

# GALLUP & ROBINSON, INC.

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## ADVERTISING RESEARCH NEWS

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### FOR IMMEDIATE RELEASE

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### INFOMERCIALS GAIN CONSUMER ACCEPTANCE

**PENNINGTON, NJ** – Infomercials are becoming more mainstream in the minds of consumers as a means for learning about products and purchasing them. Over 58% of the adult U.S. population have watched an infomercial, and 14% have bought a product or service advertised through an infomercial.

These are the results from a recent Gallup & Robinson survey of consumer attitudes and reactions to infomercials. The results are based on a national probability sample of 1287 respondents. Over 83% of this sample had engaged in some direct response behavior (e.g., bought or sought additional information from any offers received in the mail or through any other media) within the past year. These respondents were invited to participate in the study of infomercials. A total of 805 agreed. The following results are based on this sample:

Infomercials appeal to both men and women, across all ages and income levels, although some groups show higher awareness and viewing levels. Surprisingly, among people who have indulged

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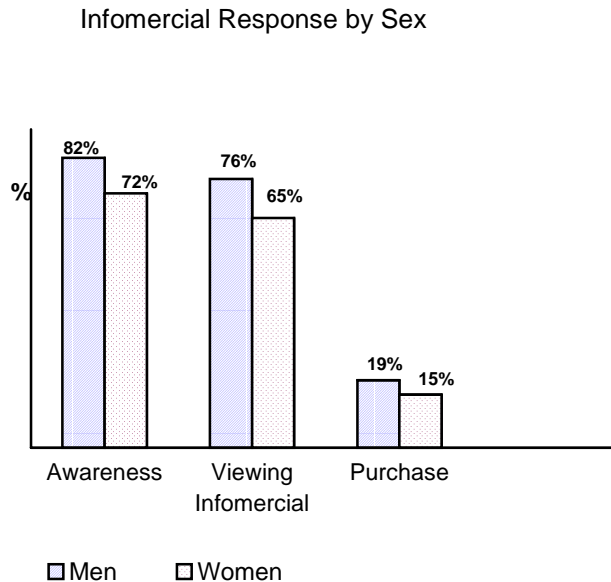
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in some direct response behavior recently, men are more aware of infomercials, more likely to watch them, and perhaps even more likely to make a purchase via an infomercial than are women.



Not surprisingly, younger age groups (18-34 yrs and 35-49 yrs) are also more aware of infomercials and watch them more than the older (50+ yrs) group. Purchase levels follow a similar pattern.

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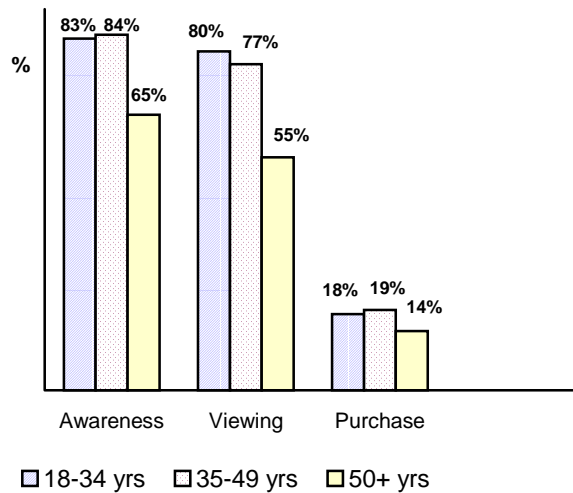
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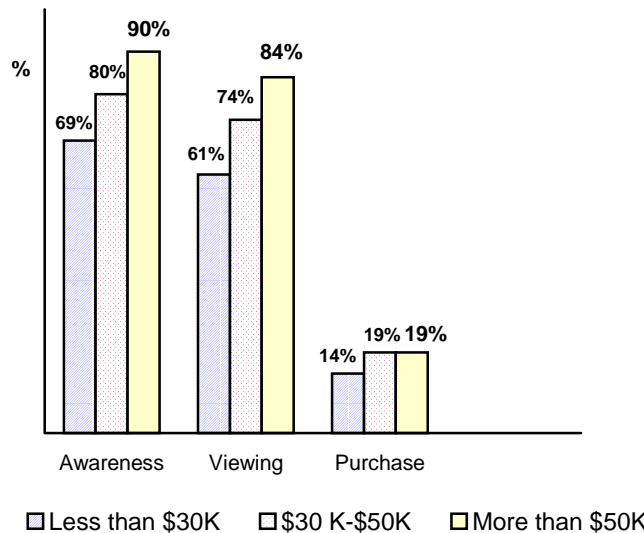
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Infomercial Response By Age



As income rises, awareness levels rise, and again, purchase levels follow a similar trend.

Infomercial Response By Income



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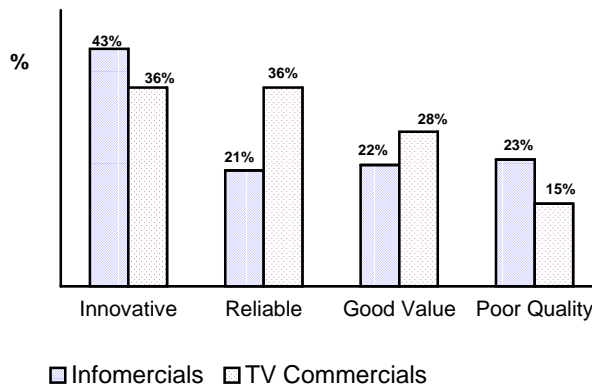
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According to Scott Purvis, President of Gallup & Robinson, "A few years ago, very few people had ever heard of an infomercial. Now more than half of the U.S. population not only know what infomercials are, but have watched them. The skepticism that people bring with them can quickly be dissipated by a good presentation of material."

The study also shows consumers believe that products and services advertised on infomercials are more innovative than those advertised on regular TV commercials. However, they are also perceived as less reliable, poorer in quality, and less of a value.

Perceptions About Products and Services  
Advertised on Infomercials and TV Commercials



"Infomercials tap into one of the often overlooked principles of advertising," says Purvis. "People like advertising not just when it's entertaining, but also when it keeps them up-to-date about products or services that they need or would like to have. Infomercials are a good opportunity for many advertisers to demonstrate the value of their products in new and compelling ways."

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