

**ChoiceStream, Inc.**  
 210 Broadway  
 Fourth Floor  
 Cambridge, MA 02139  
 617-498-7800  
[www.choicestream.com](http://www.choicestream.com)

## 2008 ChoiceStream Holiday Survey

### Survey Overview and Respondent Profile

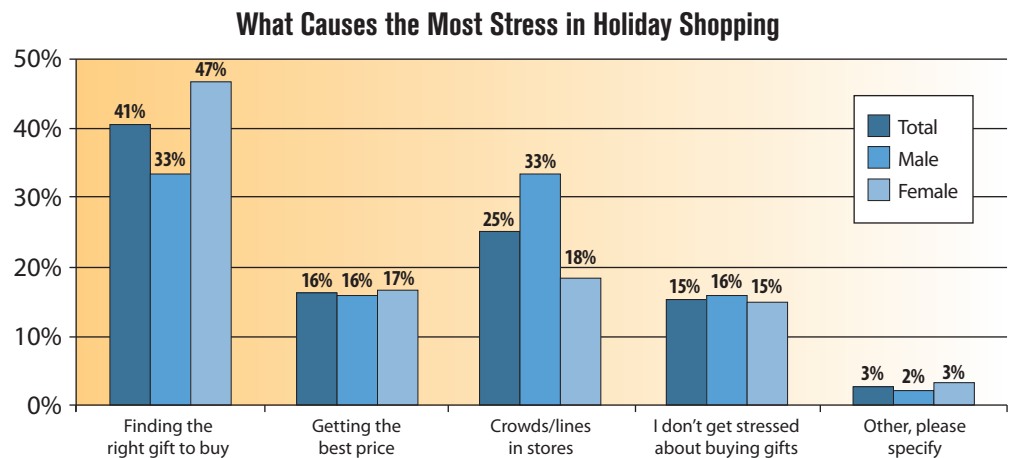
The survey was completed by 111 respondents who were invited to participate via email by Zoomerang, an online survey services provider. Respondents were:

- Adult Internet users
- U.S. residents
- Distributed across 4 age categories (18-24, 25-34, 35-49, 50+)

### Key Findings

#### Despite Economic Conditions, Shoppers Indicate More Concern about Gift Relevance and Shopping Convenience than Price When Buying Gifts

When determining what causes the most stress when buying gifts, **41% of respondents indicated that *finding the right gift to buy*** is the biggest cause of stress. Given the state of the economy, surprisingly few respondents, just **16%, answered that *getting the best price*** causes the greatest stress. It is also interesting to note that women are significantly more stressed than men by finding the right gift to buy.



The survey also found that 75 percent of respondents will do at least some of their holiday shopping online and that the top reason consumers will go online is convenience, not price. 61 percent of respondents indicated they shop online because it's more convenient for them; only 25 percent indicated that finding the best price is a top reason for shopping online.

The takeaway for retailers—especially those that rely on pricing discounts as their primary form of promotion—should be to not ignore the impact that good-quality shopping assistance can have on shoppers.

### **Shoppers Use Recommendations in Making Purchase Decisions**

When shopping online, consumers increasingly rely on product recommendations to help them make purchase decisions. The survey found that **71% of respondents rely on recommendations, or take them into consideration, when selecting something to buy.**

With over two-thirds of shoppers looking for guidance when making purchase decisions, e-retailers should consider providing it. This guidance can come in the form of product recommendations, which take into account the interests and intent of each shopper, as well as other shopping tools.

### **Shoppers Are Staying Online...**

**Overall, 75% of survey respondents indicate that they will do at least some of their holiday shopping online this (2008) holiday season.**

Only 14% say they will not do any of their holiday shopping online this season, representing a 36% decrease from last year.

Also, 54% of shoppers spend more time searching for something to buy online than in-stores or catalogs.

### **...and Sticking to a Few, Key eRetailers**

**70% of respondents indicated that they purchased from 4 or fewer online retail sites during holiday shopping last year. And, only 23% indicated they will use more online retail sites this holiday period.** This is in spite of analyst predictions that shoppers will be comparing prices and features on more sites this year than last.

**Additionally, 79% of respondents said that on average, they spent less than an hour on each site last holiday season.** It appears that shoppers value the convenience of online shopping and do not “window shop” on their chosen online retail sites for long periods of time. In order to increase conversions and add-ons during these annual visits, retailers must engage shoppers with relevant products and discount information upfront.