



YouGov[®] Pulse

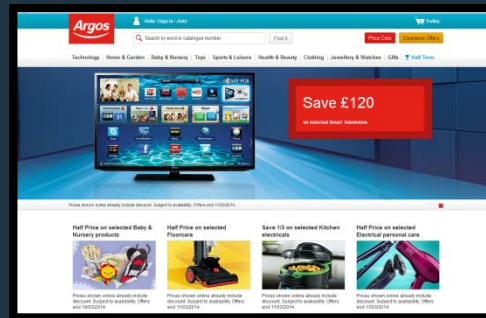
Case Study
Online Shopping

Track trends and behaviours for groups of people...

Online Shopping



6.9 is the average number of pages
a visitor looks at on Argos.co.uk...



...and an average dwell
time of...



Unique panel members who visited the Argos website at least once during this time-frame also visited...

Shopping



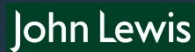
81%



34%



32%



30%

Money Saving



43%



28%



26%

Social



88%



76%

*Online activity between Monday Dec 2nd and Thursday Dec 5th 2013

...and individual journeys...

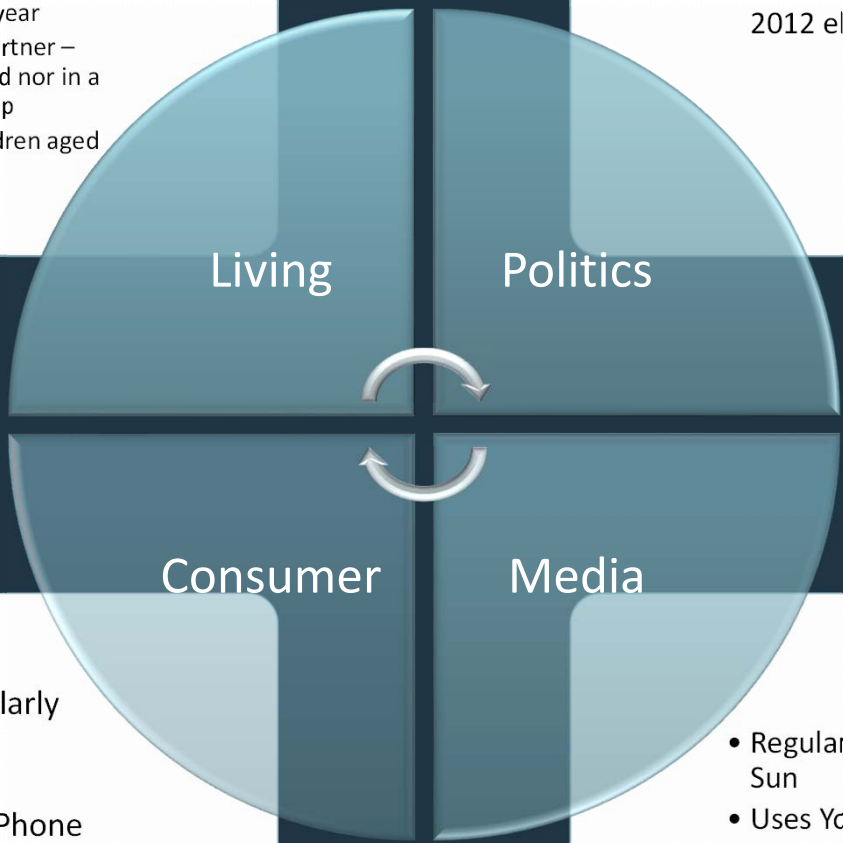
Online Shopping



Miss A
Female Age 29
Yorkshire

- Earns between £15,000 to 19,999 per year
- Lives with a partner – neither married nor in a civil partnership
- Has three children aged 7, 4 and 2

- Voted Labour in 2012 election



- Most regularly shops at Morrisons
- Owns an iPhone on Tesco Mobile

- Regularly reads The Sun
- Uses YouView as main TV service

*Online activity between Monday Dec 2nd and Thursday Dec 5th 2013

...to build digital pen portraits...

WHAT WAS ON HER CHRISTMAS SHOPPING LIST?



PS4



Kids clothing



Toys



Panasonic TV



Lumix Camera



Upright vacuum

RETAIL WEBSITES

Disney (40mins)

ebay

TESCO

amazon.com

Argos (27mins)

ENTERTAINMENT/OTHER WEBSITES

YouTube (48mins)

Daily Mail

Just Eat

Digital Spy

ACADEMIC WEBSITES

UCAS (31mins)

University of Sheffield
Science/Biology Websites



PRICE COMPARISON/MONEY SAVING WEBSITES

Money Saving Expert (19mins)

My Voucher Codes

Hot UK Deals

*Online activity between Monday Dec 2nd and Thursday Dec 5th 2013

...quantify patterns in activity...

Online Shopping

16:11

1.12s
28s
0.2s
1.14s
14s
2s
18s
2s
16s



16:15

1.32s
8s
8s
2s
1.08s
4.20s



17:22

1.06s
12s
16s
2s
4s
6s
6s
9s
8s
2s
2s
6s
16s
16s
16s



17:26

1.06s
2s
20s
8s
4s
14s
2s
10s
2s
30s
10s
16s
6s
10s



...and provide qualitative context

Online Shopping



*Online activity between Monday Dec 2nd and Thursday Dec 5th 2013



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