



General Electric : Survey Analysis and Report

Group 3: Gaia Research

Raymond Su, Nan Deng, Anand Doshi, Ru Jia, Brennan Sieck

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Executive Summary

This report demonstrates our findings and recommendations based on our online survey with responses from 86 millennials, whose age ranges from 18 to 34. The survey was distributed via various Facebook groups, Reddit, UMSI open listservs, students from other universities, and personal acquaintances. Our goal was to find how respondents perceive a company, find intrinsic and extrinsic motivations that attract young talent, and how GE can improve the user experience its website to address the findings.

The survey included questions to determine demographics, their preference and opinion on advertisements, their use of social media, how do they go about searching for jobs and what are some aspects of websites they consider important. Our sample size at 86 respondents provides us with a confidence level of 95% +/- 11% to cover the entire population of millennials in the United States (75.4 million). Our analysis of the survey results led to significant findings in the areas of website usability, relevant content, and social media use.

Key Findings

1. “Featured Projects”, “Company’s Values” and “Company’s Reviews” are the three of the most valued information points for a job-seeker to get the full picture of a company. However, this information is difficult to find on GE’s website.
2. “Clear Navigation”, “Relevant Content” and “Easy to skim” are the most important factors that participants sought in a website.
3. Participants expect a website to be mobile friendly. Although GE’s website is responsive, it does not work well on mobile.
4. Most participants were active users of social media with 60% of them following tech companies.

Recommendations

1. Decrease the number of interactions or clicks required to get to the information about relevant projects, company’s value and company’s culture.
2. Display “GE Stories”, “Featured Projects” and “Company’s Values” in a prominent position on the website.
3. Organize the navigation based on users’ expectations instead of internal terminology
4. Ensure that the website is mobile-friendly.
5. Better integrate social media into website.

We hope to support and extend these recommendations using heuristic evaluations and usability tests that we will be conducting in the future.

Introduction

General Electric is in the process of rebranding themselves from an industrial manufacturing company to a digital industrial and software leader. Their goal is to be a top-10 software company by the year 2020. GE Digital, a business unit of GE, wishes to attract talents that would otherwise be recruited to other top tech companies. However, one major obstacle GE faces is how to establish a closer connection with millennials and young professionals, and to keep them informed about GE's transformation and development. So far, they have found it challenging to build an effective platform for attracting top talent for software development and digital design roles due to this disconnect.

The purpose of this survey endeavour is to uncover valuable insights that could help GE better represent themselves from the perspective of user experience. The survey focused on how millennials perceive a company or brand from different experiences. We designed survey questions that cover categories such as job searching, website skimming, advertisement perception, product choices and social media usage. Our goal is to analyze the data generated by our survey so that General Electric can leverage our insights to optimize their online user experience to attract more talent and would help inform millennials about GE.

Methods

Participants

Considering that the target demographic of our study is millennials and young professionals, we added a filter to ensure that all data collected are from respondents under the age of 35. We had 86 respondents in total, with 43.35% male respondents and 54.65% female respondents. Many respondents majored in technology-related fields such as engineering, computer science, and information science. The diverse cultural background (US, India, China, etc.) of our respondents presented us with a well-balanced and objective data set to analyze. Over half of all respondents (52.3%) hold a master's degree, while 38% of them have a bachelor's degree (Fig 1). In addition to respondents from academia, we also encountered respondents who were young professionals working in tech-related industries. Our sample size at 86 individuals provides us with a confidence level of 95% +/- 11% to cover the entire population of millennials in the United States (75.4 million).

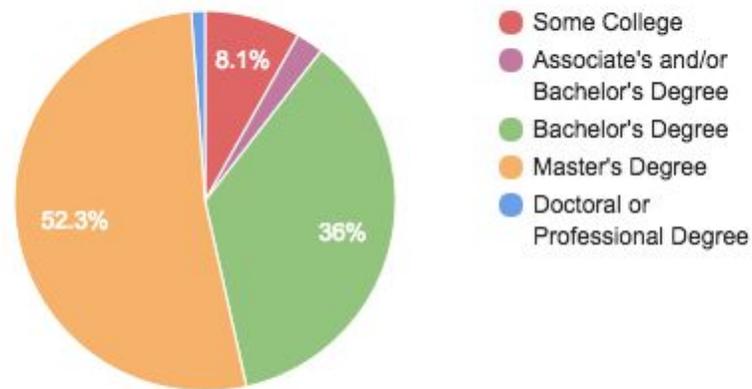


Fig 1 : Q.4 : What is the highest educational level attained?

Process

The survey questions are primarily concentrated on 4 categories: users' attitudes towards online advertisements, users' preferences in a product, job searching behaviors, as well as web design preferences. Our questions were designed to help us gauge respondents' attitudes towards working for startups versus established companies, as well as to understanding the components of GE's web presence that could be improved. We also included general demographic questions to help us identify the diversity of our respondents in terms of their age group, gender, location, educational backgrounds and so forth.

Initially, we created a 28 question survey using Qualtrics online survey software. Before widely delivering the survey to our target communities, we conducted pilot tests on five users to gauge how well our survey performed. From the feedback we received, we removed six questions that we considered to not be aligned with our research goals. We also fine-tuned the order of the survey questions to make the survey questions flow more smoothly. For questions with binary options, we added conditional follow-up questions to enable us to get specific information from respondents instead of just a yes/no answer.

To improve the randomness of the data get from this survey, we sent it to students at the University of Michigan via listservs and Facebook groups, we also sent it to students from other universities (namely, the University of California, Irvine and Pratt Institute) in order to give us data that is more representative of the millennial population as a whole. In addition, we posted the survey on SampleSize subreddit of reddit.com. All respondents entered the online survey by clicking on a public link generated by Qualtrics. This was done with the intention that none of the answers could be traced back to any specific respondents.

The respondents then worked on each question by following the instructions provided. Since students are likely to receive a large amount of emails from school and other organizations every day, the survey could have potentially been ignored by some of the recipients. In order maximize the number of respondents, we re-sent the survey request again five days after the initial request in case a respondent had missed the first notice.

Findings and Recommendations

Key Findings

- 1. **“Featured Projects”, “Company’s Values” and “Company’s Reviews” are the three of the most valued information points for a job-seeker to get the full picture of a company. However, this information is difficult to find on GE’s website.**

Since one of GE’s goals is to attract top talent, it begs the question of what do job seekers wish to know about a company during their search. From our survey data, we found that company’s values, featured projects and reviews are the top three considerations when job seekers conduct research for a company. Some of the notable “other” choices were : culture, work environment, employees’ biographies and benefits.

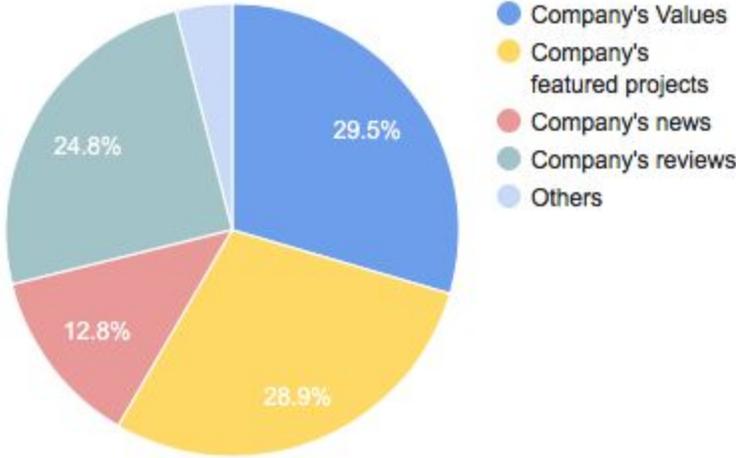


Fig 2: Q. 18 : What information is most important for you to learn about a company?

GE.com’s career section helps job seekers find relevant job openings, highlights its leadership programs and diversity directives, and showcases their employees’ stories. However, these sections do not contain any information about the company’s values and do not feature any of the company’s current projects. It also has a link to its Employee Stories website, but it is a small link in the middle of the page and is labelled as “Meet more GE employees”.

