SPOTT PSAP SURVEY – 18/02/2016

Karel Vandenbroucke – Dimitri Schuurman

iMinds

EXECUTIVE SUMMARY

HIGH ADOPTION POTENTIAL FOR SPOTT

- **Innovators** are youngest group (late twenties), mostly female, still studying or in their early career;
  more likely to be fashion trendsetters
- **Early adopters** are in their mid 30'ies, gender evenly distributed
  more likely to be followers
- **Later adopters** are the oldest group (40+), mostly male and highest educated
  more likely to be followers

MOST VALUED FEATURES OF SPOTT

- Spotting, Personal wishlist and buying products

SPOTT CONVERSION

- for innovators 4/10 monthly conversion rate, 1/4 for early adopters

ONLINE SHOPPING

- Already done frequently by all adoption profiles

PROGRAM PREFERENCES SEEM VERY SIMILAR BETWEEN ADOPTION PROFILES

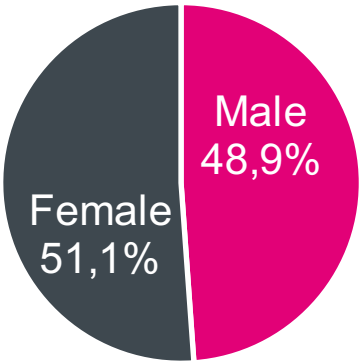## SMARTPHONE, LAPTOP AND TABLET ARE COMMONLY USED SECOND SCREEN DEVICES AMONGST THE ADOPTION PROFILES

iMinds

SPOTT PSAP

PRODUCT SPECIFIC ADOPTION POTENTIAL

DATA COLLECTION (N = 307)

Panel	N invited	N Respondents	N Valid
Medialaan	35k	176	104
iMinds	19k	293	203

Total: 307

Gender

Male 48,9%

Female 51,1%

Age

4,6% < 20 yrs
40,1% 20-29yrs
22,5% 30-39yrs
17,3% 40-49yrs
15,6% ≥ 50 yrs

AVG. AGE 35,39
STD. DEV AGE 11,70

iMinds

HIGH ADOPTION POTENTIAL FOR SPOTT

% of respondents

	I	EA	EM	LM	L
Spott PSAP	32,2%	42,7%	4,9%	10,1%	10,1%
ROGERS	2,5%	13,5%	34,0%	34,0%	16,0%
PSAP benchmark (free products)	4,0%	21,2%	23,6%	36,8%	14,4%

iMinds
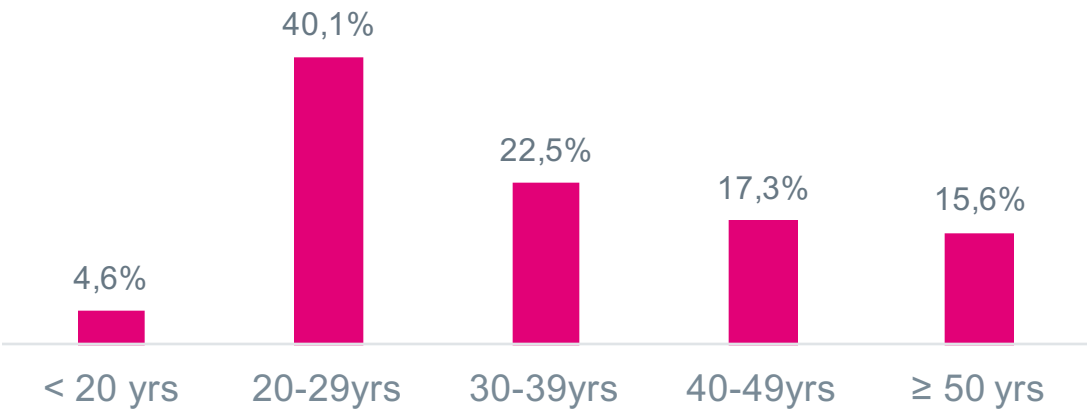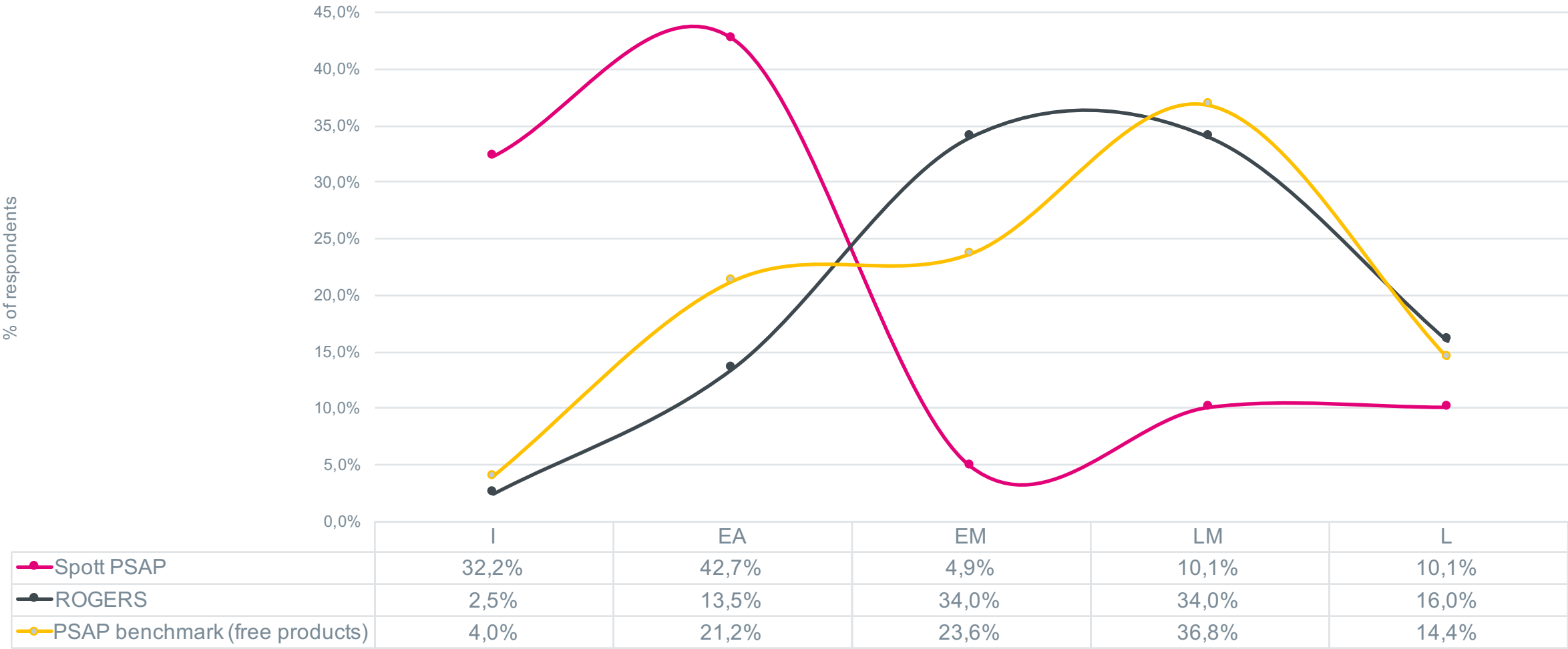
Significantly higher potential among Medialaan respondents!
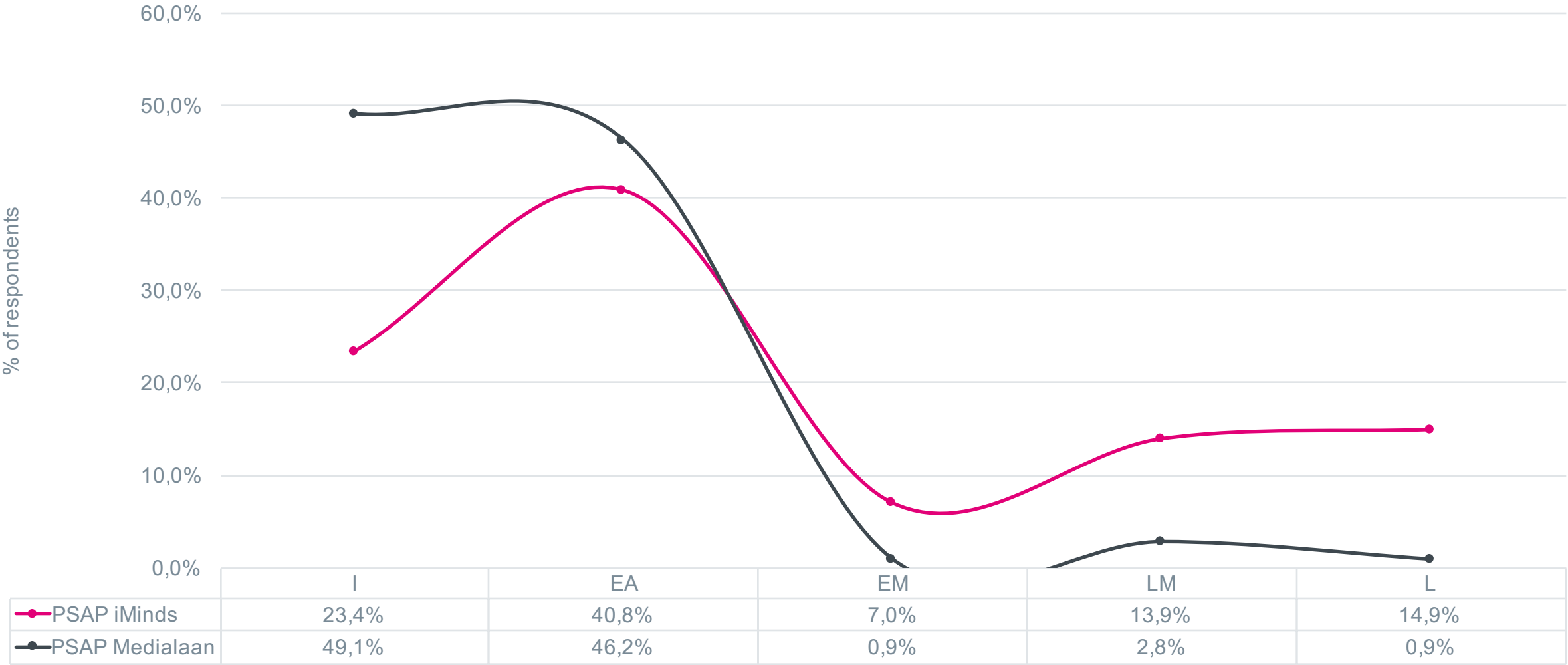
	I	EA	EM	LM	L
PSAP iMinds	23,4%	40,8%	7,0%	13,9%	14,9%
PSAP Medialaan	49,1%	46,2%	0,9%	2,8%	0,9%

