



**THE
GETPRICE
SHOPPING
REPORT:**

FEBRUARY 2011

**HOW AUSTRALIAN CONSUMERS ARE
RESEARCHING & BUYING ONLINE**

GETPRICE ™

CONTENTS

EXECUTIVE SUMMARY	PAGE 3
PROFILE OF ONLINE CONSUMERS	PAGE 4
MOBILE INTERNET BEHAVIOUR	PAGE 6
SHOPPING BEHAVIOUR: ONLINE & OFFLINE	PAGE 10
ONLINE PAYMENTS & TRANSACTIONS	PAGE 16

2010 WAS A GREAT YEAR for Australian online retail



EXECUTIVE SUMMARY

When the global financial crisis (GFC) peaked in 2009, many Australians went online for shopping savings.

The good news for online retailers is that even after the market recovery, those that realised the benefits of online shopping have continued to research and purchase items this way.

TRAFFIC BOOM

1.7 MILLION UNIQUE VISITORS PER MONTH

At Getprice, we saw our site traffic boom during the GFC with the site now attracting more than 1.7 million unique visitors a month (Nielsen NetRatings, Dec 2010), making us the #1 comparison shopping site in Australia and the 3rd most visited online retail destination.

So who are these people? And what is it about online shopping that keeps them coming back for more?

This report investigates the purchase habits of this audience following an extensive survey of nearly 3000 online consumers recruited from Getprice.com.au

It explores:

- Technology consumption habits of comparison shoppers
- Motivations for online shopping
- How online fits into the buying cycle
- How consumers make choices online
- Which products people buy online and how they prefer to transact

At Getprice, we are seeing retailers realise the benefits of using the online channel to reach consumers. Late last year, we signed our 1000th retailer – an achievement unmatched in Australia.

Still, while large multi-channel retailers like Rebel Sport, David Jones, Big W and Dan Murphy's have launched e-Commerce operations this year, in Australia, the industry is still in its infancy.

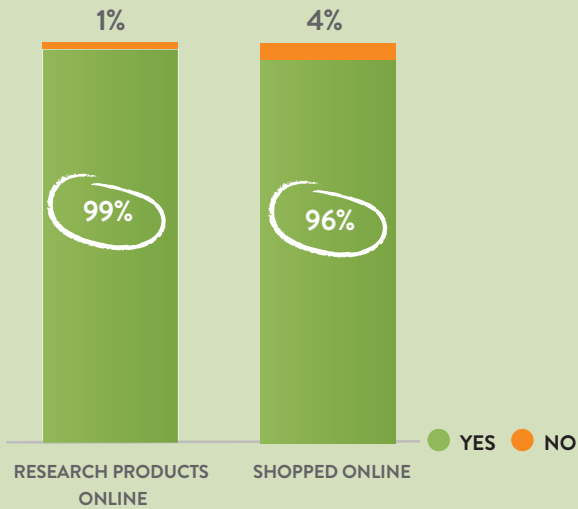
Looking at the appetite for online shopping reflected in this report, we're confident online retail will only go from strength to strength in the year ahead. 2011 promises to be a year of immense change and growth and Getprice is excited to be leading the way!

Regards,

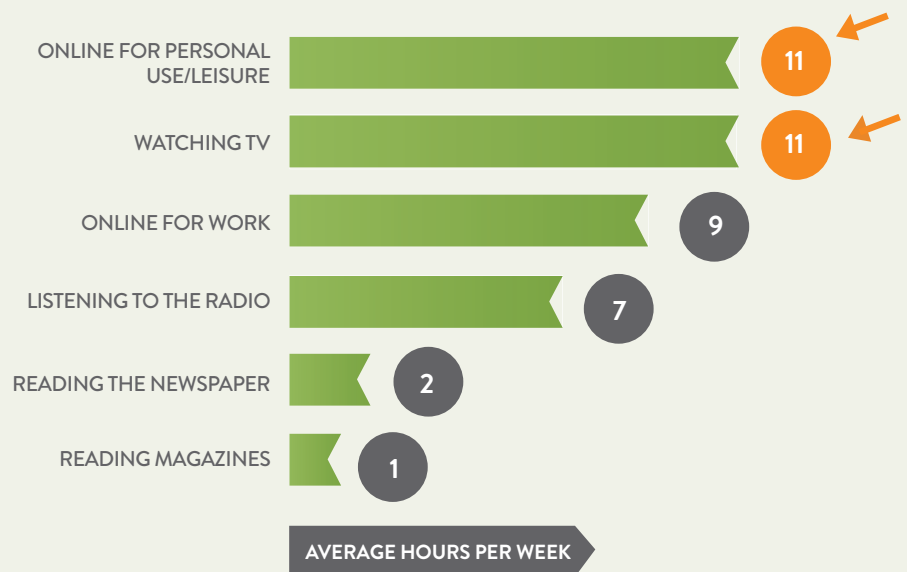
Chris Hitchen
Chief Executive Officer
Getprice

PROFILE OF ONLINE CONSUMERS

ONLINE CONSUMERS USE THE CHANNEL TO RESEARCH EXTENSIVELY AND PURCHASE



HOW MANY HOURS PER WEEK DO YOU SPEND:



1 Online consumers are 64% female.



2 Online consumers are well represented in cities, as well as rural/regional centres.

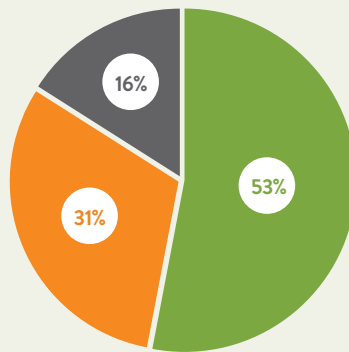
3 Shopping attracts all ages of online consumers with 53% of our audience over 40 years of age and 47% under 40.

