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## **GETPRICE RELEASES OCTOBER ONLINE SHOPPING INDEX**

*Identifies key consumer online shopping trends*

The release of the iPhone 4S showed a renewed interest in Apple products as searches for Apple products surged in October according to the Getprice Online Shopping Index for October.

Apple products held the top six most searched for items on Getprice with the iPhone 4S the third most searched for term. Three months ago, Apple products held the top two most searched items on Getprice.

Other key trends identified in the index include:

- Brisbane is the most active city when it comes to online shoppers using Getprice. This is followed by Sydney, then Melbourne.
  
- Australians are most active browsing online shops on Monday; they are least active on Saturdays. When it comes to mobile shopping, Saturday and Sunday are the most popular days.
  
- We are starting to see increase in searches on home improvement & garden products. Items such as the renovator tools, timber decking, lawn mowers and Weber Barbeques have all increased in search terms over the last six months.
  
- Warmer weather is bringing the need for cooler shoes and refreshing drinks. Havaianas and Sodastreams are two search terms that have appeared in the top 40 this month which previously have not reached the top 250.
  
- Emerging categories highlight an interest in the outdoors. Garden and garage tools have entered the top 20 encouraged by the warmer weather and renovating reality TV shows. Both categories did not appear in the top 20 two months ago and are now sitting at rank 19 and 11.

Director of marketing and product at Getprice, David Whiteman said that October showed some interesting behavioural activity when it came to online shopping.

“At Getprice, the shopping trends identified through October centred around two things: The release of the iPhone 4S and the shift to warmer weather.

“This tells us that consumers’ product research and purchasing habits are based beyond just general wants and needs, rather seasonal changes and product launches.”

On the geographical data released, Mr Whiteman said: “When it comes to the location of our shoppers, you would usually expect concentration to follow population, so it’s interesting to see Brisbane as the most active capital city when it comes to online shopping. Conversely, our data shows us that Adelaide sits behind Perth and Hobart when it comes to online shopping take-up.”

The full Getprice Online Shopping Index – October also explores tablet consumption and more in-depth geographical data.

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**For more information or for a copy of the full October report, please contact:**

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