% of respondents

iMinds
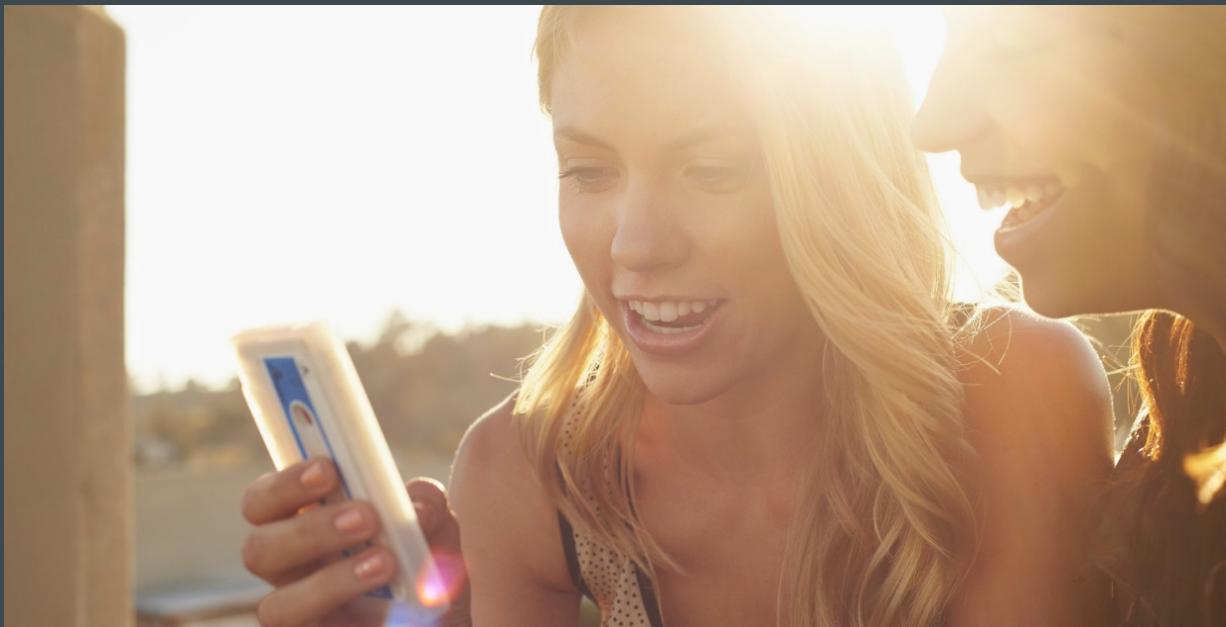
THE INNOVATOR

SOCIO-DEMOGRAPHIC INFORMATION

Age: 29,5yrs
(STD.DEV. 8,8)

Gender: 63,6% Female
36,4% Male

Household: 33,3% lives with parents
52,5% lives with partner
(& kids)

Diploma: 51,5% higher studies

Occupation: 81,9% servant

Occupational status: 22,2% students
58,6% works full time

(ONLINE) SHOPPING BEHAVIOUR

Fav. Clothing store: H&M>Esprit>ZEB
Online purchases: Bol.com 81,8%
Zalando 58,6%
Coolblue 49,5%