GE Careers

Like 8.6K Tweet G+ 502 Pin It 13

Featured Job Opportunities

Aviation, Capital, Capital (Chicago), Energy Connections, GE Digital, Healthcare, Lighting, Oil & Gas, Power, Research, Transportation

Lana Osusky
Lead Engineer - GE Global Research Center, Niskayuna, New York

"Engineering Change"

My technology is literally cool. We're talking about cooling technology for industrial gas turbine blades. We're making GE the coolest place on earth. And here's the thing about engineering: It sounds like one topic, but there are a million ways to take it. Engineering is never stagnant. There's always something new.

[Meet more GE employees →](#)



Fig 3 : A screenshot of GE Careers page

2. **"Clear Navigation", "Relevant Content" and "Easy to skim" are the most important factors that participants sought in a website.**

The question "what is the most important aspect of a website" aimed to find out what kinds of features or elements attract target users and encourage them to get more information. Of 72 participants, 57 respondents selected "clear navigation", while 48 and 47 respondents chose "relevant content" and "short loading time" respectively. As for the website's content, more people think that "clear text description" is more important than having "attractive photo/visuals". According to the Figure 2, only 6 respondents voted for "video", which is fewer than those who voted for "attractive photos". Skimming pictures may be much easier than watching a video when people need to gain much information in a short time. Other notable factors that participants had mentioned includes accessibility, visual attractiveness, and search functionality.

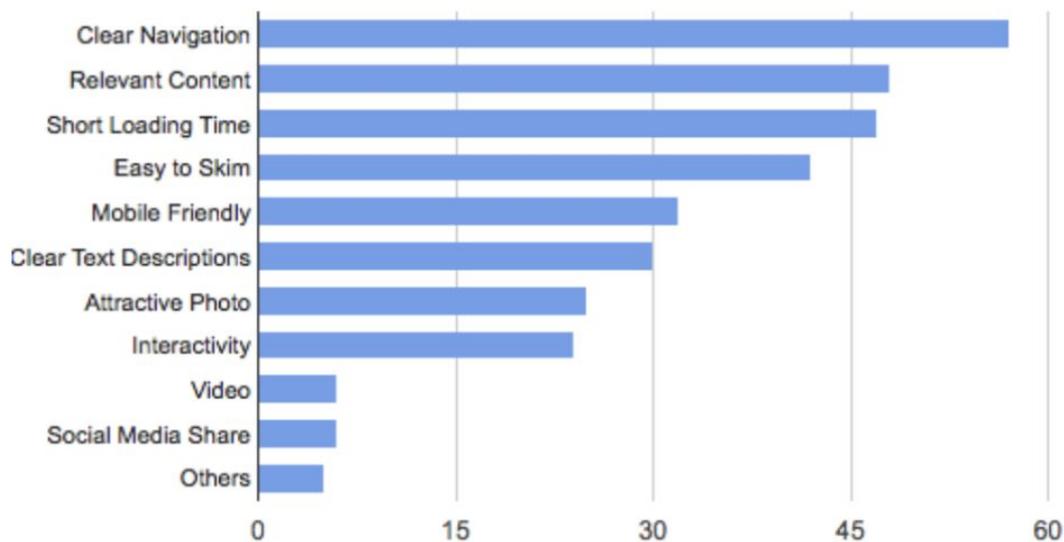


Fig 4 : Q.22 : What is the most important aspect of a website?

3. **Participants expect a website to be mobile friendly. Although GE's website is responsive, it does not work well on mobile.**

Having a website that is mobile friendly is one of the top five considerations from our respondents when they are asked Q.22 : “What is the most important aspect of a website?”. We also found that many survey respondents find jobs by going onto the company’s official website. Putting these two together, it is sensible for GE to have a mobile friendly website.

GE’s current website is responsive, but it is not easy to use on a mobile screen. The size of interactive elements and text do not adapt well to the smaller screen size and some of the layouts break. Elements that can be inferred as clickable based on the cursor shape on a desktop browser, do not look clickable on a mobile browser.

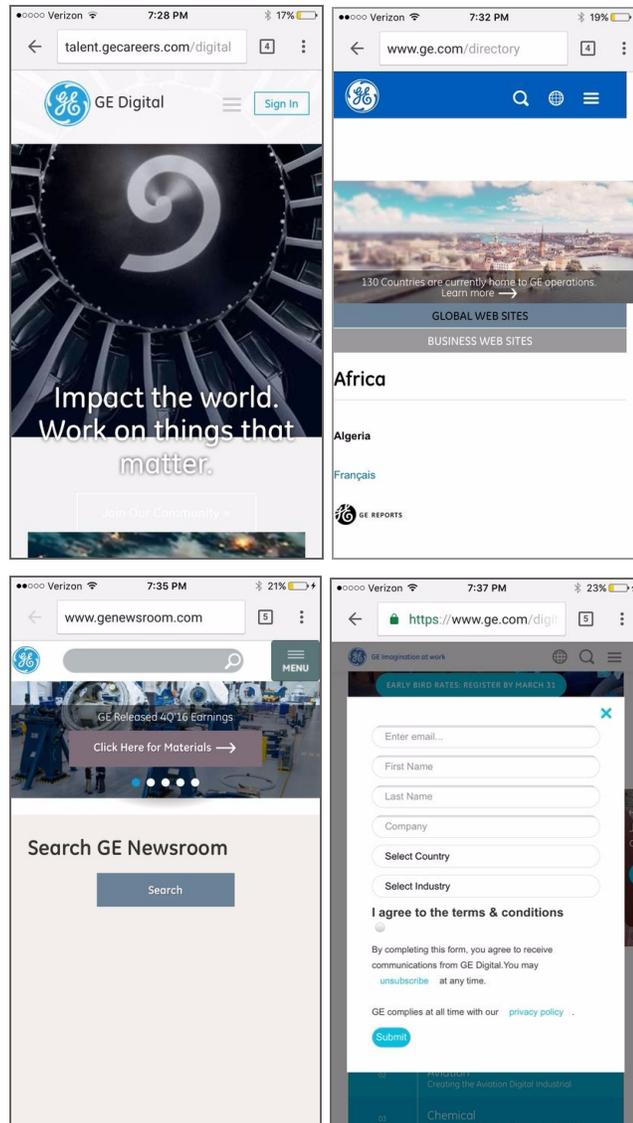


Fig 5 : Screenshot of responsive website on mobile screen

4. Most survey respondents are users of social media with 60% of them following tech companies.

Out of the 86 respondents, 89.33% respondents used Facebook, 81.33% used LinkedIn, 78.67% used YouTube and 65.33% used Instagram. As many as 60% of them followed a tech company on social media.

Based on our comparative analysis report, GE has significantly less followers compared to its competitors even though it has higher number of posts on social media. It also lacks a social feed that companies like Google show on their website. It may be that millennials perceive posts about companies from a third party as unbiased and a social feed could validate a company's values from third party. The missing social feed may be a contributing factor to the relatively low following that GE is experiencing on social media compared to their competitors.

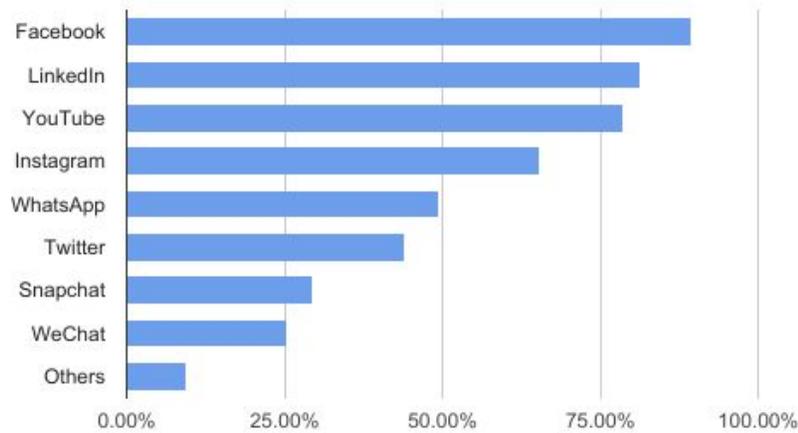


Fig 6 : Q 14. Which social media do you use?

