NOT ALL SHOPPERS ARE THE SAME

Explore the newly revealed differing attitudes and behaviors of shoppers around the world. 13,400 people shared what matters most to them when they shop.

CANADA

55% purchase primarily on price

80% shop with a coupon

39% want to get shopping done as quickly as possible

SPAIN

82% shop with catalogs & brochures

59% will pay more for a high-quality product if it's convenient

54% shop with a specific task in mind

FRANCE

50% comparison shop

61% still pick up the store circular

Only 7% shop for the fun of it

ITALY

44% browse casually with no commitment to buy

44% like to touch & feel a product before buying it

73% shop via infomercials

UNITED STATES

46% shop with a plan

49% go the extra mile to find big bargains

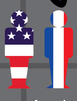
Only 18% shop with QR codes

GERMANY

40% won't sacrifice quality for a good price

60% use review sites, blogs & message boards

38% shop with their head & heart



76% more Americans than French shop to minimize stress

Germans are **166%** more likely than Spaniards to shop for fun

44% more Italians than Canadians refuse to buy a product of lower quality, even if it's on sale

45% more Germans than Americans shop for inspiration

Canadians are **175%** more likely than Spaniards to buy **only** when there is a deal

Radio ads are used by nearly **twice** as many Spaniards as French

Italians are nearly **twice** as likely as Americans to be influenced by political & environmental issues

68% more Italians than Germans are easily seduced by good deals

Italians are **170%** more likely than French to use social networking to shop

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