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## The Smart Shopper

Google/IPSOS OTX  
U.S., December 2010



# The Smart Shopper . . .



**Values online  
information**



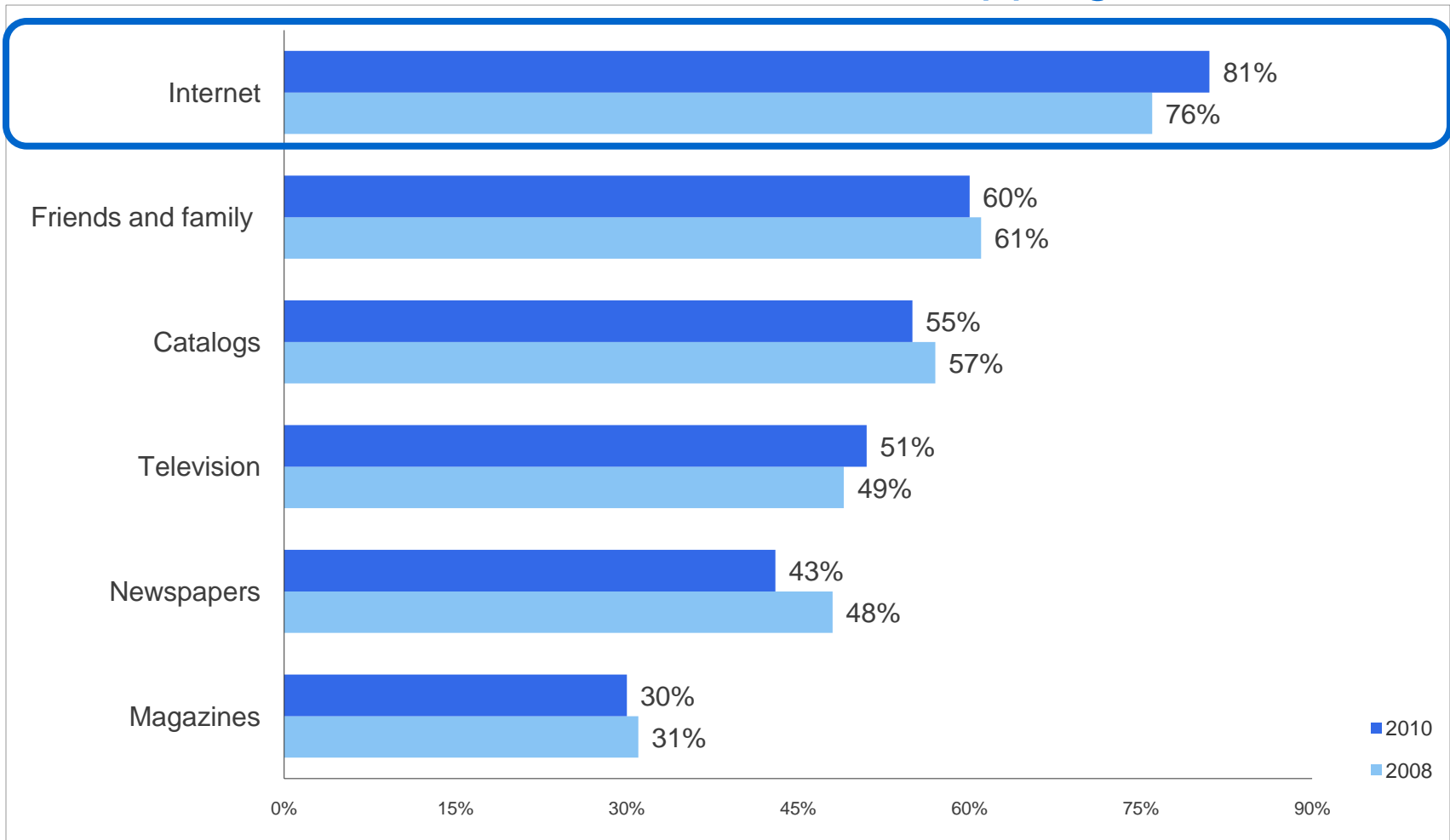
**Researches online,  
then shops in-store**



