

SURVEY NAME

# MOLLIE - BRITAIN'S LOST BILLIONS

DATE

Wednesday, May 11, 2022

POWERED BY



# Demographics

Total responses

1001

Age groups

16 - 17 (1.3%), 18 - 24 (15.98%), 25 - 34 (35.36%),  
35 - 44 (28.27%), 45 - 54 (11.39%), > 54 (7.69%)

Country

United Kingdom

Gender

Male (29.37%), Female (70.63%)

Residential Postal Code

DA11 0BL GB,SK11 8PF GB,OL10 4EE GB,S12  
4YD GB,WS3 2UW GB,DA12 5PY GB,IV2 6BE  
GB,MK46 5QL GB,LS14 6QG GB,ST3 1LG  
GB,ME4 6EF GB,BN17 6AQ GB,CV11 4NW  
GB,BS30

9XB GB,L37 6AY GB,WA4 3AU GB,CF62 5BN  
GB,NR5 9PR GB,SY13 2HF GB,B90 4UH  
GB,LE12 9FY GB,MK43 9AQ GB,OX10 6NW  
GB,TS23 3XY GB,CT21 6HH GB,NE28 8JX  
GB,OL2 6TS GB,B20 2AJ GB,DN9 3EW GB,RG26  
4HS GB,BN13 1AN GB,CR7 8SE GB,E12 6DU  
GB,NW5 3HG GB,LA1 1AH GB,M5 4XQ GB,L14  
8UH GB,LE4 0UH GB,SP4 7GH GB,CF31 5FS  
GB,WF8 1NP GB,M4 4AL GB,CH43 9YY GB,FK4  
1GD GB,SE12 8BX GB,SN25 2TH GB,BN26 6AP  
GB,CO2 7GJ GB,BT46 5AB GB,DN21 2UR  
GB,BA3 4BJ GB,UB6 8QZ GB,SA13 2RY GB,W2  
1JX GB,IV3 8SR GB,HP9 2XX GB

Q1

TYPE: SINGLE SELECTION

Please select which county you live in (or are nearest to):

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Aberdeenshire	0.30%	3	0.25%	2.55
A2	Angus	0.60%	6	0.88%	8.78
A3	Antrim	0.60%	6	0.42%	4.19
A4	Argyll & Bute	0.50%	5	0.62%	6.23
A5	Armagh	0.10%	1	0.04%	0.39
A6	Ayrshire	0.50%	5	0.34%	3.45
A7	Banffshire	0.00%	0		
A8	Bath	0.40%	4	0.37%	3.67
A9	Bedfordshire	0.80%	8	0.97%	9.74
A10	Berkshire	1.40%	14	1.22%	12.23
A11	Berwickshire	0.00%	0		
A12	Blaenau Gwent	0.10%	1	0.16%	1.56
A13	Borders	0.00%	0		
A14	Bridgend	0.20%	2	0.21%	2.09
A15	Bristol	1.70%	17	1.80%	18.03

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A16	Buckinghamshire	1.00%	10	0.89%	8.93
A17	Caerphilly	0.60%	6	0.45%	4.49
A18	Caithness	0.00%	0		
A19	Cambridgeshire	1.20%	12	1.10%	11.05
A20	Cardiff	1.10%	11	0.60%	6.04
A21	Carmarthenshire	0.20%	2	0.10%	0.97
A22	Ceredigion	0.00%	0		
A23	Cheshire	2.20%	22	2.50%	25.01
A24	Clackmannanshire	0.10%	1	0.11%	1.12
A25	Conwy	0.10%	1	0.04%	0.39
A26	Cornwall	1.20%	12	1.99%	19.92
A27	County	0.00%	0		
A28	County Durham	1.90%	19	1.44%	14.45
A29	Cumbria	0.00%	0		
A30	Denbighshire	0.10%	1	0.16%	1.59
A31	Derbyshire	1.80%	18	1.94%	19.47
A32	Devon	1.70%	17	1.19%	11.9
A33	Down	0.40%	4	0.15%	1.53
A34	Dumfries & Galloway	0.10%	1	0.05%	0.46
A35	Dunbartonshire	0.30%	3	0.22%	2.19
A36	Lothian	1.10%	11	0.88%	8.77
A37	East Riding of Yorkshire	2.10%	21	2.91%	29.14

