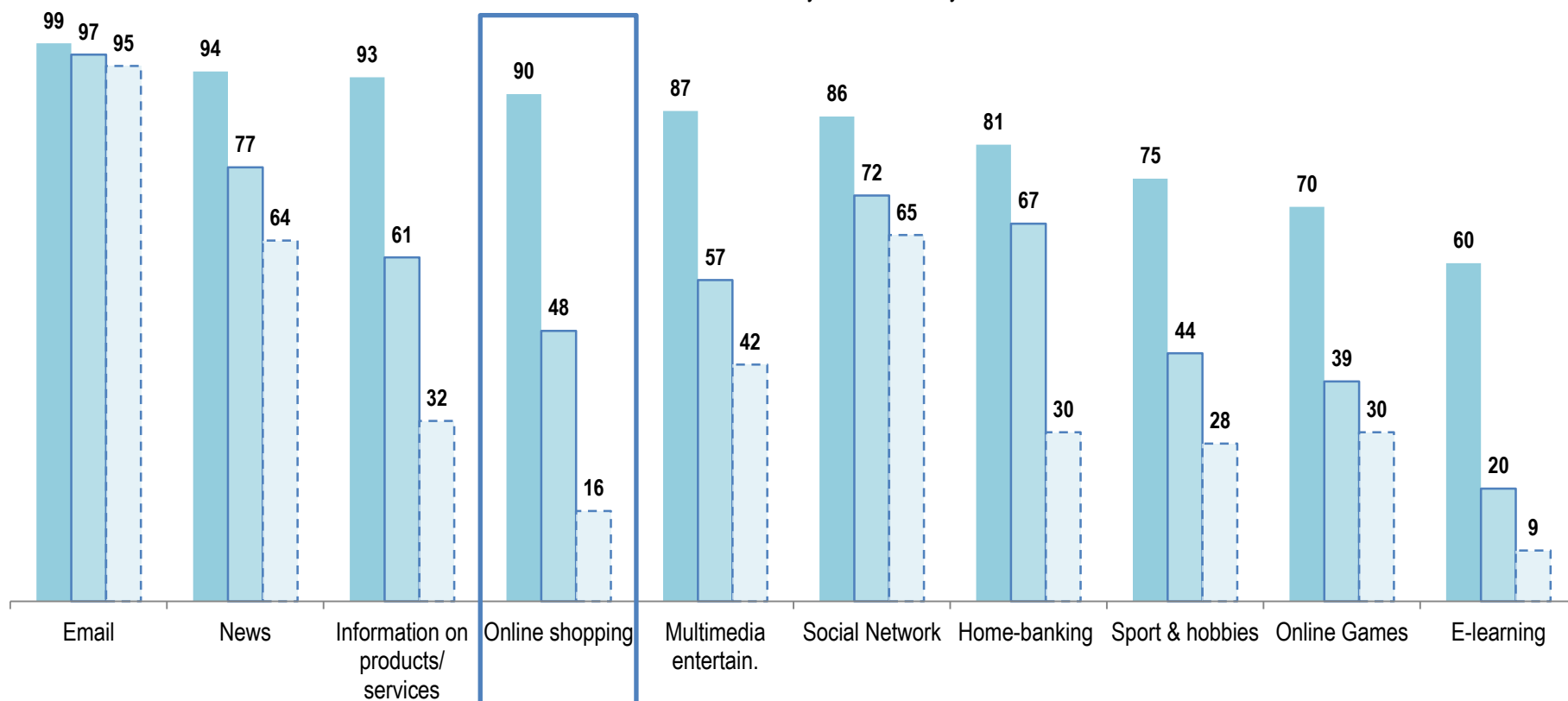


TRIPLE USER = PC + smartphone + tablette user ult. 4 settimane

Online activities last 12 months/ month/ 7 days – Swiss internet users | EDBS 2014 for Observatory Netcomm Suisse