4 59% of online consumers are married and 16% are members of non-married couples.

AGE

20 & BELOW	3%
21-30	18%
31-40	26%
41-50	23%
51-60	21%
61 & ABOVE	9%

AREA



- CAPITAL CITIES
- REGIONAL CENTRES
- RURAL AREAS

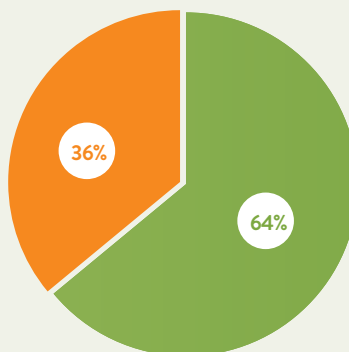
HOUSEHOLD INCOME

\$50,000 OR LESS	25%
\$50,000 TO \$100,000	41%
\$100,000 TO \$150,000	23%
\$150,000 TO \$250,000	9%
\$250,000 +	2%

MARITAL STATUS

MARRIED	59%
DIVORCED	7%
WIDOWED	2%
SEPARATED	3%
NEVER MARRIED	12%
IN AN UNMARRIED COUPLE	16%
OTHER	1%

GENDER



- FEMALE
- MALE

EMPLOYMENT

EMPLOYED FOR WAGES	57%
SELF-EMPLOYED	13%
OUT OF WORK & LOOKING	2%
OUT OF WORK NOT LOOKING	1%
HOMEMAKER	10%
STUDENT	5%
RETIRED	8%
UNABLE TO WORK	2%
OTHER	2%

MORE THAN 70% OF ONLINE CONSUMERS ARE IN THE WORKFORCE

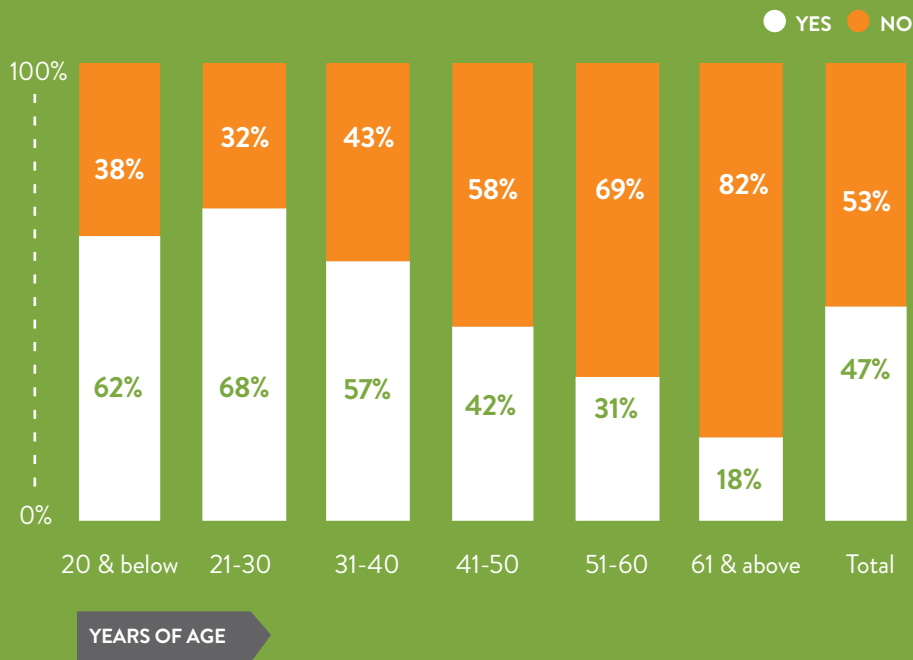
MOBILE INTERNET BEHAVIOUR

- 1 Just under half of online consumers - 47% - access the Internet on their mobile device (mobile phone, iPad etc.) with most accessing it a few times a day.
- 2 Unsurprisingly, mobile Internet consumption is more common with those aged 40 and under.
- 3 Of those who use their mobile, most do so to stay connected to their social media profiles. Online shopping was the 3rd most popular mobile Internet activity.
- 4 Online consumers still keep social media personal. Just under a quarter follow brands on Facebook or Twitter.

