

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)* *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**
(Most likely to buy in same retail store they shopped)

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	*