**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**

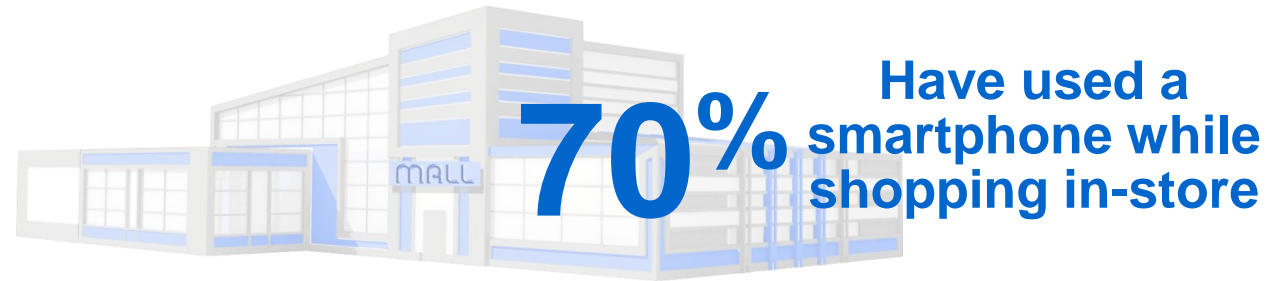
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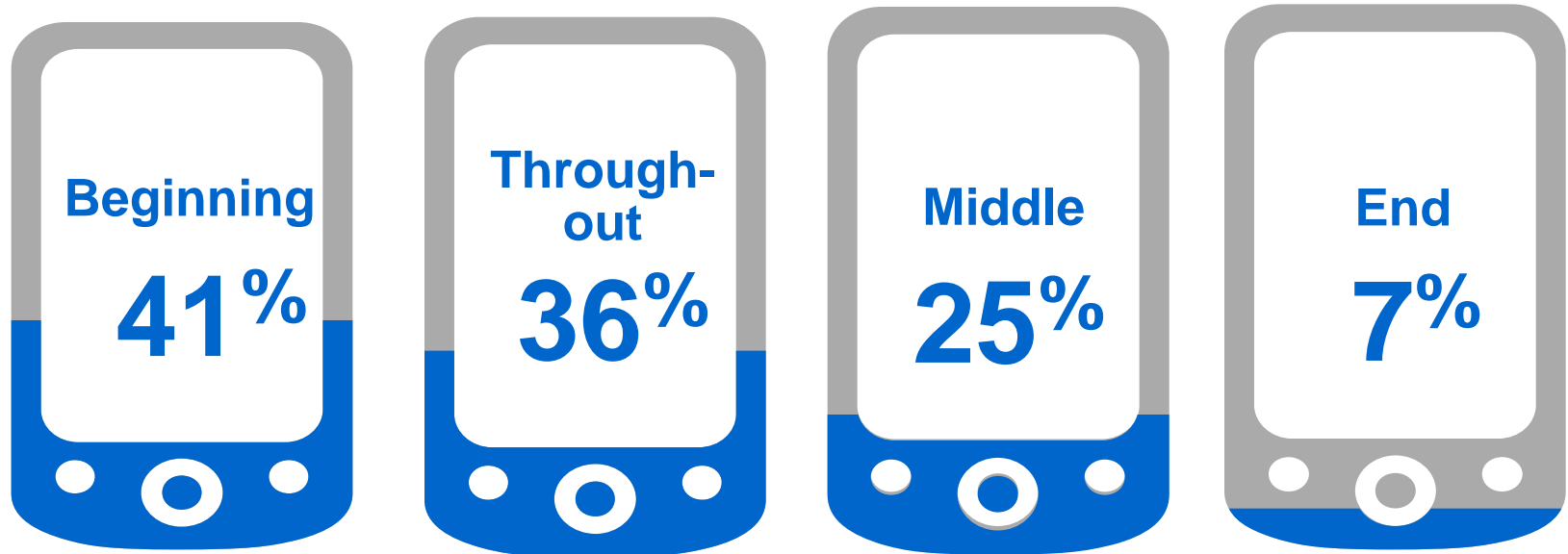
Source: Google/Ipsos OTX Consumer Intentions Study, September 2010  
Q: In which of the following ways do you think you'll approach your holiday shopping?

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# Uses a Smartphone While Shopping



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



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