€1 - €249,99 24,2%
€250 - €1000 38,4%
More than €1000 20,2%

SPOTT FEATURES & UX

Spotting > Personal wishlist > Buying products > Feed > Profile

88,9% will have better TV UX with Spott
11,1% will have same TV UX with Spott

FAVORITE PROGRAMS

INTERNATIONAL   LOCAL

1. Big Bang Theory   1. Dagelijkse Kost

2. Gossip Girl   2. Keuken van Sofie

3. Desperate Housewives 3. Familie

TV VIEWING BEHAVIOUR

Daily: 69,7%
Weekly: 24,2%
TV-time devices: 48,5% Tablet
88,9% Smartphone
61,6% Laptop

SPOTT CONVERSION

89,9% would Spott more than monthly
10,1% would Spott monthly or less
41,4% would buy once or more per month
58,6% would buy less than once per month
28,3% would spend over €250
67,7% would spend between €1 and €249,99

FASHION & LIFE VALUES

Values: Enjoyment>Security>Vitality
Discoverer-World oriented-Playful
Fashion profile: Trendsetter
93,9% Shops to satisfy
90,9% Shops for discounts

THE EARLY ADOPTER

SOCIO-DEMOGRAPHIC INFORMATION

Age: 36,4yrs (STD.DEV. 11,7)

Gender: 50,4% Female
49,6% Male

Household: 21,4% lives with parents
58,0% lives with partner (& kids)

Diploma: 67,2% higher studies

Occupation: 78,4% servant

Occupational status: 9,2% students
65,5% works full time

(ONLINE) SHOPPING BEHAVIOUR

Fav. Clothing store: H&M>Zara>C&A
Online purchases: Bol.com 77,9%
Coolblue 43,5%
Zalando 37,4%
€1 - €249,99 29,1%
€250 - €1000 41,3%
More than €1000 16,0%

SPOTT FEATURES & UX

Spotting > Personal wishlist > Buying products > Information on air time of programs > Profile

69,5% will have better TV UX with Spott
29,0% will have same TV UX with Spott

FAVORITE PROGRAMS

INTERNATIONAL   LOCAL

1. Big Bang Theory   1. Dagelijkse Kost

2. Gossip Girl   2. Keuken van Sofie

3. Desperate Housewives   3. Mijn Pop-uprestaurant

TV VIEWING BEHAVIOUR

Daily: 61,8%
Weekly: 29,8%
TV-time devices: 61,1% Tablet
76,3% Smartphone
56,5% Laptop

SPOTT CONVERSION

64,9% would Spott more than monthly
35,1% would Spott monthly or less
24,4% would buy once or more per month
75,6% would buy less than once per month
8,4% would spend over €250
78,6% would spend between €1 and €249,99

FASHION & LIFE VALUES

Values: Enjoyment>Vitality>Security
Follower-Sober-At ease
Fashion profile: Follower
83,2% Shops to satisfy
77,1% Shops for discounts

THE LATER ADOPTER

SOCIO-DEMOGRAPHIC INFORMATION

Age: 41,3yrs (STD.DEV. 15,4)

Diploma: 76,7% higher studies

Gender: 36,4% Female
63,6% Male

Occupation: 81,8% servant

Household: 13,0% lives with parents
61,1% lives with partner
(& kids)

Occupational status: 16,9% students
54,5% works full time

(ONLINE) SHOPPING BEHAVIOUR

Fav. Clothing store: C&A>Other>Esprit
Online purchases: Bol.com 70,1%
Coolblue 32,5%
Zalando 22,1%

€1 - €249,99 29,9%
€250 - €1000 35,1%
More than €1000 13,0%

SPOTT FEATURES & UX

Information on air time of programs > Personal wishlist > Feed > Spotting > Buying products

22,1% will have better TV UX with Spott
59,7% will have same TV UX with Spott

FAVORITE PROGRAMS

INTERNATIONAL | LOCAL

1. Desperate Housewives | 1. Dagelijkse Kost

2. Big Bang Theory | 2. Keuken van Sofie

3. Gossip Girl | 3. Zo man, zo vrouw

TV VIEWING BEHAVIOUR

Daily: 53,2%
Weekly: 33,8%
TV-time devices: 37,7% Tablet
57,5% Smartphone
50,6% Laptop

SPOTT CONVERSION

34,9% would Spott more than monthly
65,2% would Spott monthly or less
7,0% would buy once or more per month
93,0% would buy less than once per month
3,1% would spend over €250
93,8% would spend between €1 and €249,99

FASHION & LIFE VALUES

Values: Vitality>Enjoyment>Security
Critical-Urban-In-depth
Fashion profile: Follower
70,1% Shops to satisfy
66,2% Shops for discounts

SOCIO-DEMOGRAPHIC INFORMATION

THE INNOVATOR
N = 99

THE EARLY ADOPTER
N = 131

THE LATER ADOPTER
N = 77

THE INNOVATOR	THE EARLY ADOPTER	THE LATER ADOPTER
Age:	**Age:**	**Age**:
29,5yrs (STD.DEV. 8,8)	36,4yrs (STD.DEV. 11,7)	41,3yrs (STD.DEV. 15,4)
Gender:	**Gender**:	**Gender**:
63,6% Female - 36,4% Male	50,4% Female - 49,6% Male	36,4% Female - 63,6% Male
Household situation:	**Household situation:**	**Household situation:**
33,3% lives with parents	21,4% lives with parents	13,0% lives with parents
52,5% lives with partner (& kids)	58,0% lives with partner (& kids)	61,1% lives with partner (& kids)
Diploma:	**Diploma**:	**Diploma:**
51,5% higher studies	67,2% higher studies	76,7% higher studies
Occupation:	**Occupation:**	**Occupation:**
81,9% servant	78,4% servant	81,80% servant
Occupational status:	**Occupational status:**	**Occupational status:**
22,2% students	9,2% students	16,9% students
58,6% works full time	65,5% works full time	54,5% works full time

SPOTT FEATURES AND UX

THE INNOVATOR
N = 99

1. Spotting
2. Personal wishlist
3. Buying products
4. Feed
5. Profile

88,9% will have better TV UX
11,1% will have same TV UX

THE EARLY ADOPTER
N = 131

1. Spotting
2. Personal wishlist
3. Buying products
4. Information on air time
5. Profile

69,5% will have better TV UX
29,0% will have same TV UX

THE LATER ADOPTER
N = 77

1. Information on air time
2. Personal wishlist
3. Feed
4. Spotting
5. Buying products

22,1% will have better TV UX
59,7% will have same TV UX

SPOTT CONVERSION

THE INNOVATOR
N = 99

THE EARLY ADOPTER
N = 131

THE LATER ADOPTER
N = 77

THE INNOVATOR	THE EARLY ADOPTER	THE LATER ADOPTER
89,9% would Spott more than monthly	64,9% would Spott more than monthly	34,9% would Spott more than monthly
10,1% would Spott monthly or less	35,1% would Spott monthly or less	65,2% would Spott monthly or less
41,4% would buy once or more per month	24,4% would buy once or more per month	7,0% would buy once or more per month
58,6% would buy less than once per month	75,6% would buy less than once per month	93,0% would buy less than once per month
28,3% would spend over €250	8,4% would spend over €250	3,1% would spend over €250
67,7% would spend between €1 and €249,99	78,6% would spend between €1 and €249,99	93,8% would spend between €1 and €249,99