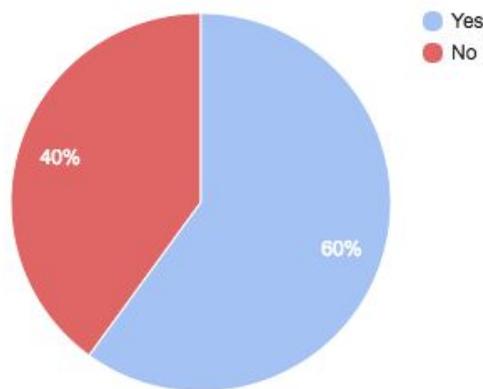


Fig 7 : Q 15. Do you follow tech companies on social media?

Recommendations

- 1. Decrease the number of interactions or clicks required to get to the information about relevant projects, company's values and company's culture.**

According to our survey, the relevant projects or products are the most important information related to learning more about a company. However, both the GE homepage and GE Digital website show less content pertaining to these aspects. The GE homepage stores this type of content in a scrolling vertical text carousel and the GE Digital website stores it in a search bar. These interactive elements hinder the user's ability to get easily accessible information about GE's transformation. Our survey also suggests that millennials think "easy to skim" is an important attribute of a good website. This may be the result of frequent exposure to large quantities of online information, but it also indicates that target user's need an easy and obvious way to access the information they are seeking. To effectively convey their big picture of this transformation and attract young talents, the first thing GE should do is to remove the obstructive interactions to preventing users from accessing information, and instead showcase them directly on the GE homepage or GE Digital website.

- 2. Display "GE Stories", "Featured Projects", and "Company's Values" in a prominent position on the website.**

Our survey also indicated that millennials think a company's value, projects, and reviews are important when they are getting to know a company. However, the current GE Digital homepage displays a series of download buttons and pictures about "transformation playbook", "what is new", "service and projects", and "strategic partners" from top to bottom. For the "Products and Services" section, only one search box and a search button are displayed, and all examples are hidden inside. The contents seem to be inappropriately prioritized. GE could reorganize the information and put the information that users care about most in the prominent position on the website.

- 3. Organize the navigation based on user's expectations instead of internal terminology.**

We found that over 80% of respondents think clear navigation is the most important feature of a good website. Another finding is that about 50% of the respondents think that clear text description is important. Currently, GE homepage is designed as a landing page directing people to different business units of GE through "GE Business" drop down. Besides "GE Businesses", other primary navigation buttons on GE Digital website are labelled with "digital", "products", "services", "predix", "industries", "IIOT Insights". The navigation seems confusing because it includes some internal terminology, but we need more study that aspect of the site further. We recommend that further usability testing with the millennials population for their suggestions or expectations, in order to get an idea of how to clarify navigation structure and the text description of the navigation elements. The other related suggestion is to change the all-caps styled text in navigation. According to Susan Weinschenk (2011), all-caps styled text may increase the confusion of text and slow down the speed of reading. The subtle change of navigation text may help users get a clearer perception of the navigation options as well as related information about GE's transformation.

- 4. Develop a more mobile-friendly website.**

According to our survey and recent reports published by consulting agencies, a well developed mobile experience is considered a critical component for a company's website. A report published by the Pew Research Center showed that 28% of American Job seekers use their smartphone to view and apply to job listings (Smith, "Searching for Work in the Digital Era", 2015). GE's current mobile website is lacking the smooth mobile experience that most people, including millennials have come expect. GE should fix the existing pain points of their mobile experience, which include design inconsistencies, broken mobile page layouts, un-clickable links, needing to sign in to view news about GE, and non-optimized mobile interactive components such as buttons and navigation. Correcting these issues and developing compelling content that is appropriate for a positive mobile experience will help GE better represent themselves.

5. Better integrate social media into website.

According to our survey results, social media integration is important for encouraging users to follow the company's developments and to attract more users to the website from links on social media. It also provides some unbiased reviews of the company, which are helpful for users to get a full picture of GE. One suggestion is to add "the social feed" section on the homepage of GE or GE Digital. One of their competitors, Google, effectively integrates "the social feed" section in their "About" page. This provides compelling stories about life at Google and pictures or videos of featured projects. These elements also lead users to specific social media platforms, which are then likely to encourage users to follow the company.

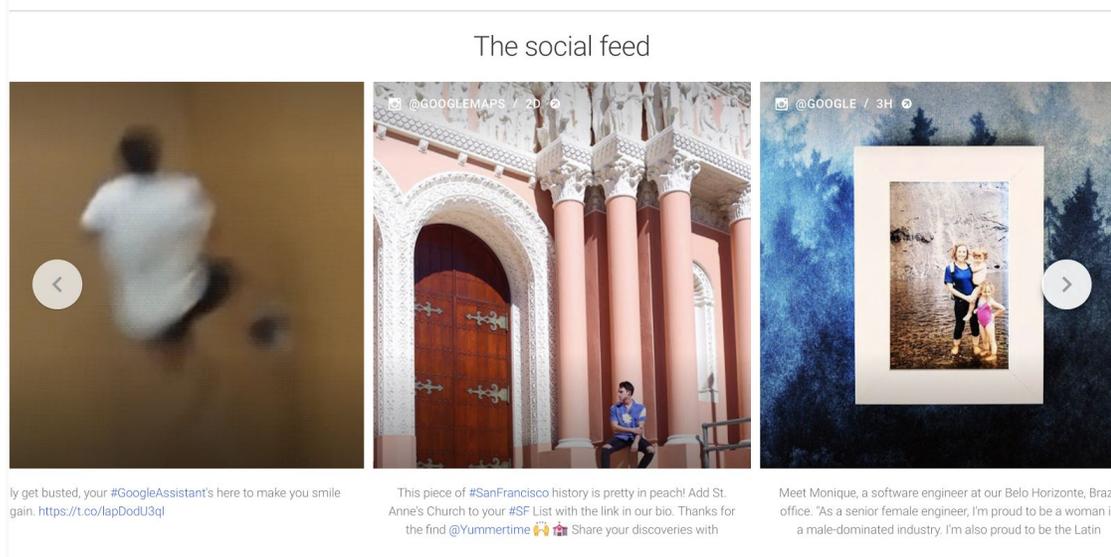


Fig 8 : "The Social Feed" Part of Google About Page

Another suggestion is to reorganize the contents and make them shareable through social media. Currently, most of the contents requires users to sign in and download, instead of leading directly to the article. This creates a barrier in connection between the GE's website and social media. In Google's About website, users enter to the webpage of a project or a story, a "share" button is clearly shown next to the introduction content.

What's new



Fig 9 : "What's new" Part of GE Digital Homepage



CEO Sundar Pichai on the Google Assistant

In an interview with Forbes, Sundar Pichai, CEO of Google, talks about his vision for the company and why machine intelligence is such an essential part of it. Discussing the technology's potential, Pichai shares how machine learning can not only make Google products more helpful, but also transform everything from the way we order pizza to diagnose diseases.

[READ THE FULL ARTICLE ON FORBES](#)

[SHARE](#)

Fig 10 : Part of a specific news page from Google About

Since millennials are active in social media and likely to follow tech companies, the "social feed section" and "share link" will probably increase the followers and their engagement with GE on social media. It is also meaningful for GE to tell their stories from an unbiased third party platform.

Discussion

1. After receiving feedback from the Interviews assignment and meeting with Professor Joyojeet Pal, we shifted our research focus for this assignment from branding to UX. Our survey was however designed prior to the two events. Therefore, it has many questions that are related to branding, products and advertisements, which unfortunately will not generate as many useful findings to help

inform our UX findings. However, the data from survey responses will still be useful our client, as a big part of their goal is to find out about brand perceptions among millennials.

2. Many of our respondents have a tech background. Thus, we presume that we have a higher than average representation of millennials following tech companies on social media.
3. Since a majority of our survey respondents are from University of Michigan School of Information, there may be a bias for questions related to opinions regarding user experience.
4. Our next step for this research is to look at the findings and recommendations from this report and apply it into our heuristics evaluation and usability evaluation. For example, we can evaluate the navigation aspects of the website to access relevant content or evaluate how well the website works on a mobile environment for a regular user.

Conclusion

The survey helped us identify how GE can adapt its website to attract top talent and become relevant among millennials. The responses from 86 participants to the 22 survey questions led to key findings in the areas of website usability, relevant content, and social media use. Based on these findings, we recommend that GE make changes to their website, ensure that it displays relevant content, and is easy to use on a mobile device. We hope to support and extend these recommendations using heuristic evaluations and usability tests that we will be conducting in the future.

