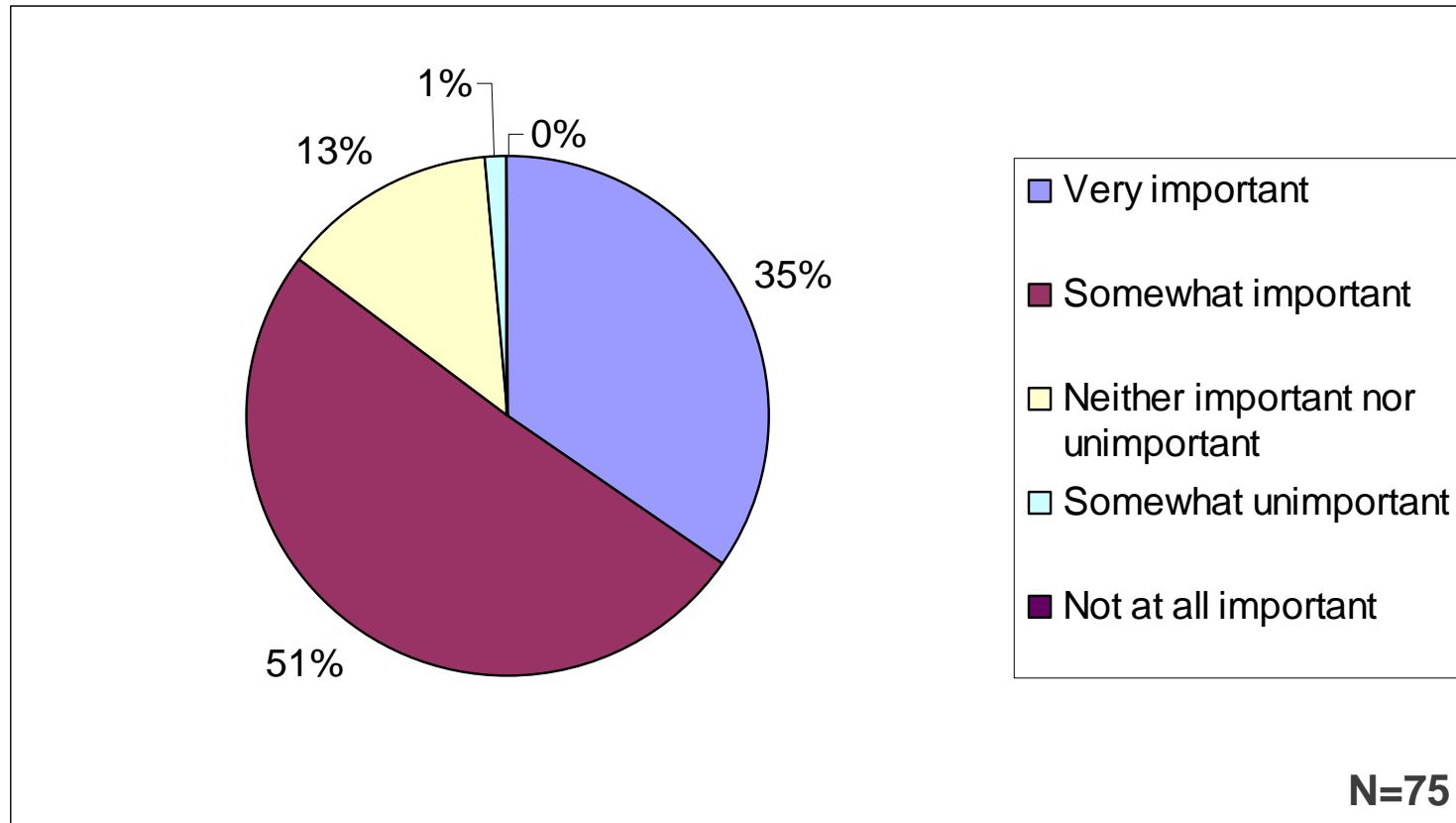
You indicated that you use websites to learn about new gaming products or services. Do you ever use a search engine to help you find a gaming website?

**Google users use search engines to help them read game reviews (69%), purchase games online (49%) and obtain patches (48%)**