FAVOURITE PROGRAMS

THE INNOVATOR
N = 99

THE EARLY ADOPTER
N = 131

THE LATER ADOPTER
N = 77

THE INNOVATOR

INTERNATIONAL
1. Big Bang Theory
2. Gossip Girl
3. Desperate Housewives

LOCAL
1. Dagelijkse Kost
2. Keuken van Sofie
3. Familie

THE EARLY ADOPTER

INTERNATIONAL
1. Big Bang Theory
2. Gossip Girl
3. Desperate Housewives

LOCAL
1. Dagelijkse Kost
2. Keuken van Sofie
3. Familie

THE LATER ADOPTER

INTERNATIONAL
1. Desperate Housewives
2. Big Bang Theory
3. Gossip Girl

LOCAL
1. Dagelijkse Kost
2. Keuken van Sofie
3. Zo man, zo vrouw

TV VIEWING BEHAVIOUR

THE INNOVATOR
N = 99

Daily: 69,7%
Weekly: 24,2%
TV-time devices:
          48,5% Tablet
          88,9% Smartphone
          61,6% Laptop

THE EARLY ADOPTER
N = 131

Daily: 61,8%
Weekly: 29,8%
TV-time devices:
          61,1% Tablet
          76,3% Smartphone
          56,5% Laptop

THE LATER ADOPTER
N = 77

Daily: 53,2%
Weekly: 33,8%
TV-time devices:
          37,7% Tablet
          57,5% Smartphone
          50,6% Laptop

(ONLINE) SHOPPING BEHAVIOUR

THE INNOVATOR

Favourite Clothing store:
1. H&M
2. Esprit
3. ZEB

Online purchases:

Bol.com	81,8%
Zalando	58,6%
Coolblue	49,5%

Yearly online shopping money spent:

€1 - €249,99	24,2%
€250 - €1000	38,4%
More than €1000	20,2%

THE EARLY ADOPTER

Favourite Clothing store:
1. H&M
2. Zara
3. C&A

Online purchases:

Bol.com	77,9%
Coolblue	43,5%
Zalando	37,4%

Yearly online shopping money spent:

€1 - €249,99	29,1%
€250 - €1000	41,3%
More than €1000	16,0%

THE LATER ADOPTER

Favourite Clothing store:
1. C&A
2. Other
3. Esprit

Online purchases:

Bol.com	70,1%
Coolblue	32,5%
Zalando	22,1%

Yearly online shopping money spent:

€1 - €249,99	29,9%
€250 - €1000	35,1%
More than €1000	13,0%

FASHION AND LIFE VALUES

THE INNOVATOR
N = 99

THE EARLY ADOPTER
N = 131

THE LATER ADOPTER
N = 77

Values:
Enjoyment>Security>Vitality
Discoverer-World oriented-Playful

Fashion profile:
Trendsetter
93,9% Shops to satisfy
90,9% Shops for discounts

Values:
Enjoyment>Vitality>Security
Follower-Sober-At ease

Fashion profile:
Follower
83,2% Shops to satisfy
77,1% Shops for discounts

Values:
Vitality>Enjoyment>Security
Critical-Urban-In-depth

Fashion profile:
Follower
70,1% Shops to satisfy
66,2% Shops for discounts

THE INNOVATORS' MOTIVATIONS

Heerlijke applicatie die het leven weer wat makkelijker maakt!
Innovatief, gebruiksvriendelijk, on the spot, makkelijk, vanuit je luie zetel

Leuke ervaring & zeer nuttige app

Ik zie vaak kleren in programma's of series die ik zelf ook graag zou willen kopen

Ik ben een shop-aholic en ook een app-freak, dus geweldige combo.

Het is leuk dat je iets wat je op tv ziet kunt kopen en dat je makkelijk de ingrediënten van uit de Keuken van Sofie meteen kan bestellen.

Dit is een app die ik echt mis op m'n gsm... al dikwijls had ik de neiging om m'n gsm te nemen en, zoals je met shazam doet, te scannen om de gegevens van op het scherm te raadplegen... Dit is gewoon super!

iMinds

Omdat ik me vaak afvraag welke kleding sommige actrices/presentatrices dragen en waar ik bepaalde interieuritems uit decors zou kunnen halen. Hoofdzakelijk als inspiratiebron dus.
Mooie app die meerwaarde biedt
Lijkt me een heel leuke en veelzijdige handige app
Weinig opzoekwerk en hassle, wat je wil meteen de winkelmand in.
Recepten on demand kunnen verkrijgen is handig. De overige commercialisering van kledij zou ik echter niet gebruiken.
Lijkt me een goede methode om een impulsaankoop te doen, of meteen meer informatie over een product te verkrijgen.
Ik hou niet van tijdverspilling. Spott = efficiënt en heel ondersteunend
De Spott app doet al het meeste opzoekingswerk voor mij als ik geïnteresseerd ben in de tastbare dingen op het scherm. Hierbij kan ik sneller overgaan tot aankoop zonder nog te moeten zoeken naar de webshop die het specifieke item verkoopt.

Weet nog niet genoeg over de juiste werking.
Hangt af van de soorten TV shows die compatibel zijn met Spott.
Het is zo nieuw en ik wacht liever af wat andere gebruikers ervan denken!

We consumeren zo al genoeg, zonder dat we tijdens het TV kijken ook nog eens continu impulsaankopen doen.
Nog teveel nutteloze reclame
ik kijk liever gewoon naar het tv programma

Spullen die ik online koop zijn meestal om een bepaalde reden en niet zozeer gelinkt met zaken die op tv of reclame te zien zijn. Ik denk ook niet dat ik meteen on the fly zou willen bestellen als ik iets zie op tv. Eventueel iets pinnen om wat meer in detail op te zoeken wel, maar meteen browsen om te kopen niet.
Ik wil niemand gaan nadoen en dezelfde kleren dragen. Een gerecht koken, of een museum opslaan of een concert boeken lijkt wel interessant.
Ik koop niet zo veel online en ik haal mijn inspiratie meestal niet van op tv
Mijn gsm is momenteel niet goed,

iMinds

LINK WITH DIGIMETER PROFILES (2015)

THE INNOVATOR →

ONLINE MEDIA
MASTERS
26,1%

THE EARLY ADOPTER →

HEAVY MEDIA
OMNIVORE
19,4%

PLAYFUL
EXPLORER
13,5%

THE LATER ADOPTER →

PROFESSIONAL
EXPLORER
16,2%

TRADITIONAL
MEDIA FAN
24,9%

iMinds

ATTITUDES TOWARDS SPOTT

Interest in Spott features (7-point scale)

	Full Sample (N=307)
Spotting	**5,42**
Buying products	**5,08**
Feed	4,96
Information on air time of programs	5,05
Information on ads	3,64
Following friends	3,49
Being followed	3,15
Receiving updates of friends	3,35
Personal wishlist	**5,29**
Profile page	4,91
Liking products	4,13

