

63% of Online Shoppers Search for Coupons or Deals at Least Once in a While When Shopping Online

21% Say They Regularly Look for these Deals



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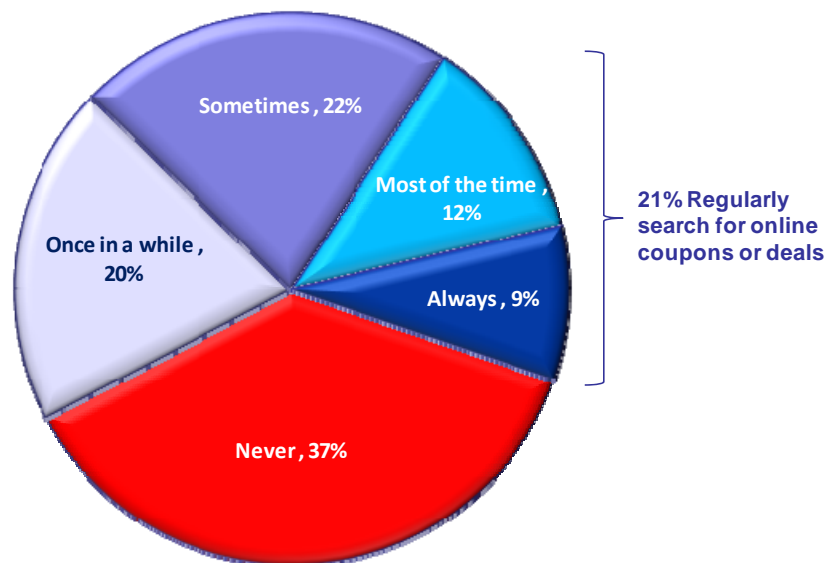
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63% of Online Shoppers Search for Coupons or Deals at Least Once in a While When Shopping Online

21% Say They Regularly Look for these Deals

New York, N.Y. – The latest online shopping poll conducted by Ipsos Public Affairs on behalf of Offers.com shows that among online shoppers, 63% search for online coupons or deals when they purchase something on the internet. This proportion includes 21% who do so regularly (9% report *always* searching for coupons, and 12% who do so *most of the time*.) In addition to 42% who do so sporadically (20% who do so *sometimes* and 22% *once in a while*). In contrast, 37% of online shoppers report that they *never* search for online coupons or deals.

**When you purchase something on the Internet, how often do you search for online coupons or deals?
Would you say...?**



Source: Ipsos Public Affairs
Base: 581 Online Shoppers interviewed via telephone
Field date: October 7 – Oct 11, 2010

- Frequent online shoppers (or those who make purchases at least *weekly*) are more likely than those who make online purchases less frequently to search for online coupons and deals regularly (30% vs. 19%.)
- While frequent shoppers are more likely to search for coupons and deals, still one in four (26%) report they never search for such discounts when buying online. However, a considerably larger proportion (39%) of less frequent online shoppers

(those who make online purchases monthly or less often), report that they never search for online coupons or deals.

- Online shoppers residing in the South (14%) are more likely to *always* look for deals when making online purchases than are those from the Midwest (5%) and the West (4%). Conversely, those who reside in the Northeast (49%) are more likely to *never* look for coupons than those who live in the South (31%).