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A38	East Sussex	1.60%	16	1.62%	16.25
A39	Essex	4.20%	42	3.42%	34.25
A40	Fermanagh	0.20%	2	0.23%	2.31
A41	Fife	0.50%	5	0.46%	4.61
A42	Flintshire	0.20%	2	0.52%	5.18
A43	Gloucestershire	0.80%	8	0.64%	6.41
A44	Greater London	8.09%	81	9.14%	91.54
A45	Greater Manchester	3.00%	30	3.24%	32.43
A46	Gwynedd	0.10%	1	0.15%	1.53
A47	Hampshire	3.20%	32	3.40%	34.03
A48	Herefordshire	0.20%	2	0.35%	3.48
A49	Hertfordshire	1.60%	16	0.91%	9.12
A50	Highland	0.30%	3	0.88%	8.83
A51	Inverclyde	0.10%	1	0.19%	1.92
A52	Isle of Anglesey	0.20%	2	0.08%	0.82
A53	Isle of Wight	0.50%	5	0.34%	3.42
A54	Kent	5.09%	51	5.23%	52.31
A55	Kincardineshire	0.00%	0		
A56	Lancashire	2.50%	25	1.36%	13.59
A57	Leicestershire	1.10%	11	1.71%	17.13
A58	Lincolnshire	1.90%	19	1.70%	17.0
A59	Londonderry	0.50%	5	0.28%	2.85

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A60	Merseyside	2.50%	25	3.18%	31.88
A61	Merthyr Tydfil	0.00%	0		
A62	Monmouthshire	0.00%	0		
A63	Moray	0.10%	1	0.04%	0.39
A64	Neath Port Talbot	0.10%	1	0.03%	0.32
A65	Newport	0.10%	1	0.19%	1.92
A66	Norfolk	1.10%	11	1.58%	15.83
A67	Ayrshire	0.10%	1	0.37%	3.75
A68	Lanarkshire	1.40%	14	1.08%	10.84
A69	Somerset	0.00%	0		
A70	North Yorkshire	1.30%	13	0.89%	8.91
A71	Northamptonshire	1.20%	12	0.94%	9.45
A72	Northumberland	0.50%	5	0.62%	6.19
A73	Nottinghamshire	1.60%	16	1.31%	13.08
A74	Oxfordshire	0.80%	8	0.56%	5.58
A75	Pembrokeshire	0.40%	4	0.18%	1.81
A76	Perth & Kinross	0.10%	1	0.04%	0.39
A77	Powys	0.30%	3	0.26%	2.65
A78	Renfrewshire	0.40%	4	0.43%	4.27
A79	Rhondda Cynon Taff	0.20%	2	0.16%	1.65
A80	Rutland	0.10%	1	0.08%	0.78
A81	Shropshire	0.60%	6	0.83%	8.34

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A82	Somerset	1.10%	11	1.22%	12.26
A83	South Yorkshire	2.20%	22	2.27%	22.69
A84	Staffordshire	1.50%	15	1.56%	15.6
A85	Stirlingshire	0.10%	1	0.03%	0.32
A86	Suffolk	0.90%	9	0.60%	6.02
A87	Surrey	2.00%	20	1.61%	16.07
A88	Swansea	0.80%	8	0.88%	8.84
A89	Torfaen	0.00%	0		
A90	Tyne & Wear	2.20%	22	2.57%	25.76
A91	Tyrone	0.20%	2	0.53%	5.28
A92	Vale of Glamorgan	0.10%	1	0.04%	0.43
A93	Warwickshire	1.00%	10	0.70%	7.01
A94	West Midlands	7.09%	71	6.04%	60.46
A95	West Sussex	1.00%	10	0.52%	5.16
A96	West Yorkshire	4.10%	41	6.18%	61.86
A97	Western Isles	0.10%	1	0.05%	0.46
A98	Wiltshire	1.20%	12	1.20%	12.0
A99	Worcestershire	1.00%	10	1.19%	11.87
A100	Wrexham	0.30%	3	0.15%	1.55
					COMPLETES 1001