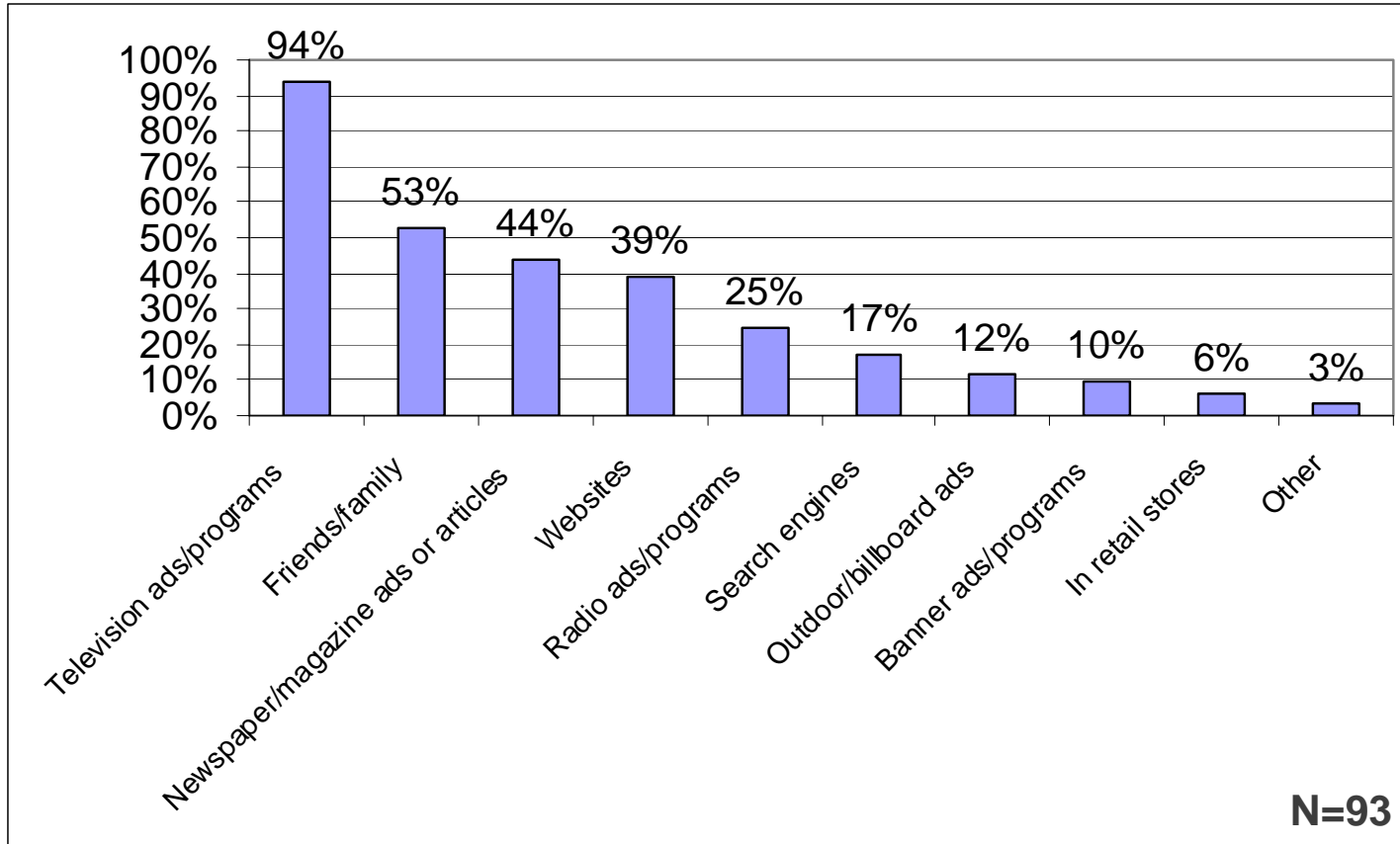
Which of the following gaming-related activities do you use a search engine to help you do? Select all that apply

The vast majority (86%) of Google users say search engines are very/somewhat important for researching/purchasing gaming products



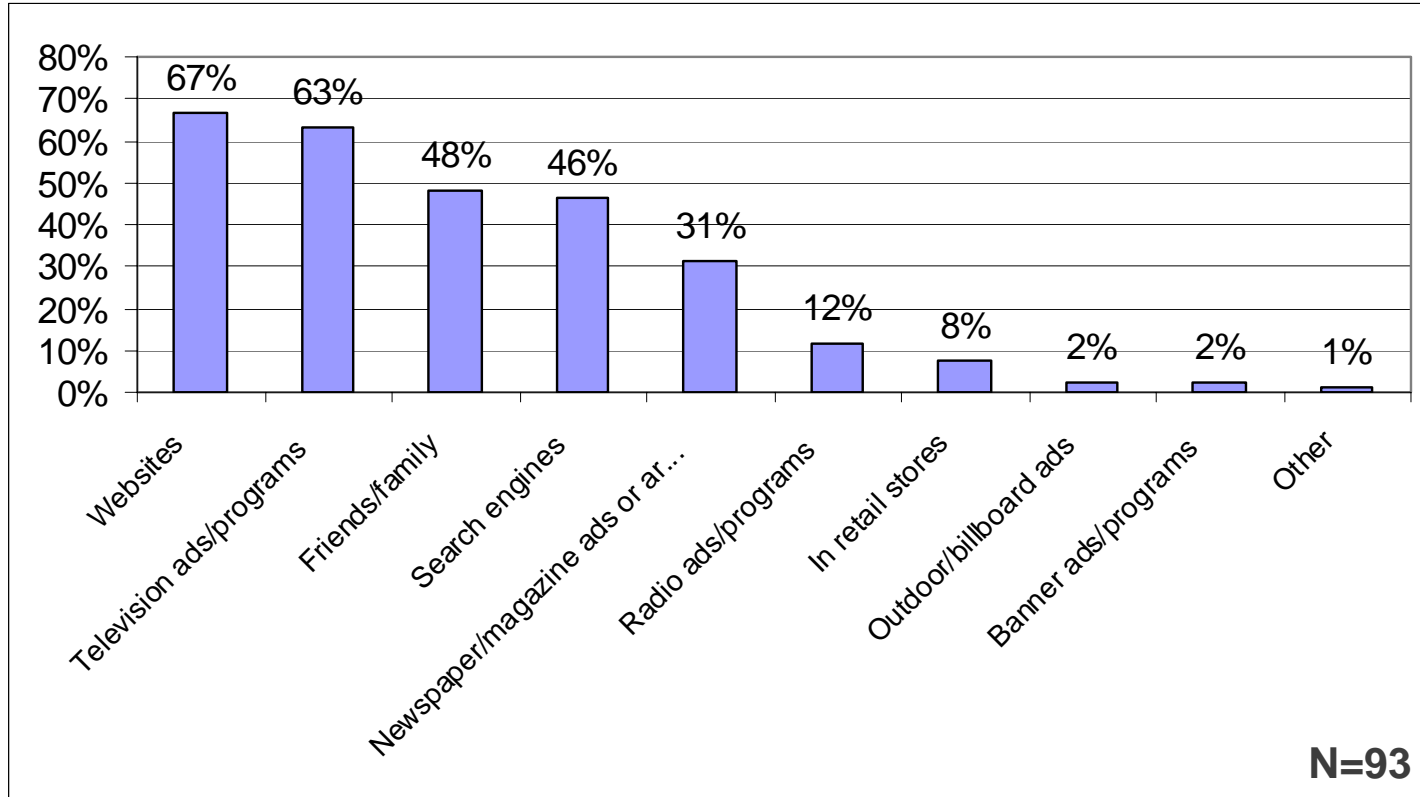
Overall, how important is using a search engine in helping you research and/or purchase gaming products or services?