Base: total internet users 16-65 y.o., n=1.078; %

■ Last 12 months ■ Last 30 days ■ Last 7 days



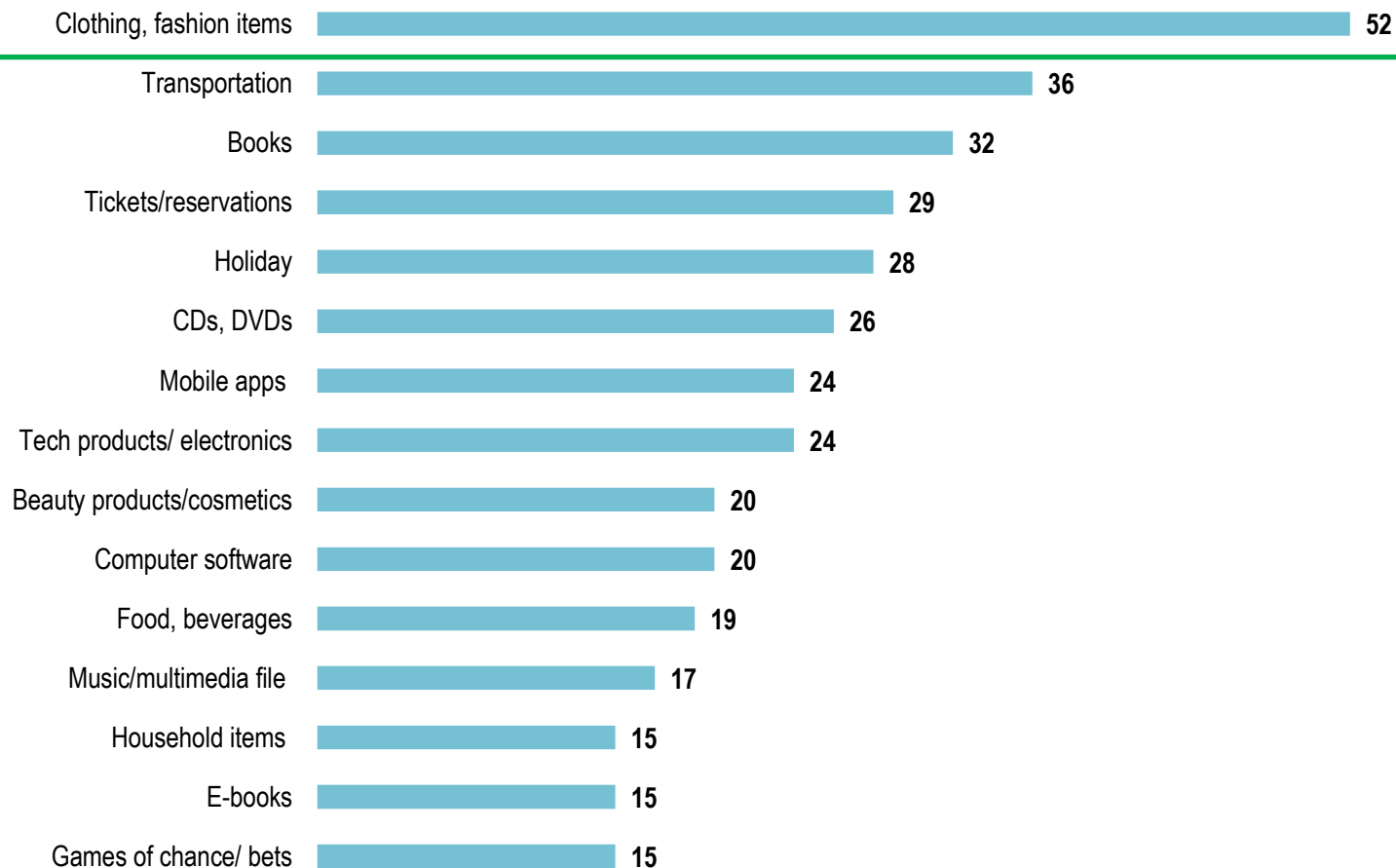
Swiss ranking :

1°	2°	3°	4°	5°	6°	7°	8°	9°	10°
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Online shoppers per product category last 12 months - Swiss shoppers (90%)

Source: Swiss Internet Users & E-Commerce Research 2014, ContactLab for Observatory Netcomm Suisse

Base: online shoppers in the last 12 m for at least one product or service, 16-65 y.o.; n=872; %

