



Consumer Snapshot of Online Research & Purchasing Behaviour

United Kingdom – June 2008

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Survey design



Target Group: Internet users in UK, 16 years and older

Sample: N=2,023 Internet User, with N=18,078 purchases

Method: Online consumer panel survey

Fieldwork: 5.06.-23.06. 2008

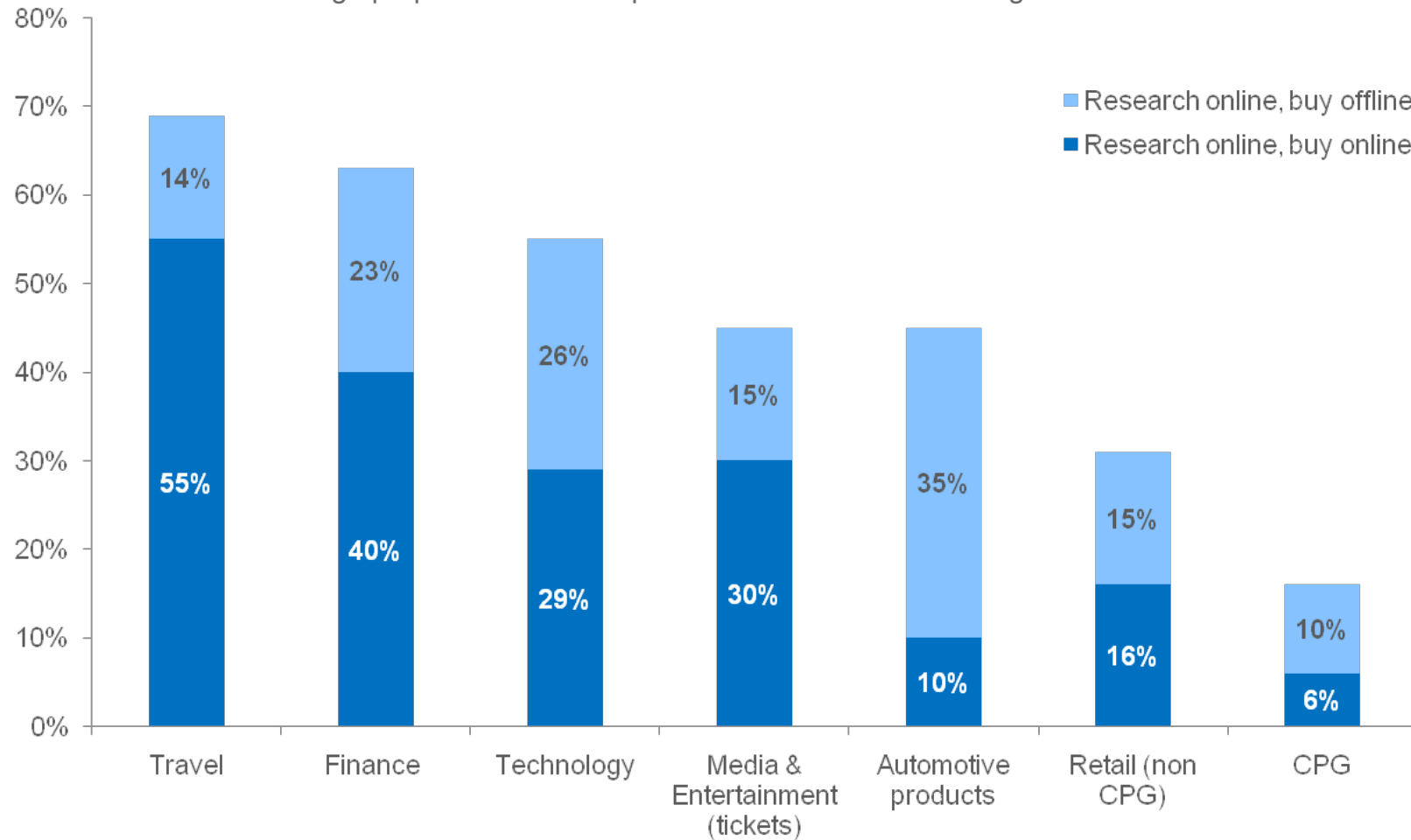
Research Company: TNS Infratest

Influence of online research on purchasing



A significant proportion of online research results in offline purchases

Average proportion of recent purchases researched or bought online



