

RetailMeNot.com Multi-Country Survey: Topline Results



- Ipsos conducted approximately n=1,000 (or in some cases, n=500) quantitative online interviews among adults in 11 countries, for a total of 10,009 interviews:

Australia	1,000	India	1,003
Canada	1,001	Italy	1,000
China	999	Sweden	505
France	1,000	United States	1,000
Germany	1,000	Netherlands	500
Great Britain	1,001	Total	10,009

- Results are weighted to the general adult population ages 16-64 (or in the US and Canada, 18-64). Weighting is done separately for each country.
- Interviewing was conducted from June 10-24, 2013.
- A survey with an unweighted probability sample of 10,009 adults and a 100% response rate would have an estimated margin of error of +/- 1 percentage point, 19 times out of 20 of what the results would have been had the entire population of adults in the participating countries been polled.
 - ⇒ Each individual country would have an estimated margin of error of 3.1 to 4.4 percentage points. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

When you buy products, do you primarily...? *Base: All respondents*

	<u>Total</u>	<u>Australia</u>	<u>Canada</u>	<u>China</u>	<u>France</u>	<u>Germany</u>	<u>Great Britain</u>	<u>India</u>	<u>Italy</u>	<u>Nether-lands</u>	<u>Sweden</u>	<u>US</u>
Prefer to purchase well known-brands even if they cost more	27%	25%	26%	31%	23%	32%	24%	52%	16%	19%	27%	20%
Buy unbranded products that typically cost less	30%	37%	33%	11%	39%	49%	33%	19%	30%	30%	14%	35%
Shop in-store at big national retail chains	52%	63%	55%	42%	62%	50%	57%	51%	56%	36%	40%	59%
Shop in-store at local merchants	39%	52%	52%	45%	28%	8%	35%	55%	29%	28%	43%	52%
Purchase items online via a retailer's e-commerce website	36%	31%	25%	58%	26%	30%	51%	43%	24%	30%	43%	31%
Purchase items via my mobile device	8%	8%	4%	18%	2%	6%	10%	15%	4%	4%	5%	8%
Not applicable	6%	4%	8%	2%	7%	11%	4%	3%	4%	10%	9%	6%
<i>Online shoppers</i>	38%	33%	26%	62%	27%	32%	55%	48%	26%	31%	44%	34%
<i>Non-Online shoppers</i>	62%	67%	74%	38%	73%	68%	45%	52%	74%	69%	56%	66%

When shopping online, which of the following has an influence on your purchase decisions? *Base: All respondents*

	<u>Total</u>	<u>Australia</u>	<u>Canada</u>	<u>China</u>	<u>France</u>	<u>Germany</u>	<u>Great Britain</u>	<u>India</u>	<u>Italy</u>	<u>Nether-lands</u>	<u>Sweden</u>	<u>US</u>
Deal, discount or sale on the product I'm purchasing	51%	58%	54%	36%	56%	58%	63%	50%	43%	43%	43%	56%
Reviews, ratings or opinions of customers who have already bought the product	44%	42%	43%	57%	37%	48%	55%	43%	32%	28%	47%	51%
Trustworthiness of the retailer	39%	46%	42%	44%	37%	37%	51%	46%	34%	29%	22%	45%
Speed and convenience of delivery for the product	33%	35%	29%	23%	33%	43%	40%	44%	19%	28%	36%	29%
Reviews, ratings or opinions of professional journalists or industry experts that have used the product	23%	21%	24%	33%	14%	24%	30%	33%	14%	9%	30%	26%
Comments, reviews and opinions from peers on social media	20%	20%	20%	38%	13%	17%	22%	34%	15%	8%	16%	22%
Personalized recommendations based on my previous shopping and browsing habits	18%	20%	19%	29%	11%	8%	16%	35%	7%	6%	29%	19%
I never purchase products online	12%	14%	22%	4%	16%	6%	6%	9%	22%	11%	13%	12%

Which of the following reasons describe why you would choose to shop online over shopping in-store for the same product? *Base: All respondents*

	<u>Total</u>	<u>Australia</u>	<u>Canada</u>	<u>China</u>	<u>France</u>	<u>Germany</u>	<u>Great Britain</u>	<u>India</u>	<u>Italy</u>	<u>Nether-lands</u>	<u>Sweden</u>	<u>US</u>
I like to be able to compare prices at different retailers easily	45%	46%	35%	52%	37%	53%	53%	50%	32%	43%	43%	47%
I generally find items to be cheaper online	43%	52%	32%	61%	43%	40%	58%	41%	36%	30%	44%	41%
I find it a more convenient experience, e.g. can shop outside of retail store hours	40%	44%	39%	44%	32%	56%	56%	38%	22%	28%	39%	42%
I can access stores that I don't live near	39%	50%	44%	15%	37%	48%	53%	36%	29%	30%	35%	47%
I find it easier to research the product	37%	42%	36%	22%	33%	44%	54%	52%	28%	23%	29%	45%
I prefer the privacy of shopping online	15%	18%	14%	30%	4%	11%	18%	30%	5%	6%	3%	21%
I find it a more enjoyable experience	14%	13%	14%	28%	7%	14%	17%	33%	6%	5%	5%	16%
None of the above	14%	15%	24%	4%	17%	9%	7%	8%	20%	18%	17%	14%

How important is saving money to you in your everyday life? Saving money can be defined as putting money in the bank/investments; being a frugal shopper (including looking for deals, using coupons/vouchers, etc.); or not spending much money on consumer goods or entertainment. *Base: All respondents*

	<u>Total</u>	<u>Australia</u>	<u>Canada</u>	<u>China</u>	<u>France</u>	<u>Germany</u>	<u>Great Britain</u>	<u>India</u>	<u>Italy</u>	<u>Nether-lands</u>	<u>Sweden</u>	<u>US</u>
Very important and I look for opportunities to save money every day.	33%	42%	41%	18%	29%	27%	35%	42%	47%	25%	15%	46%
Important. Saving money is something I try to make a part of my life.	32%	32%	30%	41%	33%	37%	30%	34%	22%	25%	41%	30%
Somewhat Important. My intention is to save money when and where I can, but I don't always live up to my own expectations.	30%	25%	27%	33%	32%	31%	30%	19%	29%	43%	37%	22%
Not important. I don't worry about saving money.	5%	2%	3%	8%	7%	5%	5%	5%	2%	8%	7%	2%
<i>Top2Box (Very/Important)</i>	65%	73%	71%	58%	62%	64%	65%	76%	69%	49%	56%	76%
<i>Low2Box - (Somewhat/ Not Important)</i>	35%	27%	29%	42%	38%	36%	35%	24%	31%	51%	44%	24%