## Q2

TYPE: SINGLE SELECTION

### How many times a month, on average, do you make an online purchase?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Every day	4.50%	45	4.07%	40.75
A2	2-3 times a week	30.87%	309	24.36%	243.86
A3	At least once a week	30.17%	302	28.79%	288.14
A4	Once a fortnight	16.88%	169	20.20%	202.21
A5	Once a month	12.89%	129	14.68%	146.92
A6	Less than once a month	3.80%	38	6.70%	67.07
A7	I never shop online	0.90%	9	1.20%	12.06

COMPLETES 1001



## Q3

TYPE: SINGLE SELECTION

When was the last time you abandoned an online shopping basket (i.e. you had items in your basket, but didn't go through with the purchase)?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Today	19.68%	197	14.16%	141.76
A2	Within the last week	42.66%	427	36.96%	369.94
A3	Within the last two weeks	14.09%	141	14.49%	145.05
A4	Within the last month	10.39%	104	12.34%	123.52
A5	Within the last three months	4.60%	46	6.53%	65.41
A6	Within the last six month	2.60%	26	3.93%	39.35
A7	Longer than six months ago	2.10%	21	4.03%	40.33
A8	I have never abandoned an online shopping basket	3.90%	39	7.56%	75.65

COMPLETES 1001

## Q4

TYPE: SINGLE SELECTION

Thinking about that last abandonment, roughly how many items did you have in the basket?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	1-5	74.74%	719	77.74%	719.4
A2	6-10	15.59%	150	12.92%	119.52
A3	11-15	4.89%	47	4.70%	43.53
A4	16-20	1.56%	15	1.52%	14.02
A5	21-25	1.46%	14	1.15%	10.64
A6	26-30	0.83%	8	0.90%	8.33
A7	More than 30 items	0.94%	9	1.07%	9.93

COMPLETES 962

## Q5

TYPE: SINGLE SELECTION

### Roughly what was the total cost of items in the basket?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	£1-50	45.01%	433	49.37%	456.88
A2	£51-£100	38.57%	371	33.94%	314.07
A3	£101-£150	9.36%	90	8.38%	77.51
A4	£151-£200	3.01%	29	3.71%	34.28
A5	£201-£250	1.25%	12	1.62%	15.03
A6	£251-£300	1.04%	10	0.54%	4.96
A7	More than £300	1.77%	17	2.44%	22.62

COMPLETES 962

## Q6

TYPE: SINGLE SELECTION

## Which type of items made up the majority of the basket?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Fashion	43.56%	419	34.64%	320.51
A2	Entertainment	5.82%	56	5.67%	52.49
A3	Health and beauty	13.51%	130	11.95%	110.55
A4	Home furnishings	4.16%	40	3.98%	36.87
A5	Homewares and DIY	4.05%	39	7.95%	73.6
A6	Accessories (e.g. handbags, shoes, purses, wallets)	3.22%	31	3.45%	31.92
A7	Food and drink	11.23%	108	12.36%	114.41
A8	Technology	5.20%	50	8.48%	78.5
A9	Gifts for others	6.86%	66	8.18%	75.65
A10	Other	2.39%	23	3.34%	30.86
A11	Books				
A12	Craft				
A13	Fishing equipment				
A14	stationery				
A15	Random mix				

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A16	Tickets				
A17	Flowers				
A18	Plants				
A19	Baby clothes and items				
A20	Carpet shampoo				
A21	Outdoor garden furniture				
A22	Tickets				
A23	Plants				
A24	I can't remember				
A25	craft and hobby materials				
A26	Medication				
A27	Books				
A28	Books				
A29	Books				
A30	Toys				
A31	Accessories				
A32	Pets				
A33	Paddle board				

COMPLETES 962

## Q7

TYPE: SINGLE SELECTION

Thinking about the last six months, how many times would you estimate you've abandoned an online shopping basket?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	1-5	54.16%	521	62.84%	581.47
A2	6-10	26.72%	257	21.89%	202.6
A3	11-15	8.84%	85	6.70%	61.98
A4	16-20	4.68%	45	3.16%	29.25
A5	21-25	1.46%	14	1.70%	15.75
A6	26-30	0.94%	9	0.95%	8.82
A7	More than 30 times	3.22%	31	2.75%	25.49

