



Stibo Systems UK Online Shopping Research – April 2012

Conducted by Red Shift Research

## Final Results



# METHODOLOGY

Redshift Research conducted this study on behalf of Stibo Systems

The survey was carried out in accordance with the Market Research Society's code of conduct, which guarantees anonymity to all respondents, and was designed to Track year on year Smartphone data.

Research was conducted in April 2012 using an email invitation and an online survey.

The survey was conducted among 2000 Smartphone users

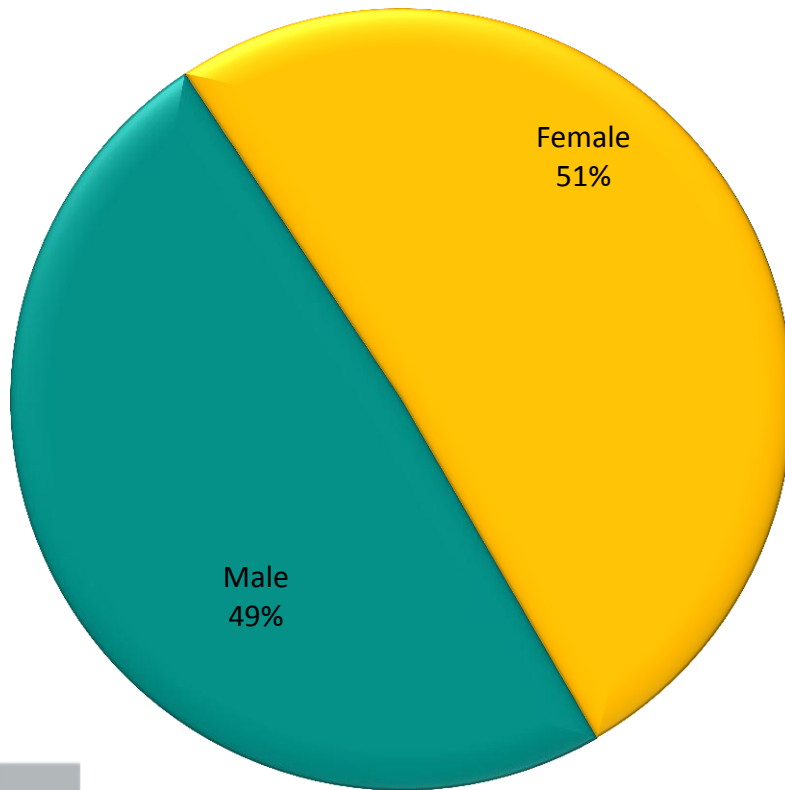
Quotas were set to ensure reliable and accurate representation of the total populations aged 18 and older. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 2.2% percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample (assuming a result of 50%).

Sample was selected from the Crowdology panel. Crowdology™ is an online panel owned and operated by Redshift Research. The Crowdology™ panel is balanced across regional, age and gender demographic factors, and is nationally representative of the UK population. Each respondent completes 120 profiling questions before being accepted to join our panel. Panel Quality Management is carried out frequently to ensure reliable surveys.