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(Smith, "Searching for Work in the Digital Era", 2015)

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Appendix

Survey Questions Excluded From Final Questionnaire

Q Which of the following features of your computer do you use? (Select all that applies)

- Web Browser (1)
- Spreadsheets (2)
- Control Panel / System Preferences (3)
- Command Line / Command Prompt (4)

Q Which of these videos do you prefer?

- What's the Matter with Owen? — "Hammer" - GE (1)
- What If Millie Dresselhaus, Female Scientist, Was Treated Like A Celebrity (2)
- Raining Octopuses (3)

Q Can you name a company that you follow?

Q What do you like about the posts of this company?

Q What is most important for you to know about the company from their social media?

- Company's Mission
- Featured Project
- Career Info
- Recent News
- Search

Final Survey Questionnaire

Q1 We are conducting a study to understand marketing and brand perception. This survey has 25 questions and should take about 10 minutes. If you have any concerns, please contact us at team-gaia@umich.edu. Thank you for your time.

Q2 What is your age?

Q3 What is your gender?

- Male (1)
- Female (2)
- Nonbinary / Gender non-conforming (3)
- Prefer Not To Answer (4)

Q4 What is your highest educational level attained?

- High School Graduate (1)
- Some College (2)
- Associate's and/or Bachelor's Degree (3)
- Bachelor's Degree (4)
- Master's Degree (5)

- Doctoral or Professional Degree (6)
- Other (7) _____

Q5 What is/was your major?

Q6 Which city or state are you currently located at?

Q7 Which city, state or country are you originally from?

Q8 Where do you recall seeing advertisements? (Select all that applies)

- TV (1)
- Radio (2)
- Social Media (3)
- Newspaper (4)
- Magazines (5)
- Bus Stops, Subways (6)
- Inside Apps (7)
- Inside Games (8)
- Shopping Malls (9)
- In Movies (10)
- Websites (11)
- Snail Mail / Email (12)
- Blog Posts (13)
- Podcasts (14)
- T-shirts (15)
- Billboards (16)
- Digital Signage (17)
- Search Results (18)
- Books (19)
- Online Videos (20)
- Cabs / Taxis / Buses (21)
- Others (22) _____

Q9 Has an advertisement ever influenced your buying decision?

- Yes (1)
- Maybe (2)
- No (3)

Q10 Which methods of online advertising are most influential on your buying behavior? (Select all that applies)

- Google Ads (1)
- Facebook Ads (2)
- Twitter Ads (3)
- Youtube Ads (4)
- Banner Ads (5)
- In-app Ads (6)
- In-game ads (7)
- Other (8) _____

Q11 What do you look out for in an advertisement? (Please select 3 answers.)

- Brand (1)
- Product Information (2)
- Price (3)
- Celebrities (4)
- Sale (5)
- Humor (6)
- Consumer Interaction (7)
- Social Impact (8)
- Impact of product / brand on your life (9)
- Design of the product (10)
- Other (11) _____

Q12 Do you use an Ad Blocker?

- Yes (1)
- No (2)

Display This Question:

If Do you use an Ad Blocker? Yes Is Selected

Q13 If you use an Ad Blocker, how effective is it at blocking ads?

- Very effective (4)
- Moderately effective (5)
- Not very effective (6)

Q14 Which social media do you use? (Select all that applies)

- Facebook (1)
- Twitter (2)
- LinkedIn (3)
- YouTube (4)
- Instagram (5)
- Snapchat (6)
- WeChat (7)
- WhatsApp (8)
- Others (9) _____

Q15 Do you follow tech companies on social media?

- Yes (1)
- No (2)

Q23 What are your priorities when buying a product? (Rank the options below)

- _____ Cost (1)
- _____ Online reviews (2)
- _____ Durability (3)
- _____ Convenience (4)
- _____ Brand (5)
- _____ Features (6)
- _____ Design (7)

Q24 How did you find information about any products that you purchased recently?

- Online Search (1)
- Reviews (2)
- Friends (3)
- Advertisement (4)
- Newspaper / Magazine (5)
- Videos (6)

Q25 Out of all the products that you own, which is your favorite?

Q26 Are you an early adopter of products?

- Within a week of release (1)
- Within a month (2)
- Within 3 months (3)
- Within a year (4)
- After a year (5)

Q16 Where do you find job opportunities?

- Company's Official Site (1)
- School's Career Website (2)
- Glassdoor (3)
- LinkedIn (4)
- Career Fair (5)
- Friends' Referral (6)
- Search Engine (7)
- Others (8) _____

Q17 How likely are you to work for a startup?

- Extremely likely (1)
- Somewhat likely (2)
- Neither likely nor unlikely (3)
- Somewhat unlikely (4)
- Extremely unlikely (5)

Q18 What information is most important for you to learn about a company?

- Company's Values (1)
- Company's News (2)
- Company's Featured Project (3)
- Company's Reviews (4)
- Others (5) _____

Q19 What is the dream company that you wish to work for?

Q20 What do you expect your salary to be upon graduation?

- < \$30,000 (1)
- \$30,000 - \$50,000 (2)
- \$50,000 - \$80,000 (3)

- \$80,000 - \$100,000 (4)
- > \$100,000 (5)
- Other (6) _____

Q21 What is your expected position/title in your current/next job?

Q22 What is the most important aspect of a website? (Select all that applies)

- Clear Navigation (1)
- Clear Text Descriptions (2)
- Attractive Photo (3)
- Video (4)
- Interactivity (5)
- Relevant Content (6)
- Easy to skim (7)
- Mobile friendly (8)
- Social Media sharing options (9)
- Short loading time (10)
- Others (11) _____

Summary of Survey Results

Survey Report

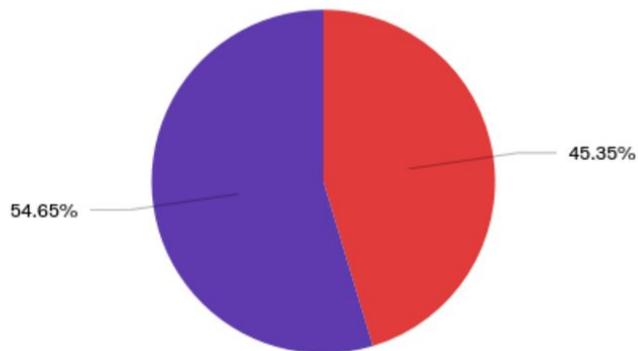
Project Gaia

March 16th 2017, 5:05 pm MDT

Q2 - What is your age?

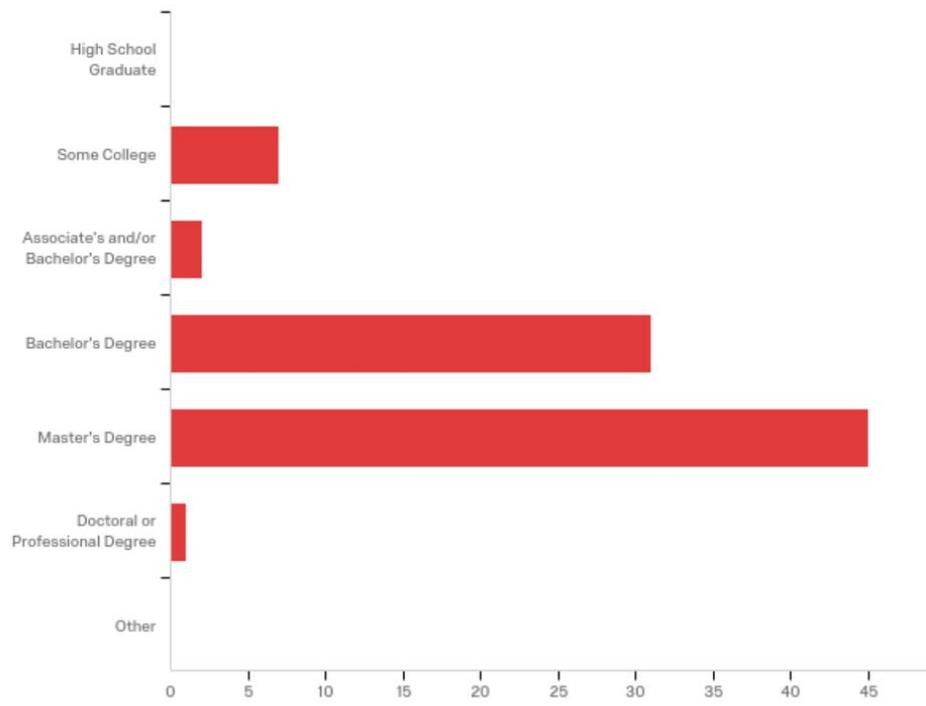
Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
What is your age?	18.00	34.00	26.65	3.71	13.74	86

Q3 - What is your gender?