A SOLID PROPORTION OF ONLINE CONSUMERS ARE TECH-SAVVY USERS IMMERSSED IN THE LATEST TECHNOLOGICAL TRENDS AND ADVANCEMENTS



DO YOU USE A MOBILE DEVICE (E.G. MOBILE PHONE, IPAD, ETC.) TO ACCESS INTERNET?

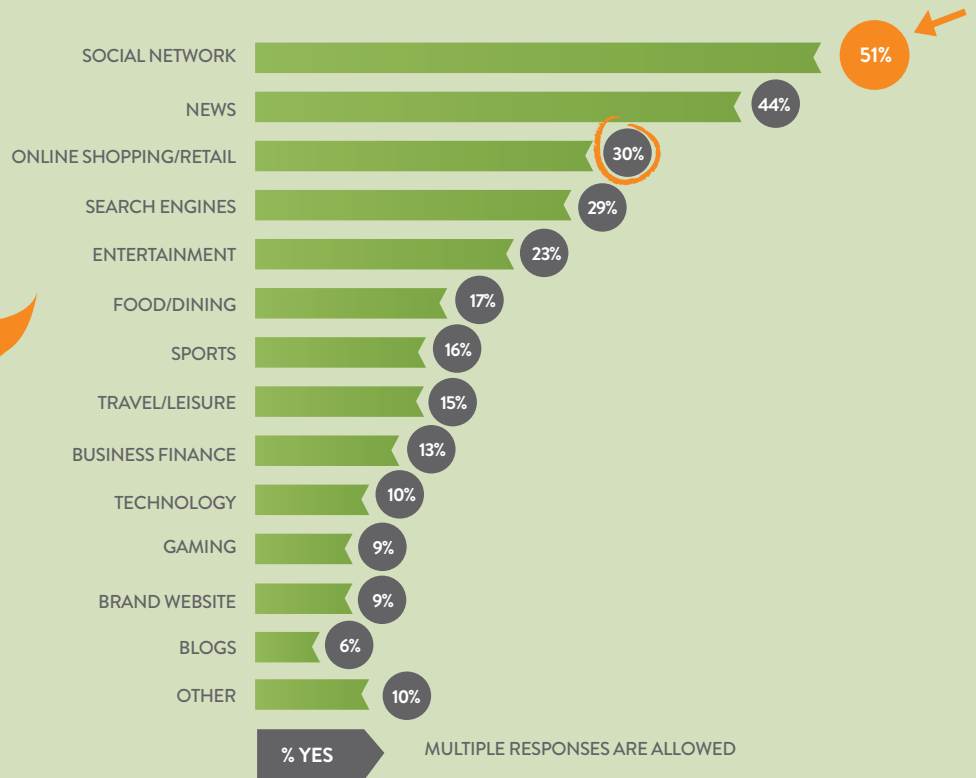




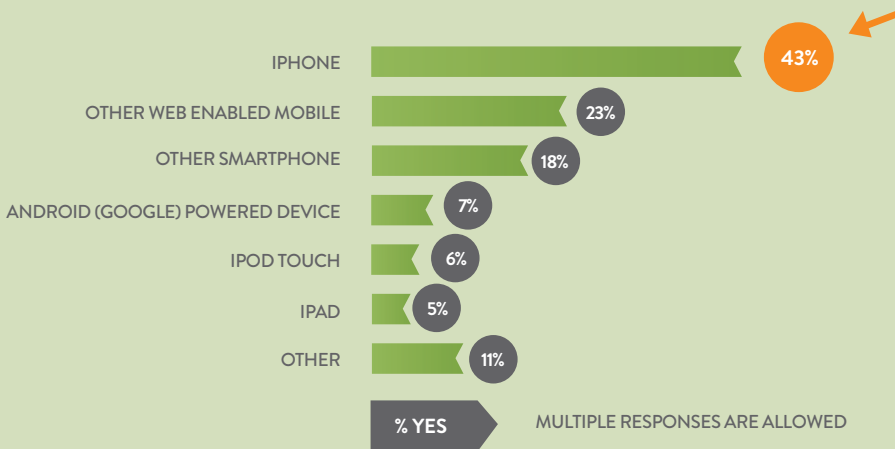
MOBILE INTERNET BEHAVIOUR

WHAT TYPE OF WEBSITES DO YOU GENERALLY VISIT ON YOUR MOBILE DEVICE?

ONLINE SHOPPING SITES ARE MORE POPULAR THAN SEARCH ENGINES WITH MOBILE INTERNET USERS

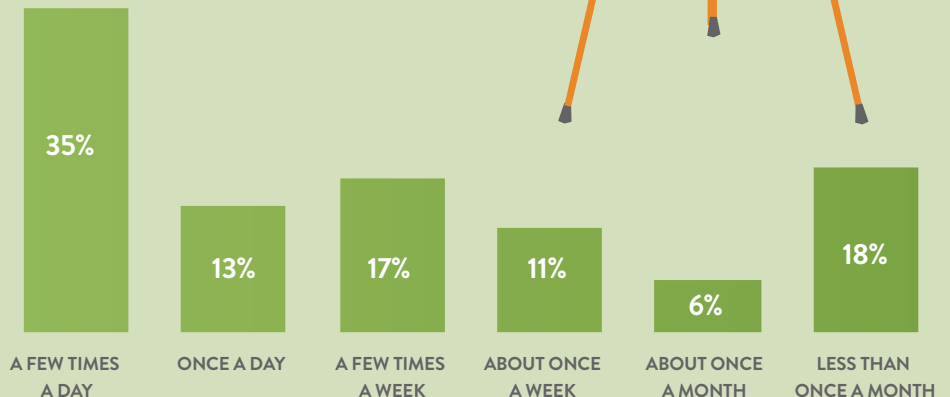


WHAT MOBILE DEVICE DO YOU USE TO ACCESS THE INTERNET?