Did you test Spott in November?	Full Sample (N=307)
Yes	15,6%
No	84,4%

How will Spott affect your TV experience?	Full Sample (N=307)
My TV-experience will be worse	5,2%
My TV-experience will be better	**63,9%**
My TV-experience will be the same	30,9%

iMinds

Interest in Spott: features, closed testing, TV experience

Interest in Spott features (7-point scale)		
	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
Spotting	6,40	5,62	3,83
Buying products	6,02	5,17	3,73
Feed	5,83	4,95	3,87
Information on air time of programs	5,44	5,13	4,40
Information on ads	4,23	3,76	2,68
Following friends	4,19	3,59	2,40
Being followed	4,01	3,12	2,09
Receiving updates of friends	4,00	3,47	2,32
Personal wishlist	6,14	5,41	4,00
Profile page	5,83	5,03	3,53
Liking products	5,20	4,08	2,83

Did you test Spott in November?		
	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
Yes	19,2%	16,8%	9,1%
No	80,8%	83,2%	90,9%

How will Spott affect your TV experience?		
	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
My TV-experience will be worse	0,0%	1,5%	18,2%
My TV-experience will be better	88,9%	69,5%	22,1%
My TV-experience will be the same	11,1%	29,0%	59,7%

iMinds

TOP 10 Spott-worthy international programs (i.e. likely to be used by many people)	
Full Sample (N=307)	%
Desperate Housewives	41,4%
The Big Bang Theory	41,4%
Gossip Girl	38,8%
House of Cards	30,3%
Grey's Anatomy	30,0%
Glee	26,7%
Suits	22,1%
The Mentalist	21,2%
Mad Men	20,8%
Modern Family	20,8%

TOP 10 international programs to use Spott with (i.e. likely to be used by respondent)	
Full Sample (N=307)	%
The Big Bang Theory	29,6%
Desperate Housewives	20,8%
Gossip Girl	20,5%
Grey's Anatomy	15,3%
House of Cards	14,3%
Mad Men	13,7%
Suits	13,0%
Glee	11,4%
The Mentalist	10,4%
Modern Family	10,1%

iMinds

International programs

TOP 10 Spott-worthy international programs (i.e. likely to be used by many people)

Innovators (N=99)	%	Early adopters (N=131)	%	Later segments (N=77)	%
The Big Bang Theory	47,5%	Desperate Housewives	38,2%	Desperate Housewives	61,0%
Gossip Girl	41,4%	The Big Bang Theory	37,4%	Gossip Girl	46,8%
Grey's Anatomy	33,3%	House of Cards	35,1%	The Big Bang Theory	40,3%
Desperate Housewives	30,3%	Gossip Girl	32,1%	Grey's Anatomy	32,5%
Glee	29,3%	Grey's Anatomy	26,0%	Glee	32,5%
Suits	27,3%	Suits	23,7%	House of Cards	27,3%
House of Cards	26,3%	The Blacklist	23,7%	Mad Men	27,3%
The Mentalist	24,2%	Mad Men	22,1%	Home & Away	23,4%
Modern Family	23,2%	Glee	21,4%	Modern Family	22,1%
Home & Away	19,2%	The Mentalist	21,4%	The Mentalist	16,9%

TOP 10 international programs to use Spott with (i.e. likely to be used by respondent)

Innovators (N=99)	%	Early adopters (N=131)	%	Later segments (N=77)	%
The Big Bang Theory	33,3%	The Big Bang Theory	29,0%	Desperate Housewives	31,2%
Gossip Girl	23,2%	Gossip Girl	19,8%	The Big Bang Theory	26,0%
Desperate Housewives	16,2%	Desperate Housewives	18,3%	Gossip Girl	18,2%
Suits	16,2%	Grey's Anatomy	16,8%	Mad Men	18,2%
Grey's Anatomy	14,1%	House of Cards	16,0%	Glee	15,6%
House of Cards	14,1%	Mad Men	16,0%	Grey's Anatomy	14,3%
Revenge	13,1%	Suits	13,0%	Modern Family	13,0%
Glee	12,1%	The Mentalist	12,2%	House of Cards	11,7%
Home & Away	9,1%	Sherlock	12,2%	The Mentalist	10,4%
Modern Family	9,1%	The Blacklist	11,5%	Homeland	10,4%

iMinds

TOP 10 Spott-worthy dutch programs (i.e. likely to be used by many people)	
Full Sample (N=307)	%
De Keuken van Sofie	58,6%
Dagelijkse Kost	57,3%
Mijn Pop-uprestaurant	36,5%
Familie	34,9%
Thuis	33,2%
The Sky is the limit	31,3%
Zo man, zo vrouw	27,7%
The Voice Van Vlaanderen	26,1%
De Mol	23,1%
Masterchef	21,8%

TOP 10 dutch programs to use Spott with (i.e. likely to be used by respondent)	
Full Sample (N=307)	%
Dagelijkse Kost	45,0%
De Keuken van Sofie	32,6%
The Voice Kids	17,9%
Familie	17,3%
Mijn Pop-uprestaurant	17,3%
The Sky is the limit	15,0%
Valkuil	14,3%
De Mol	13,0%
Thuis	12,4%
Masterchef	9,8%

iMinds

Local programs

TOP 10 Spott-worthy dutch programs (i.e. likely to be used by many people)

Innovators (N=99)	%	Early adopters (N=131)	%	Later segments (N=77)	%
De Keuken van Sofie	55,6%	Dagelijkse Kost	60,3%	De Keuken van Sofie	63,6%
Dagelijkse Kost	53,5%	De Keuken van Sofie	58,0%	Dagelijkse Kost	57,1%
Familie	45,5%	Mijn Pop-uprestaurant	42,0%	Mijn Pop-uprestaurant	37,7%
Wij zijn K3	32,3%	The Sky is the limit	32,8%	Thuis	37,7%
Zo man, zo vrouw	32,3%	Thuis	32,1%	The Sky is the limit	29,9%
Thuis	31,3%	Familie	31,3%	Familie	27,3%
The Sky is the limit	30,3%	The Voice Van Vlaanderen	26,0%	The Voice Van Vlaanderen	27,3%
Mijn Pop-uprestaurant	28,3%	Masterchef	25,2%	Zo man, zo vrouw	27,3%
The Voice Van Vlaanderen	25,3%	Zo man, zo vrouw	24,4%	Help mijn man is een klusser	23,4%
De Mol	23,2%	De Mol	23,7%	De Mol	22,1%

TOP 10 dutch programs to use Spott with (i.e. likely to be used by respondent)

Innovators (N=99)	%	Early adopters (N=131)	%	Later segments (N=77)	%
Dagelijkse Kost	36,4%	Dagelijkse Kost	52,7%	Dagelijkse Kost	42,9%
De Keuken van Sofie	30,3%	De Keuken van Sofie	31,3%	De Keuken van Sofie	37,7%
Familie	29,3%	Mijn Pop-uprestaurant	21,4%	Zo man, zo vrouw	19,5%
Zo man, zo vrouw	21,2%	The Sky is the limit	19,1%	Mijn Pop-uprestaurant	16,9%
Thuis	18,2%	Familie	15,3%	De Mol	13,0%
De Mol	14,1%	Zo man, zo vrouw	14,5%	The Voice Van Vlaanderen	13,0%
The Sky is the limit	14,1%	Thuis	13,0%	Thuis	11,7%
The Voice Van Vlaanderen	14,1%	De Mol	12,2%	Help mijn man is een klusser	11,7%
Wij zijn K3	13,1%	Masterchef	11,5%	Liefde voor Muziek	10,4%
Mijn Pop-uprestaurant	12,1%	The Voice Van Vlaanderen	10,7%	The Sky is the limit	9,1%

iMinds

Spott conversion

On a yearly basis, how often do you think you will use Spott?	Full Sample (N=307)
I wouldn't use Spott to spott	2,7%
Once or twice	6,0%
Every 2 or 3 months	10,0%
Monthly	15,8%
Several times per month	40,4%
Weekly or more	25,1%