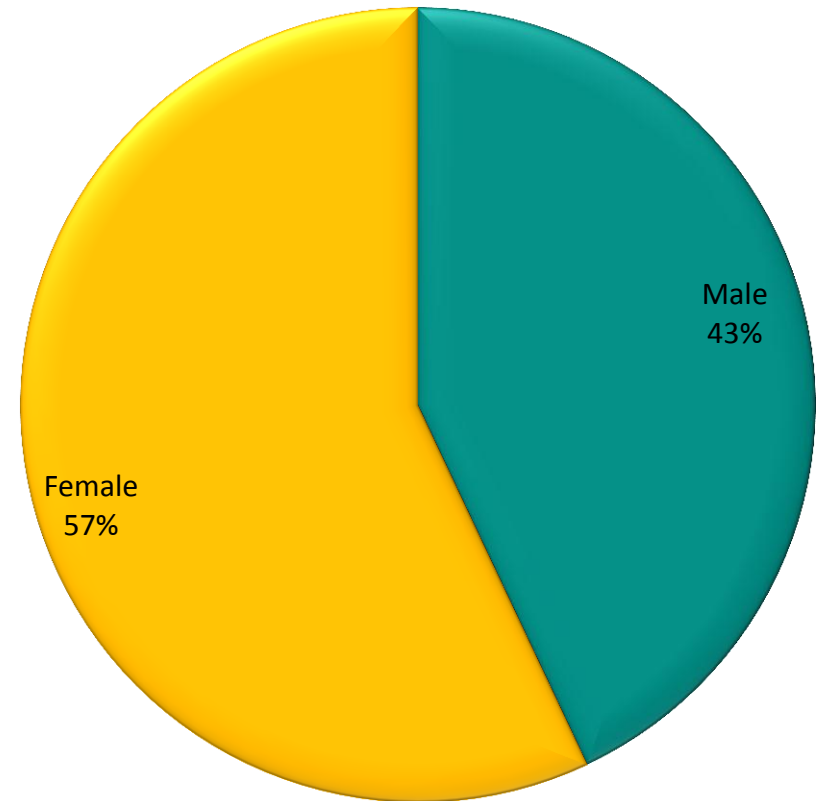


## Gender comparison 2011/2012

2011

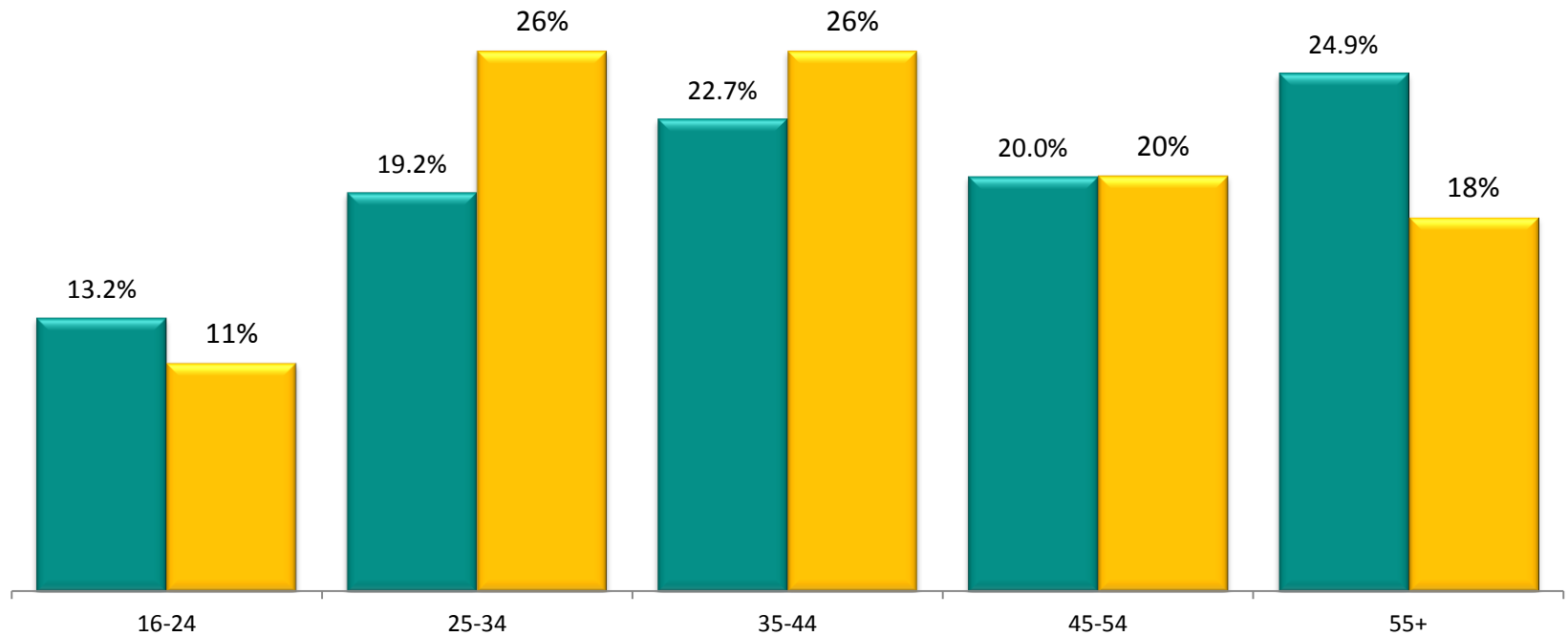


2012



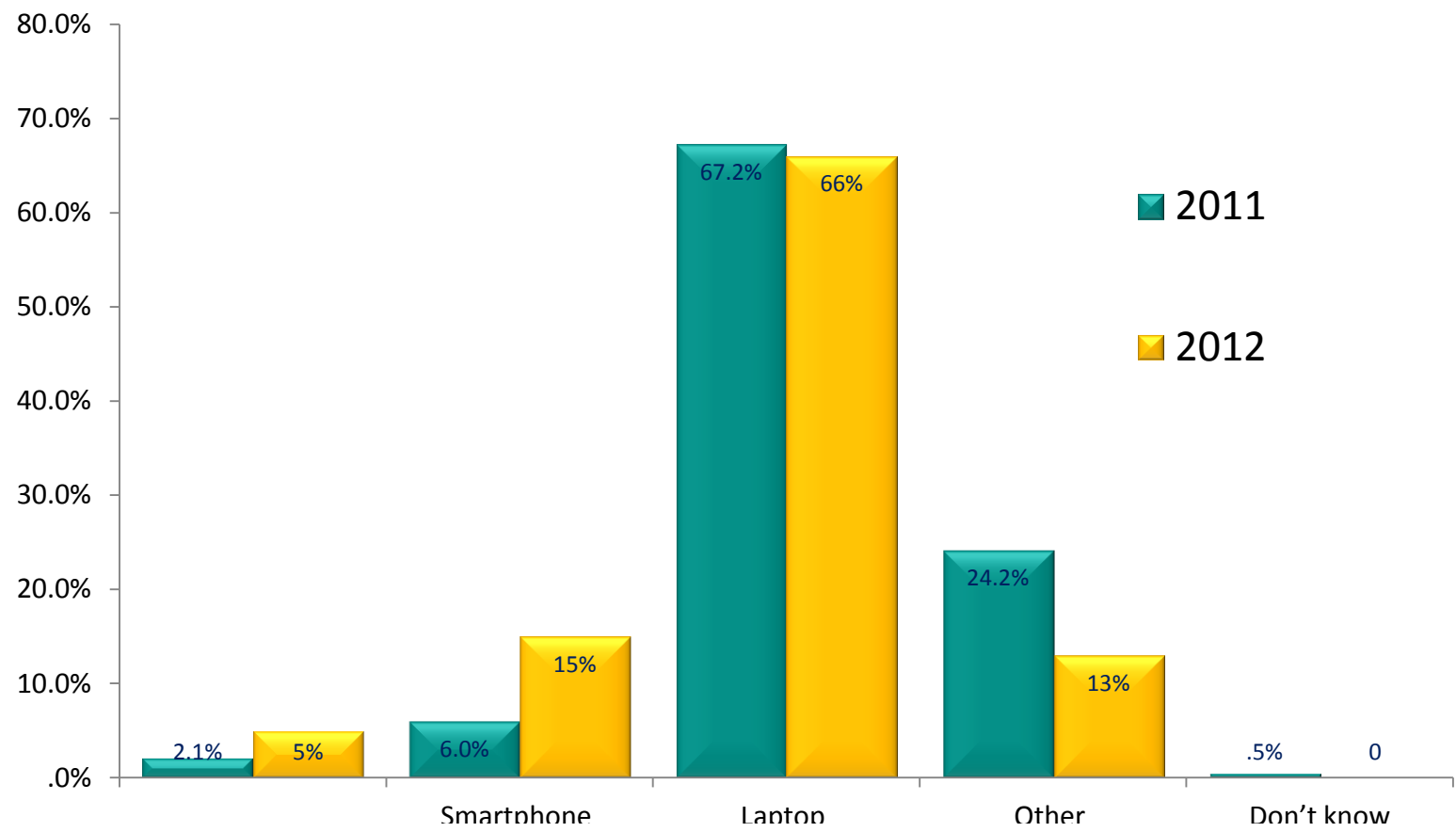
# Age Comparison 2011/2012

■ 2011 ■ 2012

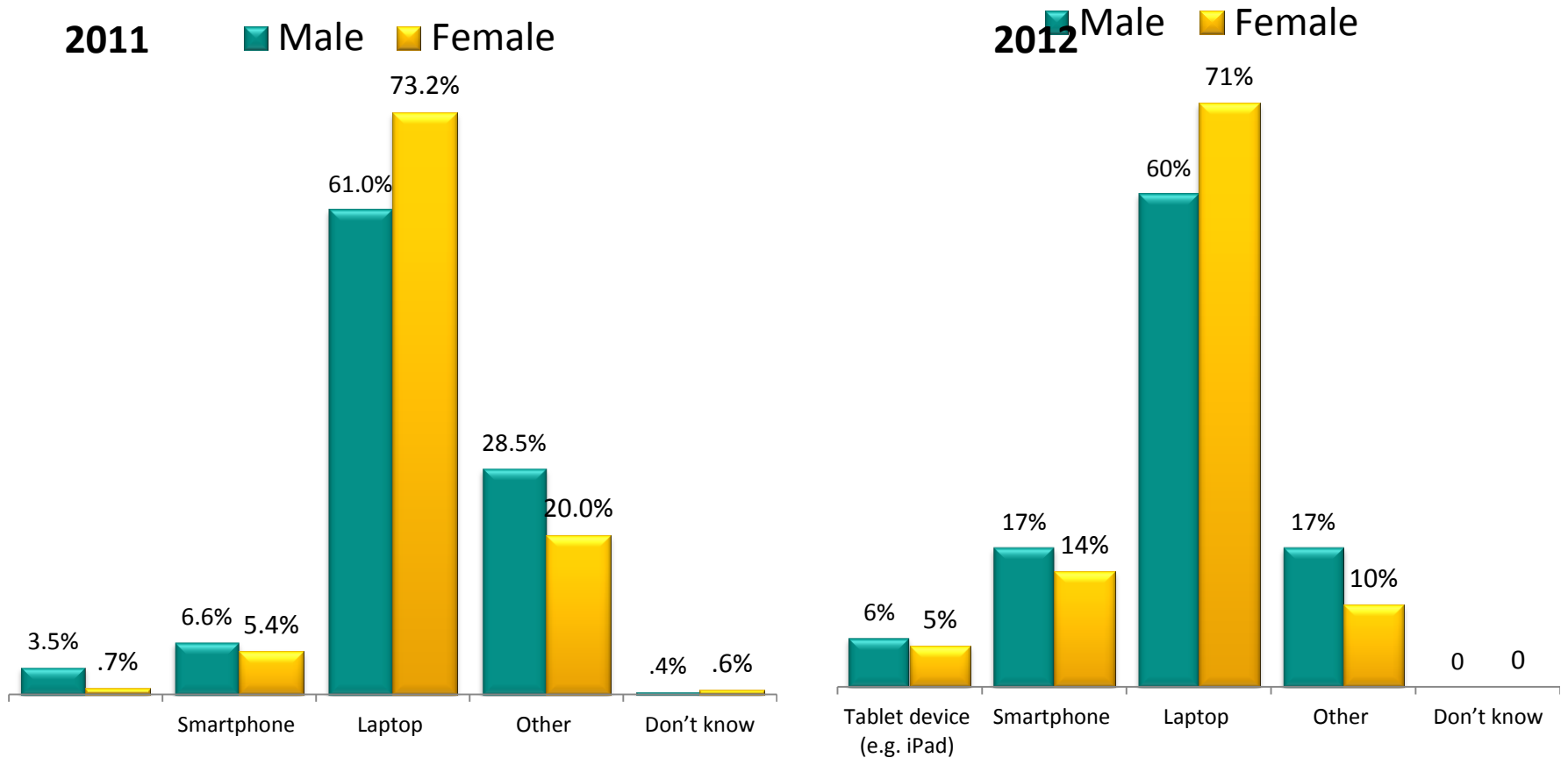