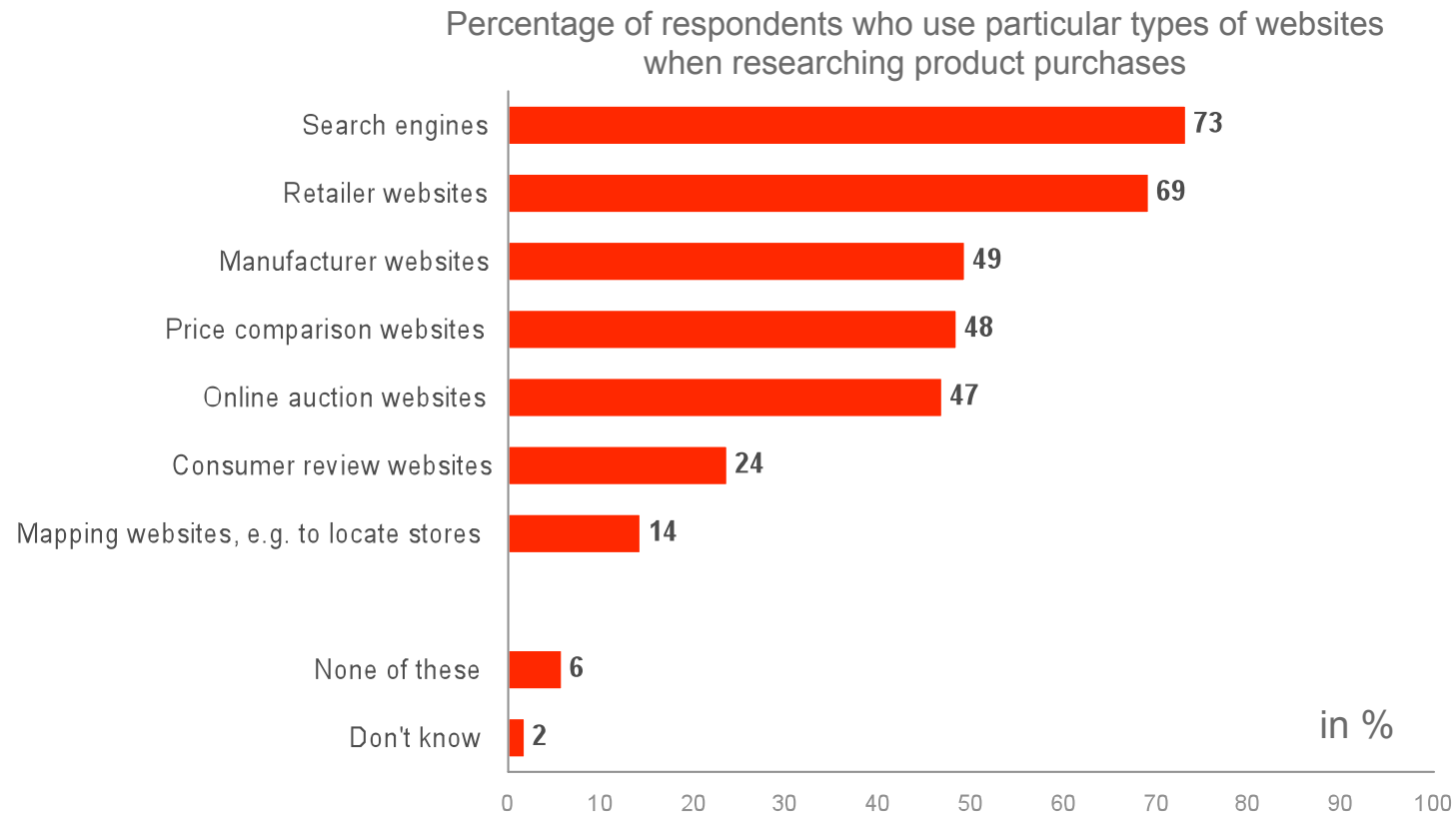
Filter: Bought at least 1 product of the respective category in the last 12 months

Base: Internet user in the UK, 16+ (n=2.023)

Different websites used when shopping online



Three quarters of web users rely on search engines when shopping



Question: Thinking in general, what sorts of websites do you use in researching purchases you make either online or elsewhere e.g. in a store/agency/showroom/by phone, etc.:

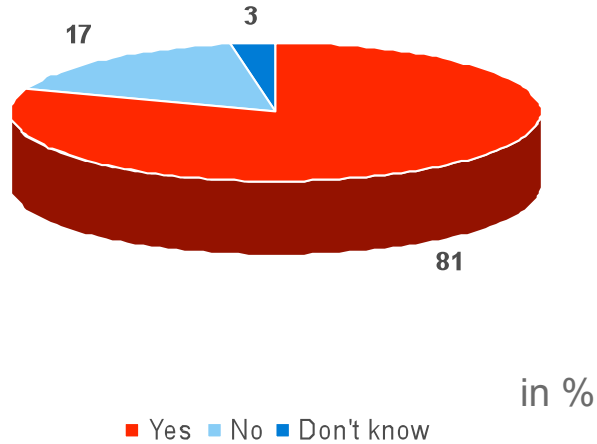
Base: Internet user in the UK, 16+ (n=2.023)