On a yearly basis, how often do you think you would use Spott to buy an item?	Full Sample (N=307)
I wouldn't use Spott to buy products	15,7%
Once or twice	26,9%
Every 2 or 3 months	31,9%
Monthly	19,4%
Several times per month	4,8%
Weekly or more	1,3%

On a yearly basis, how much money do you think you would spend on Spott	Full Sample (N=307)
0 euro	7,0%
Less than 100 euro	33,3%
€100 to €249,99	45,6%
€250 to €499,99	10,2%
€500 to €1000	3,3%
More than €1000	0,6%

iMinds

Spott conversion

On a yearly basis, how often do you think you will use Spott?

	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
I wouldn't use Spott to spott	2,0%	0,8%	7,0%
Once or twice	1,0%	3,8%	16,3%
Every 2 or 3 months	1,0%	7,6%	25,6%
Monthly	6,1%	22,9%	16,3%
Several times per month	36,4%	46,6%	34,9%
Weekly or more	53,5%	18,3%	0,0%

On a yearly basis, how often do you think you would use Spott to buy an item?

	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
I wouldn't use Spott to buy products	6,1%	14,5%	30,2%
Once or twice	18,2%	26,0%	39,5%
Every 2 or 3 months	34,3%	35,1%	23,3%
Monthly	29,3%	20,6%	4,7%
Several times per month	11,1%	1,5%	2,3%
Weekly or more	1,0%	2,3%	0,0%

On a yearly basis, how much money do you think you would spend on Spott

	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
0 euro	2,0%	13,0%	3,1%
Less than 100 euro	26,3%	30,5%	46,9%
€100 to €249,99	41,4%	48,1%	46,9%
€250 to €499,99	19,2%	7,6%	3,1%
€500 to €1000	9,1%	0,8%	0,0%
More than €1000	2,0%	0,0%	0,0%

iMinds

TELEVISION AND ONLINE SHOPPING BEHAVIOUR

How often did you watch TV in the last month	Full Sample (N=307)
I didn't watch TV	2,0%
Less than weekly	6,9%
Weekly	7,5%
Several times per week	21,5%
Daily	62,2%

Which devices did you use while watching TV during the last month?	Full Sample (N=307)
Smartphone	75,5%
Laptop	56,7%
Tablet	51,2%
Gameconsole	5,5%
Desktop	7,5%
MP3-player	1,6%
None of the above	5,9%

iMinds

TV viewing behaviour

How often did you watch TV in the last month

	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
I didn't watch TV	0,0%	2,3%	3,9%
Less than weekly	6,1%	6,1%	9,1%
Weekly	4,0%	10,7%	6,5%
Several times per week	20,2%	19,1%	27,3%
Daily	69,7%	61,8%	53,2%

Which devices did you use while watching TV during the last month?

	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
Smartphone	88,9%	76,3%	57,1%
Laptop	61,6%	56,5%	50,6%
Tablet	48,5%	61,1%	37,7%
Gameconsole	7,1%	6,1%	2,6%
Desktop	5,1%	7,6%	10,4%
MP3-player	2,0%	1,5%	1,3%
None of the above	6,1%	1,5%	13,0%

iMinds

Online shopping behaviour

Which payment methods did you use for online purchases in the last year?	Full Sample (N=307)
I didn't do any online purchases	1,9%
Online payment (e.g. PC banking, Easy Banking van BNPPB Fortis, Kbc Touch,...)	90,0%
Ogone, credit card, VISA, MasterCard)	65,1%
PayPal	48,2%
Deposit after delivery	43,3%

How much money did you spend on online purchases in the last year?	Full Sample (N=307)
I didn't do any online purchases	2,3%
I don't know	14,7%
Minder dan 100 euro	10,1%
€100 to €249,99	17,6%
€250 to €499,99	17,9%
€500 to €1000	20,9%
More than€1000	16,6%

iMinds

Online shopping behaviour

Which payment methods did you use for online purchases in the last year?	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
I didn't do any online purchases	2,0%	1,5%	2,6%
Online payment (e.g. PC banking, Easy Banking van BNPPB Fortis, Kbc Touch,...)	91,9%	91,3%	85,4%
Ogone, credit card, VISA, MasterCard)	63,6%	64,9%	67,5%
PayPal	54,5%	47,3%	41,6%
Deposit after delivery	44,4%	41,2%	45,5%

How much money did you spend on online purchases in the last year?	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
I didn't do any online purchases	2,0%	1,5%	3,9%
I don't know	15,2%	12,2%	18,2%
Minder dan 100 euro	10,1%	11,5%	7,8%
€100 to €249,99	14,1%	17,6%	22,1%
€250 to €499,99	17,2%	17,6%	19,5%
€500 to €1000	21,2%	23,7%	15,6%
More than €1000	20,2%	16,0%	13,0%

iMinds

Clothing stores

	Full Sample (N=307)
None of these	10,1%
Bol.com	77,2%
Zalando	40,4%
Andere	27,4%
Amazon	26,1%
Local shop	16,6%
H&M	8,8%
Asos	4,2%
Esprit	6,8%
3 Suisses	6,5%
C&A	70,1%
Zeb	3,3%
La Redoute	3,9%
de Bijenkorf	1,6%

General retail stores

	Full Sample (N=307)
None of these	35,2%
Coolblue	42,7%
Collishop	20,2%
Media Markt	11,1%
Vandenborre	14,0%
Hema	6,5%
Local shop	8,1%
FNAC	6,8%
Delhaize.be	3,6%
Andere, namelijk:	5,2%
Neckermann	2,0%
Makro	2,6%
Carrefour Drive	0,3%
Eldi	0,6%

iMinds

Online webshop visits

Clothing stores

	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
None of these	6,1%	8,4%	18,2%
Bol.com	81,8%	77,9%	70,1%
Zalando	58,6%	37,4%	22,1%
Andere	33,3%	23,7%	26,0%
Amazon	27,3%	26,7%	23,4%
Local shop	23,2%	16,8%	7,8%
H&M	13,1%	9,2%	2,6%
Asos	11,1%	1,5%	0,0%
Esprit	9,1%	7,6%	2,6%
3 Suisses	8,1%	5,3%	6,5%
C&A	8,1%	5,3%	2,6
Zeb	6,1%	3,1%	0,0%
La Redoute	3,0%	3,1%	6,5%
de Bijenkorf	1,0%	3,1%	0,0%