# Which device suits you best for online browsing/shopping?

## 2011/2012 comparison

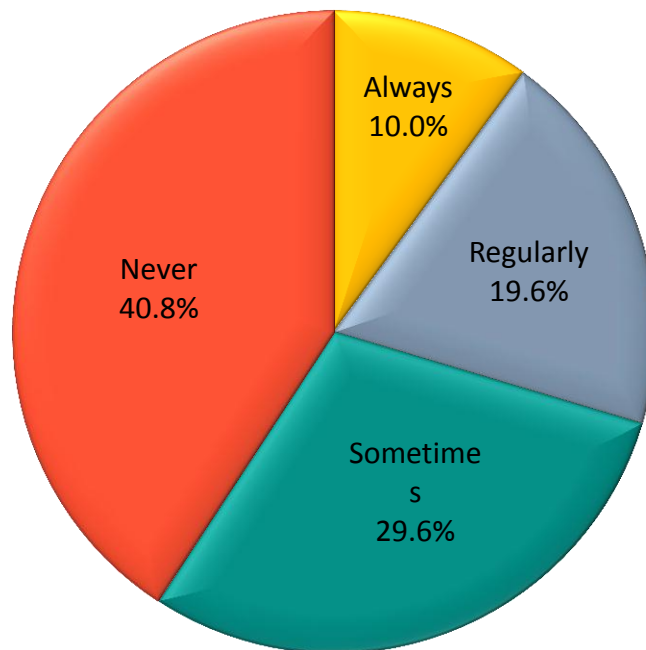


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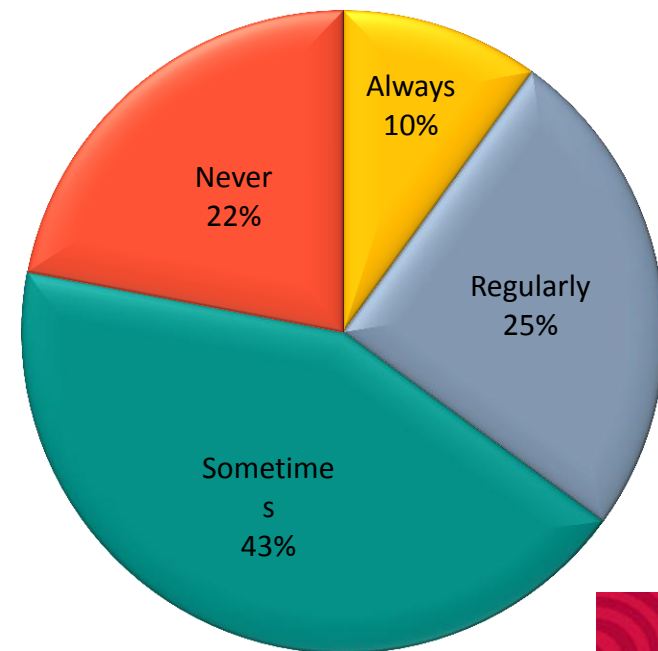