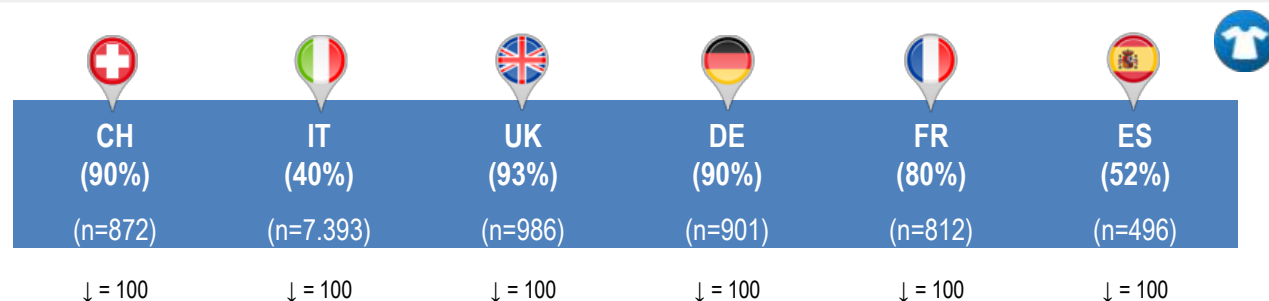




						
	CH	IT	UK	DE	FR	ES
	(90%)	(40%)	(93%)	(90%)	(80%)	(52%)
	(n=872)	(n=7.393)	(n=986)	(n=901)	(n=812)	(n=496)
	%	%	%	%	%	%
Clothing, fashion items	52	45	81	74	66	58
Books (printed)	32	26	40	45	33	19
Transportation	36	36	33	20	31	36
Tickets/reservations	29	26	31	33	30	35
Tech products /home electronics	24	35	28	38	31	27
CDs, DVDs	26	25	43	39	27	15
Beauty products/cosmetics	20	20	31	28	33	26
Holiday (tourist packages, hotels, etc.)	28	24	30	20	27	20
Mobile apps (tablet, smartphone)	24	25	30	21	12	21
Household items	15	16	29	27	23	16
Computer software	20	17	21	31	12	16
E-books, newspapers or journals in an electronic format	15	23	24	18	16	16
Food, beverages	19	10	34	15	18	15
Music files or multimedia for payment	17	16	31	21	14	9
Toys/models	9	12	21	18	17	15
...

Online fashion buyers: main dimensions | Source: European Digital Behaviour Study, ContactLab

Base: online shoppers in the last 12 m for at least one product or service, 16-65 y.o.; n=872; %

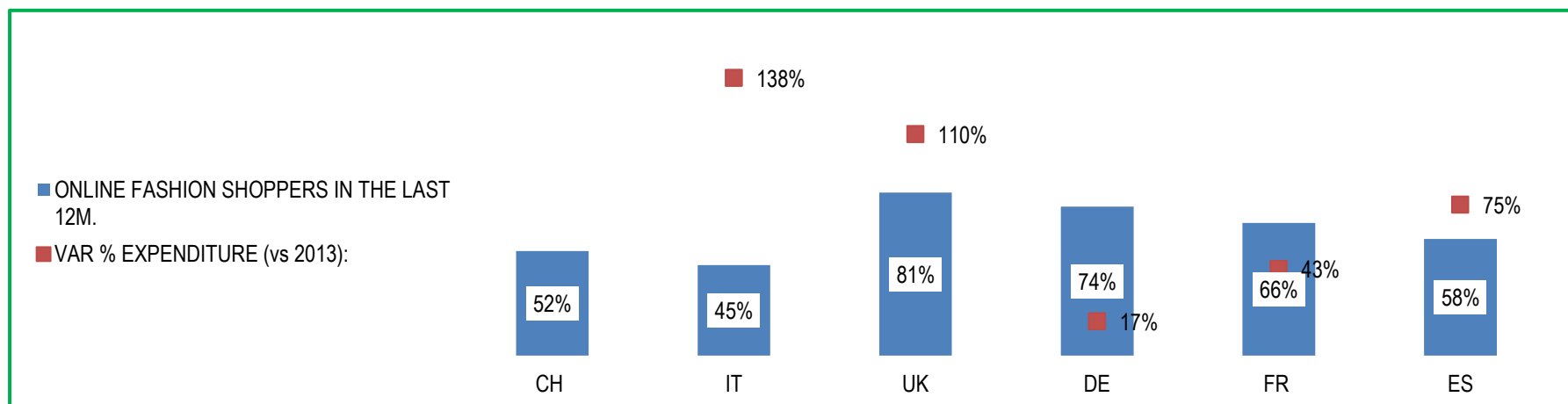


ONLINE FASHION SHOPPERS IN THE LAST 12M.