General retail stores

	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
None of these	25,3%	36,6%	45,5%
Coolblue	49,5%	43,5%	32,5%
Collishop	23,2%	20,6%	15,6%
Media Markt	18,2%	6,1%	10,4%
Vandenborre	18,2%%	13,0%	10,4%
Hema	14,1%	3,1%	2,6%
Local shop	11,1%	8,4%	3,9%
FNAC	9,1%	6,1%	5,2%
Delhaize.be	4,0%	4,6%	1,3%
Andere, namelijk:	2,0%	6,9%	6,5%
Neckermann	2,0%	2,3%	1,3%
Makro	1,0%	4,6%	1,3%
Carrefour Drive	0,0%	0,0%	1,3%
Eldi	0,0%	1,5%	0,0%

iMinds

Clothing styles and attitudes
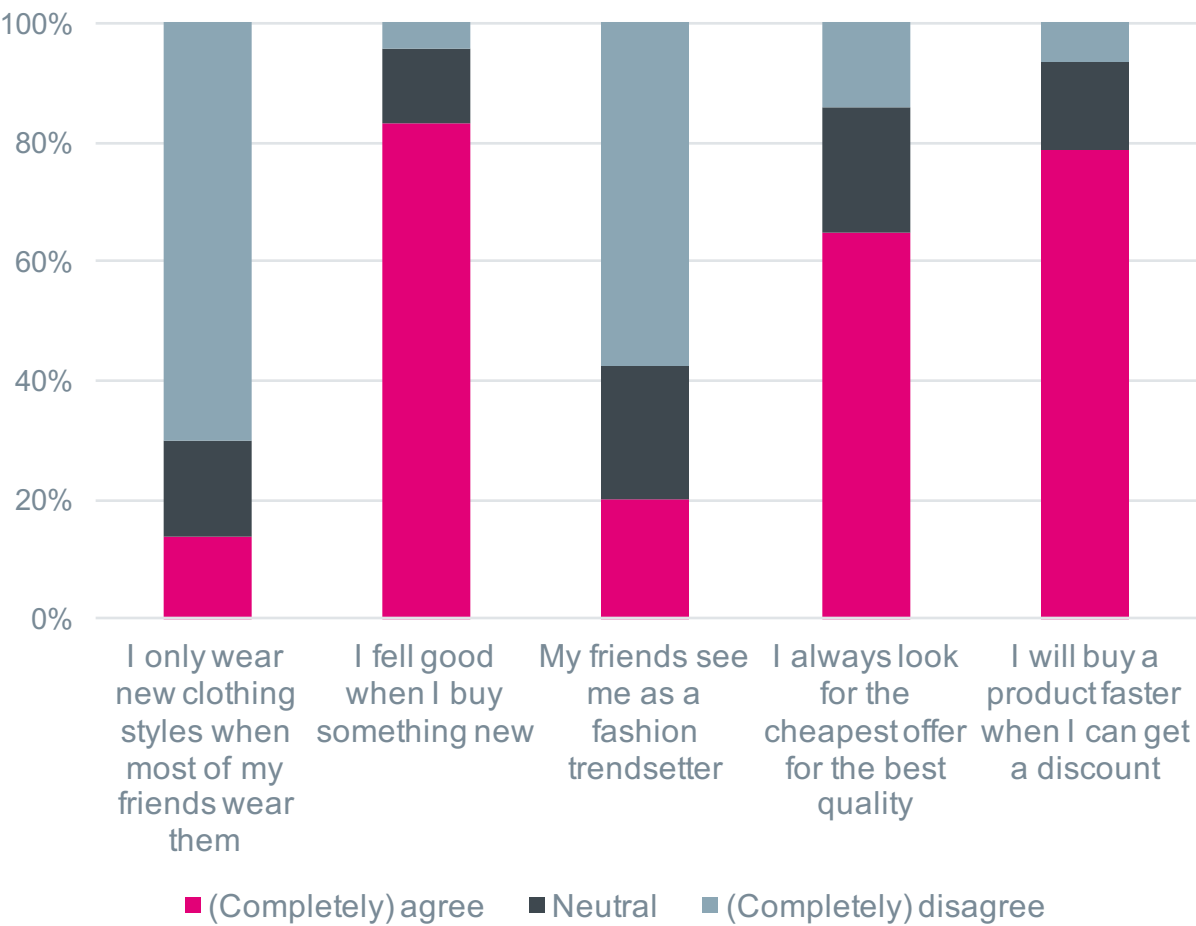
Most related clothing stores

	Full Sample (N=307)
H&M	33,9%
Esprit	22,8%
Zeb	17,3%
Primark	11,1%
WE	16,0%
Zara	20,2%
Jack&Jones	14,4%
C&A	22,5%
Lola&Liza	13,0%
AS Adventure	15,9%
JBC	15,0%
G-Star	6,2%
Mexx	7,8%
Tommy Hilfiger	11,4%
Inno Galeria	12,1%
Massimo Dutti	8,8%
Abercrombie & Fitch	2,6%
Brooklyn	5,2%
Levis	8,1%
Forever 21	2,9%
United Brands	0,6%
Charles Vogele	2,6%
E5 mode	7,2%
Other	22,5%

Chart categories: I only wear new clothing styles when most of my friends wear them; I fell good when I buy something new; My friends see me as a fashion trendsetter; I always look for the cheapest offer for the best quality; I will buy a product faster when I can get a discount