# Do you use your mobile device to review products before making a purchase? 2011/2012 comparison

2011



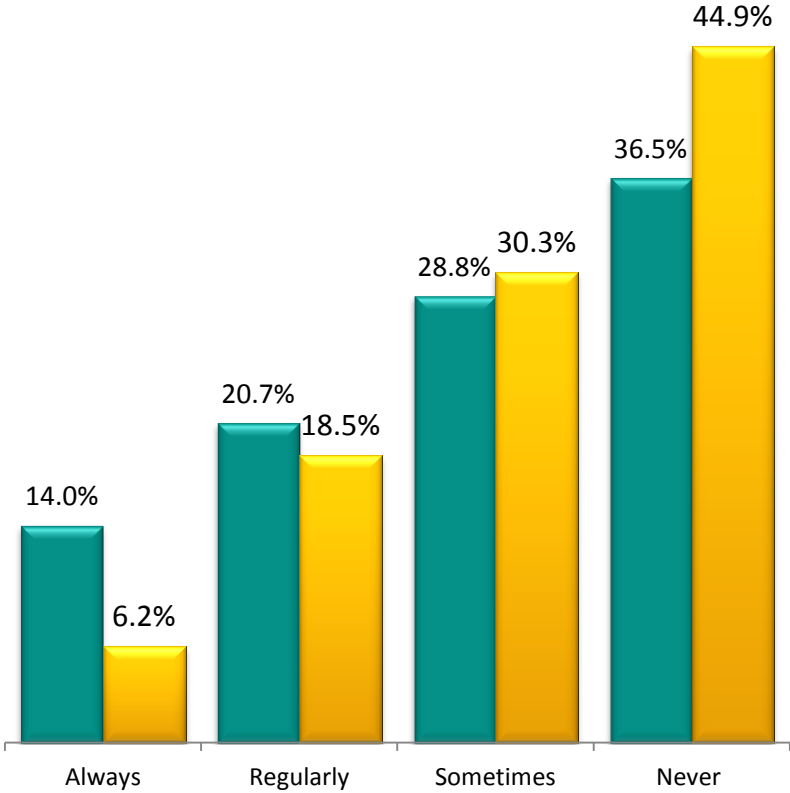
2012



# Do you use your mobile device to review products before making a purchase? Gender comparison

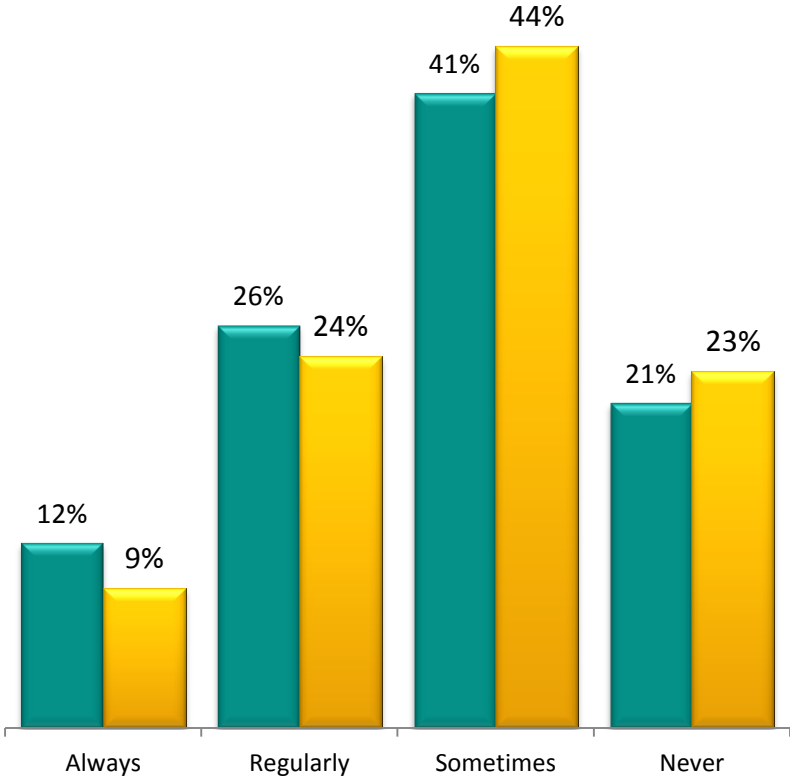
2011

Male Female



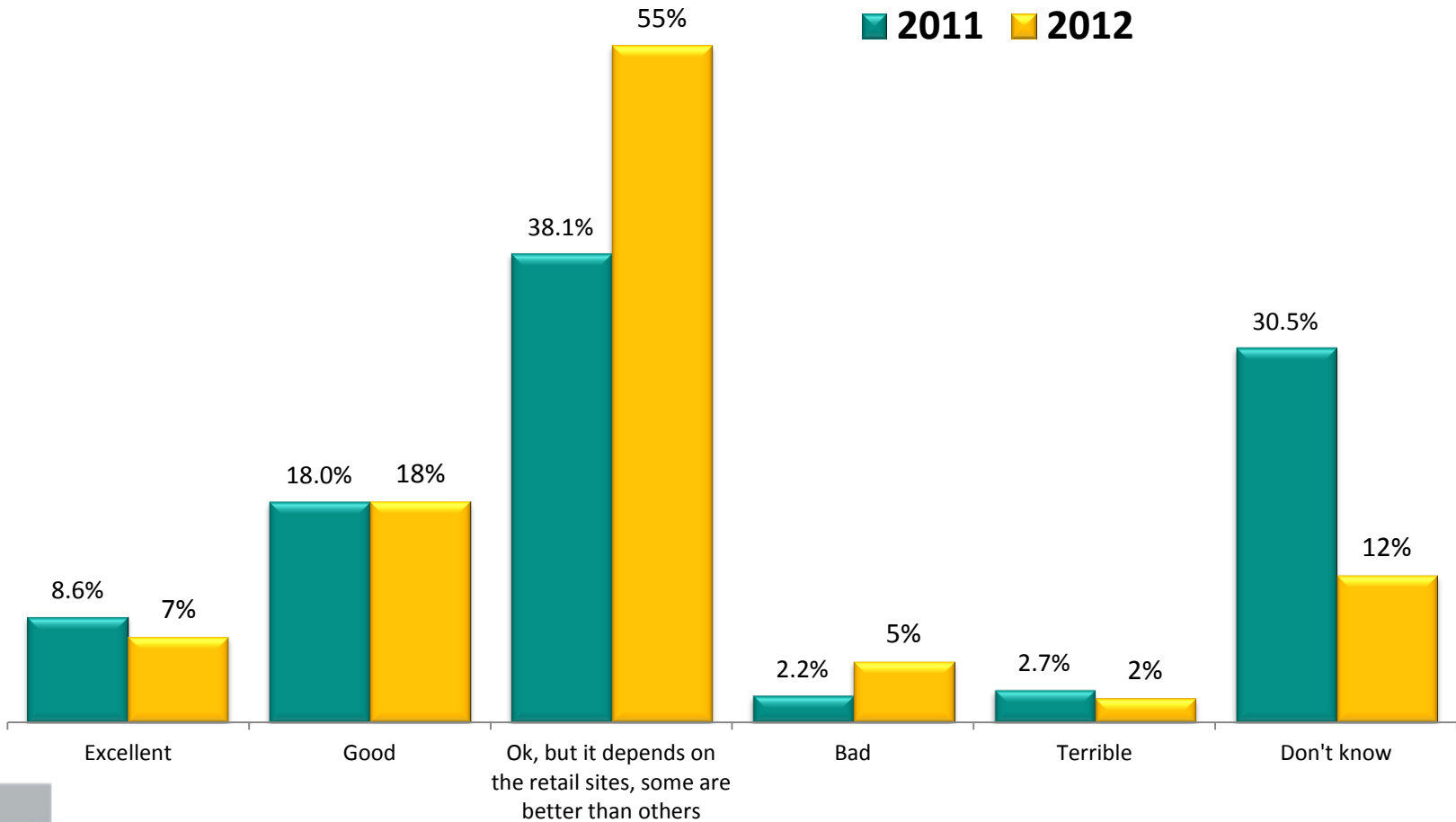
2012

Male Female

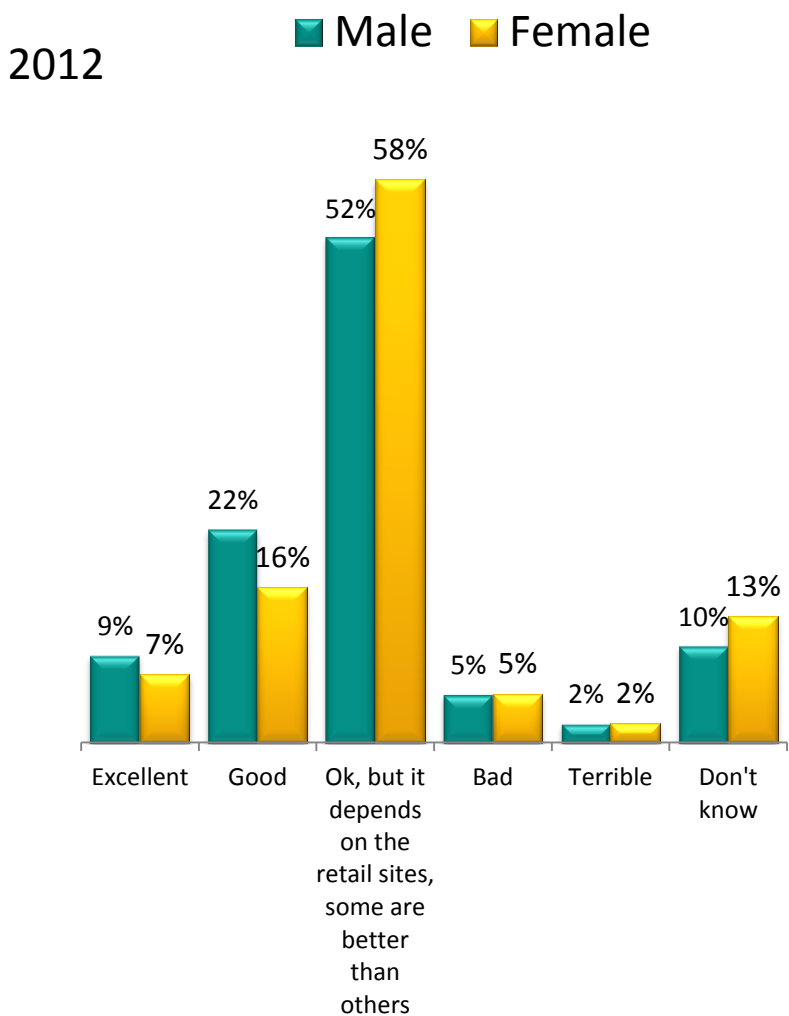
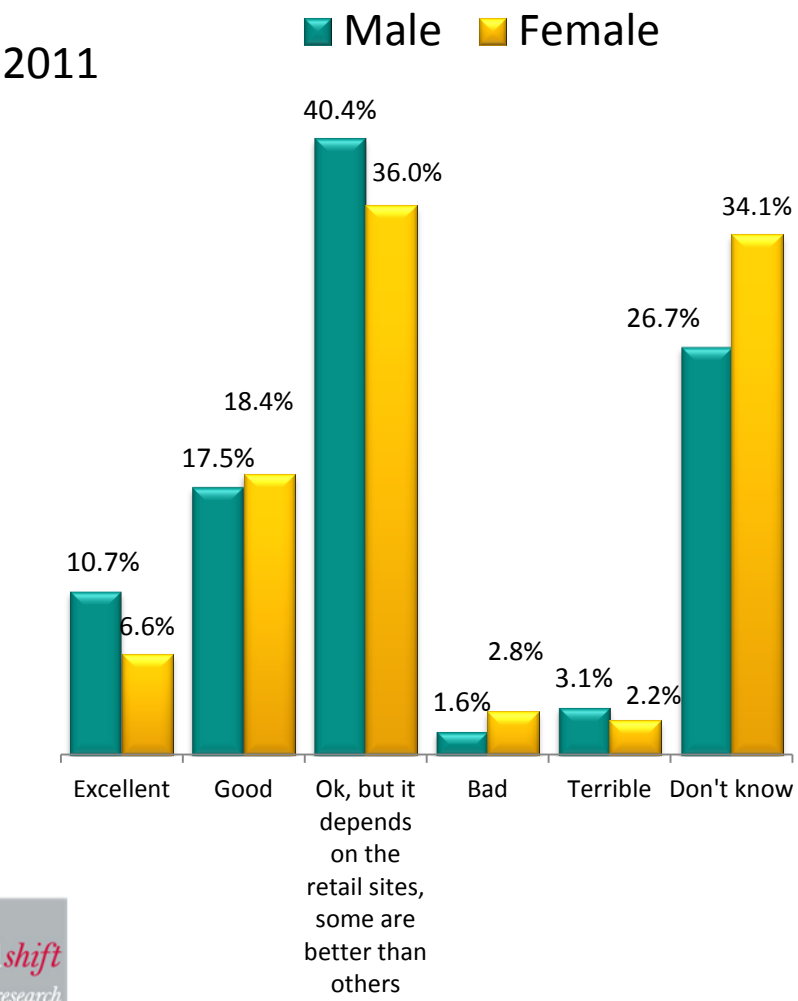




