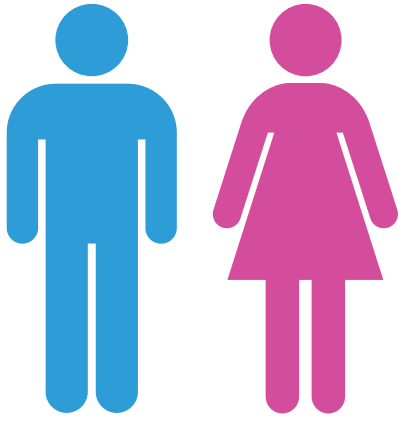


RESEARCH

ONLINE SHOPPING HABITS IN 2020

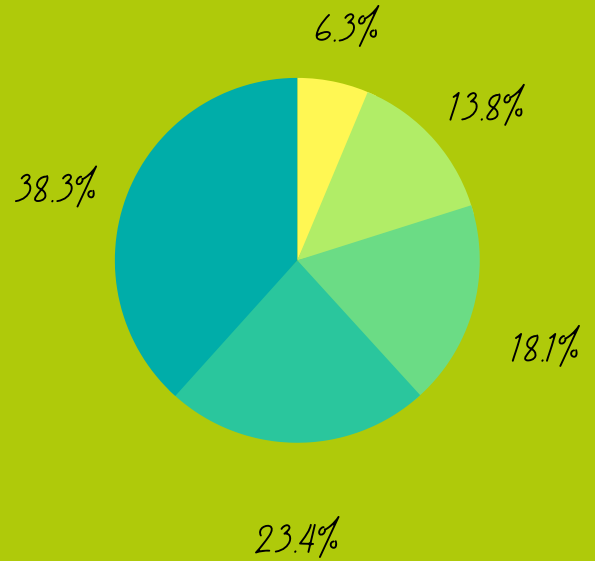


1 DEMOGRAPHICS

- 60% of the survey respondents were women.
- Age wise, our highest demographic was the **25-34 year olds**, who made 47% of our total 250 respondents

2 SHOPPING ONLINE VS INSTORE IN 2020

- Over **38%** of the people surveyed said that they shopped over **80% of the time online** during 2020
- **79%** said at least **60%** of the time they shop online
- Just **13%** said it was around 50/50



Very easy process, I used PayPal which is convenient. Very simple user friendly website in iPhone.

3 WAS IT EASY TO FIND THE PRODUCT ONLINE?

- **83%** said it was very easy to find, visiting only **3 pages in total**; including checkout!
- **11%** said it was easy
- only **4%** said it was difficult / very difficult to find the product

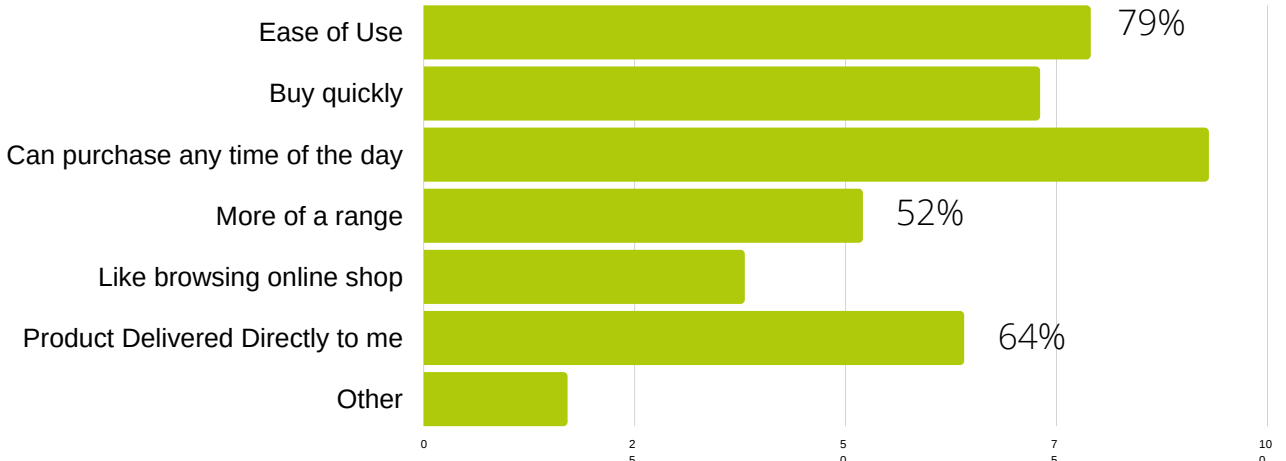
“ This is a very slick and easy to use shopping cart system. I cannot see how it could be made any easier. ”

4 HOW MUCH WILL YOU BE SHOPPING ONLINE VS INSTORE - FUTURE?

- Over **50%** of people surveyed will be shopping both online and instore once the pandemic is over
- **35%** of respondents will be shopping at least **75% of the time online**



5 LIKE MOST ABOUT SHOPPING ONLINE?



Due to the pandemic I have hardly been able to shop instore except for groceries. I don't find shopping in store to be a great experience anymore.

I like to "shop local" but in reality it's much easier to shop online especially in the current climate

I tend to prefer the experience of shopping in-store and the fact you can assess the item physically before purchase. However, I think shopping online is helpful