PUBLIC POLL FINDINGS AND METHODOLOGY

Americans commonly shop or browse online without looking for anything in particular

New Ipsos poll conducted on behalf of Google explores shopping habits, inspirations, and challenges

Topline Findings

Washington DC, April 7, 2022 – A new Ipsos poll conducted on behalf of Google finds that Americans commonly shop or browse online when they aren't looking for anything in particular. Likewise, many frequently research items they are interested in prior to purchasing, irrespective of the category. The poll also finds that the color of an item and its shade are an important factor in purchasing decisions, and that a common problem Americans have while shopping is finding the right words or terms to describe the item they are looking for.

For more on this Inspired Shopping Report, click here.

Detailed Findings

1. Americans tend to shop without specifically looking for anything.
    - Sixty-five percent often or sometimes shop or browse online when they aren't looking for anything in particular.
        - Americans ages 18-34 (78%) are more likely than those 35-54 (68%) and 55+ (51%) to browse without looking for anything specific.
    - In the same vein, three in five Americans report they get inspired to buy something they saw, even when they weren't actively shopping.
        - Similar behaviors among age groups remain, with those ages 18-34 (72%) more likely than those 35-54 (64%) and 55+ (47%) to be inspired to buy something without actively shopping.
        - Women (65%) are more likely than men (54%) to buy something when they weren't actively shopping.
    - Around two in five (39%) look for a specific outfit after seeing someone else wearing it.
    - Almost half (48%) of Americans take screenshots of clothing, accessories, or home décor items that they like, and 70% of those that have taken screenshots have searched for or purchased the items.

2. Difficulty describing items is a common problem Americans have while shopping.
    - Half of Americans have failed to find a specific piece of clothing or furnishing after trying their best to describe it.
        - Those with children (60%) and women (54%) are more likely than those without children and men (47% each) to fail in finding clothing or furnishing.
    - Three in five Americans try to find an item online for which they have a visual reference, but don't have the right words or terms to describe it.

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs, Ipsos
Email: mallory.newall@ipsos.com
Tel: +1 202 374-2613

PUBLIC POLL FINDINGS AND METHODOLOGY

3. The color or shade of an item can be a determining factor in Americans' purchasing decisions.
    - Two-thirds have come across an item but wish they could find it in a different color or print.
        - Those with children (78%) and women (73%) are more likely than their counterparts to want an item in a different color or print.
    - Just under half (47%) have decided against purchasing an item because it wasn't the right color or shade.
        - This sentiment is much stronger among those that only purchase beauty and cosmetic items online (62%).
    - Thirty-eight percent of those that purchase beauty and cosmetics items online say they have returned an item because it wasn't the right color or shade.

These are the findings of an Ipsos poll conducted between February 22-24, 2022. For this survey, a sample of 2,008 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 2.7 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs, Ipsos
Email: mallory.newall@ipsos.com
Tel: +1 202 374-2613

PUBLIC POLL FINDINGS AND METHODOLOGY

Full Annotated Questionnaire

1. Do you regularly purchase the following items…?

Clothing, accessories or shoes (e.g.,, pants, handbags, sunglasses, athletic apparel)	**Total (N=2,008)**
Online	11%
Offline or In-store	27%
Both online and in-store	57%
Do not purchase these items	5%

Toys (e.g., action figures, board games, dolls)	**Total**
Online	10%
Offline or In-store	13%
Both online and in-store	37%
Do not purchase these items	40%

Beauty and cosmetic items (e.g., foundation, lipstick perfume, haircare)	**Total**
Online	9%
Offline or In-store	31%
Both online and in-store	38%
Do not purchase these items	22%

Electronics (e.g., cell phones, digital cameras, computers)	**Total**
Online	14%
Offline or In-store	26%
Both online and in-store	49%
Do not purchase these items	11%

Home furnishings (e.g., furniture, home décor)	**Total**
Online	7%
Offline or In-store	39%
Both online and in-store	41%
Do not purchase these items	14%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs, Ipsos
Email: mallory.newall@ipsos.com
Tel: +1 202 374-2613

PUBLIC POLL FINDINGS AND METHODOLOGY

2. You mentioned that you regularly purchase beauty and cosmetic products **online**. Have you ever returned a product because it wasn't the right color or shade?

Base: Purchase Beauty and Cosmetics Online

	Total (N=861)
Yes	38%
No	62%

3. Have you ever decided not to purchase a beauty or cosmetic item online because you didn't know what color or shade to choose?

	Total
Yes	47%
No	53%

4. Typically, how much time did you spend researching or looking for information (online or offline) on each of the following items prior to purchasing? Think about any websites or apps you may use, as well as any stores you may visit. Please select one for each category.

