Turning now to questions about buying goods and services - please bear in mind the various types of purchases you have made, including those you make regularly and those that are occasional or special purchases. Please think about low value items as well as high - and about purchasing services as well as actual goods.

SHOWCARD (name of price offer did not appear on showcard)
Q1. Please look at this list of the different ways in which the prices for goods or services can be presented. Please tell me, for each one, which of these types of price promotions, if any, have you experienced when shopping around, purchasing, or trying to purchase, a product or service in the past 6 months, either on-line, in store or over the phone?

A price which …

D. (Volume) offered a discount if more than one item was purchased, such as “buy one get one free” or “3 for the price of 2” ………………………………………………….. 82%
A. (Reference) was reduced to below the “recommended” or “original” price ……………………………………………………………………………….…………... 73%
F. (Time) was on sale and reduced for a short time period only ………………………………………… 59%
E. (Confusion) was complicated or difficult to compare with other prices, which might include mobile phone tariffs, TV packages, insurance or prices for gas or electricity ………………………………………………………………………..…. 43%
C. (Bait) was advertised at a reduced price, but was then found to be “no longer available” at that reduced price ………………………………………………………………………..…. 39%
B. (Drip) increased as you went through the purchasing process as more options and costs were added on to the initial advertised price …………………………….. 36%

FOR EACH OF (A) TO (F) EXPERIENCED, LEAVE SHOWCARD A WITH RESPONDENT, ADD SHOWCARD B (or Reverse version) AND ASK:
Q2. When making a purchase in the past 6 months, in which of the markets on this list have you experienced a price promotion that …. READ OUT (A) to (F) FOR ANY ‘YES’ at Q1 (programmed to come up automatically)… What other markets?

1. Groceries
2. Toiletries, and healthcare products
3. Media products such as CDs, DVDs, magazines, books
4. Entertainment tickets for concerts, theatre, cinema
5. Electricals such as TVs, MP3s, fridges, vacuum cleaners, computers
6. Home improvements - kitchens, bathrooms, double glazing, DIY products
7. Furnishings, and other household goods - furniture, carpets, kitchenware
8. Utilities - water, gas, electricity, mobile phone network, internet, telephone landline
9. Financial products - insurance, loans, credit cards, bank accounts
10. Flights
11. Holidays - package holidays, cottage/villa rental
12. Other travel - car hire, train tickets
13. Clothes, and fashion
14. Other (SPECIFY MARKET OR PRODUCT CATEGORY)
## Topline results

### Markets by Price Offers

<table>
<thead>
<tr>
<th></th>
<th>Any</th>
<th>Reference</th>
<th>Drip</th>
<th>Bait</th>
<th>Volume</th>
<th>Confusion</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base</strong></td>
<td>2,021</td>
<td>1,481</td>
<td>692</td>
<td>781</td>
<td>1,629</td>
<td>862</td>
<td>1,170</td>
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<tr>
<td><strong>%</strong></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td><strong>Groceries</strong></td>
<td>79</td>
<td>68</td>
<td>14</td>
<td>29</td>
<td>88</td>
<td>7</td>
<td>42</td>
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<tr>
<td><strong>Toiletries, healthcare</strong></td>
<td>52</td>
<td>42</td>
<td>8</td>
<td>13</td>
<td>49</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td><strong>Clothes and fashion</strong></td>
<td>38</td>
<td>42</td>
<td>3</td>
<td>14</td>
<td>12</td>
<td>1</td>
<td>18</td>
</tr>
<tr>
<td><strong>Electricals, TVs, fridges,</strong></td>
<td>36</td>
<td>32</td>
<td>20</td>
<td>20</td>
<td>2</td>
<td>13</td>
<td>21</td>
</tr>
<tr>
<td><strong>Media products, CDs, DVDs</strong></td>
<td>35</td>
<td>35</td>
<td>7</td>
<td>11</td>
<td>15</td>
<td>6</td>
<td>15</td>
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<tr>
<td><strong>Utilities</strong></td>
<td>33</td>
<td>8</td>
<td>15</td>
<td>3</td>
<td>1</td>
<td>63</td>
<td>3</td>
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<tr>
<td><strong>Furnishings, household</strong></td>
<td>24</td>
<td>23</td>
<td>8</td>
<td>8</td>
<td>2</td>
<td>2</td>
<td>15</td>
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<tr>
<td><strong>Flights</strong></td>
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<td>29</td>
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<td>6</td>
<td>10</td>
</tr>
<tr>
<td><strong>Home improvements</strong></td>
<td>19</td>
<td>17</td>
<td>9</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td><strong>Holidays</strong></td>
<td>18</td>
<td>14</td>
<td>19</td>
<td>6</td>
<td>1</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td><strong>Entertainment, tickets</strong></td>
<td>16</td>
<td>11</td>
<td>11</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>5</td>
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<tr>
<td><strong>Financial products</strong></td>
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<td>4</td>
<td>8</td>
<td>2</td>
<td>1</td>
<td>18</td>
<td>2</td>
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<tr>
<td><strong>Other travel, car hire, train</strong></td>
<td>10</td>
<td>8</td>
<td>8</td>
<td>3</td>
<td>*</td>
<td>2</td>
<td>2</td>
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<tr>
<td><strong>Other</strong></td>
<td>1</td>
<td>*</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

Ipsos MORI
ASK FOR EVERY MARKET NAMED ABOVE
Q3. And was your most recent purchase in the .... (market named at Q2) .... made on-line, over the phone, at the shop or by some other means?

On-line
Phone
Shop/retail outlet
Other

<table>
<thead>
<tr>
<th>Markets by Channels of Purchase</th>
<th>Any</th>
<th>Shop</th>
<th>Phone</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groceries</td>
<td>79</td>
<td>75</td>
<td>*</td>
<td>4</td>
</tr>
<tr>
<td>Toiletries, healthcare products</td>
<td>52</td>
<td>49</td>
<td>*</td>
<td>2</td>
</tr>
<tr>
<td>Clothes and fashion</td>
<td>37</td>
<td>32</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Electricals</td>
<td>36</td>
<td>25</td>
<td>*</td>
<td>10</td>
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<tr>
<td>Media products</td>
<td>35</td>
<td>21</td>
<td>*</td>
<td>13</td>
</tr>
<tr>
<td>Utilities</td>
<td>33</td>
<td>8</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Furnishings, other household goods</td>
<td>24</td>
<td>21</td>
<td>*</td>
<td>2</td>
</tr>
<tr>
<td>Flights</td>
<td>20</td>
<td>2</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Home Improvements</td>
<td>19</td>
<td>15</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Holidays</td>
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<td>Entertainment</td>
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<td>Financial products</td>
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<tr>
<td>Other travel</td>
<td>10</td>
<td>3</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>3</td>
<td>*</td>
<td>1</td>
</tr>
</tbody>
</table>

Base: 2,021

ASK ALL
Q4. Have you used an on-line price comparison web site in the past 6 months?
(if necessary prompt: … such as ‘Compare the market.com’, ‘Gocompare.com’ ‘Moneysupermarket.com’, ‘Uswitch.com’, ‘Confused.com’?)

Yes ........................................... 36%  (47% of all with broadband access)