IPHONE LEADS THE PACK BY A LARGE MARGIN

HOW OFTEN DO YOU USE YOUR MOBILE DEVICE TO ACCESS THE INTERNET?

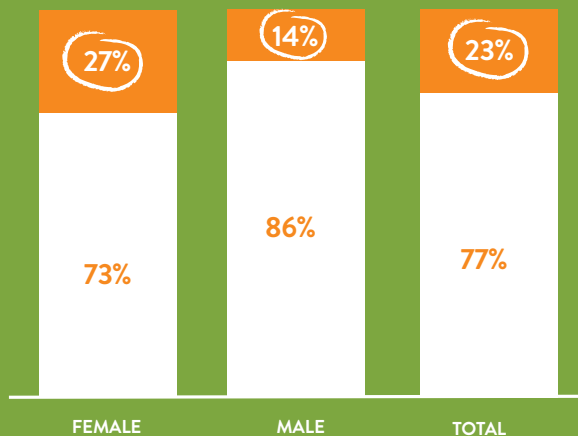




DO YOU LIKE/FOLLOW ANY STORES OR BRANDS ON FACEBOOK OR TWITTER?



● YES ● NO



SHOPPING BEHAVIOUR: ONLINE & OFFLINE

1 IN 6 RESEARCH OR SHOP ONLINE AT LEAST ONCE A DAY

1 Online consumers are active in their quest to find great offers online. One in six research or shop for products online at least once a day. They do so mainly for value and convenience.

2 While price is an important factor, customer service levels and product reputation are the ultimate drivers in a consumer's purchase.

3 The categories shoppers are more likely to purchase online than offline are: Books & DVDs, Adult, Kids & Toys, Gifts & Wine and Travel & Accessories.



RETAILER WEBSITES AND COMPARISON SHOPPING WEBSITES ARE THE MOST USED

4 The categories they are more likely to purchase offline than online are: Cars, Auto Accessories, Clothing & Fashion, Home & Garden and Office Furniture & Supplies.

5 There are a number of barriers to consumers purchasing products and services online. Overwhelming, the main reason is because people prefer to touch, feel and see a product prior to purchasing it so they have the confidence it's exactly what they're looking for.

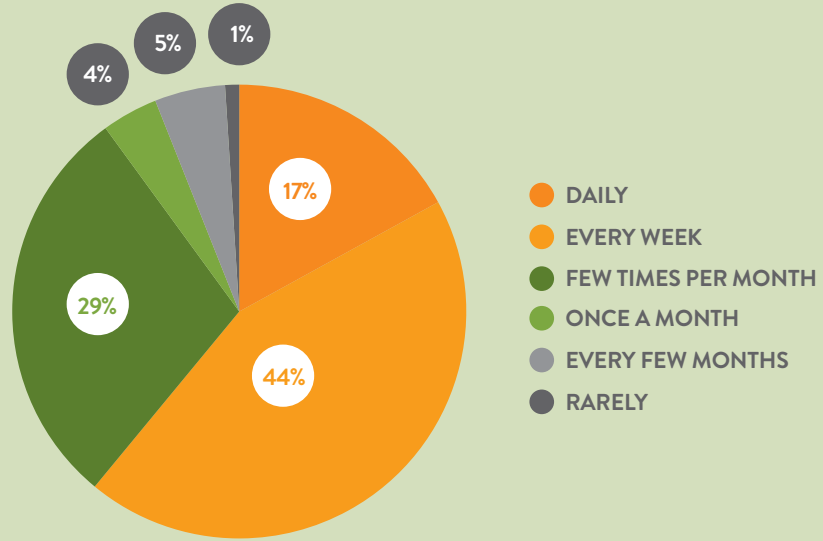
6 The next most common reason cited for not purchasing online was the need to get the item immediately, meeting the need for instant gratification and bypassing the additional costs for shipping or postage.

7 Proving that shoppers continue to value the convenience of easily comparing multiple products and offers, comparison shopping sites were cited as the single most useful resource for shoppers, very closely followed by search engines.

8 Online consumers generally come to Getprice when they've decided on a product, or brand, and want to know who sells it and for how much. This reinforces our mission to be the best place to 'compare before you buy.'

9 Competitive pricing is still the number one incentive for shoppers to visit a retailer's website but other key factors include retailer ratings and reviews and familiarity with the brand name.

HOW OFTEN DO YOU RESEARCH PRODUCTS OR SHOP ONLINE?