COMPLETES 962

## Q8

TYPE: MULTIPLE SELECTION

And during the last six months, how many of the following has affected your decision to abandon an online shopping basket?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Shipping costs and options	59.77%	26.36%	575	55.38%	25.61%	512.43
A2	Poor returns policy	13.72%	6.05%	132	13.16%	6.08%	121.76
A3	Lack of payment options	18.40%	8.12%	177	13.88%	6.42%	128.41
A4	The checkout process was too long/complex	13.41%	5.91%	129	12.88%	5.96%	119.2
A5	Card declined	7.07%	3.12%	68	8.27%	3.82%	76.51
A6	Technical issues with the site	15.18%	6.69%	146	16.61%	7.68%	153.68
A7	I had to create an account	12.68%	5.59%	122	13.63%	6.30%	126.12
A8	I wanted to compare prices elsewhere first	29.11%	12.84%	280	28.63%	13.24%	264.96
A9	I didn't trust the site	8.11%	3.58%	78	8.31%	3.84%	76.91
A10	I decided to buy in	13.10%	5.78%	126	12.25%	5.66%	113.35

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
	store instead						
A11	I changed my mind	33.78%	14.90%	325	32.01%	14.80%	296.22
A12	Other	2.39%	1.05%	23	1.26%	0.58%	11.7
A13	Could afford the basket						
A14	Wanted a discount code						
A15	Discount not working						
A16	Didn't have the money						
A17	item I really wanted was out of stock						
A18	Trying discount codes to see if I can lower the cost of the items						
A19	Wanted to wait						
A20	Too much money						
A21	Not enough money						
A22	Total was too expensive						
A23	Items out of stock that I needed						
A24	Distracted by children						



#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A25	Doing a full shopping list						
A26	Couldn't afford it						
A27	Discount not added as stated						
A28	no money						
A29	I just delayed purchase						
A30	I have no money lol						
A31	Not enough funds to pay						
A32	Decided I didn't need the clothes and thought best to save instead						
A33	I couldn't afford it						
A34	Worried about cost						
A35	Needed the money for something else						
							COMPLETES 962

Q9

TYPE: SINGLE SELECTION

In the last six months, roughly how many times have you adandoned a shopping basket because the website didn't have your preferred payment method at the checkout?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	1-5	84.51%	813	85.15%	787.96
A2	6-10	9.25%	89	7.61%	70.43
A3	11-15	3.22%	31	3.63%	33.58
A4	16-20	1.25%	12	1.44%	13.35
A5	21-25	0.73%	7	1.26%	11.68
A6	26-30	0.73%	7	0.60%	5.51
A7	More than 30 times	0.31%	3	0.31%	2.84

COMPLETES 962

## Q10

TYPE: MULTIPLE SELECTION

### Which of these payment methods do you prefer to use?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Paypal	59.54%	30.12%	596	58.05%	31.12%	581.1
A2	Debit/credit card	70.23%	35.52%	703	72.19%	38.70%	722.59
A3	Bacs/direct debit	3.40%	1.72%	34	3.17%	1.70%	31.78
A4	Bank transfer	4.20%	2.12%	42	3.74%	2.00%	37.4
A5	Open banking	1.80%	0.91%	18	2.07%	1.11%	20.73
A6	Apple Pay	25.07%	12.68%	251	20.41%	10.94%	204.29
A7	Amazon Pay	3.50%	1.77%	35	4.69%	2.52%	47.0
A8	Google Pay	6.79%	3.44%	68	6.48%	3.48%	64.91
A9	Klarna	18.58%	9.40%	186	12.27%	6.58%	122.83
A10	Sofort	0.70%	0.35%	7	0.72%	0.38%	7.18
A11	PaybyBank	1.30%	0.66%	13	1.17%	0.63%	11.76
A12	Other	2.60%	1.31%	26	1.55%	0.83%	15.54
A13	Clearpay Laybuy						
A14	Clearpay						
A15	Clearpay						

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A16	Laybuy						
A17	Zilch Mastercard						
A18	Clearpay						
A19	Zilch						
A20	American express						
A21	Clearpay						
A22	Clearpay						
A23	Clearpay						
A24	American express						
A25	Laybuy						
A26	Clear pay, zilch and laybuy						
A27	Clearpay						
A28	Gift Card						
A29	Clear pay						
A30	Clearpay						
A31	Laybuy zip						
A32	Clearpay						
A33	Clearpay						
A34	Clearpay						
A35	Clearpay						
A36	Zilch						

