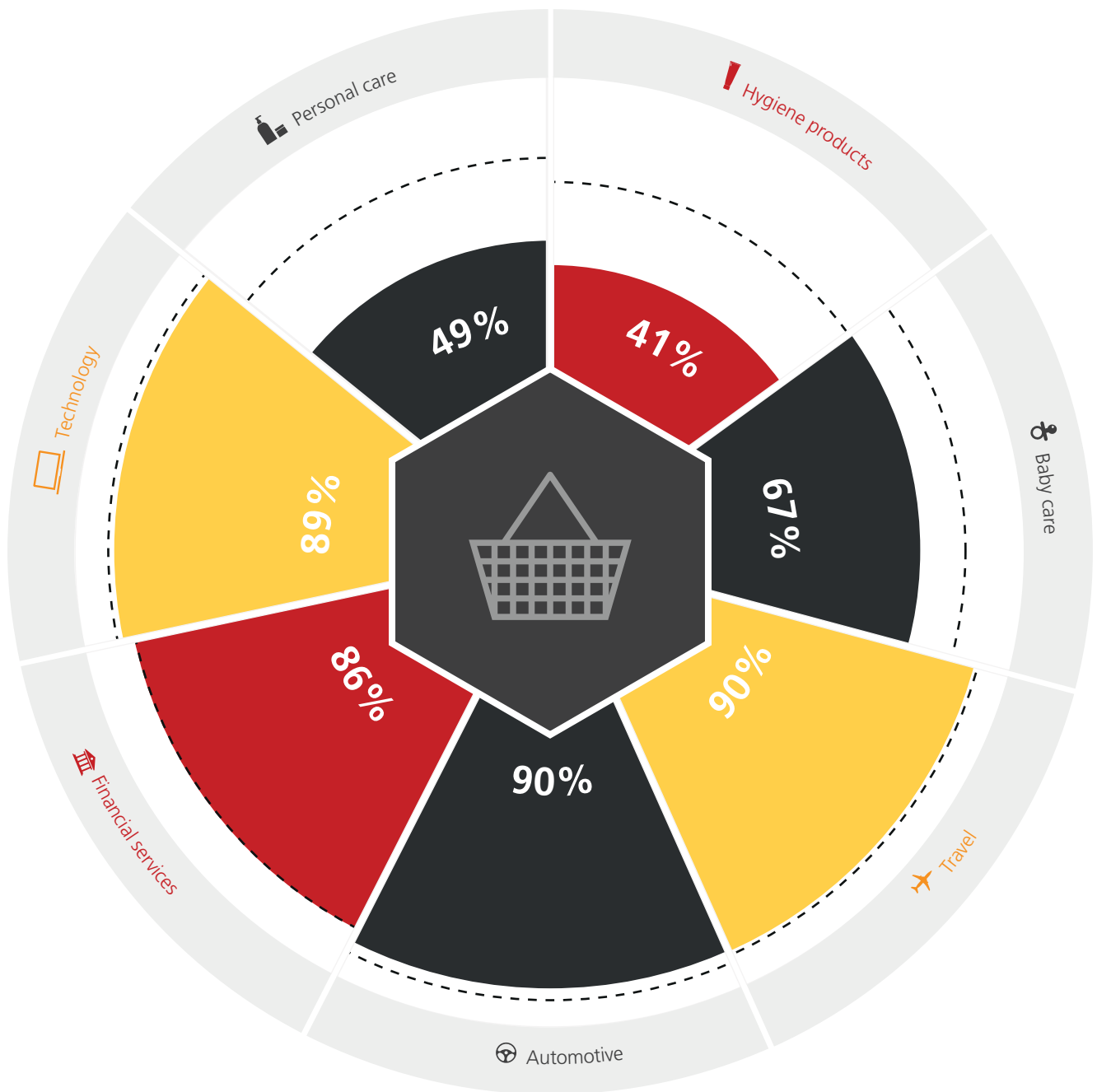


Pre-purchase shopping habits in Germany

Technology and internet access has provided consumers with access to information at the tip of their fingers. Consumers are researching and making more informed decisions before purchasing and marketers need to understand where and how consumers are researching products in the connected world.

Below shows the **percentage of internet users researching 7 product categories** before purchasing.



--- Global average

Connected Life provides the world's most comprehensive view of the connected consumer, reaching 60,500 people across 50 countries. Find out more at tns-infratest.com/WissensForum/Studien/connected-life.asp



TNS Infratest

© TNS 2015