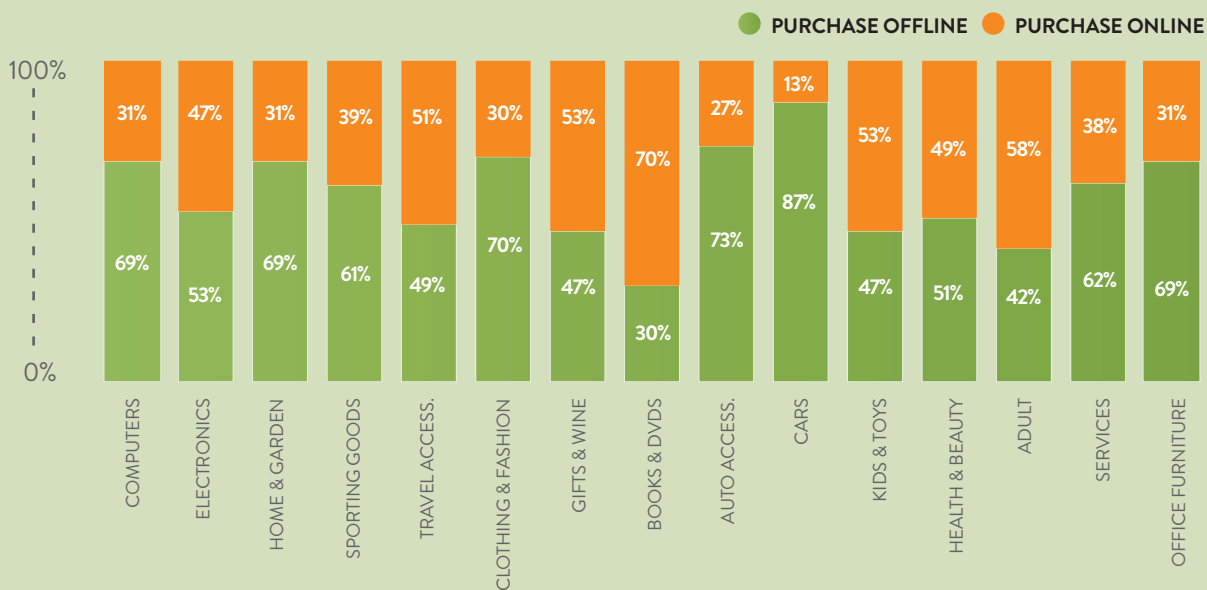
WHAT ARE YOUR REASONS FOR RESEARCHING PRODUCTS OR SHOPPING ONLINE?



WHEN RESEARCHING PRODUCTS OR SHOPPING ONLINE HOW IMPORTANT IS THE FOLLOWING INFORMATION IN HELPING YOU DECIDE WHICH PRODUCT TO BUY AND WHERE TO BUY IT FROM?