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A37	Zilch						
A38	Clear pay						
							COMPLETES 1001

## Q11

TYPE: MULTIPLE SELECTION

Would you abandon your cart due to any of these following payment methods not being available?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Paypal	41.16%	30.18%	412	37.97%	29.53%	380.12
A2	Debit/credit card	53.35%	39.12%	534	58.27%	45.31%	583.32
A3	Bacs/direct debit	1.80%	1.32%	18	1.42%	1.10%	14.19
A4	Bank transfer	2.20%	1.61%	22	1.77%	1.38%	17.72
A5	Open banking	0.50%	0.37%	5	0.52%	0.40%	5.19
A6	Apple Pay	14.09%	10.33%	141	11.09%	8.62%	111.03
A7	Amazon Pay	2.00%	1.47%	20	1.73%	1.35%	17.36
A8	Google Pay	2.60%	1.90%	26	2.63%	2.05%	26.37
A9	Klarna	12.89%	9.45%	129	8.17%	6.36%	81.82
A10	Sofort	0.40%	0.29%	4	0.51%	0.40%	5.14
A11	PaybyBank	0.40%	0.29%	4	0.31%	0.24%	3.08
A12	Other	2.20%	1.61%	22	0.95%	0.74%	9.55
A13	Other	2.80%	2.05%	28	3.25%	2.53%	32.52
A14	NO						
A15	No						

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A16	None						
A17	No						
A18	Na						
A19	PayPal						
A20	Paypal						
A21	None						
A22	bank transfer						
A23	No						
A24	None						
A25	None						
A26	N/a						
A27	I wouldn't abandon shopping for payment methods						
A28	None						
A29	Wanted to check another site.						
A30	nope						
A31	No						
A32	None						
A33	Card						
A34	None of the above						
A35	None						

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A36	Card						
A37	Shipping costs						
A38	No						
A39	Not necessarily						
A40	No						
A41	Payment type wasn't the problem						
							COMPLETES 1001



## Q12

TYPE: SINGLE SELECTION

Thinking about the orders you have abandoned in the last six months, which industry did these occur in the most?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Automotive	1.00%	10	1.14%	11.42
A2	Fashion	45.85%	459	37.94%	379.8
A3	Luxury	3.60%	36	3.03%	30.32
A4	Travel/Holiday	2.30%	23	2.50%	24.99
A5	Baby & child	3.20%	32	1.59%	15.93
A6	Gardening & DIY	3.40%	34	6.41%	64.21
A7	Home & property	3.80%	38	4.95%	49.59
A8	Retail	11.09%	111	12.54%	125.54
A9	Sports & outdoor	2.80%	28	4.10%	41.08
A10	Cosmetics	6.59%	66	5.46%	54.68
A11	Pharmaceutical	0.80%	8	0.97%	9.73
A12	Consumer electronics	2.90%	29	4.51%	45.15
A13	Groceries	9.39%	94	9.46%	94.67
A14	Other	3.30%	33	5.38%	53.9
A15	I don't understand?! I never				

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
	said that I'd done this!!				
A16	I've never done this				
A17	never abandoned				
A18	I didn't abandon any orders				
A19	Ecig/Vape juice				
A20	n/a				
A21	Glasses				
A22	None				
A23	None				
A24	Gifts				
A25	Clothes				
A26	Books				
A27	NONE				
A28	not sure				
A29	technology				
A30	Plants				
A31	No idea				
A32	entertainment				
A33	Books				
A34	Fashion and food and general items				
A35	tech				

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A36	Place that sells everything				
A37	Entertainment				
A38	Food				
A39	Arts and crafts				
A40	Food				
A41	Technology				
A42	none				
A43	None				
A44	It's never happend to me before				
A45	Vitamin retailer				
A46	Pets				
A47	Na				