Male Female Nonbinary / Gender non-conforming Prefer Not To Answer

Q4 - What is your highest educational level attained?



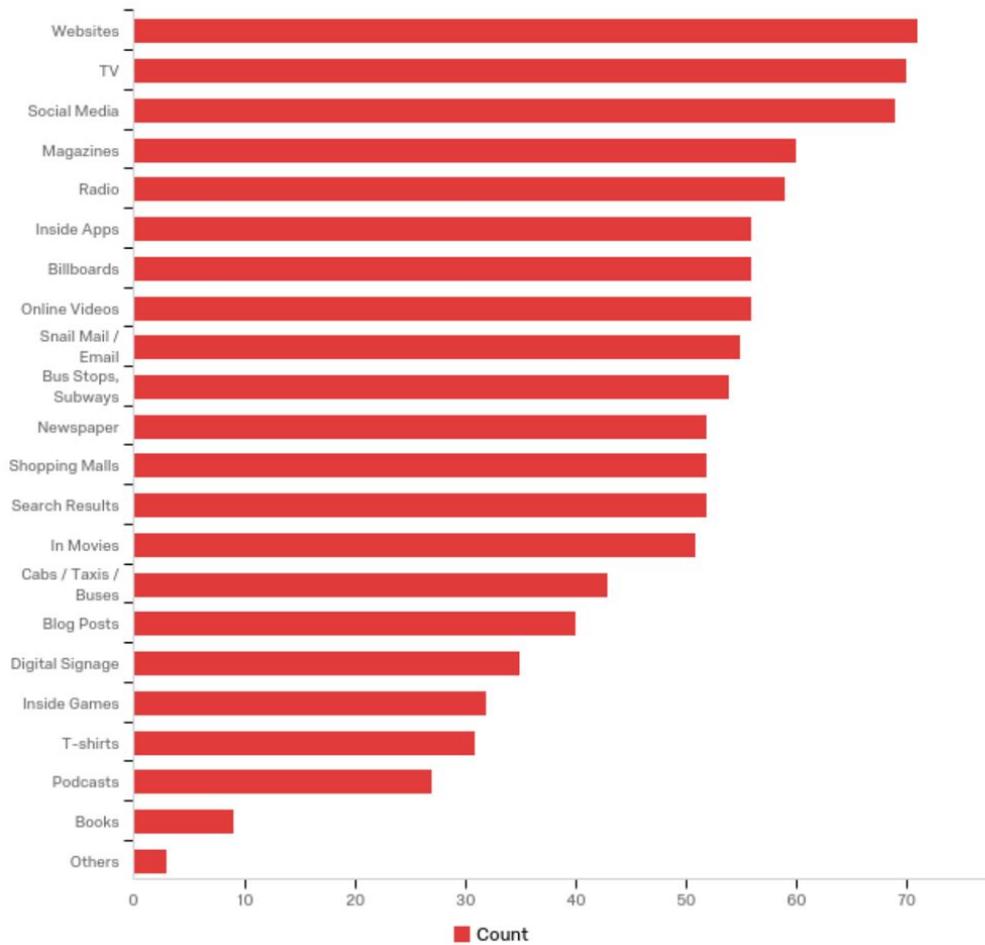
Q6 - Which city or state are you currently located at?



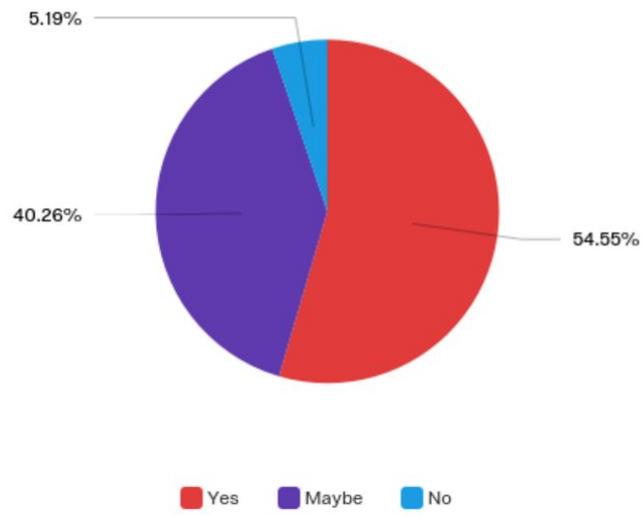
Q7 - Which city, state or country are you originally from?



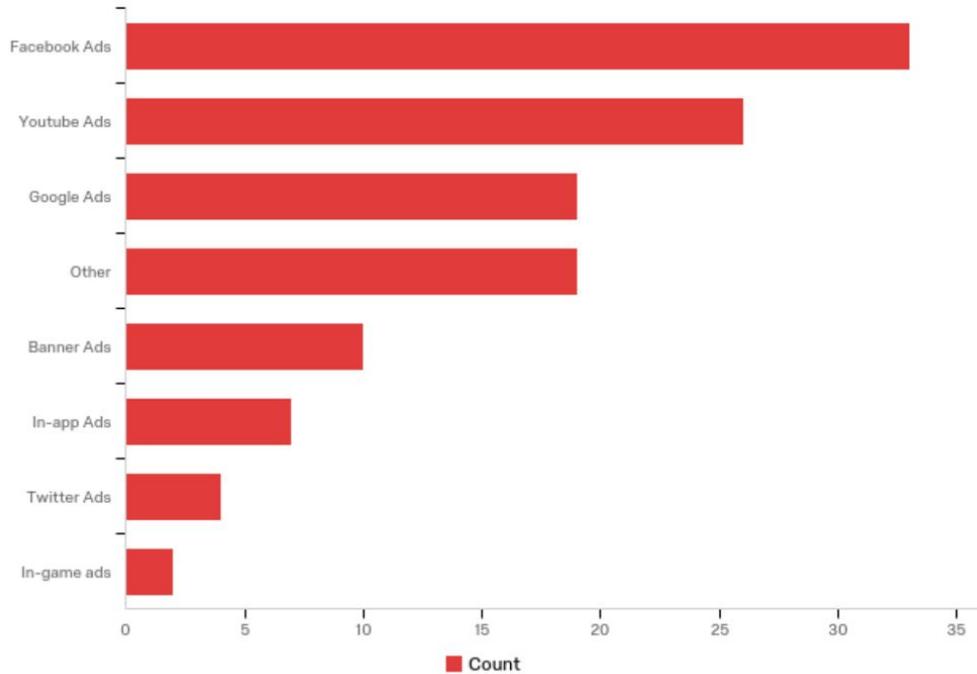
Q8 - Where do you recall seeing advertisements? (Select all that applies)



Q9 - Has an advertisement ever influenced your buying decision?



Q10 - Which methods of online advertising are most influential on creating branding awareness? (Select all that applies)



Other

None

TV ads/infomercial

None

Ebay sporadically sends me updates on things I've looked at. Annoying, but it does keep my attention. I think the irregular nature of the emails makes it less annoying. Probably once every 3 weeks for something I've simply looked at; once a week (or more frequently, depending) for things I've bid on.

Company-specific

Not sure

I don't think any of them actually influences you to buy, they just create the brand awareness.