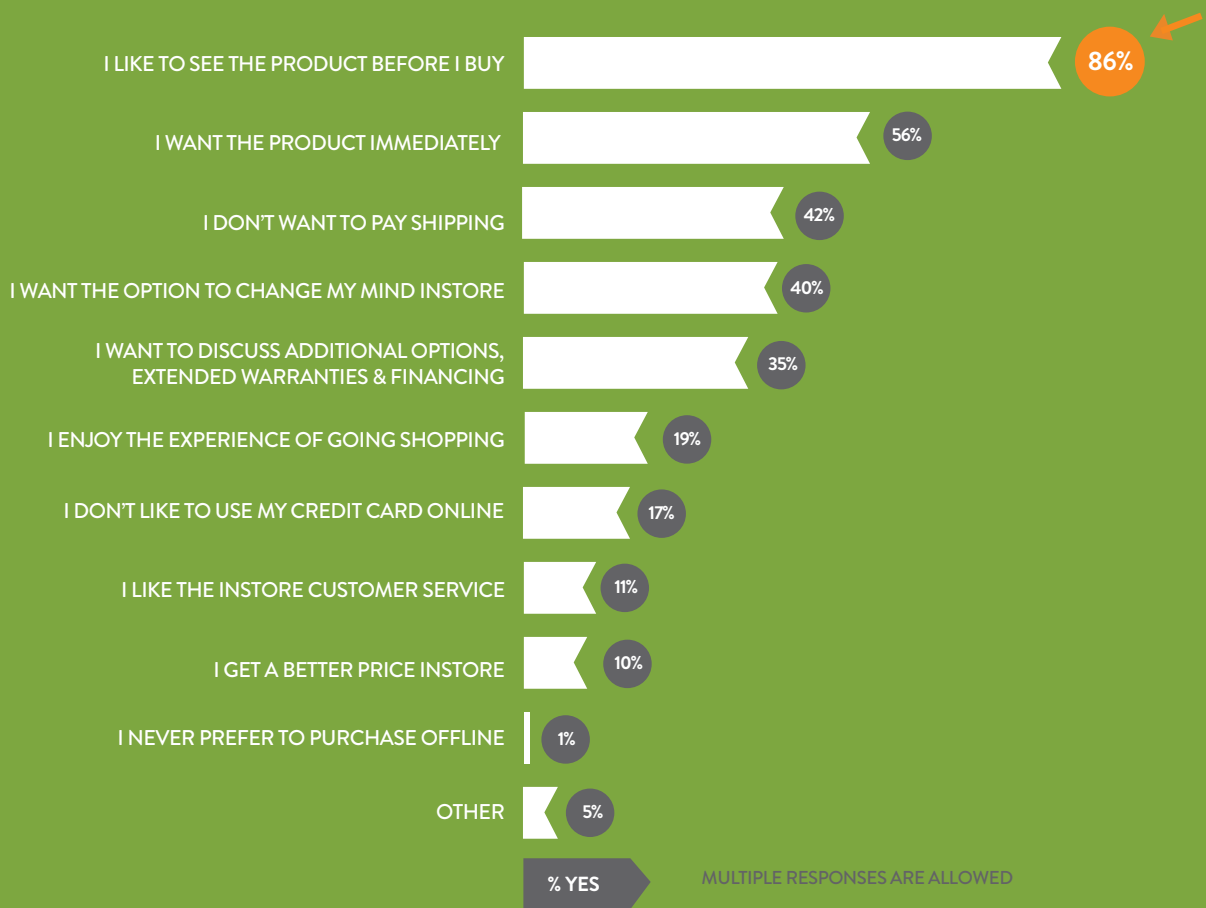


FOR THE FOLLOWING TYPES OF PRODUCTS, WHICH DO YOU PREFER TO PURCHASE OFFLINE AND WHICH DO YOU PREFER TO PURCHASE ONLINE?

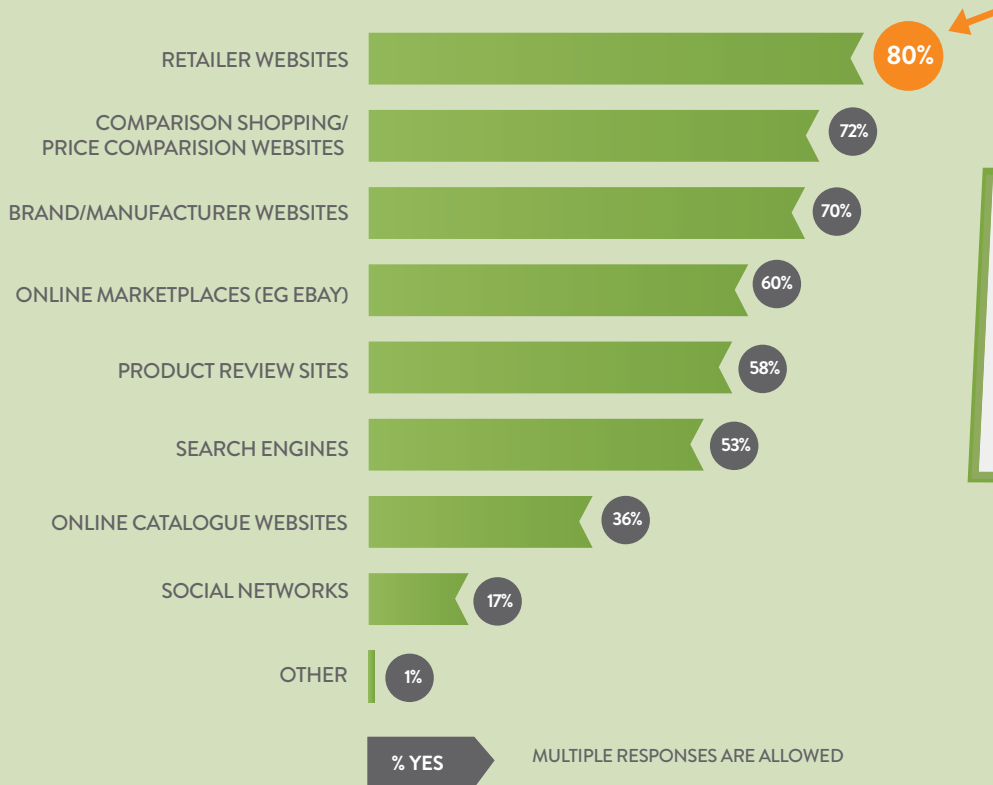




THINKING ABOUT THE TIMES YOU PREFER TO PURCHASE OFFLINE, WHAT ARE YOUR REASONS?



WHAT TYPES OF SITES DO YOU USE TO RESEARCH OR SHOP ONLINE?



WHEN RESEARCHING PRODUCTS OR SHOPPING ONLINE, WHICH OF THE FOLLOWING SITES DO YOU FIND USEFUL?