COMPLETES 1001

### Q13

TYPE: SINGLE SELECTION

Is there a time of day you shop online and are more likely to abandon a cart?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	12am-4am	6.69%	67	5.32%	53.23
A2	4am-8am	3.00%	30	2.13%	21.3
A3	8am-12pm	8.19%	82	7.92%	79.24
A4	12pm-4pm	9.89%	99	8.48%	84.92
A5	4pm-8pm	23.38%	234	21.28%	213.03
A6	8pm-12am	19.88%	199	16.96%	169.75
A7	No timeframe more or less likely to shop online	28.97%	290	37.92%	379.53

COMPLETES 1001

## Q14

TYPE: MULTIPLE SELECTION

Over the last six months, have you abandoned a shopping cart after discovering a product from any of the following places?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Facebook	22.18%	13.97%	222	16.83%	11.52%	168.5
A2	Instagram	21.68%	13.66%	217	14.69%	10.05%	147.01
A3	Tik Tok	15.58%	9.82%	156	12.82%	8.78%	128.36
A4	Pinterest	3.60%	2.27%	36	3.06%	2.09%	30.63
A5	Google search	17.58%	11.08%	176	16.22%	11.10%	162.35
A6	Direct (i.e. you went straight to website, rather than discovering it via other means)	18.18%	11.45%	182	17.10%	11.70%	171.13
A7	Online advertisement	9.99%	6.29%	100	7.83%	5.36%	78.41
A8	TV/radio advertisement	2.60%	1.64%	26	2.79%	1.91%	27.88
A9	Billboard	2.00%	1.26%	20	2.14%	1.46%	21.4
A10	Email newsletter/marketing	5.59%	3.52%	56	4.29%	2.93%	42.92

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A11	SMS (text) marketing	2.10%	1.32%	21	2.45%	1.68%	24.54
A12	I have not abandoned an online shopping cart in the last six months	3.80%	2.39%	38	5.19%	3.55%	51.98
A13	None of the above	33.87%	21.33%	339	40.69%	27.85%	407.3
							COMPLETES 1001

Q15

TYPE: MULTIPLE SELECTION

What would make you reconsider buying your purchases again once you've abandoned your cart?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Reminders of what you were going to buy (ads, emails)	23.18%	13.48%	232	23.99%	14.56%	240.12
A2	Discounts/sales	66.63%	38.76%	667	56.93%	34.56%	569.89
A3	The opportunity to provide feedback or rating around your experience (feedback forms/surveys)	6.79%	3.95%	68	7.27%	4.42%	72.8
A4	The ability to add products to 'a wishlist' on site	14.89%	8.66%	149	12.09%	7.34%	120.98
A5	Back in stock notifications	22.78%	13.25%	228	21.72%	13.19%	217.46
A6	Product support pages	2.60%	1.51%	26	2.64%	1.60%	26.45
A7	If you read good reviews about the product(s)	13.19%	7.67%	132	13.02%	7.90%	130.32
A8	If someone you	12.69%	7.38%	127	12.22%	7.42%	122.33

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
	knew bought/recommended the product(s) that were initially in your basket						
A9	Other	1.50%	0.87%	15	1.68%	1.02%	16.82
A10	Cheaper postage						
A11	cheaper						
A12	Sending a money off email						
A13	Cheaper price.						
A14	If it was free						
A15	Lower shipping costs						
A16	Lower delivery cost						
A17	When I knew I could afford it						
A18	Change mind						
A19	Cheaper shipping costs						
A20	Better delivery prices						
A21	Better delivery fees q						
A22	This survey's stupid!						



#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A23	an offer code that makes my purchases cheaper						
A24	Discount code						
A25	None of the above	7.69%	4.47%	77	13.15%	7.98%	131.59
							COMPLETES 1001

## Q16

TYPE: SINGLE SELECTION

In the last six months, how many individual items (bought via online shopping) have you returned?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	1-5	37.26%	373	35.77%	358.06
A2	6-10	14.59%	146	10.63%	106.42
A3	11-15	5.89%	59	5.09%	50.9
A4	16-20	2.50%	25	1.91%	19.16
A5	21-25	0.80%	8	0.81%	8.13
A6	26-30	0.70%	7	0.87%	8.68
A7	More than 30 items	1.20%	12	1.88%	18.84
A8	I have not returned any items in the last six months	37.06%	371	43.04%	430.81