# How would you rate your experience of retail websites when using your mobile device to browse? 2011/2012 comparison

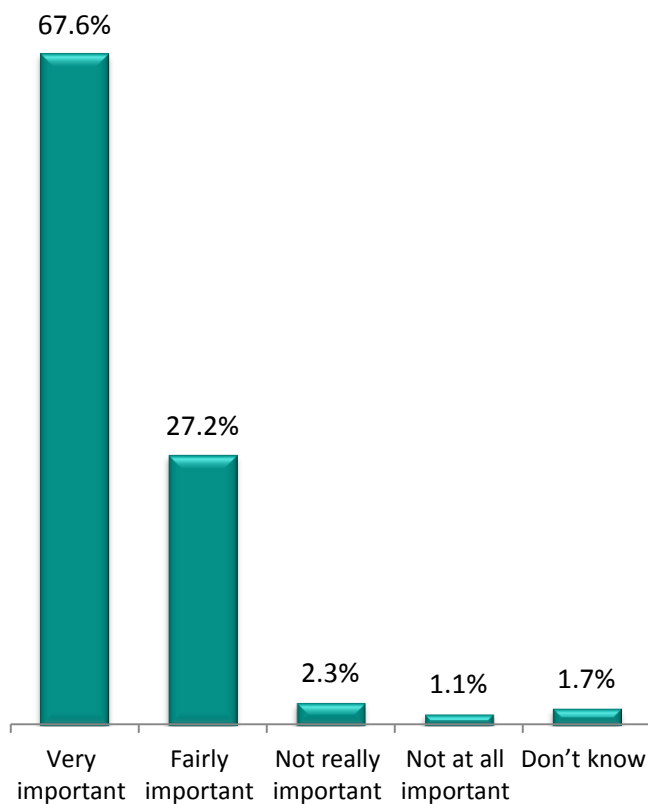


# How would you rate your experience of retail websites when using your mobile device to browse? Gender comparison

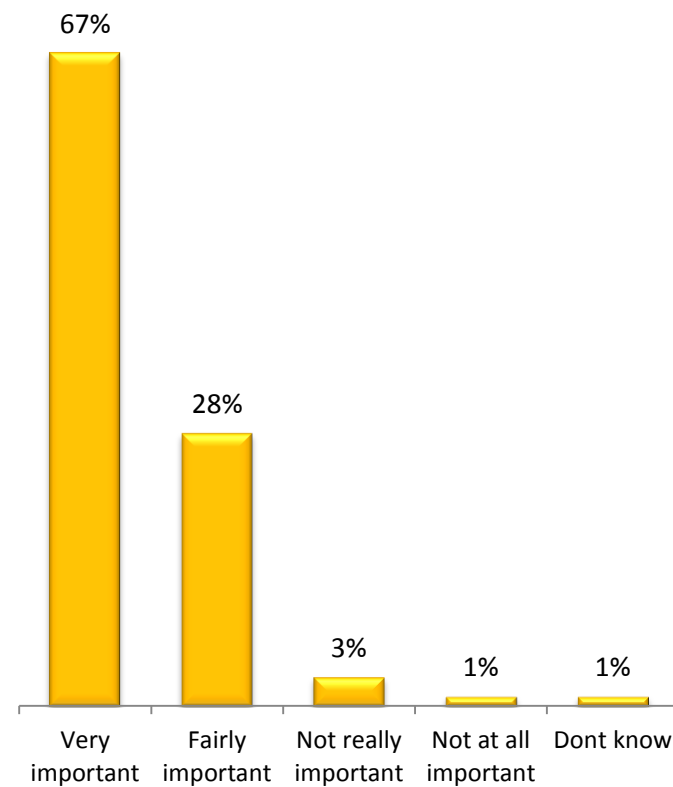


## When buying a high value item, how important is online product information (i.e. details regarding size, descriptions, colour etc)?