Endorsements

Word of mouth

None

TV

don't know

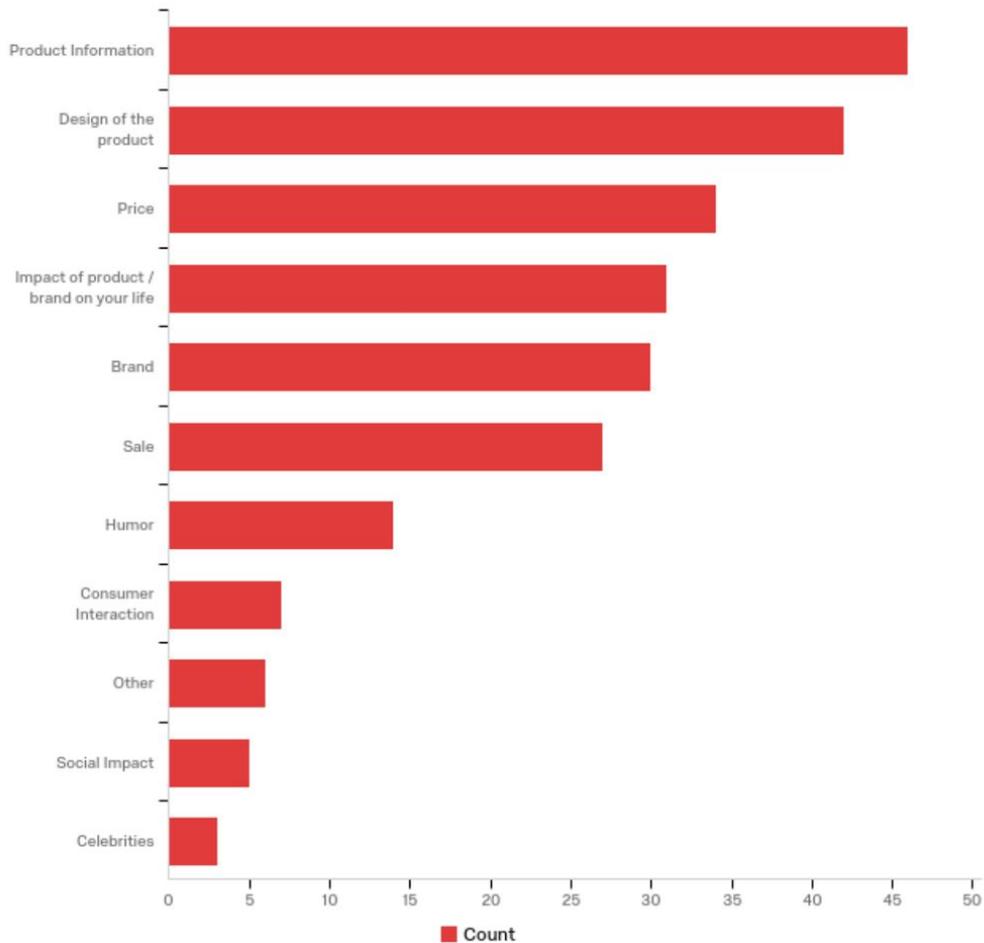
N/A

Hard to tell

Ads like an article 软文～

In-blog ads

Q11 - What do you look out for in an advertisement? (Please select 3 answers.)



Other

None - I either filter ads or ignore them

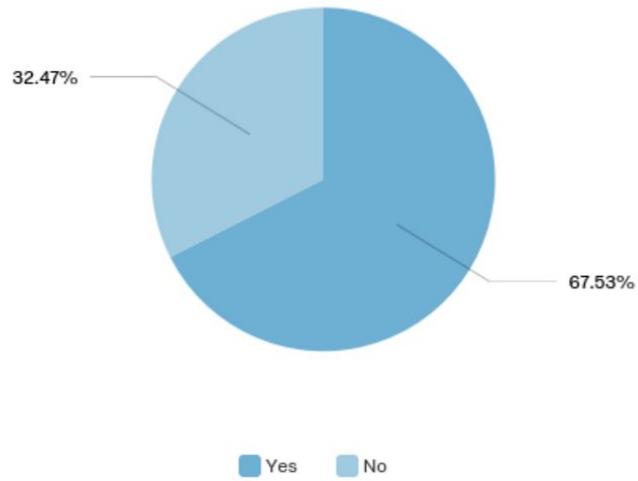
I really can't stand all standard advertisements. I have a visceral disdain for most. But I will really appreciate those advertisers who go out on a limb by creating something funny or interesting.

I don't "look for" anything in an advertisement. I try to ignore them.

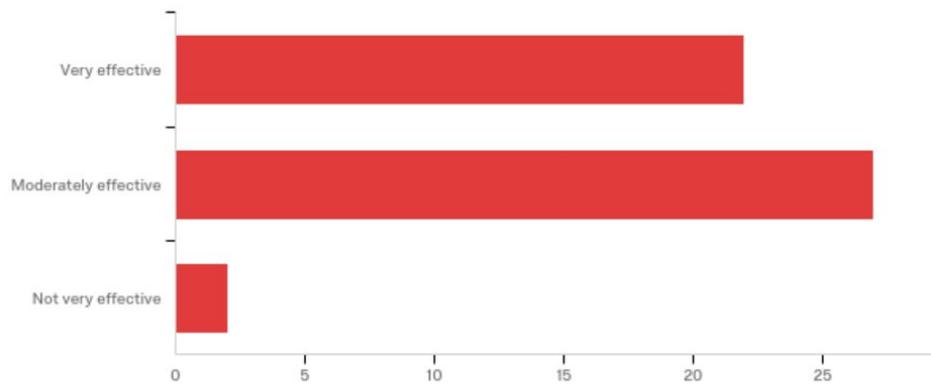
reviews of the product

If I need it

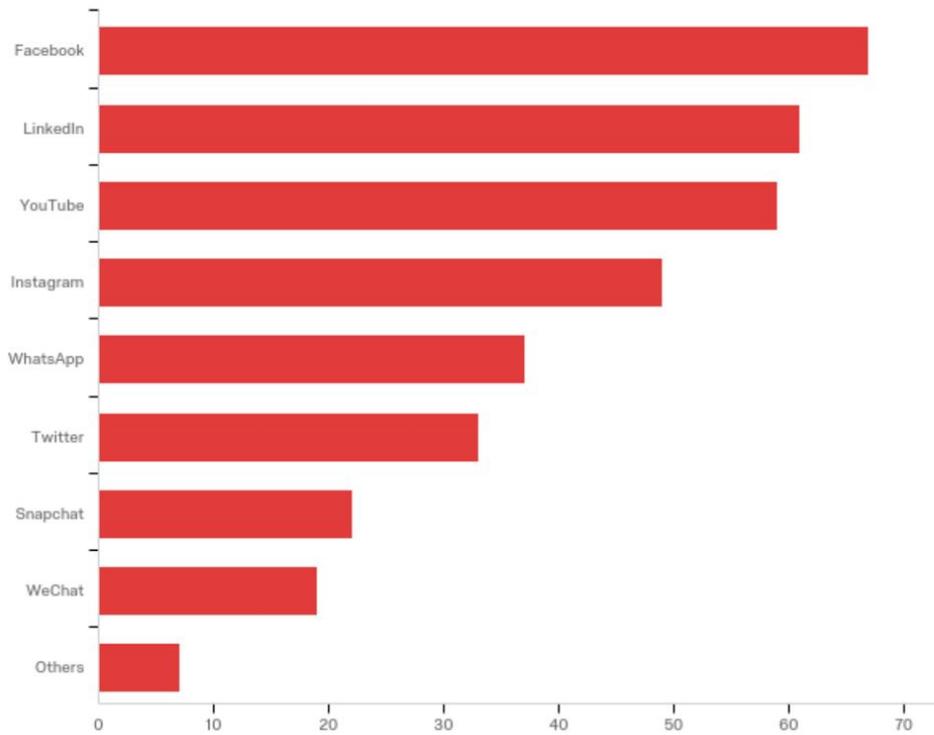
Q12 - Do you use an Ad Blocker?



Q13 - If you use an Ad Blocker, how effective is it at blocking ads?