## Almost all respondents (94%) use TV to learn about new television programs and services



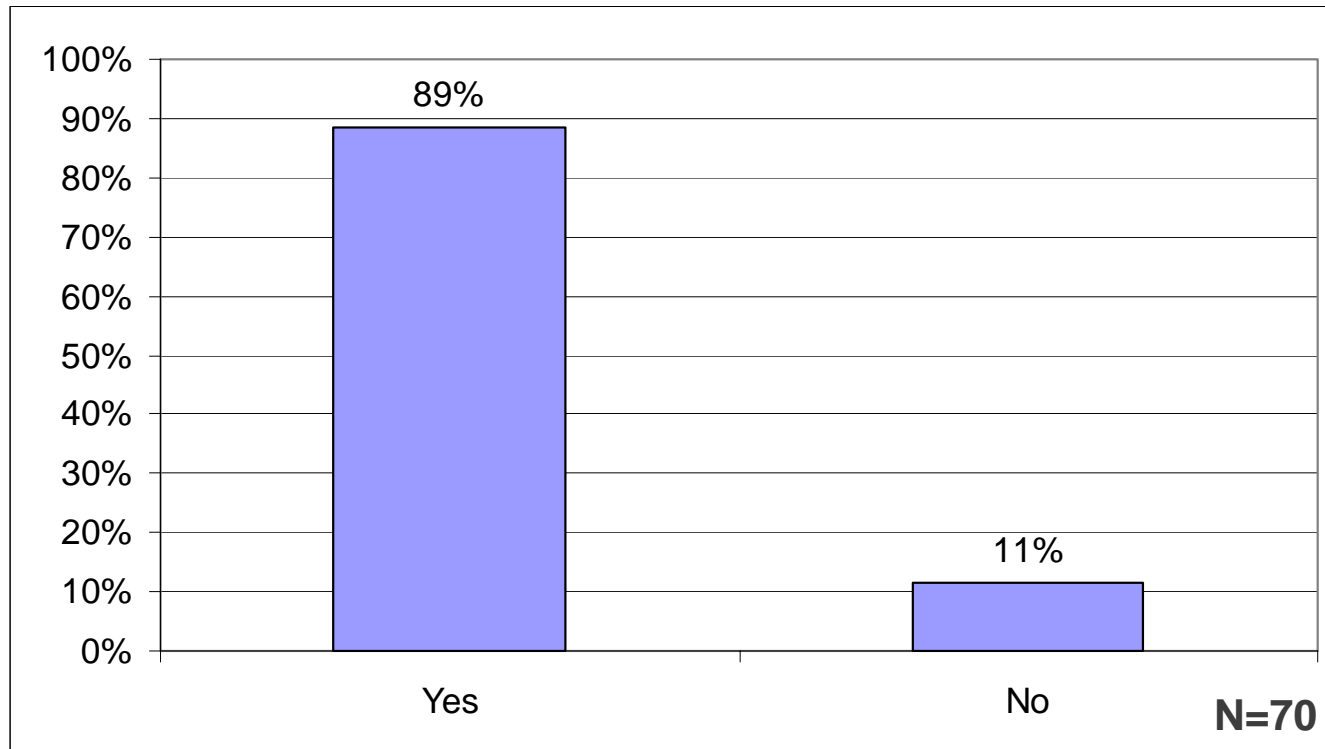
Thinking about offline as well as online resources, how do you usually learn about new television programs and services? Select all that apply

**To find out more about a television program, 67% of Google users use websites, 63% use TV, and 46% use search engines**



