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The Smart Shopper

Google/IPSOS OTX
U.S., December 2010



The Smart Shopper . . .



**Values online
information**



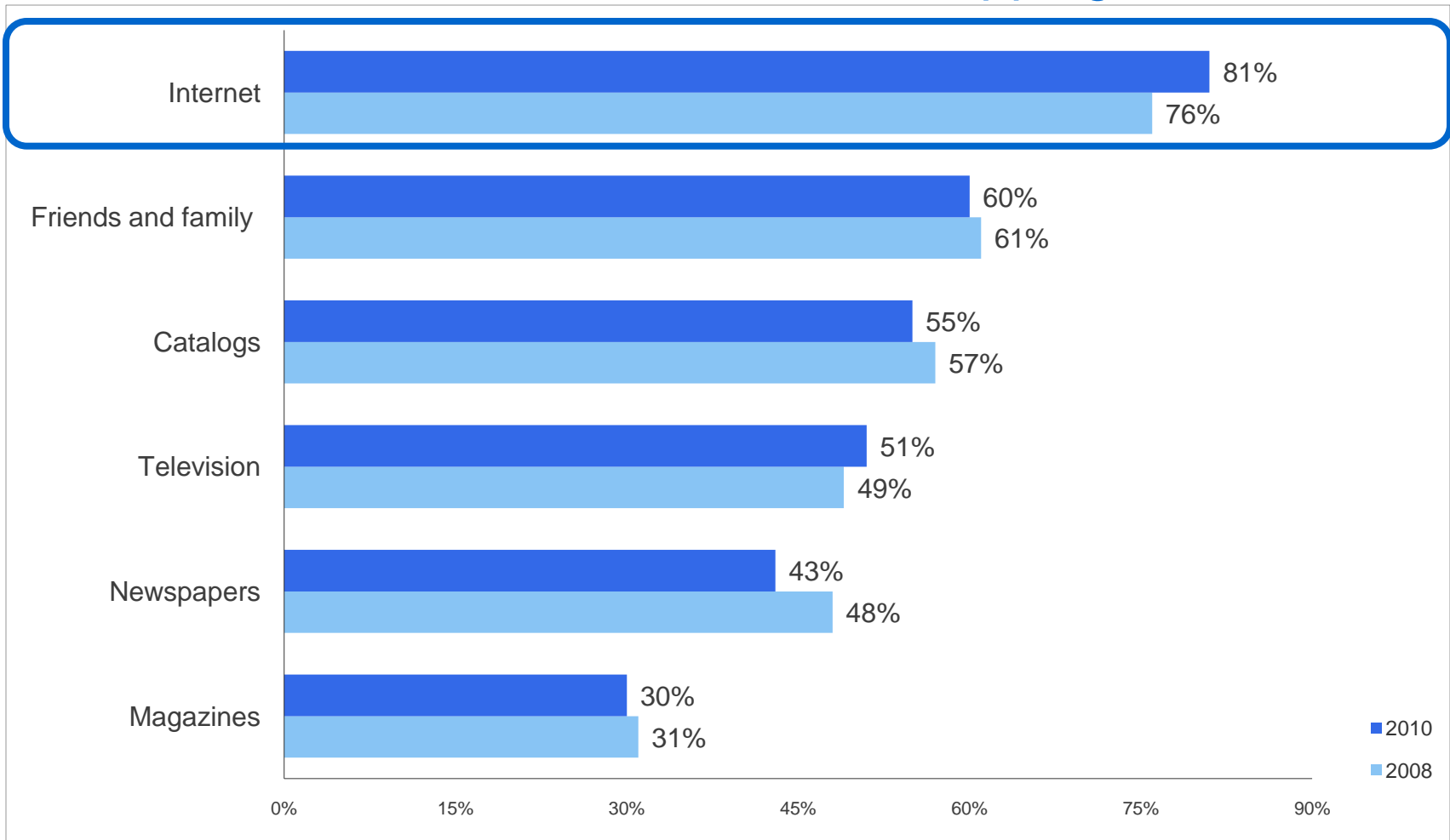
**Researches online,
then shops in-store**



**Uses a smartphone
while shopping**

Values Online Information

Most Useful Information Source For Shopping



Source: Google/Ipsos OTX Consumer Intentions Study, September 2010

Q: How useful do you think each following sources of information will be while you do your holiday shopping? (top 2 box)