52% **45%** **81%** **74%** **66%** **58%**

EXPENDITURE 2014 (avg value) **463 CHF** **478 €** **507 €** **339 €** **274 €** **347 €**

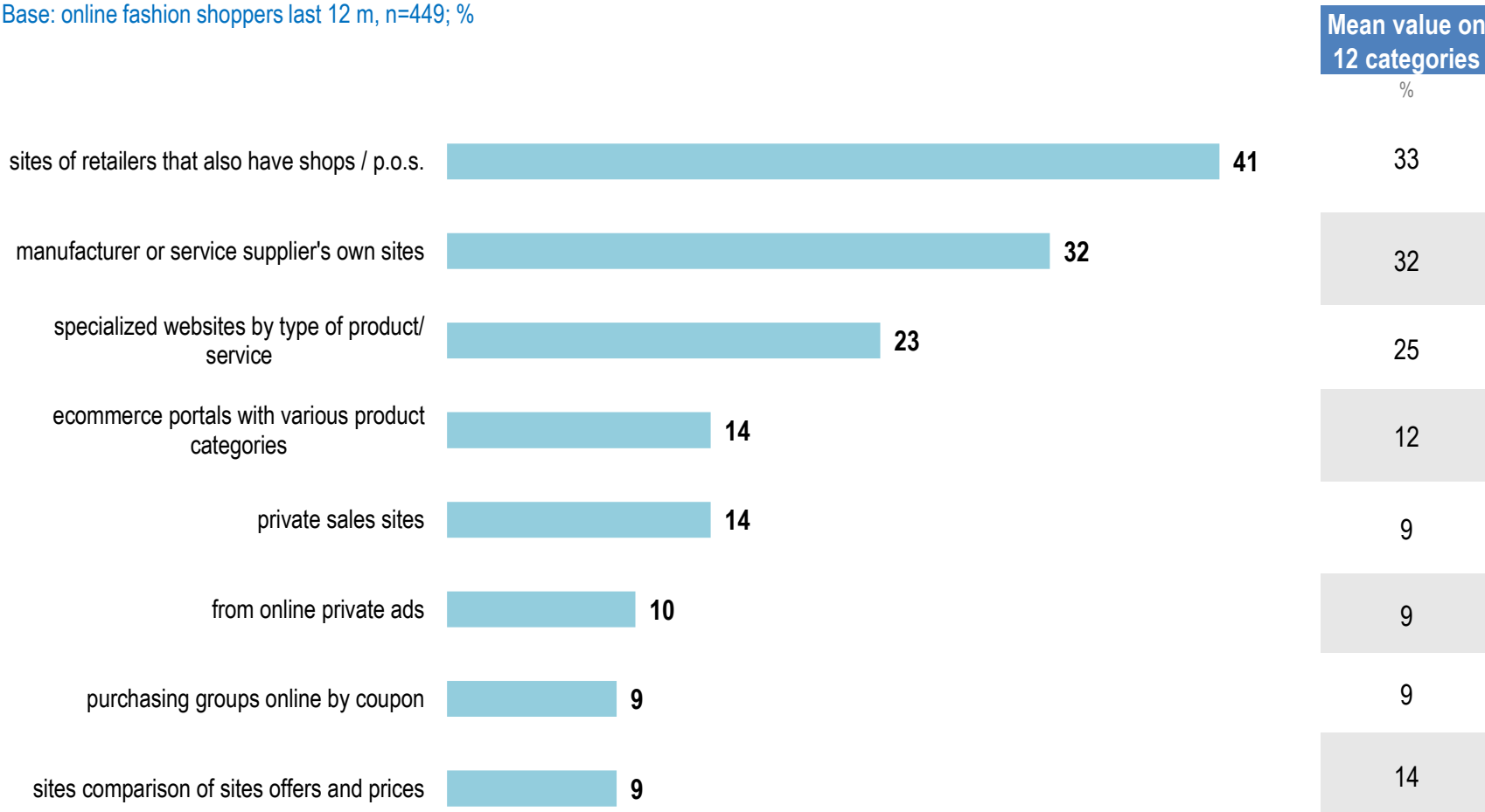
VAR % EXPENDITURE (vs 2013): na **+138%** **+110%** **+17%** **+43%** **+75%**



Purchasing channels for online fashion – Swiss shoppers (42%) |

Source: Swiss Internet Users & E-Commerce Research 2014, ContactLab for Observatory Netcomm Suisse

