

Topline results

Ipsos MORI Omnibus

2,021 face to face interviews conducted in home 5 – 11 March, 2010

Intro

Turning now to questions about buying goods and services - please bear in mind the various types of purchases you have made, including those you make regularly and those that are occasional or special purchases. Please think about low value items as well as high - and about purchasing services as well as actual goods.

SHOWCARD (name of price offer did not appear on showcard)

Q1. Please look at this list of the different ways in which the prices for goods or services can be presented. Please tell me, for each one, which of these types of price promotions, if any, have you experienced when shopping around, purchasing, or trying to purchase, a product or service in the past 6 months, either on-line, in store or over the phone?

A price which ...

	<u>Yes</u>
D. (Volume) offered a discount if more than one item was purchased, such as "buy one get one free" or "3 for the price of 2"	82%
A. (Reference) was reduced to below the "recommended" or "original" price	73%
F. (Time) was on sale and reduced for a short time period only	59%
E. (Confusion) was complicated or difficult to compare with other prices, which might include mobile phone tariffs, TV packages, insurance or prices for gas or electricity	43%
C. (Bait) was advertised at a reduced price, but was then found to be "no longer available" at that reduced price	39%
B. (Drip) increased as you went through the purchasing process as more options and costs were added on to the initial advertised price	36%

FOR EACH OF (A) TO (F) EXPERIENCED, LEAVE SHOWCARD A WITH RESPONDENT, ADD SHOWCARD B (or Reverse version) AND ASK:

Q2. When making a purchase in the past 6 months, in which of the markets on this list have you experienced a price promotion that READ OUT (A) to (F) FOR ANY 'YES' at Q1 (programmed to come up automatically)...

What other markets?

1. Groceries
2. Toiletries, and healthcare products
3. Media products such as CDs, DVDs, magazines, books
4. Entertainment tickets for concerts, theatre, cinema
5. Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers
6. Home improvements - kitchens, bathrooms, double glazing, DIY products
7. Furnishings, and other household goods - furniture, carpets, kitchenware
8. Utilities - water, gas, electricity, mobile phone network, internet, telephone landline
9. Financial products - insurance, loans, credit cards, bank accounts
10. Flights
11. Holidays - package holidays, cottage/villa rental
12. Other travel - car hire, train tickets
13. Clothes, and fashion
14. Other (SPECIFY MARKET OR PRODUCT CATEGORY)

Topline results

Markets by Price Offers

% experiencing a price offer (Q1) by which market (Q2)

	Any	Reference	Drip	Bait	Volume	Confusion	Time
<i>Base</i>	2,021	1,481	692	781	1,629	862	1,170
	%	%	%	%	%	%	%
Groceries	79	68	14	29	88	7	42
Toiletries, healthcare	52	42	8	13	49	3	20
Clothes and fashion	38	42	3	14	12	1	18
Electricals, TVs, fridges,	36	32	20	20	2	13	21
Media products, CDs, DVDs	35	35	7	11	15	6	15
Utilities	33	8	15	3	1	63	3
Furnishings, household	24	23	8	8	2	2	15
Flights	20	13	29	10	1	6	10
Home improvements	19	17	9	6	4	4	11
Holidays	18	14	19	6	1	7	9
Entertainment, tickets	16	11	11	6	4	2	5
Financial products	12	4	8	2	1	18	2
Other travel, car hire, train	10	8	8	3	*	2	2
Other	1	*	1	*	*	-	*

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ASK FOR EVERY MARKET NAMED ABOVE

Q3. And was your most recent purchase in the (market named at Q2) made on-line, over the phone, at the shop or by some other means?

- On-line
- Phone
- Shop/retail outlet
- Other

Markets by Channels of Purchase				
Markets experienced (Q2) by Channel (Q3)				
	Any	Shop	Phone	Online
	%	%	%	%
<i>Base: 2,021</i>				
Groceries	79	75	*	4
Toiletries, healthcare products	52	49	*	2
Clothes and fashion	37	32	1	4
Electricals	36	25	*	10
Media products	35	21	*	13
Utilities	33	8	9	12
Furnishings, other household goods	24	21	*	2
Flights	20	2	1	17
Home Improvements	19	15	1	1
Holidays	18	4	2	11
Entertainment	16	4	2	9
Financial products	12	3	2	6
Other travel	10	3	1	7
Other	4	3	*	1

ASK ALL

Q4. Have you used an on-line price comparison web site in the past 6 months?

(if necessary prompt: ... such as 'Compare the market.com', 'Gocompare.com' 'Moneysupermarket.com', 'Uswitch.com', 'Confused.com'?)

Yes 36% (47% of all with broadband access)