2011

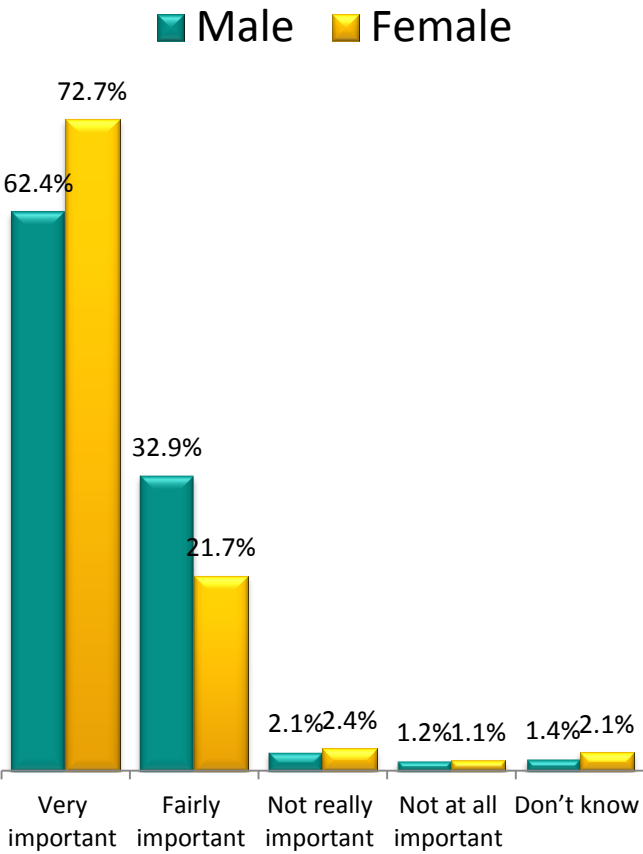


2012

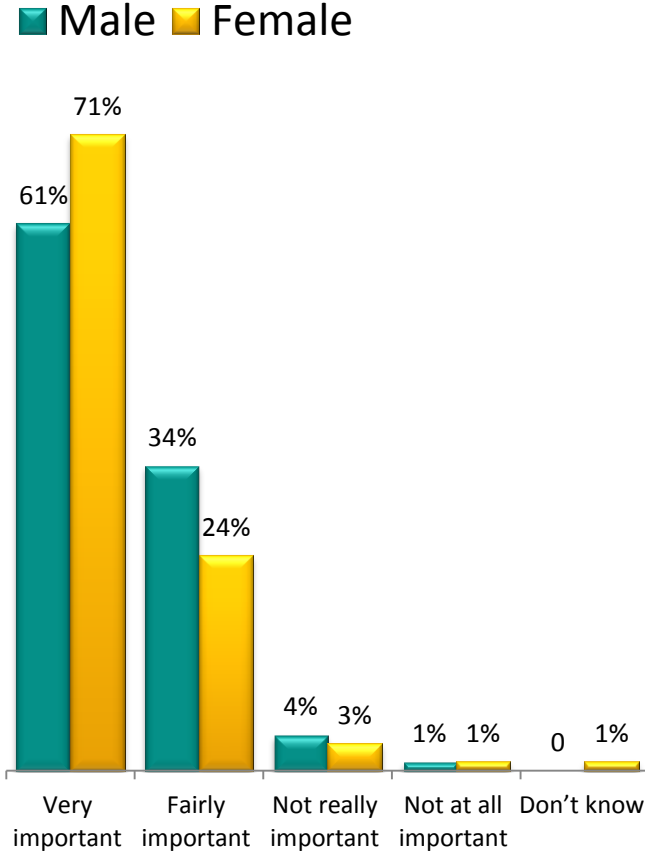


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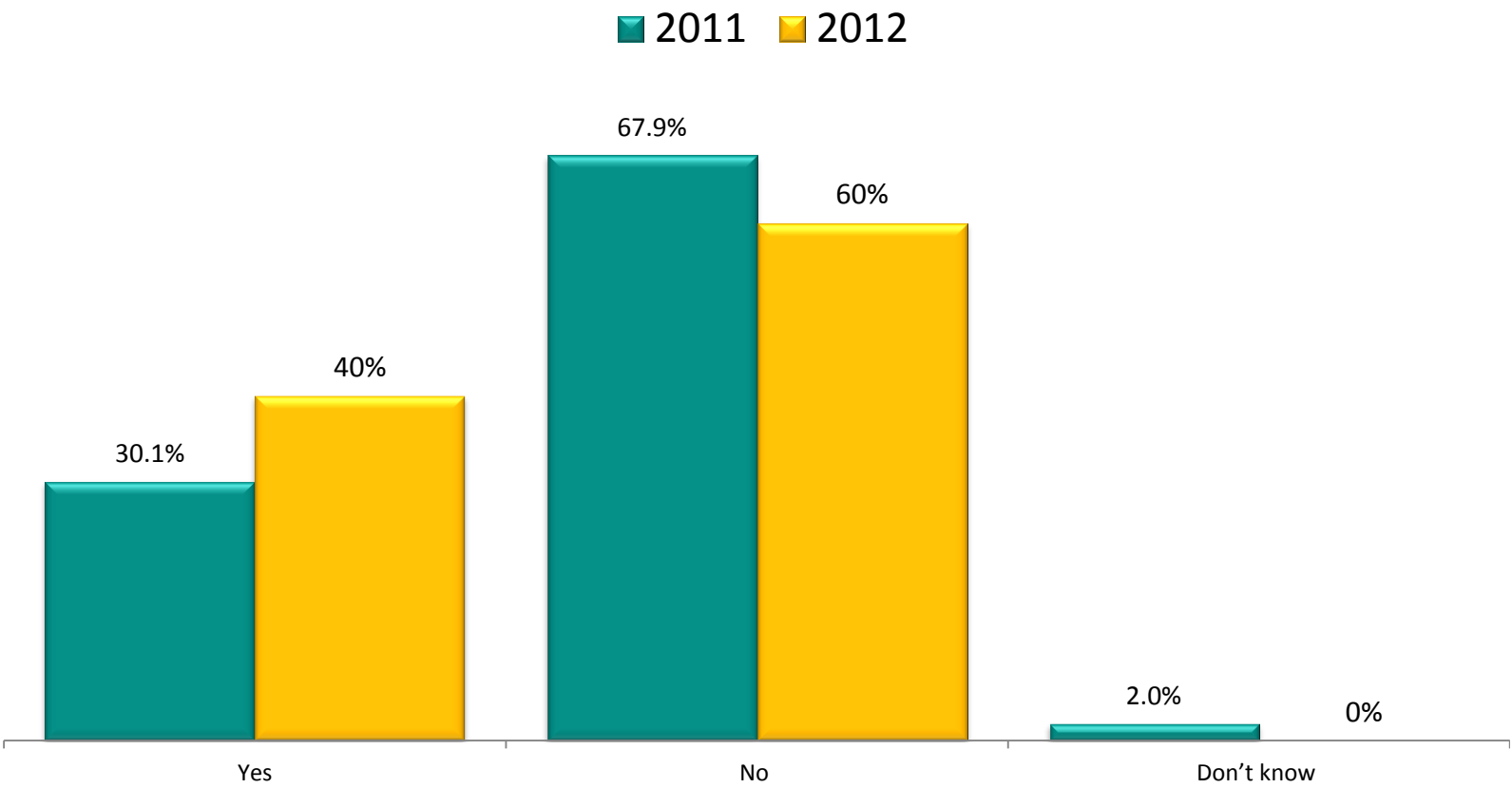
2011



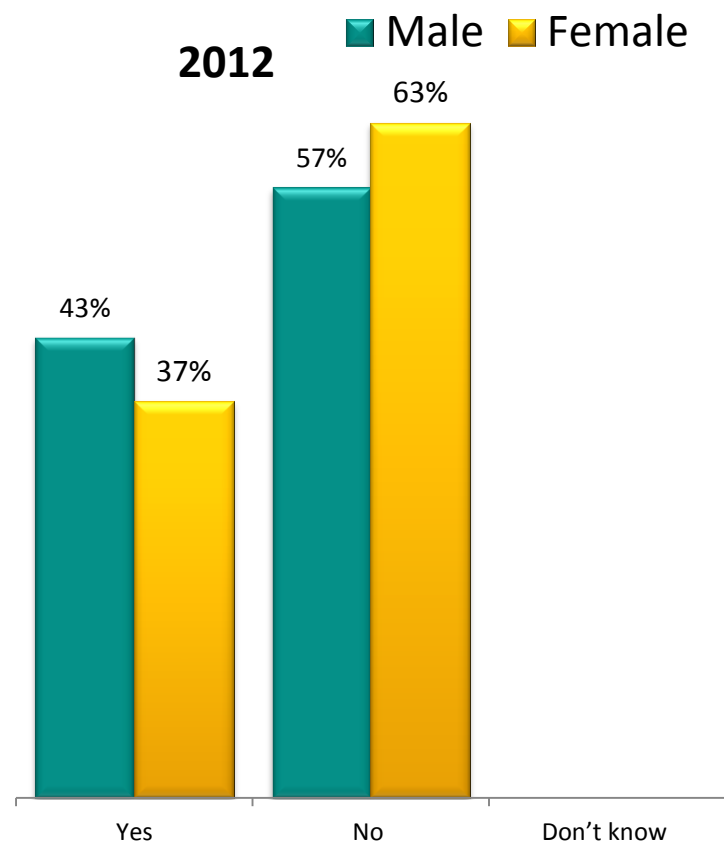
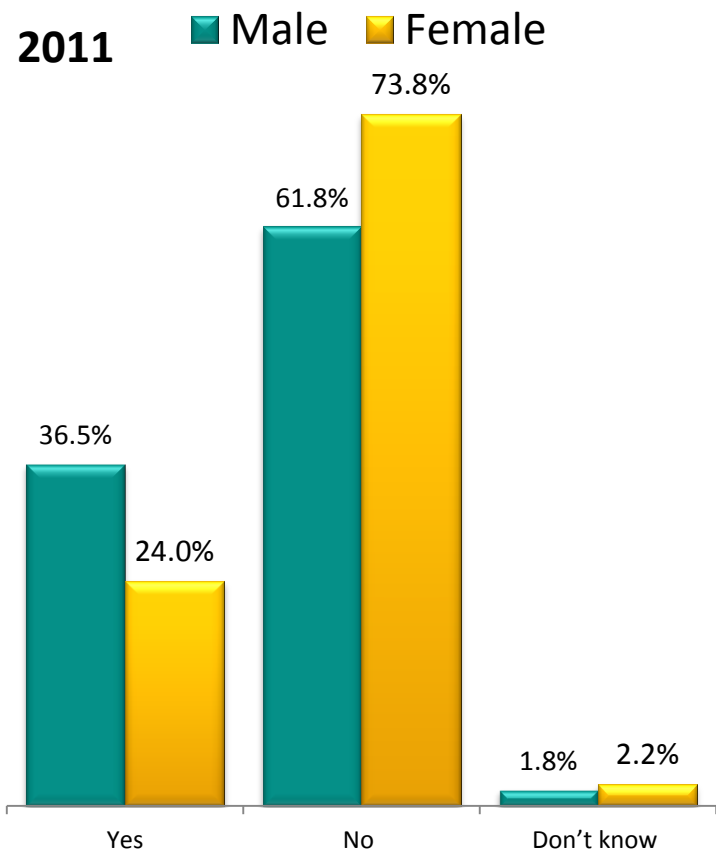
2012



