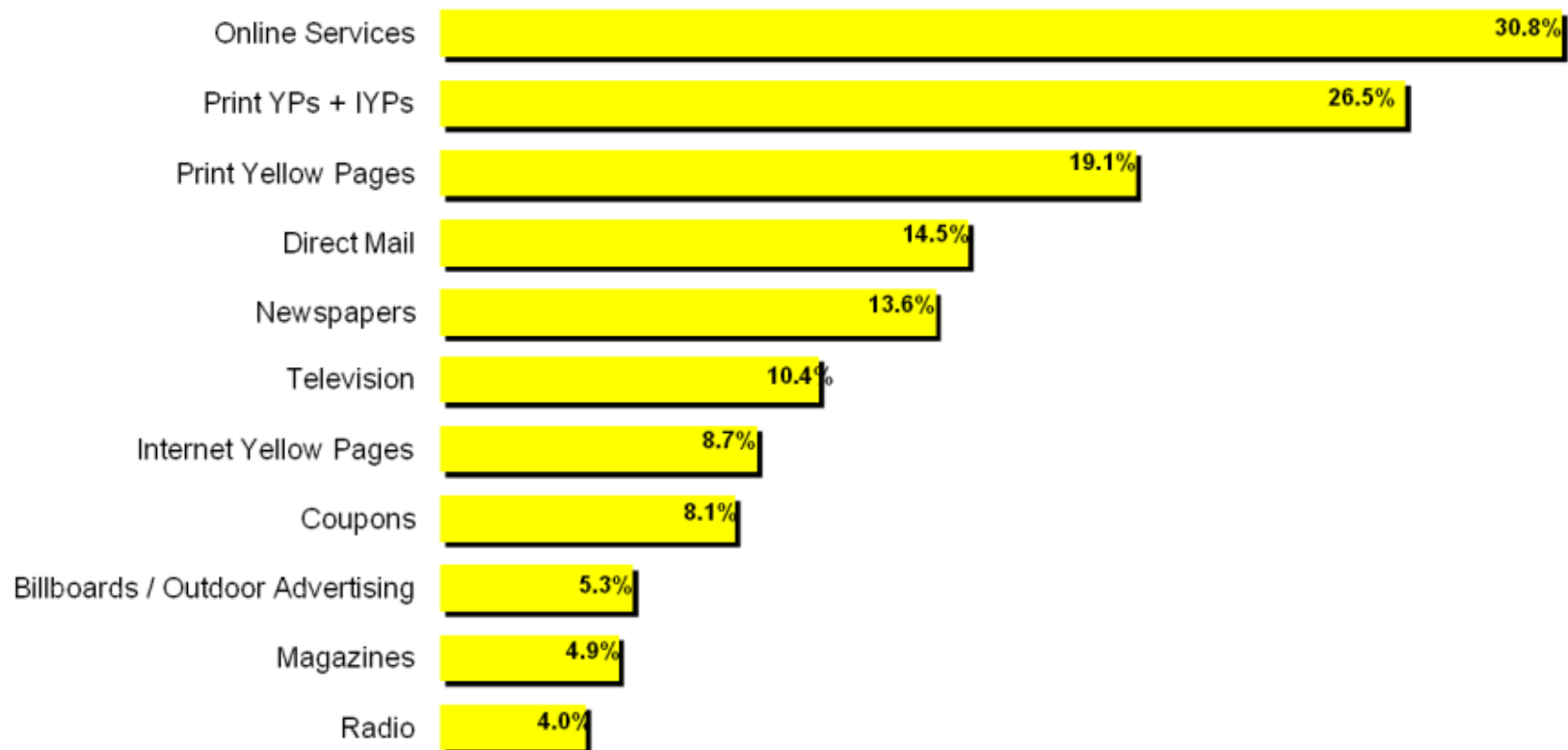


The 2009 Intermedia Shopping Study

Median Percent of Consumers Considering Various Media Prior to or After the Decision to Purchase



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