

RETAIL STORE “SHOWROOMING”

Results are based on telephone interviews with –2,559– national adults, aged 18+, conducted November 12-16, 2013. For results based on the total sample of National Adults, one can say with 95% confidence that the margin of error is ± 3 percentage points.

For results based on the sample of –1,452–national adults who shopped in a retail store in the past seven days, the margins of sampling error are ± 3 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline and cell phones numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly). Demographic weighting targets are based on the March 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

1. Did you personally shop for products in person at a retail store – other than a grocery store, drugstore or convenience store – *during the past week?*

	<u>Yes, did</u>	<u>No, did not</u>	<u>No opinion</u>
2013 Nov 12-16	54	46	*

2. *(Asked of those who shopped in a retail store in the past week)* Next, we'd like you to think about *your most recent* in-person shopping experience at a specific retail store. Thinking about the main type of product you were shopping for that day, did you -- ultimately purchase that specific type of product at the store itself, purchase the product later online using a computer, tablet, or smartphone, or did you not purchase the product?

BASED ON -1,452- ADULTS WHO SHOPPED IN A RETAIL STORE IN THE PAST WEEK

	<u>Purchased in store</u>	<u>Purchased online</u>	<u>Did not purchase</u>	<u>No opinion</u>
2013 Nov 12-16	77	6	16	1

3. *(Asked of those who bought product they were shopping for online)* Did you ultimately purchase the exact item, including brand and model, of the product you had been shopping for, or did you purchase a similar item, either a different brand or model, of the product you had been shopping for?

RESULTS NOT REPORTED DUE TO SMALL SAMPLE SIZES

4. *(Asked of those who did not buy product in store or online)* Do you intend to buy the type of product you were shopping for in next 30 days, or not?
5. *(Asked of those who intend to buy product in next 30 days)* And are you most likely to buy that product at the same retail store where you were shopping, at a different retail store, or online using a computer, tablet, or smartphone?

COMBINED RESULTS (Q.4/5): BASED ON -220- RECENT RETAIL SHOPPERS WHO DID NOT PURCHASE PRODUCT THEY WERE SHOPPING FOR; ± 9 PCT PTS

2013 Nov 12-16

Yes, intend to buy in next 30 days	60
<i>(Most likely to buy in same retail store they shopped)</i>	(28)
<i>(Most likely to buy in different retail store)</i>	(12)
<i>(Most likely to buy online)</i>	(20)
No, do not intend to buy in next 30 days	39
No opinion	2

SUMMARY TABLE (Q.2/4/5): SHOWROOMING ACTIVITY: BASED ON 1,452 RECENT RETAIL SHOPPERS

	<i>2013 Nov 12-16</i>
Net: Bought/Intend to buy product in Retail store	83
<i>(Bought in retail store)</i>	<i>(77)</i>
<i>(Intend to buy in retail store)</i>	<i>(6)</i>
Net: Bought/Intend to buy Online	9
<i>(Bought online)</i>	<i>(6)</i>
<i>(Intend to buy online)</i>	<i>(3)</i>
Do not intend to buy product in next 30 days	7
Unsure/No opinion	1

6. Have you ever visited a retail store *just* to obtain information about a specific product *but* with the specific intention of purchasing the product later online?

	<u>Yes, have done</u>	<u>No, have never done</u>	<u>No opinion</u>
2013 Nov 12-16	40	60	*