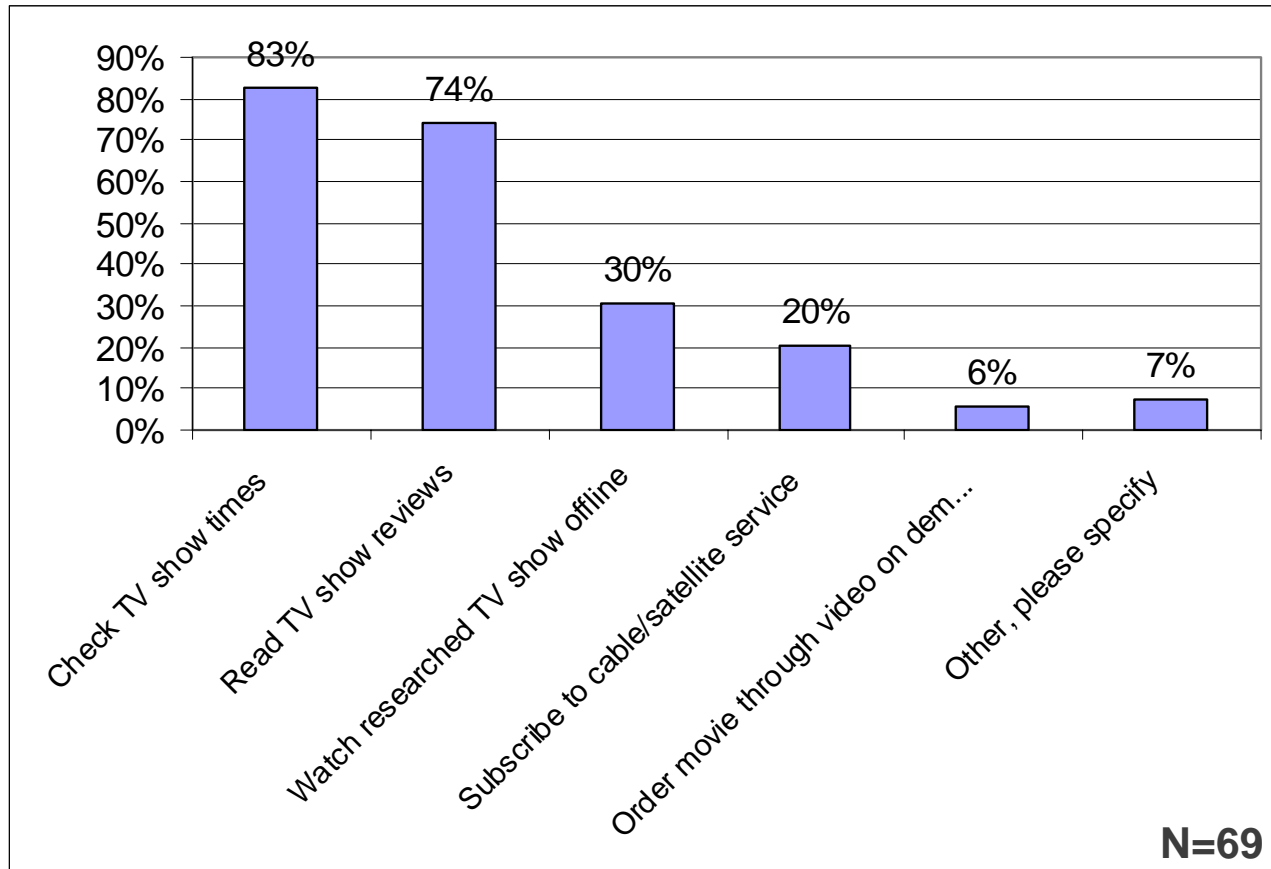
Once you've heard about a new television program or service, what resources do you use to find out more about it? Select all that apply

**89% of Google users who use websites to find television programs and services use a search engine to help them find those sites**