Q14 - Which social media do you use? (Select all that applies)



Others

Others

Yelp

Tumblr

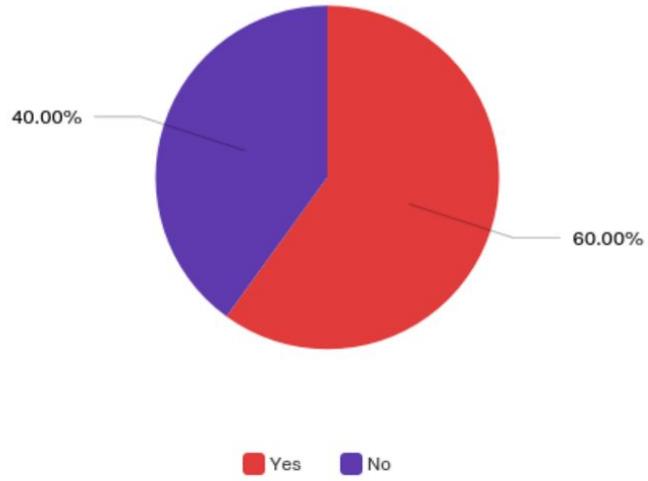
I have given up social media

GroupMe

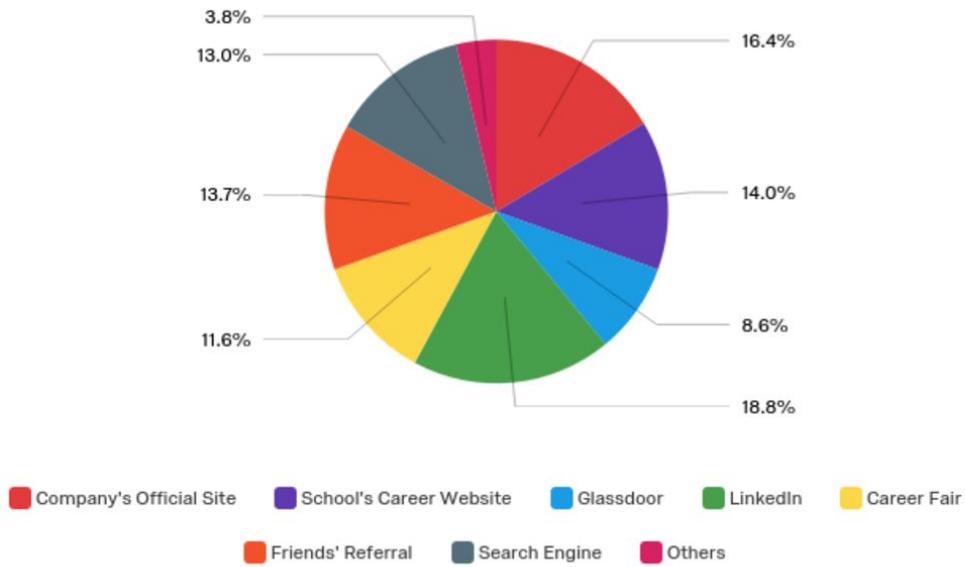
Reddit

Reddit, some tech forums

Q15 - Do you follow tech companies on social media?

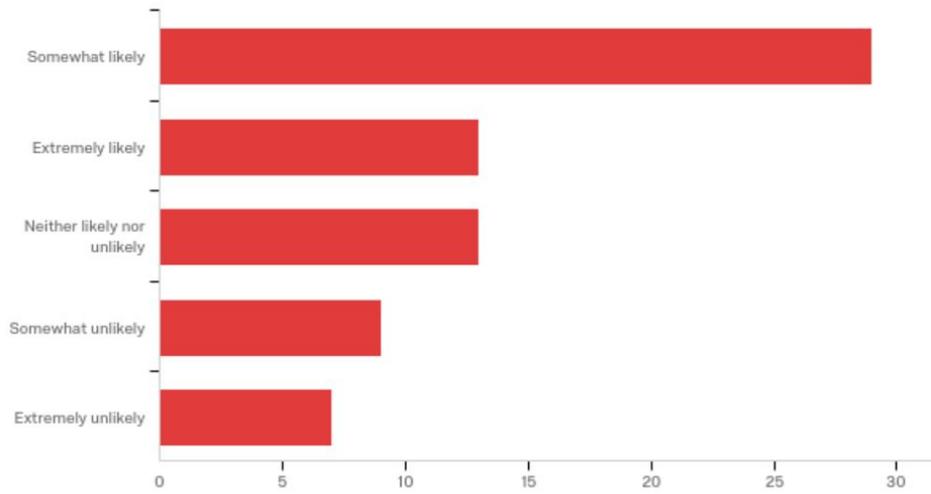


Q16 - Where do you find job opportunities?

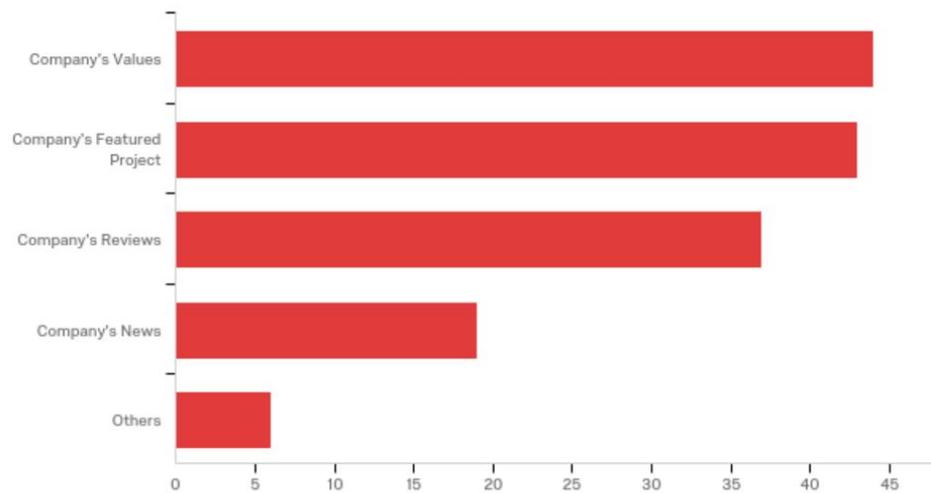


Answer	%	Count
Craigslist	10.00%	1
field-specific job aggregator sites	10.00%	1
Field-specific jobs blog	10.00%	1
Indeed	50.00%	5
Job websites are a big one that you forgot to list. --> Indeed.com.	10.00%	1
Listserv	10.00%	1
Total	100%	10

Q17 - How likely are you to work for a startup?



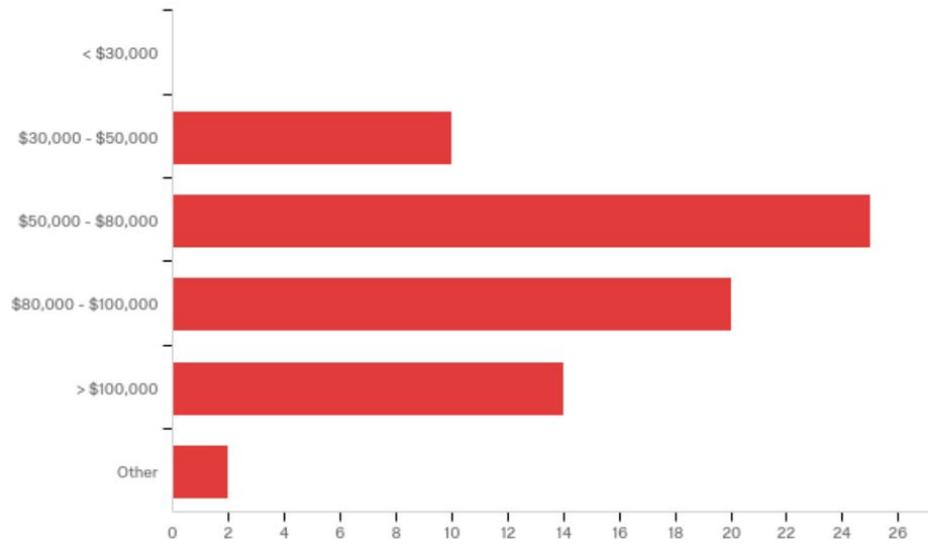
Q18 - What information is most important for you to learn about a company?



Q19 - What is the dream company that you wish to work for?



