



Media Release

December 17, 2009

Getprice Shopping Report launches

85% of internet users shopping online this Christmas

Aussies are hitting the web as well as the shops this Christmas with research released today showing 85% of internet users are now shopping online.

The study conducted by leading shopping comparison website Getprice.com.au in partnership with research company Core Data examined the current buying behavior of more than 1,000 Australian consumers and the expected spend throughout the Christmas period.

Launched today, the inaugural Getprice Shopping Report revealed many Australians are set to see a range of books, DVDs, technology, sports and travel products when they open their presents this Christmas with the items being the most popular goods shopped for online at the moment.

The report also revealed TVs, mobile phones and laptop sales are set to boom further with respondents saying they are the top products they plan to buy themselves over the next three months.

While examining the current and future spend of Australian consumers, the Getprice Shopping Report also provides insight into the driving factors behind the increased popularity of online shopping in Australia and the key factors in the purchase decision.

These key findings include:

- Australians want to be informed and desire the ability to research products online before completing their purchase with 83% of the respondents deeming the ability to research products online prior to going to the shop as useful
- Price is the most critical factor in the purchase decisions for shoppers both offline and online with 93% saying it was important and influential in their purchase decision
- Shoppers also highly influenced by warranties, speed of delivery, after sales service as well as payment options for their online purchases, while offline purchases were also heavily influenced by store location
- The ability to do price comparisons online was sighted as the most valuable factor for 78% of online shoppers
- While 75% of respondents said convenience was an important reason for making an online purchase, one third said their decision to complete an online purchase was driven by their preference to avoid crowds
- 51% of respondents said they had spent more than \$200 over the past 12 months. More than 50% of these online shoppers complete a purchase at least once a month
- The majority of respondents use Getprice for general research (70%) and final price comparison before making a purchase (67%)

- Three out of five respondents (61%) spend at least 10 hours online per week. Around one in five (19%) log online for 30 hours or more weekly
- Reading a news story is the top activity done online in the past 30 days. Other popular activities are online banking, researching a product and comparing prices. Shopping online was ahead of participating in a social networking application, buying a flight or accommodation online and reading a blog.

“The Getprice Shopping Report shows Australian consumers are more determined than ever to see their dollar go further this Christmas,” said Getprice Chief Executive Chris Hitchen.

“They are savvy, researching and comparing products online before parting with their hard earned cash and completing a purchase online or stepping into a store.”

“Items like DVDs, books, technology, sport and travel products are extremely popular this Christmas and we can expect to see the boom in TVs, laptops and mobile phones continue into the New Year as consumers plan to buy themselves a gift in the next three months.”

“According to Nielsen Netratings there are now 14.1 million Australians online. The Getprice shopping report shows an estimated 11.98 million Australians are now actively shopping online. 51% of these shoppers spent more than \$200 over the past three months alone – presenting a huge market and growth opportunity for Australian retailers.”

“Connecting consumers to the best deals and up-to-date product information from more than 750 retailers including Clive Peteters, Office Works, the ABC Shop, Ted’s Camera House and Perfume Empire, Getprice’s user base has increased by over 230% of the past 12 months.”

“This substantial growth in Getprice’s user base along with the sentiment expressed in the report by Aussie consumers is strong evidence that they want to be armed with as much information as possible when making their purchase decision.”

“They crave the ability to view a variety of products from home via their computer or on the go using for example the Getprice iPhone app.”

“Shopping websites like Getprice.com.au deliver consumers with the desired choice and transparency. By giving them the ability to make informed decisions Getprice empowers them with everything they need to know, such as buying guides, reviews and user opinions on more than 1.5 million products across Australia.” Mr Hitchen said.

Launched today, the Getprice Shopping Report will follow the buying habits and trends of Australian consumers on a quarterly basis providing a valuable insight into the online shopping industry.

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A full copy of the report is available upon request

Getprice Marketing Manager Justus Hammer and Core Data Managing Director, Andrew Inwood are available for interviews

For more information or to arrange an interview, please contact:

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