Awareness & usage sponsored links



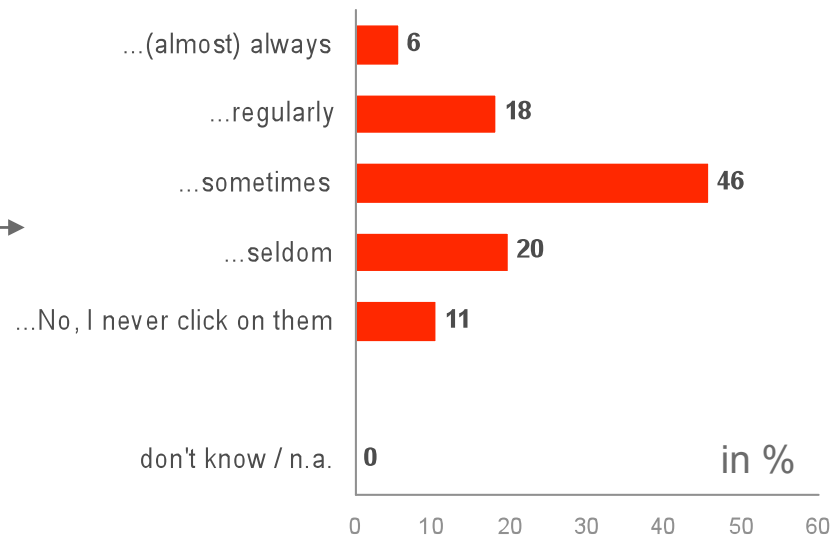
Most people notice and click on sponsored links

Awareness sponsored links



Usage sponsored links

Yes, I do click on sponsored links when I do research in relation to shopping...



Question: When you are using search engines on the Internet, do you notice sponsored links?

Base: Internet user in the UK, 16+ (n=2.023)

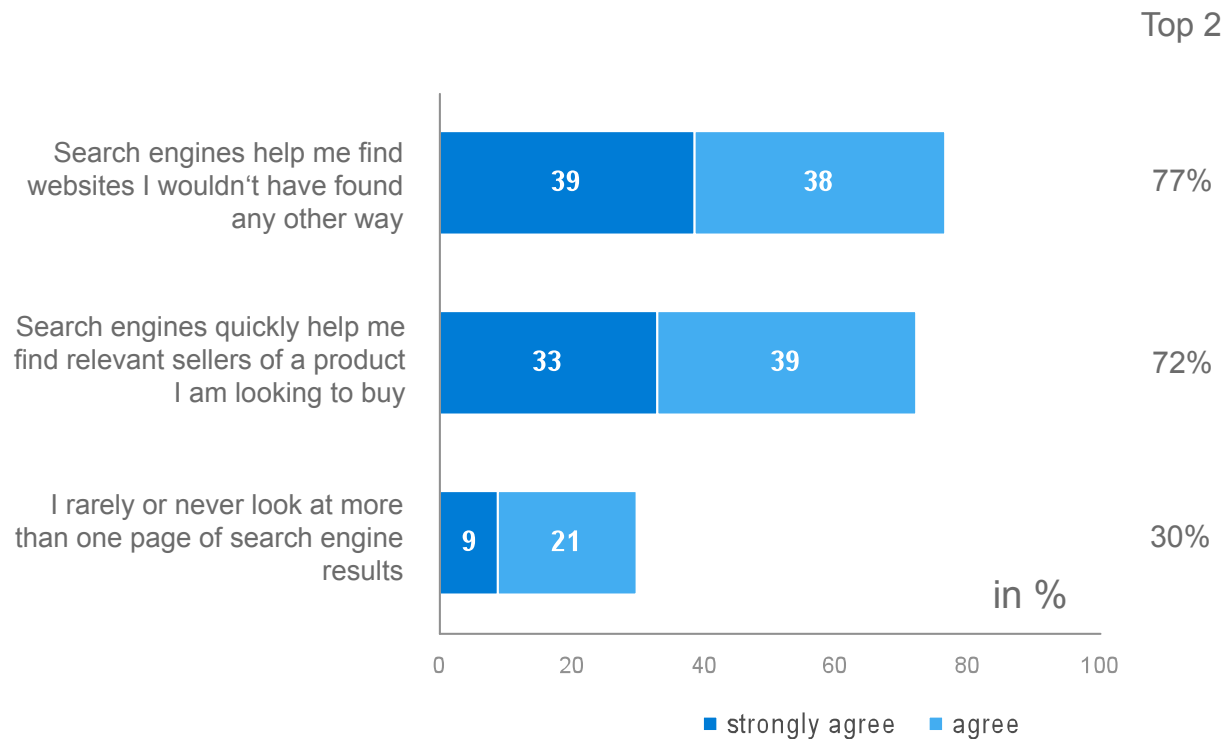
Question: Do you click on sponsored links when you do research in relation to shopping and if yes how often?

Base: Internet users who are aware of sponsored links (n=1.631)

How search engines help



Search engines facilitate discovery and re-discovery of brands



Question: Thinking about times when you have used search engines to help you do your research for products or services, to what extent do you agree or disagree with the following statements (5 scale)

Base: Internet user in the UK, 16+ (n=2.023)