Base: Online or Offline Shoppers of Category

Total A Couple Weeks Summary

	Total
Electronics (e.g., cell phones, digital cameras, computers)	52%
Home furnishings (e.g., furniture, home décor)	48%
Clothing, accessories or shoes (e.g.,, pants, handbags, sunglasses, athletic apparel)	37%
Toys (e.g., action figures, board games, dolls)	35%
Beauty and cosmetic items (e.g., foundation, lipstick perfume, haircare)	35%

Clothing, accessories or shoes (e.g.,, pants, handbags, sunglasses, athletic apparel)	**Total (N=1,889)**
Less than a day	22%
One day	16%
A few days to 1 week	27%
1-2 weeks	10%
3-4 weeks	3%
1 month or more	4%
Do not do research prior to purchasing	18%
A Couple Weeks (Net)	*37%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs, Ipsos
Email: mallory.newall@ipsos.com
Tel: +1 202 374-2613

PUBLIC POLL FINDINGS AND METHODOLOGY

Toys (e.g., action figures, board games, dolls)	Total (N=1,151)
Less than a day	21%
One day	20%
A few days to 1 week	24%
1-2 weeks	11%
3-4 weeks	7%
1 month or more	5%
Do not do research prior to purchasing	12%
A Couple Weeks (Net)	*35%*

Beauty and cosmetic items (e.g., foundation, lipstick perfume, haircare)	Total (N=1,506)
Less than a day	22%
One day	18%
A few days to 1 week	24%
1-2 weeks	12%
3-4 weeks	4%
1 month or more	4%
Do not do research prior to purchasing	17%
A Couple Weeks (Net)	*35%*

Electronics (e.g., cell phones, digital cameras, computers)	Total (N=1,761)
Less than a day	10%
One day	10%
A few days to 1 week	30%
1-2 weeks	22%
3-4 weeks	10%
1 month or more	10%
Do not do research prior to purchasing	8%
A Couple Weeks (Net)	*52%*

Home furnishings (e.g., furniture, home décor)	Total (N=1,685)
Less than a day	9%
One day	9%
A few days to 1 week	28%
1-2 weeks	20%
3-4 weeks	11%
1 month or more	13%
Do not do research prior to purchasing	11%
A Couple Weeks (Net)	*48%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs, Ipsos
Email: mallory.newall@ipsos.com
Tel: +1 202 374-2613

PUBLIC POLL FINDINGS AND METHODOLOGY

5. For these items, to what degree does price impact the time you spend researching prior to purchase?

Base: Those that do research for category

Total Increases Summary

	Total
Electronics (e.g., cell phones, digital cameras, computers)	64%
Clothing, accessories or shoes (e.g.,, pants, handbags, sunglasses, athletic apparel)	62%
Home furnishings (e.g., furniture, home décor)	61%
Beauty and cosmetic items (e.g., foundation, lipstick perfume, haircare)	56%
Toys (e.g., action figures, board games, dolls)	52%

Clothing, accessories or shoes (e.g.,, pants, handbags, sunglasses, athletic apparel)	**Total (N=1,507)**
A higher priced item significantly increases the research time	25%
A higher priced item somewhat increases the research time	37%
A higher priced item neither increases nor decreases the research time	30%
A higher priced item somewhat decreases the research time	5%
A higher priced item significantly decreases the research time	3%
Increases (Net)	*62%*
Decreases (Net)	*8%*

Toys (e.g., action figures, board games, dolls)	**Total (N=989)**
A higher priced item significantly increases the research time	19%
A higher priced item somewhat increases the research time	33%
A higher priced item neither increases nor decreases the research time	37%
A higher priced item somewhat decreases the research time	9%
A higher priced item significantly decreases the research time	3%
Increases (Net)	*52%*
Decreases (Net)	*11%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs, Ipsos
Email: mallory.newall@ipsos.com
Tel: +1 202 374-2613

PUBLIC POLL FINDINGS AND METHODOLOGY

Beauty and cosmetic items (e.g., foundation, lipstick perfume, haircare)	**Total (N=1,217)**
A higher priced item significantly increases the research time	22%
A higher priced item somewhat increases the research time	35%
A higher priced item neither increases nor decreases the research time	33%
A higher priced item somewhat decreases the research time	8%
A higher priced item significantly decreases the research time	3%
Increases (Net)	*56%*
Decreases (Net)	*11%*

Electronics (e.g., cell phones, digital cameras, computers)	**Total (N=1,607)**
A higher priced item significantly increases the research time	34%
A higher priced item somewhat increases the research time	29%
A higher priced item neither increases nor decreases the research time	27%
A higher priced item somewhat decreases the research time	6%
A higher priced item significantly decreases the research time	3%
Increases (Net)	*64%*
Decreases (Net)	*9%*

Home furnishings (e.g., furniture, home décor)	**Total (N=1,485)**
A higher priced item significantly increases the research time	29%
A higher priced item somewhat increases the research time	32%
A higher priced item neither increases nor decreases the research time	30%
A higher priced item somewhat decreases the research time	6%
A higher priced item significantly decreases the research time	3%
Increases (Net)	*61%*
Decreases (Net)	*9%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs, Ipsos
Email: mallory.newall@ipsos.com
Tel: +1 202 374-2613