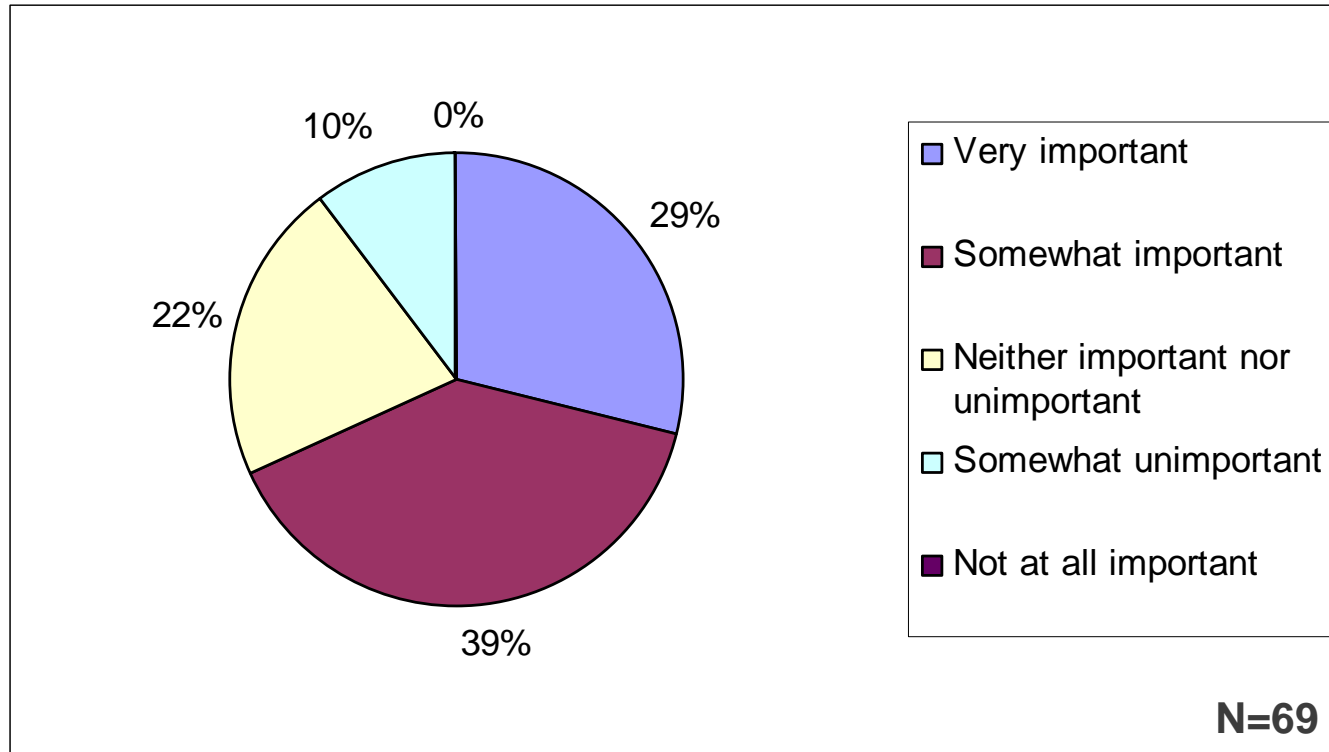
You indicated that you use websites to find television programs or services. Do you ever use a search engine to help you find a television website?

## Most Google users use search engines help them check TV show times (83%) and/or read reviews (74%)



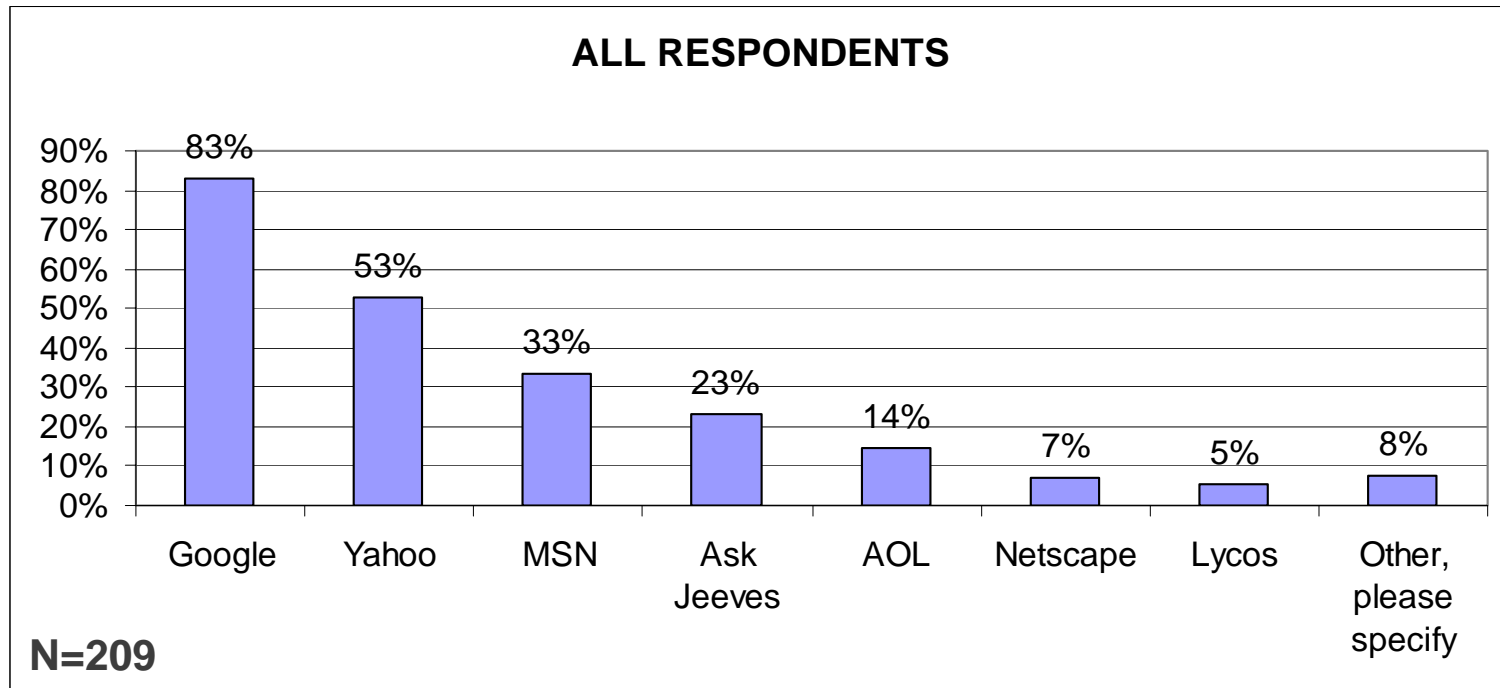
Which of the following television-related activities do you use a search engine to help you do? Select all that apply