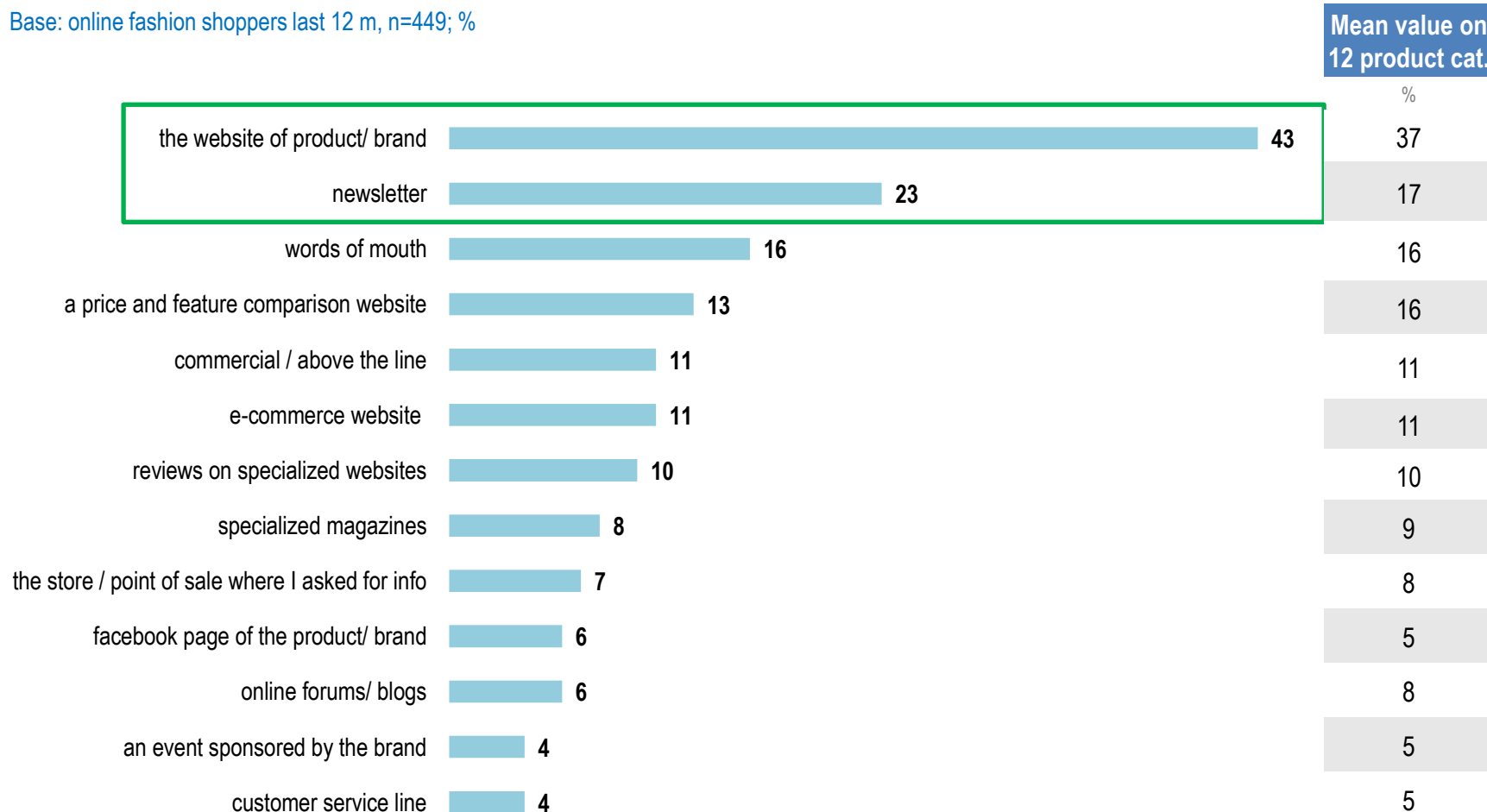
Base: online fashion shoppers last 12 m, n=449; %



Information channels for online fashion – Swiss shoppers (42%) |

Source: Swiss Internet Users & E-Commerce Research 2014, ContactLab for Observatory Netcomm Suisse

Base: online fashion shoppers last 12 m, n=449; %



Trust and openness towards newsletters – Swiss newsletter users (85%) |

Source: Swiss Internet Users & E-Commerce Research 2014, ContactLab for Observatory Netcomm Suisse

Base: newsletter users 16-65 y.o., n=914; %

■ Very ■ Somewhat ■ A little ■ Not much ■ Not at all

You feel that the content of the newsletters you subscribe to is trustworthy

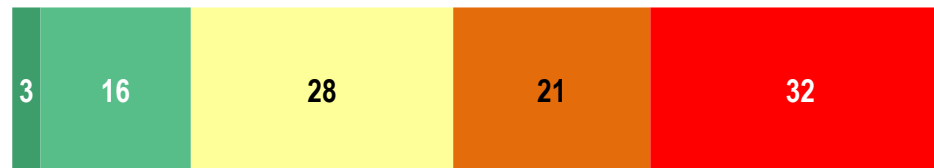


Total in positive relationship (TOP2)

60

66%
on
Online
fashion
shoppers

you would to provide more information about yourself and your interests, to get the most relevant and personalized messages



19

22%
on
Online
fashion
shoppers