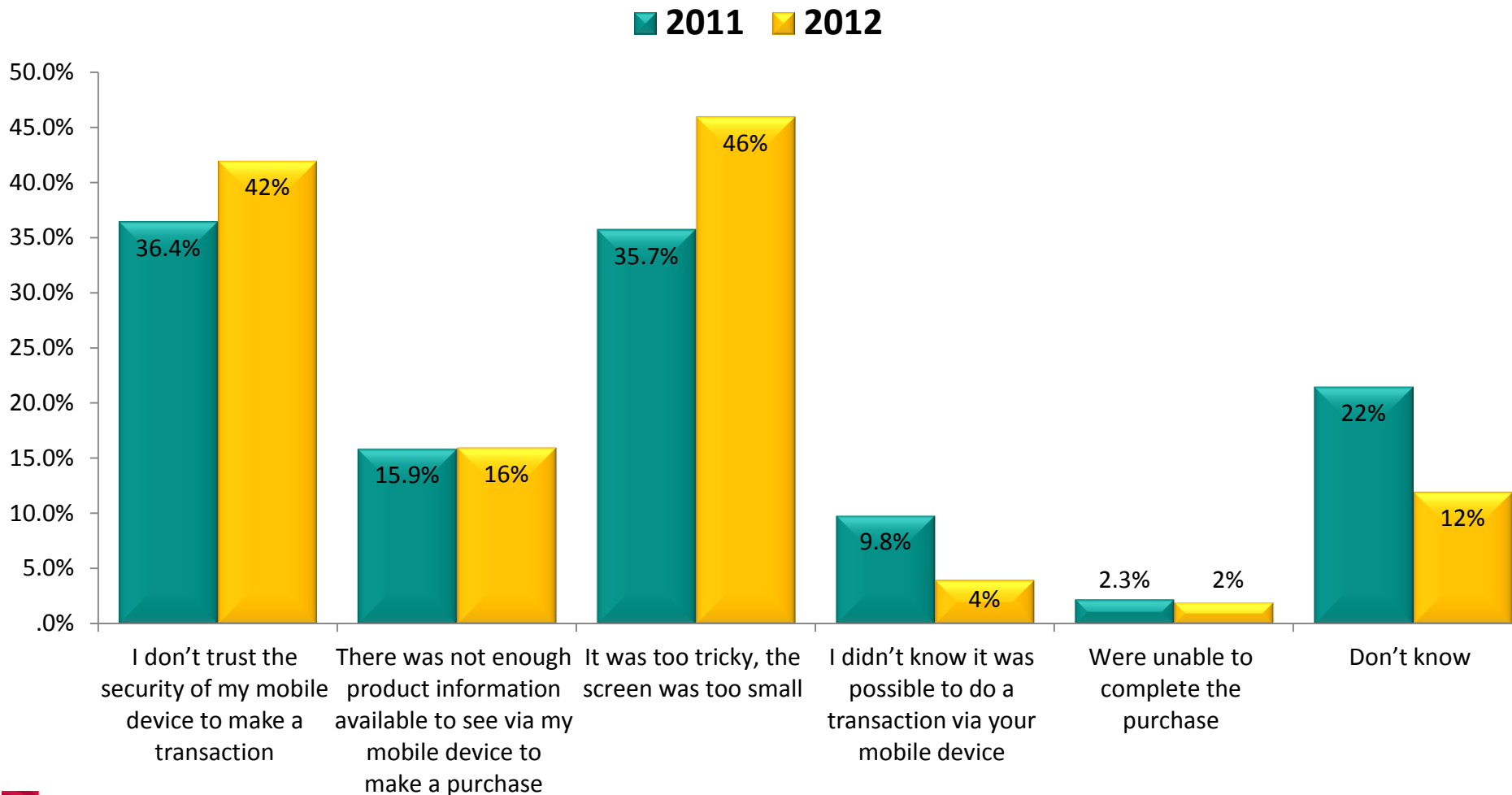
# Have you ever purchased a product using your mobile device e.g. tablet, mobile?



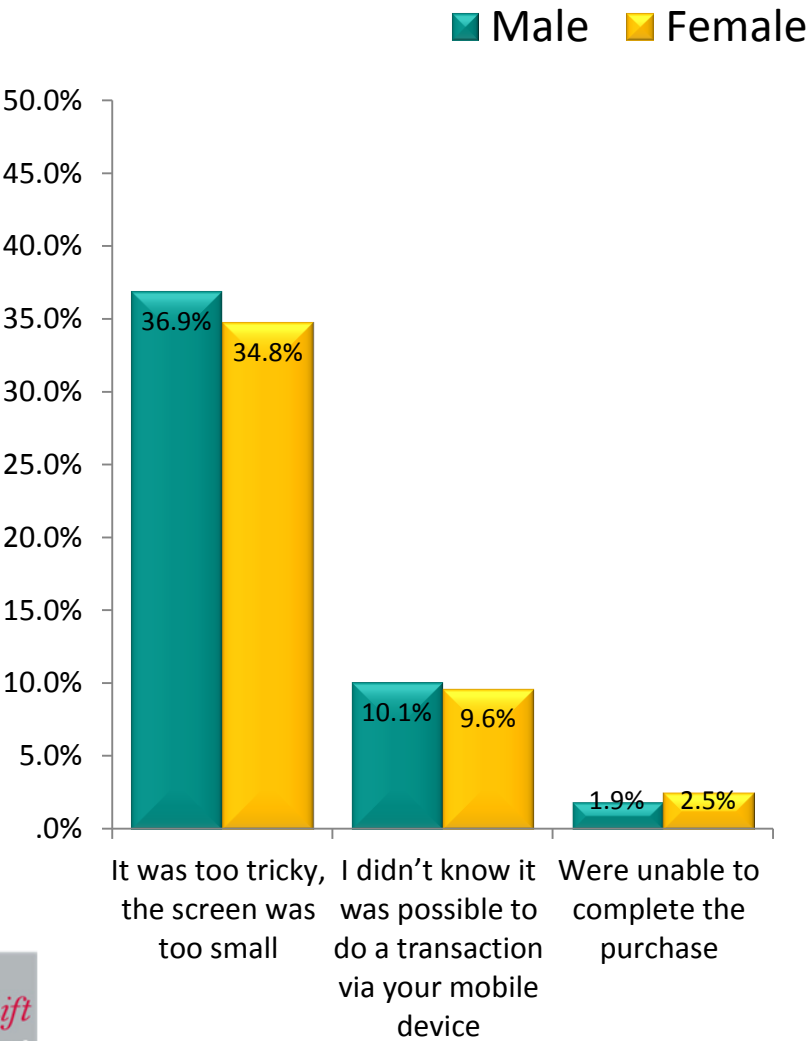
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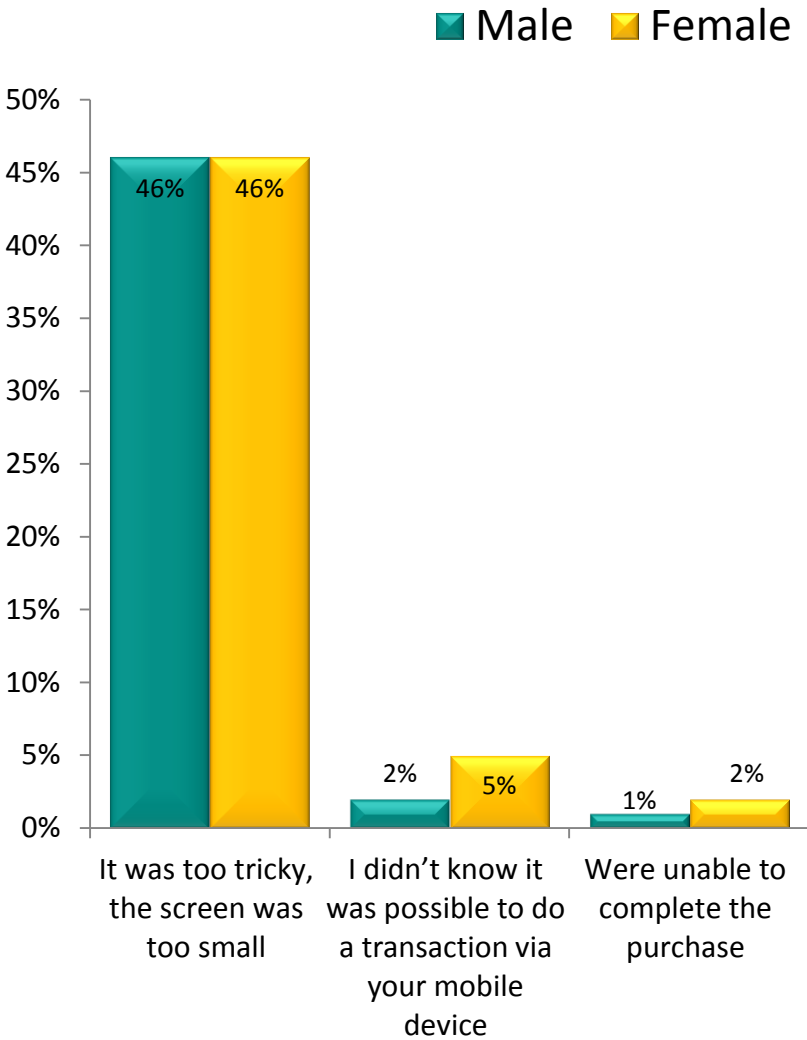
## If not, why not?