Researches Online Then Shops In-store



51

research **online** and then buy in **store**



42%

research **online** and then buy **online**



32%

research **online**, visit **store**, then buy **online**



16%

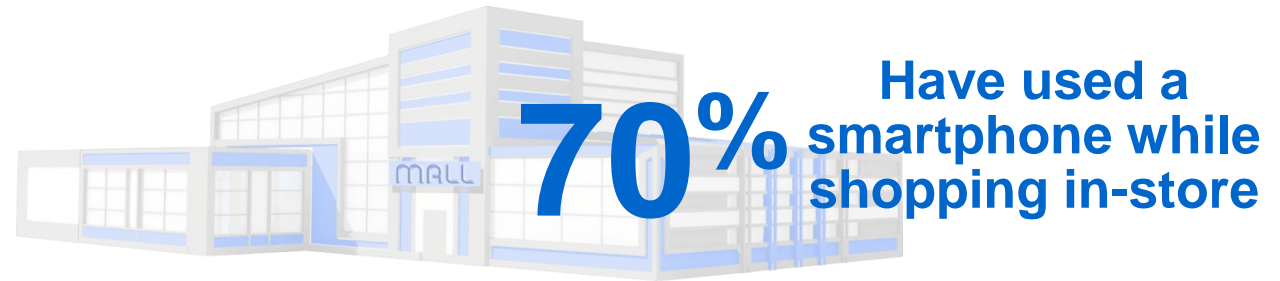
visit **store**, and then buy **online**

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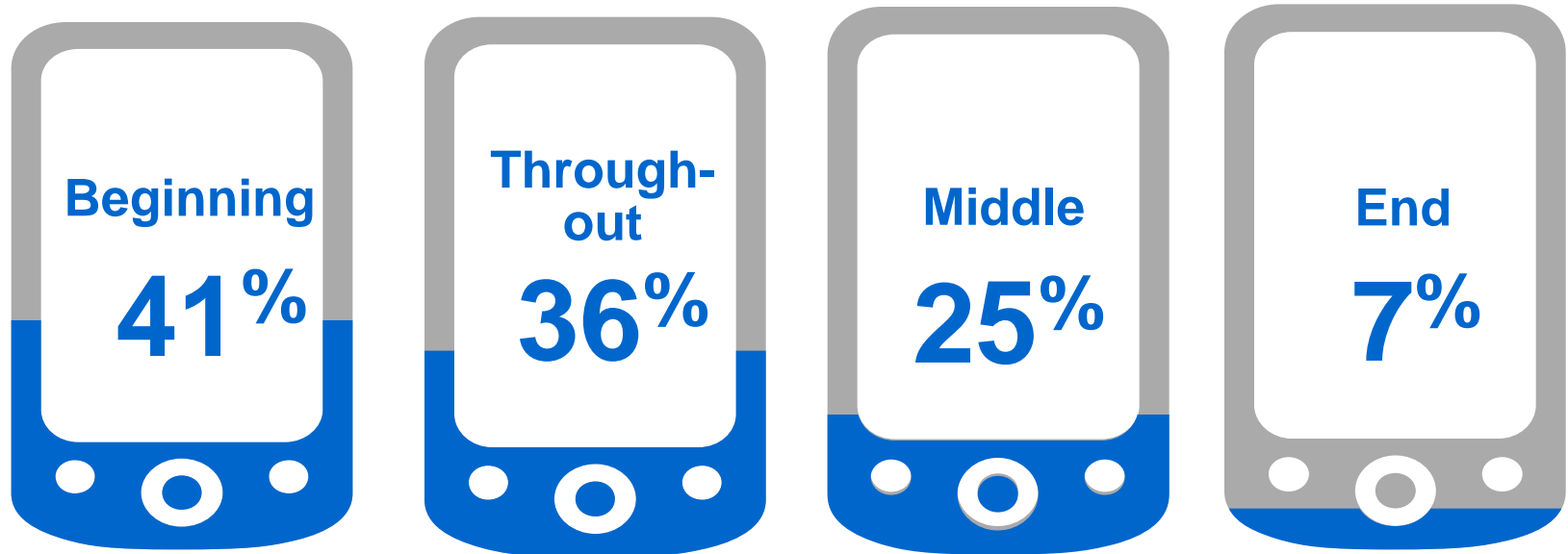
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Source: Google/Ipsos OTX Consumer Intentions Study, September 2010
Q: In which of the following ways do you think you'll approach your holiday shopping?

Uses a Smartphone While Shopping



At what point during the shopping process do consumers use their smartphones?



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