## Most Google users (68%) think search engines are very/somewhat important for researching/purchasing gaming products



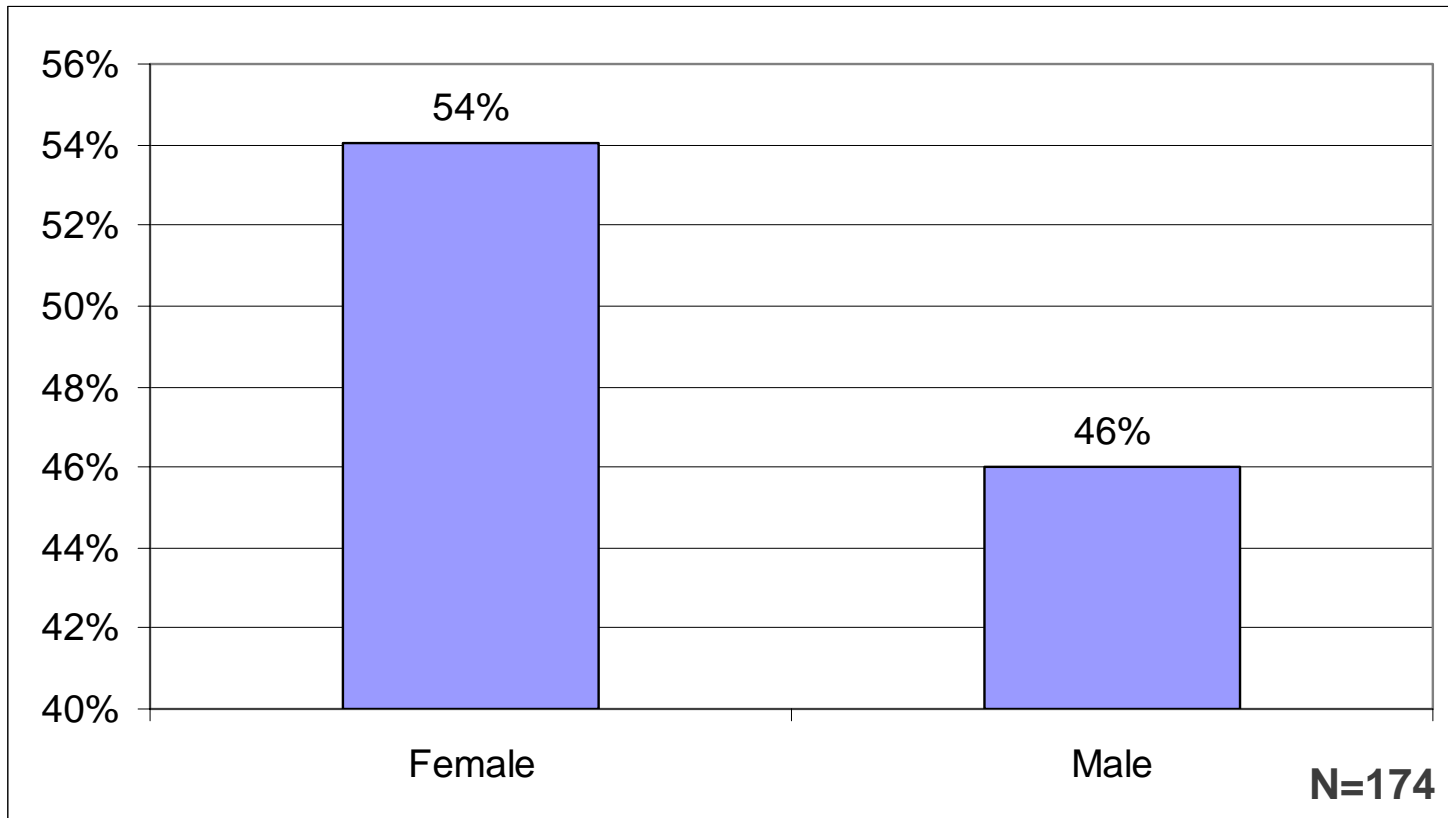
Overall, how important is using a search engine in helping you research and/or purchase television programs or services?

**Google is the most popular search engine for researching and/or purchasing Entertainment products, services or information online – used by 83% of all respondents**