COMPLETES 1001

## Q17

TYPE: SINGLE SELECTION

From online shopping in the last six months, how many unwanted items do you have but are yet to return?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	1-5	42.16%	422	34.65%	346.81
A2	6-10	6.99%	70	5.63%	56.32
A3	11-15	3.00%	30	2.90%	29.01
A4	16-20	1.00%	10	1.36%	13.65
A5	21-25	1.00%	10	0.74%	7.41
A6	26-30	0.50%	5	0.39%	3.88
A7	More than 30 items	0.10%	1	0.04%	0.39
A8	I have not returned any items in the last six months	45.25%	453	54.30%	543.53

COMPLETES 1001

## Q18

TYPE: SINGLE SELECTION

From online shopping in the last six months, what is the total value of all of your unwanted items that you want to return but haven't?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	£0 (I haven't bought anything online/I've returned all of my unwanted items)	41.26%	413	48.61%	486.61
A2	£1-50	28.97%	290	27.84%	278.7
A3	£51-£100	16.38%	164	11.48%	114.92
A4	£101-£150	4.90%	49	3.92%	39.27
A5	£151-£200	3.50%	35	3.71%	37.1
A6	£201-£250	1.90%	19	1.68%	16.86
A7	£251-£300	0.90%	9	0.65%	6.55
A8	£301-£350	0.40%	4	0.42%	4.24
A9	£351-£400	0.60%	6	0.77%	7.66
A10	£401-£450	0.40%	4	0.30%	3.0
A11	£451-£500	0.30%	3	0.17%	1.7
A12	£500+	0.50%	5	0.44%	4.38

COMPLETES 1001

Q19

TYPE: SINGLE SELECTION

And sticking to the last six months, as a rough percentage, what is the total amount of items returned?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	10%	25.97%	260	28.32%	283.49
A2	20%	13.69%	137	9.94%	99.51
A3	30%	9.79%	98	7.80%	78.04
A4	40%	5.59%	56	4.29%	42.9
A5	50%	3.90%	39	2.90%	29.06
A6	60%	1.30%	13	0.81%	8.16
A7	70%	1.60%	16	1.41%	14.08
A8	80%	0.90%	9	0.60%	5.98
A9	90%	0.30%	3	0.21%	2.09
A10	100%	0.60%	6	0.71%	7.1
A11	I have not returned any items within the last six months	36.36%	364	43.02%	430.6

COMPLETES 1001

## Q20

TYPE: SINGLE SELECTION

### What are the main reasons you have returned items in the last six months?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	I ordered the wrong product or size	26.57%	266	24.60%	246.25
A2	The company shipped the wrong product or size	6.19%	62	6.59%	65.98
A3	The product was damaged or defective	9.59%	96	10.81%	108.16
A4	The product arrived too late	4.30%	43	3.70%	37.06
A5	I no longer needed the product	3.00%	30	2.70%	27.02
A6	I changed my mind	10.89%	109	9.79%	97.96
A7	The product did not match the description	6.59%	66	7.38%	73.88
A8	The product did not meet my expectations	11.29%	113	8.63%	86.42
A9	The product was a gift	1.20%	12	1.68%	16.84
A10	I found a better price elsewhere	3.40%	34	2.86%	28.59
A11	Other	16.98%	170	21.26%	212.85
A12	None				

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A13	Didn't return anything				
A14	Have not returned any items				
A15	I haven't returned items				
A16	I did not return any items				
A17	N/a				
A18	I haven't returned anything in the last 6 months				
A19	None returned				
A20	NONE				
A21	Na				
A22	Have not returned				
A23	I have not returned any items				
A24	I haven't returned anything				
A25	I haven't done any of this!!!				
A26	I did not return any items				
A27	Ordered more than one for size and stylr				
A28	I haven't returned anything				
A29	I have not returned any items				
A30	I haven't				
A31	Have not returned				
A32	None				

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A33	Did not return				
A34	I have not returned anything				
A35	Na				
A36	I haven't returned any items				
A37	No returns				
A38	NA				
A39	Trade in promotion and not being sent a trade in bag				
A40	No returns				
A41	I haven't				
A42	Na				
A43	Haven't needed to return anything				
A44	No returns were made				
A45	Not a good fit for my body shape, poor quality				
A46	I havnt returned an item				
A47	I haven't returned anything in the last 6 months				
A48	I haven't returned anything				
A49	Didn't fit nicely				
A50	i did not have to return anything				
A51	I haven't returned anything				