Black Friday and Cyber Monday Shopping

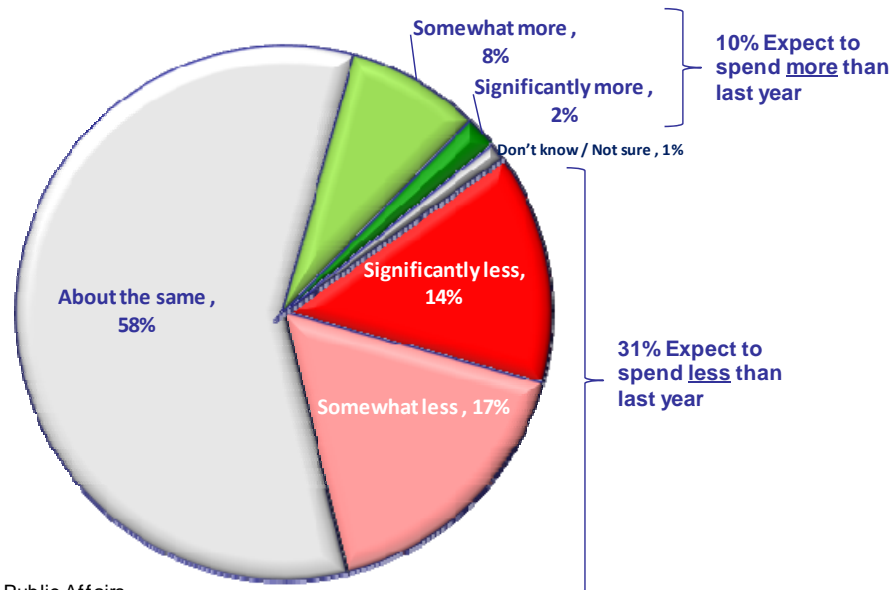
Over one in three (37%) online shoppers are planning to shop on Black Friday; among them, half (18% among all online shoppers), plan to do at least part of their shopping online; including 10% who plan to shop both online and in stores and 8% who plan to shop primarily online. Six in ten (60%) are not planning to shop on Black Friday, and 19% plan to shop primarily in stores.

Among all online shoppers interviewed, 18% are planning to shop on Cyber Monday; however, a similar proportion are not sure (18%), and 60% say they do not plan to do so. Among those who are planning to shop on Cyber Monday, just over half are planning to visit a deal or coupon website (57%), while 43% of them are not.

Holiday Shopping

The study also explored if shoppers expect to increase or decrease how much they spend this holiday season compared to last year. Results show that most online shoppers (58%) believe they will spend about the same this upcoming holiday season; while one in ten (10%) say they will spend more this year. In contrast, close to one in three (31%) believe they will spend *less* than last year – including 14% who say they will spend *significantly less*.

How much do you estimate you will be spending this holiday season as compared to last holiday season?
Would you say...?



Source: Ipsos Public Affairs
 Base: 581 Online Shoppers interviewed via telephone
 Field date: October 7 – Oct 11, 2010

Some segments are more likely than others to say they expect to spend more this holiday season than they did last year:

- Online shoppers that search for deals and coupons regularly (17%) are more likely to say they plan to spend more this year than are those who do not search for coupons and deals or do so only sporadically (8%).
- Women (13%) are also more likely than men (7%) to say they will spend more.

Online AND Store Shopping

Most online shoppers (57%) are planning to shop both online and in stores this holiday season while about one third (32%) say they are only planning to shop in stores. Five percent say they plan to do all their shopping online, and the same proportion does not plan to shop in stores or online.

Men (63%) are more likely to say they plan to shop both online and in stores this holiday season than do women (52%). On the other hand, women are more likely than men to say they plan to shop only in stores (37% vs. 27%).

In addition, online shoppers with a household income over \$75,000 are more likely to shop both online and in stores (72%) than are those with an income between \$25,000 and \$75,000 (57%), and those with a household income under \$25,000 (38%).



In contrast, those with an income under \$25,000 are more likely to shop in stores only (53%) than are those with an income between \$25,000 and \$75,000 (32%) and those with an income of \$75,000 or more (22%).

These are some of the findings of an Ipsos poll conducted October 7-11, 2010. For the survey, a nationally representative sample of 1,000 randomly-selected adults aged 18 and over residing in the U.S. was interviewed via Ipsos' U.S. Telephone Express omnibus – including 581 adults who have made a purchase online at least a few times a year. With a sample of this size, the results are considered accurate within ± 3.1 percentage points when it comes to the entire sample, and ± 4.1 when referring to online shoppers, 19 times out of 20, of what they would have been had the entire population of adults in the U.S. been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual U.S. population according to data from the U.S. Census Bureau.

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