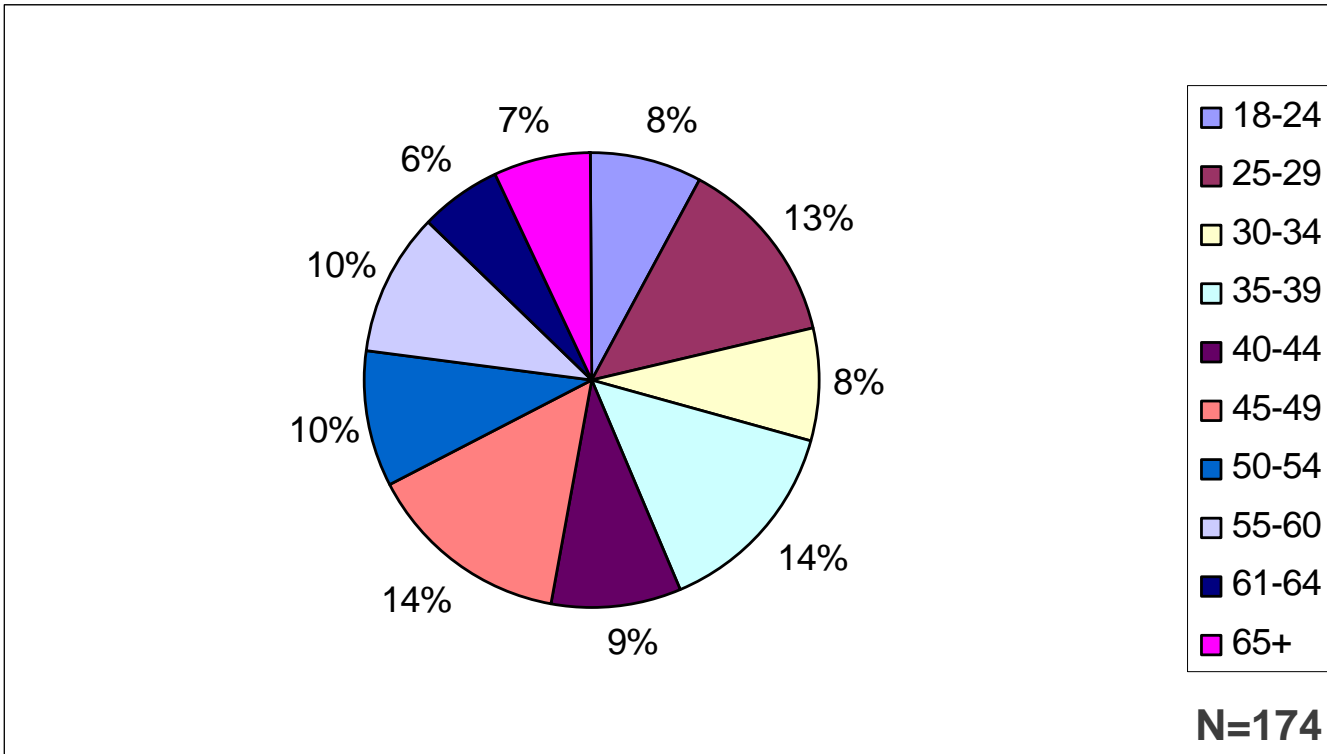
Which of the following search engines do you use when you research and/or purchase Entertainment products, services or information online? Select all that apply