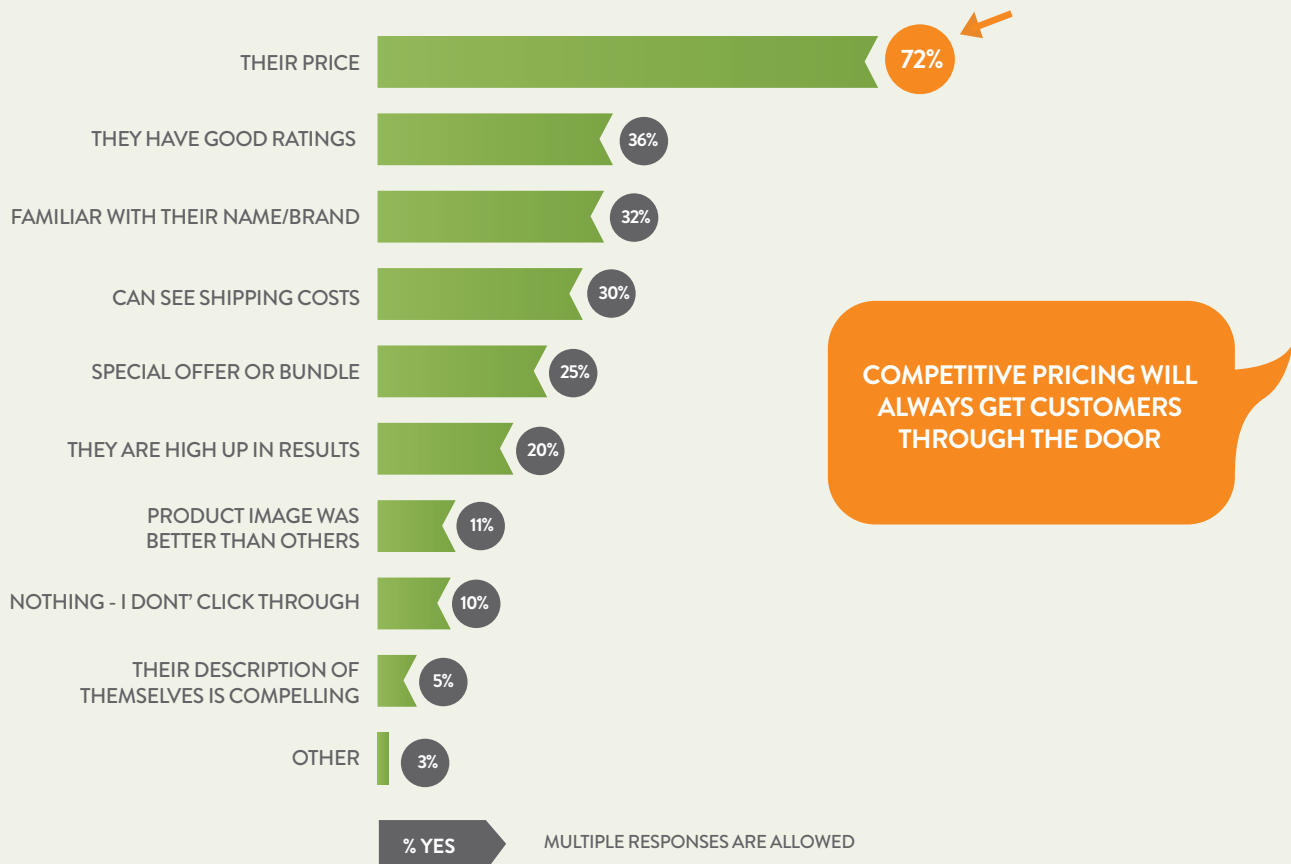
COMPARISON SHOPPING SITES ARE THE MOST USEFUL FOR SHOPPING AND RESEARCHING ONLINE



AT WHAT POINT IN YOUR SHOPPING DO YOU COME TO GETPRICE?



WHAT PERSUADES YOU TO CLICK THROUGH TO A STORE'S WEBSITE LISTED ON GETPRICE?

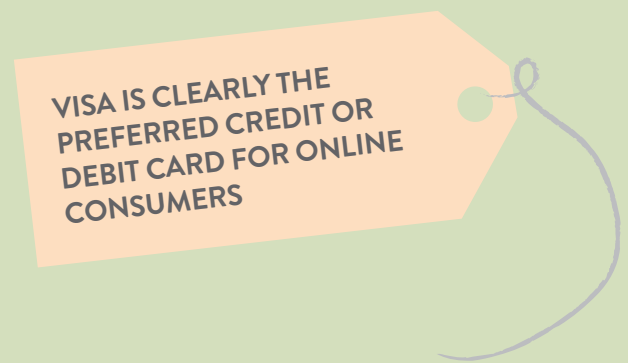
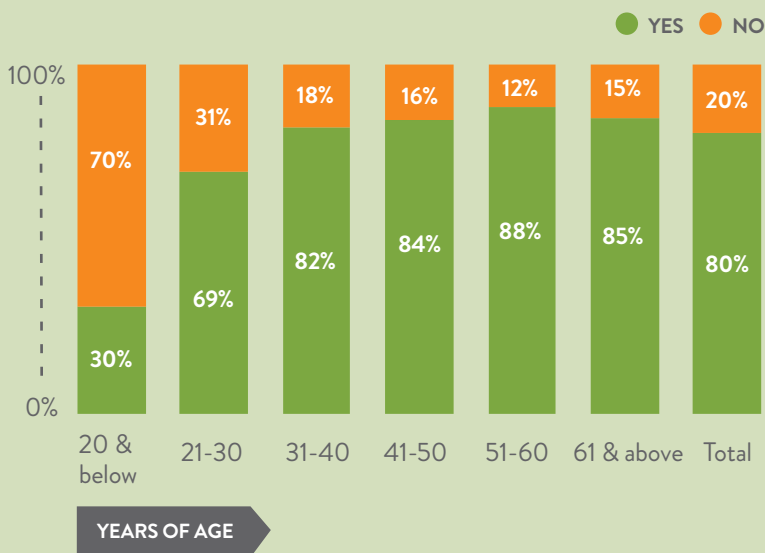


