

## **Infomercials: Many Buy, Few Often**

Three in 10 Americans have bought products they saw advertised on television infomercials, but few are frequent customers, and satisfaction is somewhat muted in terms of the products and buying process alike, an ABC News 20/20 poll finds.

Nearly three-quarters of infomercial buyers say they've been satisfied with their purchases and with the process of buying the products, which is generally done by phone or the internet. But the national survey finds that far fewer, about a quarter, have been "very satisfied."

The survey also finds relatively little steady, repeat business in infomercial purchasing. Seven in 10 buyers say they've done it rarely or only once; an additional 23 percent, occasionally at most. Just 7 percent of Americans report buying from infomercials very or somewhat often.

But it may be product mix, rather than customer satisfaction, that's driving that sporadic return business. Even among people who are "very satisfied" with infomercial-advertised products they've bought, just 11 percent report making such purchases with any regularity; and among those very satisfied with the buying process, just 13 percent have been back regularly.

The survey, produced by [Langer Research Associates](#), supports "Infomercial Nation," a joint reporting project with Consumer Reports airing on the ABC News program 20/20 on Friday, May 20, at 10 p.m. Eastern.

**GROUPS** – There are some differences in buying habits and experiences across groups. Women are more likely than men to have purchased products they saw on infomercials; 34 percent of women have done so, vs. 25 percent of men. It follows that women also are 10 points more apt than men to have been "very satisfied" with the products, 30 percent vs. 20 percent, and to a lesser extent (a 6-point difference) to have been very satisfied with the buying process.

Single Americans are less likely to have purchased an infomercial product; 21 percent have done so, compared with a third of others (either those in couples, or separated, widowed or divorced). This may reflect the product mix offered on infomercials; so may the fact that purchases peak at 35 percent among adults age 45-64, and bottom out, at 24 percent, among 18- to 34-year-olds.

However, when they do purchase infomercial products, young adults report the highest level of satisfaction with the products – 80 percent satisfied overall, 36 percent very satisfied. Among all others ages, fewer, 23 percent, are very satisfied.

Among other groups, middle-income Americans (those with household incomes in the \$50,000 to \$75,000 range) are 10 points more likely than others to have purchased infomercial products – 39 percent have done so, compared to 29 percent in higher and lower income groups combined.

And there's a racial division as well, with buying from infomercials ranging from 39 percent of blacks to 29 percent of whites and 22 percent of Hispanics.

METHODOLOGY – This ABC News 20/20 poll was conducted by telephone April 15-24, 2011, among a random national sample of 1,650 adults, including landline and cell phone-only respondents. Results have a margin of sampling error of 3 points for the full sample and 5 points for the 500 respondents who have purchased a product from an infomercial. Sampling, data collection and tabulation by SSRS/Social Science Research Solutions of Media, PA.

Full results follow.

1. An "infomercial" is a television commercial for products that are ordered directly from the company by phone or online. Have you ever purchased a product that you saw advertised on a TV infomercial, or not?

	Yes	No	No opinion
4/24/11	30	70	1

2. (IF PURCHASED FROM AN INFORMERCIAL) About how often have you purchased products advertised on TV infomercials - very often, somewhat often, occasionally or rarely?

	----- Often -----			----- Not often -----			No	
	NET	Very	Somewhat	NET	Occasionally	Rarely	Once	opin.
4/24/11	7	3	4	92	23	66	3	1

3. (IF PURCHASED FROM AN INFORMERCIAL) Thinking about the quality of the (product/products) you've purchased that (was/were) advertised on infomercials - overall would you say you've been very satisfied, somewhat satisfied, not so satisfied or not satisfied at all?

	----- Satisfied -----			----- Dissatisfied -----			No
	NET	Very	Somewhat	NET	Not so	Not at all	opinion
4/24/11	74	26	48	25	16	9	1

4. (IF PURCHASED FROM AN INFORMERCIAL) Setting aside the quality of the (product/products), how about the process of buying (this item/these items), such as making the order, the amount you were charged and the speed of delivery. On the buying process, overall would you say you've been very satisfied, somewhat satisfied, not so satisfied or not satisfied at all?

	----- Satisfied -----			----- Dissatisfied -----			No
	NET	Very	Somewhat	NET	Not so	Not at all	opinion
4/24/11	73	26	47	26	17	9	1

\*\*\*END\*\*\*