Legend: (Completely) agree · Neutral · (Completely) disagree

iMinds

Clothing styles and attitudes
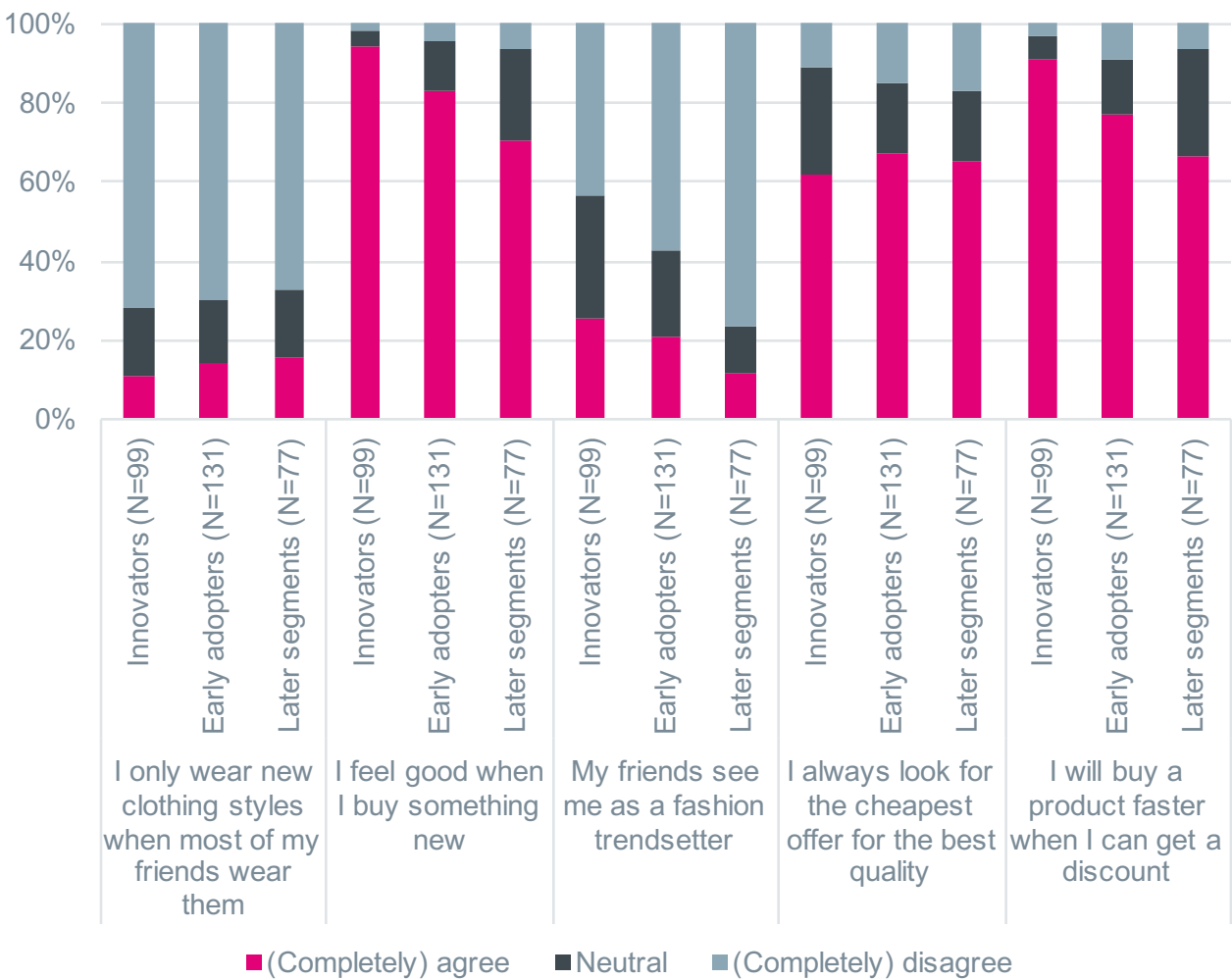
Most related clothing stores

	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
H&M	39,4%	36,6%	22,1%
Esprit	25,3%	20,6%	23,4%
Zeb	24,2%	15,3%	11,7%
Primark	22,2%	7,6%	2,6%
WE	19,2%	16,0%	11,7%
Zara	18,2%	23,7%	16,9%
Jack&Jones	17,2%	10,7%	16,9%
C&A	16,2%	23,7%	28,6%
Lola&Liza	16,2%	14,5%	6,5%
AS Adventure	14,1%	13,7%	22,1%
JBC	11,1%	13,7%	22,1%
G-Star	10,1%	4,6%	3,9%
Mexx	9,1%	6,1%	9,1%
Tommy Hilfiger	7,1%	15,3%	10,4%
Inno Galeria	6,1%	15,3%	14,3%
Massimo Dutti	5,1%	9,9%	11,7%
Abercrombie & Fitch	4,0%	2,3%	1,3%
Brooklyn	4,0%	4,6%	7,8%
Levis	4,0%	10,7%	9,1%
Forever 21	3,0%	2,3%	3,9%
United Brands	1,0%	0,0%	1,3%
Charles Vogele	0,0%	5,3%	1,3%
E5 mode	0,0%	9,2%	13,%
Other	23,2%	18,3%	28,6%

iMinds

SOCIO DEMOGRAPHIC INFORMATION

iMinds

Gender, age and household situation

	Full Sample (N=307)
Male	48,9%
Female	51,1%

Describe your household situation	
	Full Sample (N=307)
Single without children	13,0%
Single with children	2,9%
Married or co-habiting without children	29,3%
Married or co-habiting with children	27,7%
Living with (one of) my parents	23,1%
Living with others	3,9%

	Full Sample (N=307)
Younger than 20	4,6%
20-24	15,3%
25-29	24,7%
30-34	15,0%
35 and older	40,4%
AVG. AGE	35,39
STD. DEV AGE	11,70

iMinds

Gender, age and household situation

	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
Male	36,4%	49,6%	63,6%
Female	63,6%	50,4%	36,4%

Describe your household situation			
	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
Single without children	7,1%	13,7%	19,5%
Single with children	1,0%	3,1%	5,2%
Married or co-habiting without children	29,3%	29,0%	29,9%
Married or co-habiting with children	23,2%	29,0%	31,2%
Living with (one of) my parents	33,3%	21,4%	13,0%
Living with others	6,1%	3,8%	1,3%

	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
Younger than 20	13,1%	0,8%	0,0%
20-24	15,2%	16,8%	13,0%
25-29	34,3%	22,1%	16,9%
30-34	15,2%	15,3%	14,3%
35 and older	22,2%	45,0%	55,8%
AVG. AGE	29,45	36,37	41,34
STD. DEV AGE	8,82	11,70	15,42

iMinds

What is your current occupation?	
	Full Sample (N=307)
Laborer	5,8%
Craftsman	0,5%
Servant	52,8%
Civil servant	12,9%
Tutor	6,5%
Middle management	8,2%
Higher management	2,2%
Self-employed	7,7%
Free profession	2,4%
Other	0,9%

What is your current occupational status?	
	Full Sample (N=307)
(doctoral) student	15,3%
Full time employed	60,6%
Part time employed	6,8%
Unoccupied	10,1%
Retired	7,2%

iMinds

Occupation and occupational status

What is your current occupation?			
	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
Laborer	4,5%	6,2%	6,8%
Craftsman	1,5%	0,0%	0,0%
Servant	53,0%	55,7%	47,7%
Civil servant	15,2%	9,3%	15,9%
Tutor	7,6%	4,1%	9,1%
Middle management	6,1%	9,3%	9,1%
Higher management	1,5%	4,1%	0,0%
Self-employed	6,1%	8,2%	9,1%
Free profession	3,0%	2,1%	2,3%
Other	1,5%	1,0%	0,0%

What is your current occupational status?			
	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
(doctoral) student	22,2%	9,2%	16,9%
Full time employed	58,6%	65,6%	54,5%
Part time employed	8,1%	8,4%	2,6%
Unoccupied	10,1%	10,7%	9,1%
Retired	1,0%	6,1%	16,9%

iMinds

Diploma and current education

What is your highest diploma?	
	Full Sample (N=307)
No diploma	1,9%
Primary school	1,3%
Secondary school	32,3%
High School	29,3%
(post) University	35,2%

What form of education are you currently following?	
	Full Sample (N=307)
Secondary school	2,6%
Highschool	2,6%
University	9,5%
Education for adults	0,7%

iMinds

Diploma and current education

What is your highest diploma?			
	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
No diploma	3,0%	1,5%	1,3%
Primary school	4,0%	0,0%	0,0%
Secondary school	41,4%	31,4%	22,1%
High School	23,2%	31,3%	33,8%
(post) University	28,3%	35,9%	42,9%

What form of education are you currently following?			
	Innovators (N=99)	Early adopters (N=131)	Later segments (N=77)
Secondary school	8,1%	0,0%	0,0%
Highschool	4,0%	2,3%	1,3%
University	9,1%	6,1%	15,6%
Education for adults	1,0%	0,8%	0,0%

iMinds

Life values: Sensydiam

iMinds