#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A52	I haven't				
A53	I have not				
A54	I haven't returned anything				
A55	I've not returned				
A56	I did not return				
A57	None				
A58	As I said I before I haven't returned any items				
A59	I have not returned items				
A60	N/A				
A61	Not returned				
A62	Haven't returned				
A63	I haven't				
A64	No returns				
A65	I haven't returned any items				
A66	Have not returned items				
A67	Haven't returned anything				
A68	I've not returned anything				
A69	I haven't returned anythingf				
A70	I haven't				
A71	Nothing returned				
A72	Haven't returned anything				

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A73	Didn't return anything				
A74	I did not return any items				
A75	Did not return				
A76	N/A				
A77	Didn't return				
A78	Buying the same item in more than one size and also buying lots of styles with the intention of only keeping one or two				
A79	I haven't returned items				
A80	No goods returned				
A81	I didnt return				
A82	I've not returned!				
A83	Not returned anything				
A84	I havent returned any items				
A85	I didn't return anything				
A86	I have not returned items in the past 6 months				
A87	Not returned				
A88	I have not returned any unwanted items				
A89	I haven't returned				
A90	I haven't returned any items.				

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A91	Haven't had to return				
A92	No returns				
A93	None				
A94	Have not returned anything				
A95	None returned				
A96	Didn't buy anything that I would return				
A97	I haven't				
A98	Ive not returned anuyhing				
A99	Na				
A10 0	Not applicable				
A10 1	I have not purchased anything online				
A10 2	I haven't returned				
A10 3	None				
A10 4	n/a				
A10 5	Didn't suit				
A10 6	I've not returned an item				
A10 7	Not applicable				

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A10 8	not returned anything				
A10 9	Not sirw				
A11 0	I didn't return anything				
A11 1	I haven't returned anything				
A11 2	Haven't returned any				
A11 3	I haven't returned any				
A11 4	I haven't returned any				
A11 5	None				
A11 6	I have not returned ent items				
A11 7	I haven't returned any				
A11 8	I've not				
A11 9	Take me time to choose somethings I won't return				
A12 0	Not returned anything				
A12 1	I have not returned anything				
A12	Didn't suit me				

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
2					
A12 3	Not a good fit				
A12 4	Not applicable				
A12 5	No returns items				
A12 6	None				
A12 7	I haven't				
A12 8	Haven't returned anything.				
A12 9	N/A				
A13 0	I haven't returned				
A13 1	Did not return				
A13 2	I haven't returned any items				
A13 3	I haven't sent any parcels back				
A13 4	None				
A13 5	No returns				
A13 6	I have not returned anything				

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A13 7	Not returned anything				
A13 8	I didn't return				
A13 9	Haven't made a return				
A14 0	N/a				
A14 1	I haven't returned				
A14 2	Didn't return anything				
A14 3	Not returned anything				
A14 4	I haven't returned a product				
A14 5	None				
A14 6	Have not returned goods				
A14 7	I have not returned items				
A14 8	Did not make a return				
A14 9	No return				
A15 0	I have not returned anything				
A15	I didn't return anything				

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
1					
A15 2	Haven't returned				
A15 3	No returned				
A15 4	I haven't				
A15 5	Didn't return anything				
A15 6	I haven't returned anuthing				
A15 7	I haven't returned anything				
A15 8	NOT RETURNED				
A15 9	Haven't returned any				
A16 0	Have not returned anything				
A16 1	n/a				
A16 2	I have not returned anything				
A16 3	No returns				
A16 4	N/a				
A16 5	I have not returned any				

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A16 6	I have not returned any items in the last 6 months				
A16 7	Haven't returned anything				
A16 8	Don't know				
A16 9	Didn't have to return				
A17 0	Not returned a product				
A17 1	I use a brand that I trust so I have never returned an item				
A17 2	None				
A17 3	I have NO items I want to return ever				
A17 4	i haven't returned any items within the last six months				
A17 5	I've not returned anything				
A17 6	None				
A17 7	Have not returned anything				
A17 8	Haven't returned anything				
A17 9	Have not returned anything				
A18	Na				



#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
0					
A18 1	i dont returned				
					COMPLETES 1001