



Interactive, Entertainment, Merchandising



Shop Online, Spend Offline

Abridged from eMarketer, July 11, 2007

Big box stores benefit from online shopping.

"The Multi-Channel Shopping Transformation Study," conducted in 2006 by the e-tailing group with J.C. Williams Group and StartSampling, measured the pervasiveness of different cross-channel shopping behaviors. The most-trod cross-channel shopping path starting online (i.e., from a Web site, e-mail or an online newspaper circular) was to browse a Web site and then buy in a store (37%).

Cross-Channel Shopping Behavior of US Online Shoppers, 2006 (% of respondents)



Note: *individuals who answered "very" to "somewhat" frequently
Source: the e-tailing group in partnership with J.C. Williams Group and StartSampling, "The 2006 Transformed Multi-Channel Shopper," July 2006

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eMarketer Senior Analyst Jeffrey Grau said, "Internet-influenced store sales are greater than online sales. And it is also likely that the gap will widen as Internet-influenced sales increase at a faster rate than online sales."

The propensity to research online prior to purchasing in a store is to some degree a function of consumer demographics. Men are much more likely than women to regularly shop this way (44% vs. 27%, respectively). Among age groups, those ages 25 to 34 are the most avid cross-channel shoppers (41%), while those ages 55 to 64 (31%) and 65 and older (23%) demonstrate the least interest. Consumers with annual incomes of at least \$50,000 (44%) are more likely to shop in this manner than consumers who have lower incomes (28%).

Demographic Profile of US Consumers Who Research Products Online before Purchasing Them in a Store, by Frequency, November-December 2006 (% of respondents in each group)

	Regularly	Occasionally	Never
Gender			
Male	43.7%	51.0%	5.3%
Female	26.7%	63.8%	9.5%
Age			
18-24	35.8%	56.7%	7.5%
25-34	41.0%	53.9%	5.0%
35-44	38.8%	54.6%	6.5%
45-54	37.0%	56.8%	6.2%
55-64	31.1%	61.8%	7.1%
65+	23.1%	64.1%	12.8%
Income			
<\$50,000	28.1%	62.0%	9.9%
\$50,000+	43.7%	52.3%	4.0%
All respondents	34.9%	57.6%	7.5%

Note: n=15,267
 Source: BIGresearch and the Retail Advertising and Marketing Association (RAMA) as cited in press release, March 7, 2007