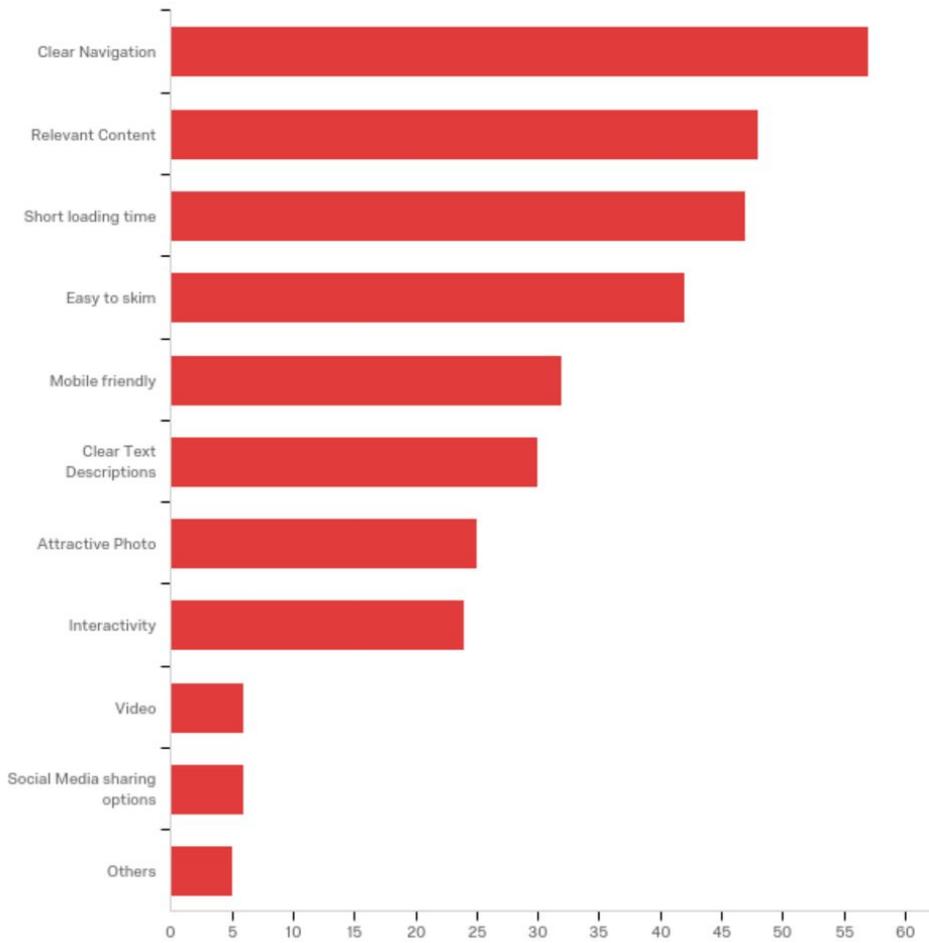
Q20 - What do you expect your salary to be upon graduation?



Q21 - What is your expected position/title in your current/next job?



Q22 - What is the most important aspect of a website? (Select all that applies)



Q22_11_TEXT - Others

Others

Accessibility

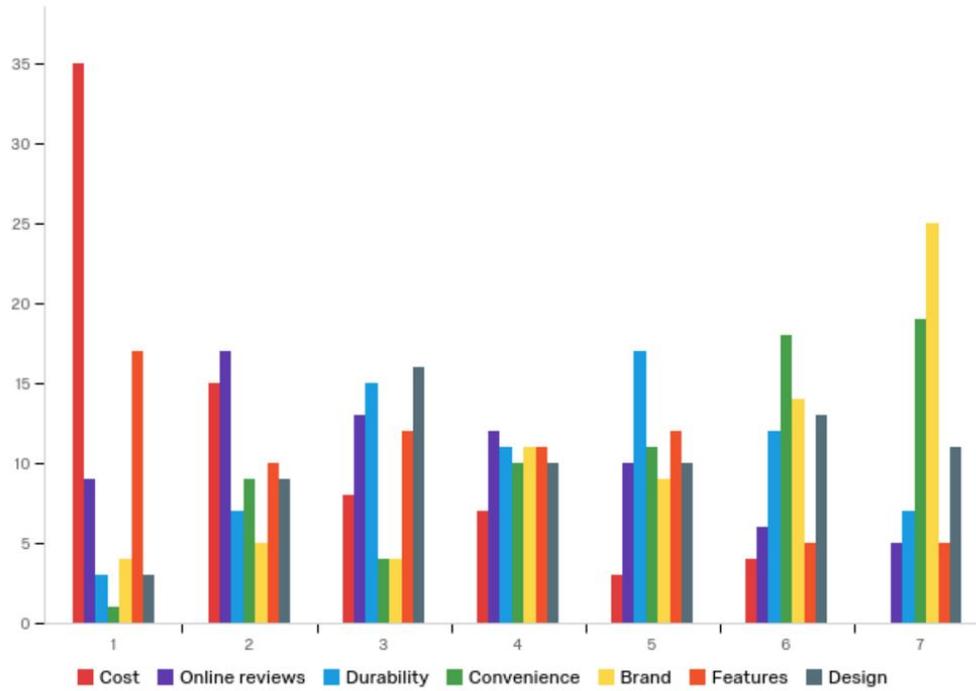
search

Clean interface

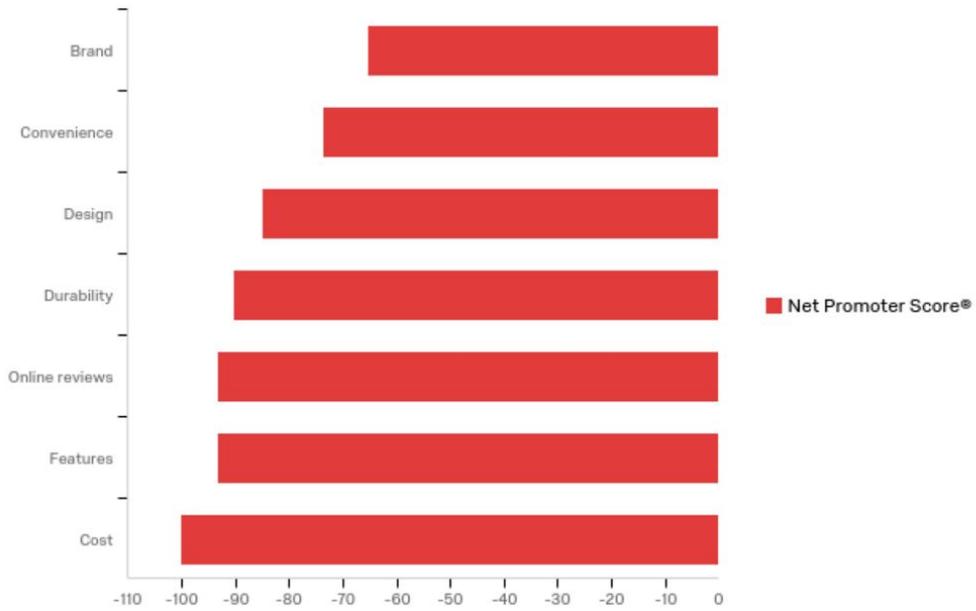
Aesthetic

Visually Attractive

Q23 - What are your priorities when buying a product? (Rank the options below)



#	Question	1	2	3	4	5	6	7	Total							
1	Cost	48.61 %	3 5	20.83 %	1 5	11.11 %	8	9.72%	7	4.17%	3	5.56%	4	0.00%	0	72
2	Online reviews	12.50 %	9	23.61 %	1 7	18.06 %	1 3	16.67 %	1 2	13.89 %	1 0	8.33%	6	6.94%	5	72
3	Durability	4.17%	3	9.72%	7	20.83 %	1 5	15.28 %	1 1	23.61 %	1 7	16.67 %	1 2	9.72%	7	72
4	Convenience	1.39%	1	12.50 %	9	5.56%	4	13.89 %	1 0	15.28 %	1 1	25.00 %	1 8	26.39 %	1 9	72
5	Brand	5.56%	4	6.94%	5	5.56%	4	15.28 %	1 1	12.50 %	9	19.44 %	1 4	34.72 %	2 5	72
6	Features	23.61 %	1 7	13.89 %	1 0	16.67 %	1 2	15.28 %	1 1	16.67 %	1 2	6.94%	5	6.94%	5	72
7	Design	4.17%	3	12.50 %	9	22.22 %	1 6	13.89 %	1 0	13.89 %	1 0	18.06 %	1 3	15.28 %	1 1	72



Q24 - How did you find information about any products that you purchased recently?