**Our sample of Google users is almost evenly divided between women and men**



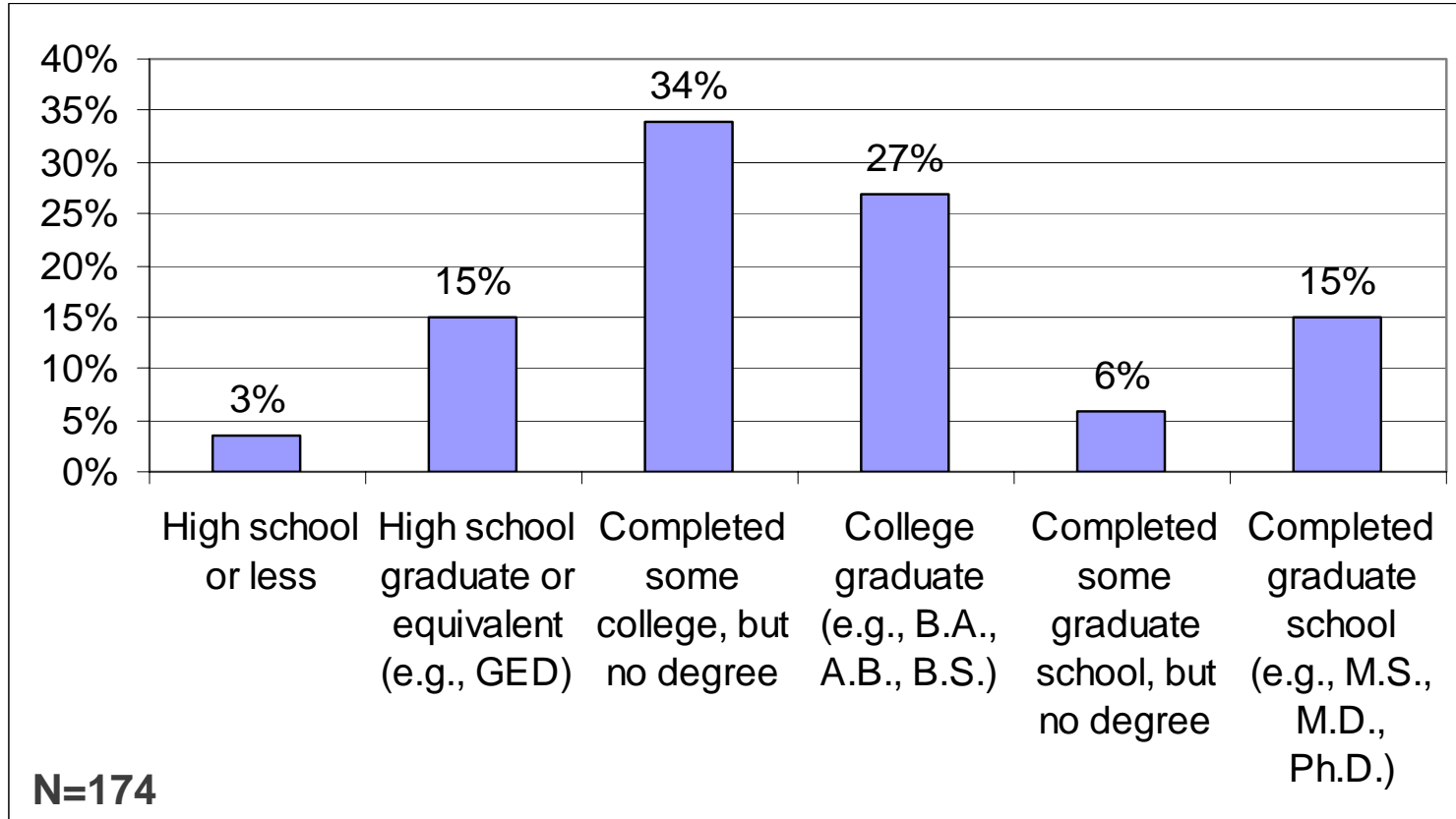
Please indicate your gender

**Our sample of Google users is evenly distributed across all age groups**



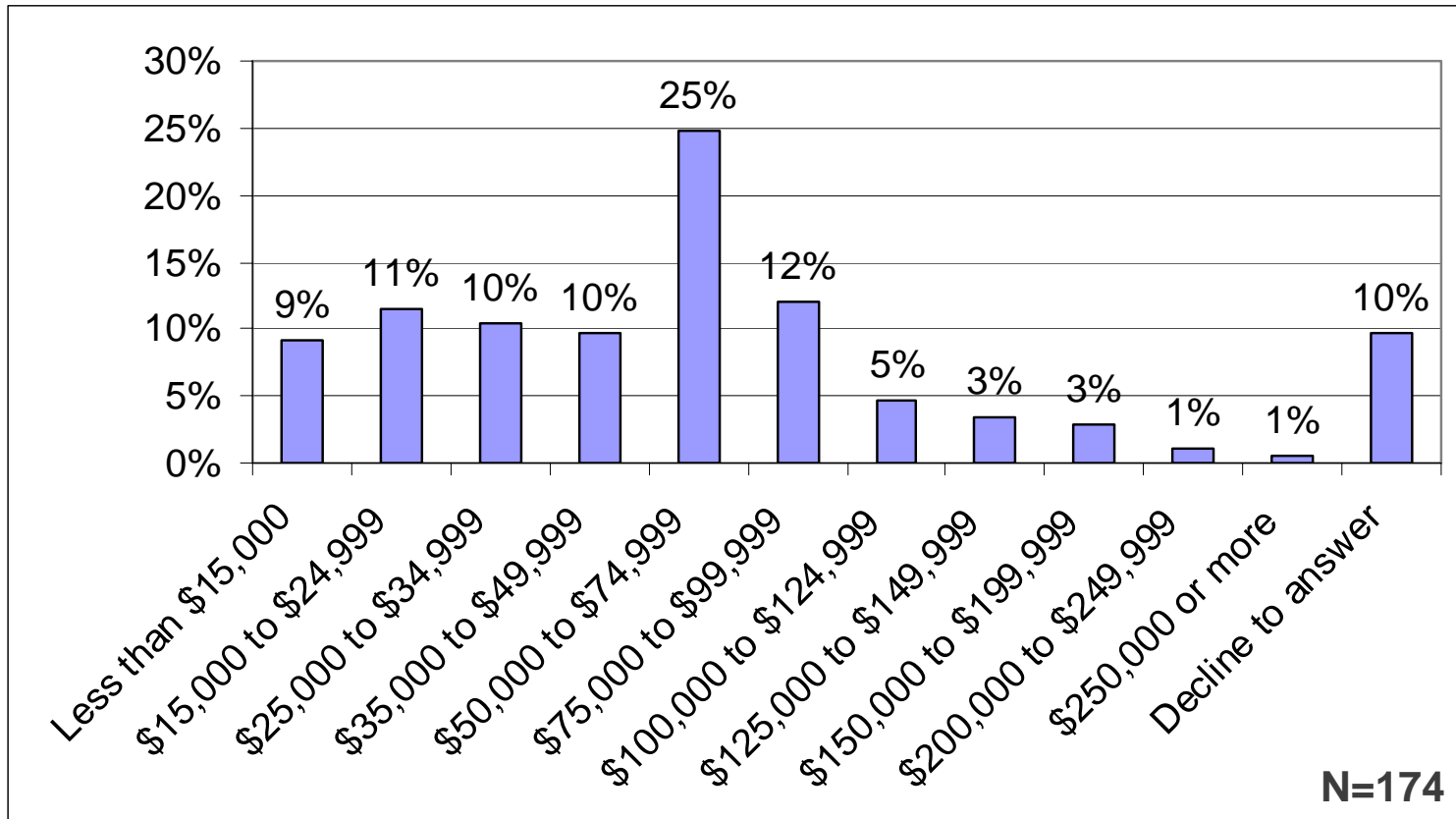
Please indicate your age

## 48% of Google users has completed college or have a higher education degree



What is the highest level of education you have completed or the highest degree you have received?

**45% of our sample of Google users earn \$50K – \$150K annually (HHI)**



What was your total 2004 household income before taxes?