If not, why not?  
2011



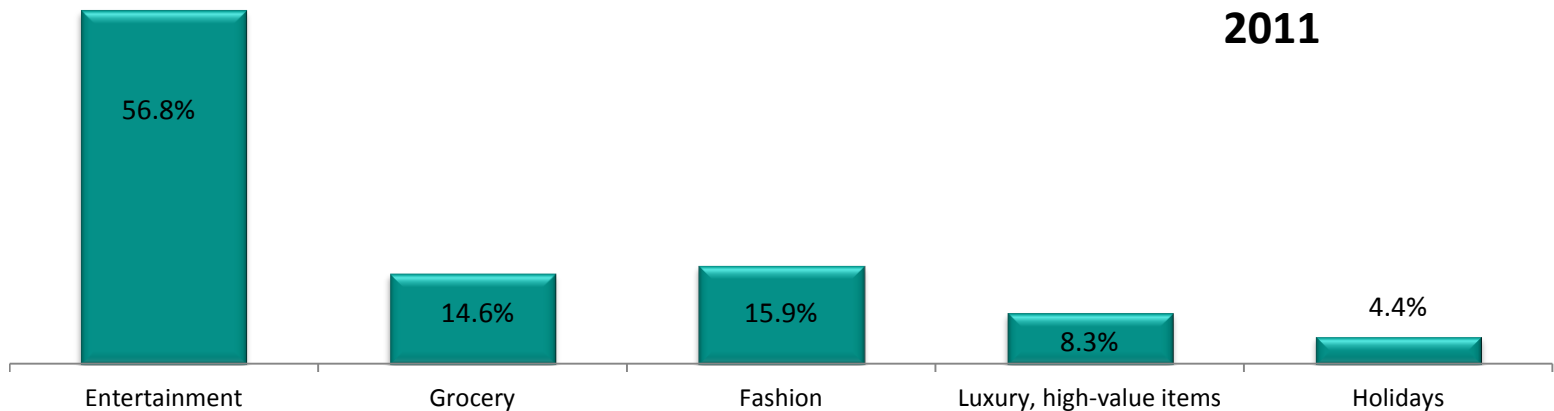
2012



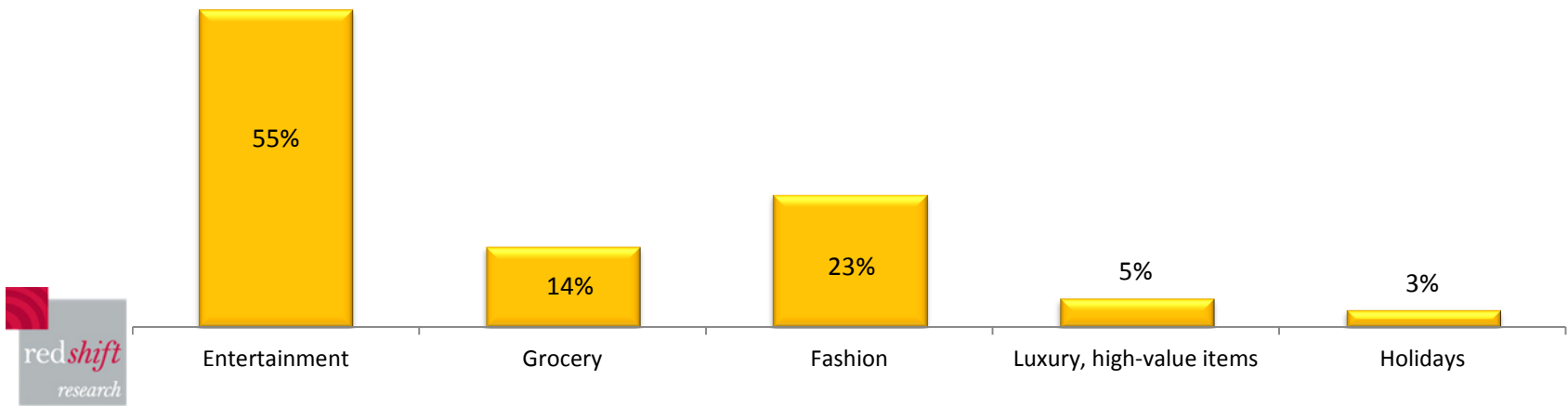


If yes, from which of the following have you purchased from the most ?

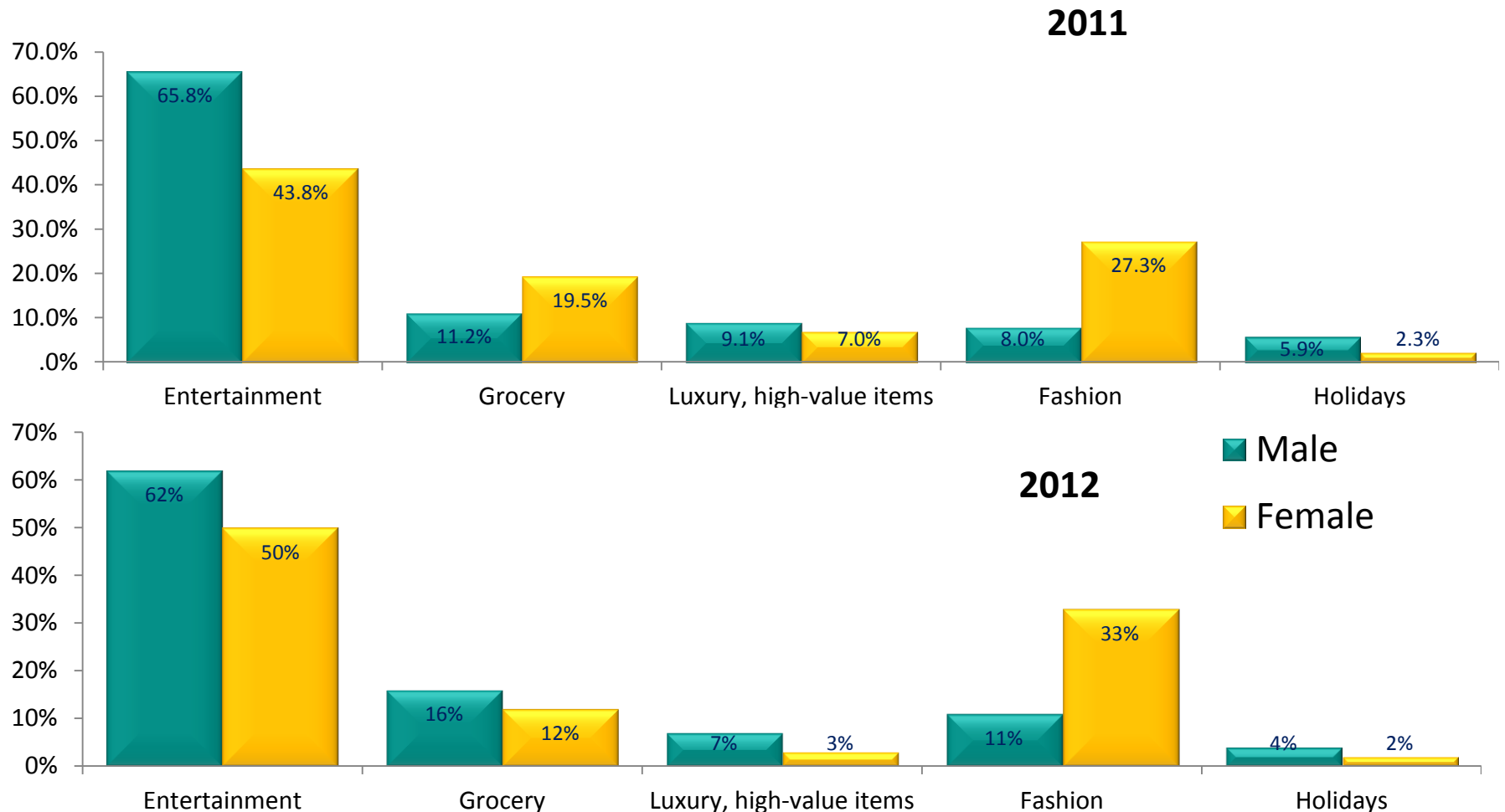
2011



2012



# If yes, from which of the following have you purchased from the most ?



# CONTACT INFO

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