ONLINE PAYMENTS & TRANSACTIONS

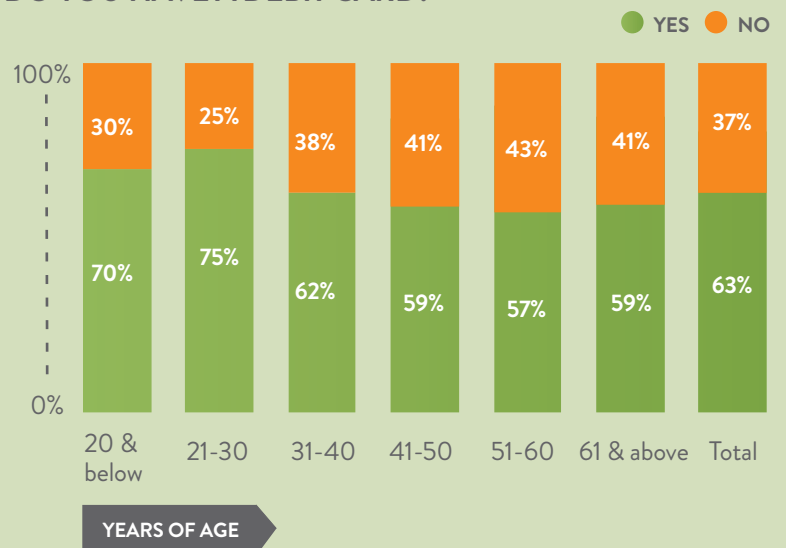
- 1 Online consumers are more likely to own credit cards than debit cards. Four in five hold a credit card while only three in five carry a debit card.
- 2 Most credit card owners are above the age of 31 years and earn more than \$75,000.
- 3 Conversely, most debit card holders are below the age of 31 years old.
- 4 Despite the large number of credit and debit card holders, among online consumers, when it comes to transacting online, most shoppers still prefer to pay for their online purchases with PayPal.



DO YOU HAVE A CREDIT CARD?

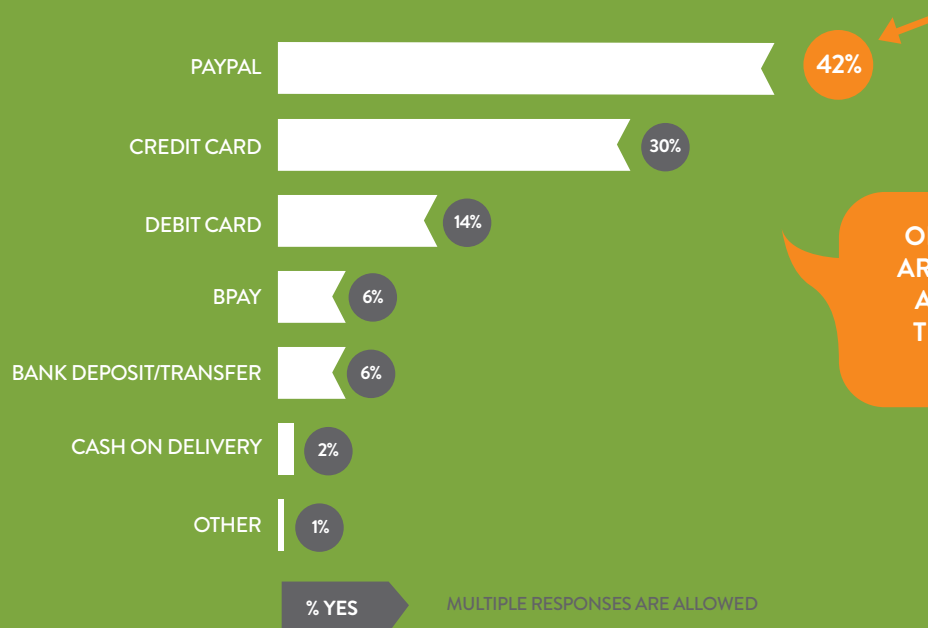


DO YOU HAVE A DEBIT CARD?





WHAT IS YOUR PREFERRED PAYMENT METHOD WHEN PURCHASING ONLINE?



ONLINE CONSUMERS ARE NOT CONCERNED ABOUT SUBMITTING THEIR CREDIT CARD DETAILS ONLINE

CONTACT

We hope you found this report informative. To discuss any of the findings in detail or for general inquiries please contact your local Getprice representative on 02 9299 5178 or email us at sales@getprice.com.au