PUBLIC POLL FINDINGS AND METHODOLOGY

6. How often do you do each of the following?

Total Often/Sometimes Summary

	Total
Come across an item while shopping but wished I could find it in a different color or print	66%
Shop or browse online when I'm not looking for anything in particular	65%
Check whether an item is in stock before going to the store	63%
Shop or browse in-store when I'm not looking for anything in particular	62%
Get inspired or prompted to buy something I saw, even when I wasn't not actively shopping online or in-store	60%
Make a purchase from a brand or business that is new to me	60%
Search online for a specific pattern of clothing, home decor or home furnishing	54%
Failed to find a specific piece of clothing, home decor item or furnishing online after trying my best to describe it	50%
Take a screenshot of a clothing, accessory or home decor item I liked	48%
Look for a specific outfit or article of clothing online you saw someone wearing, like a celebrity, someone on the street, an influencer, etc.	39%

Check whether an item is in stock before going to the store	**Total**
Often	24%
Sometimes	39%
Rarely	22%
Never	15%
Often/Sometimes (Net)	*63%*
Rarely/Never (Net)	*37%*

Search online for a specific pattern of clothing, home decor or home furnishing	**Total**
Often	13%
Sometimes	41%
Rarely	26%
Never	20%
Often/Sometimes (Net)	*54%*
Rarely/Never (Net)	*46%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs, Ipsos
Email: mallory.newall@ipsos.com
Tel: +1 202 374-2613

Look for a specific outfit or article of clothing online you saw someone wearing, like a celebrity, someone on the street, an influencer, etc.	Total
Often	11%
Sometimes	28%
Rarely	25%
Never	36%
Often/Sometimes (Net)	*39%*
Rarely/Never (Net)	*61%*

Shop or browse online when I'm not looking for anything in particular	Total
Often	23%
Sometimes	42%
Rarely	23%
Never	12%
Often/Sometimes (Net)	*65%*
Rarely/Never (Net)	*35%*

Shop or browse in-store when I'm not looking for anything in particular	Total
Often	19%
Sometimes	43%
Rarely	26%
Never	12%
Often/Sometimes (Net)	*62%*
Rarely/Never (Net)	*38%*

Take a screenshot of a clothing, accessory or home decor item I liked	Total
Often	16%
Sometimes	32%
Rarely	22%
Never	30%
Often/Sometimes (Net)	*48%*
Rarely/Never (Net)	*52%*

Get inspired or prompted to buy something I saw, even when I wasn't not actively shopping online or in-store	Total
Often	10%
Sometimes	50%
Rarely	28%
Never	12%
Often/Sometimes (Net)	*60%*
Rarely/Never (Net)	*40%*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs, Ipsos
Email: mallory.newall@ipsos.com
Tel: +1 202 374-2613

Make a purchase from a brand or business that is new to me	Total
Often	8%
Sometimes	53%
Rarely	31%
Never	8%
Often/Sometimes (Net)	*60%*
Rarely/Never (Net)	*40%*

Come across an item while shopping but wished I could find it in a different color or print	Total
Often	15%
Sometimes	51%
Rarely	24%
Never	10%
Often/Sometimes (Net)	*66%*
Rarely/Never (Net)	*34%*

Failed to find a specific piece of clothing, home decor item or furnishing online after trying my best to describe it	Total
Often	10%
Sometimes	41%
Rarely	31%
Never	19%
Often/Sometimes (Net)	*50%*
Rarely/Never (Net)	*50%*

7. You mentioned you have taken a screenshot of a clothing, accessory or home decor item you like in the past. Have you ever taken any action after doing so (e.g., searched for that item online, purchased)?

Base: Taken Screenshot of Clothing, Accessory, Or Home Décor

	Total (N=1,338)
Yes	70%
No	30%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs, Ipsos
Email: mallory.newall@ipsos.com
Tel: +1 202 374-2613

PUBLIC POLL FINDINGS AND METHODOLOGY

8. How often do you try to find an item online for which you have a visual reference for (e.g., a specific style, color, type of item) but don't know the right terms or words to describe it?

	Total
Often	12%
Sometimes	48%
Rarely	28%
Never	12%
Often/Sometimes (Net)	60%
Rarely/Never (Net)	40%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs, Ipsos
Email: mallory.newall@ipsos.com
Tel: +1 202 374-2613

PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of a Ipsos poll conducted on behalf of Google, conducted between February 22-24, 2022. For this survey, a sample of 2,008 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.7 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,008, DEFF=1.5, adjusted Confidence Interval=+/- 4.2 percentage points).

For more information on this news release, please contact:

Mallory Newall
Vice President, US
Public Affairs
+1 202 374-2613
mallory.newall@ipsos.com

PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Mallory Newall**
Vice President, US, Public Affairs, Ipsos
Email: mallory.newall@ipsos.com
Tel: +1 202 374-2613