

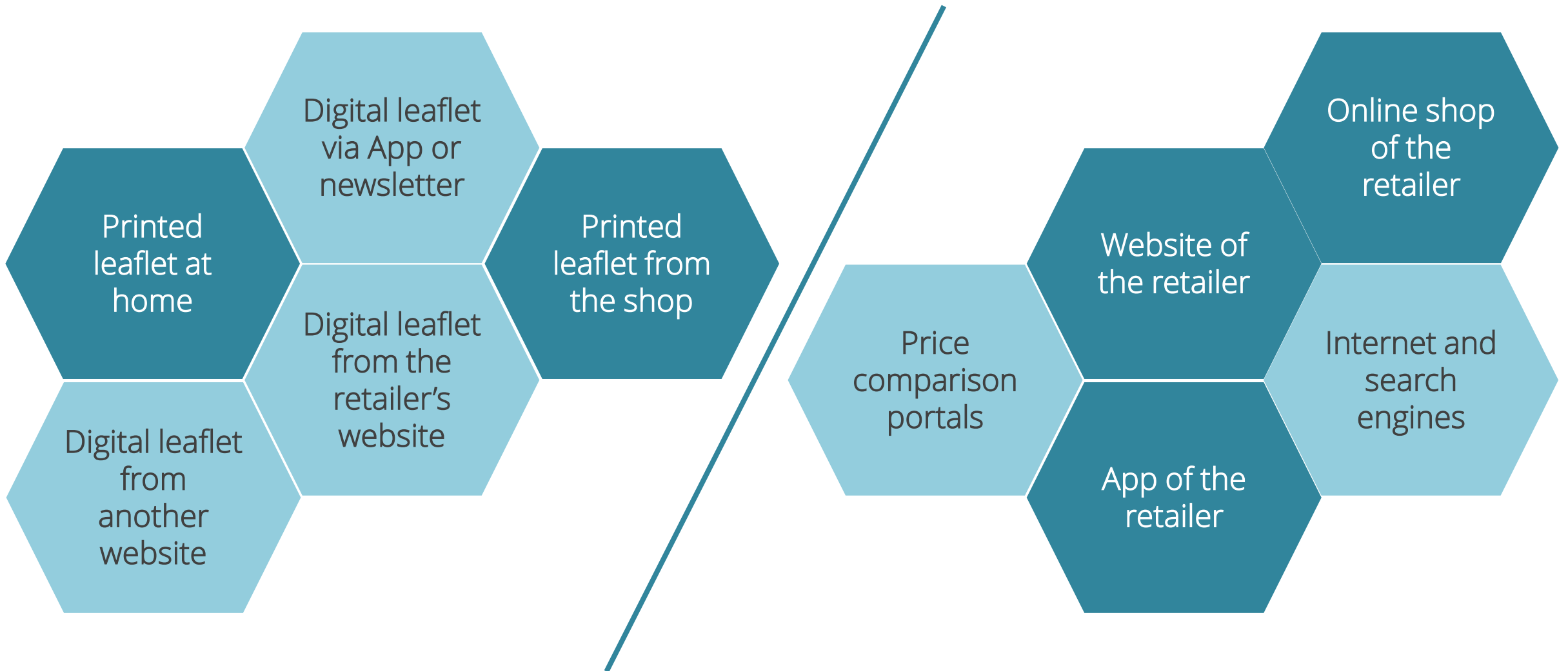
PROMOTIONCOMPASS 2024

Comparison of the reach of retail advertising in Europe

METHODOLOGICAL ASPECTS

Data collection method	Online Interviews (CAWI)
Sample size	n=11.071 (n=500 to 1.000 depending on the country)
Target group	Population above 18 years old
Representativeness	Quota sampling according to sex and age
Sample structure and weighting factors	The sample structure as well as the weighting factors are calculated based on the newest data provided by the national statistical agency of the respective country
Fieldwork period	01. – 03.2024
Survey area	All over the respective countries *France: all over Metropolitan France **Portugal: all over continental Portugal

EXAMINED WAYS OF PROMOTIONAL INFORMATION



RESEARCH CONTENTS



Purchase frequency per retailer



Frequency of information about offers or promotions



Leaflet reach per retailer



Online media reach per retailer



Cross-reading

Graphical illustrations of the results in PowerPoint as well as detailed tables in Excel, encompassing both total values and analyses according to sociodemographic characteristics and population segments

SAMPLE STRUCTURE

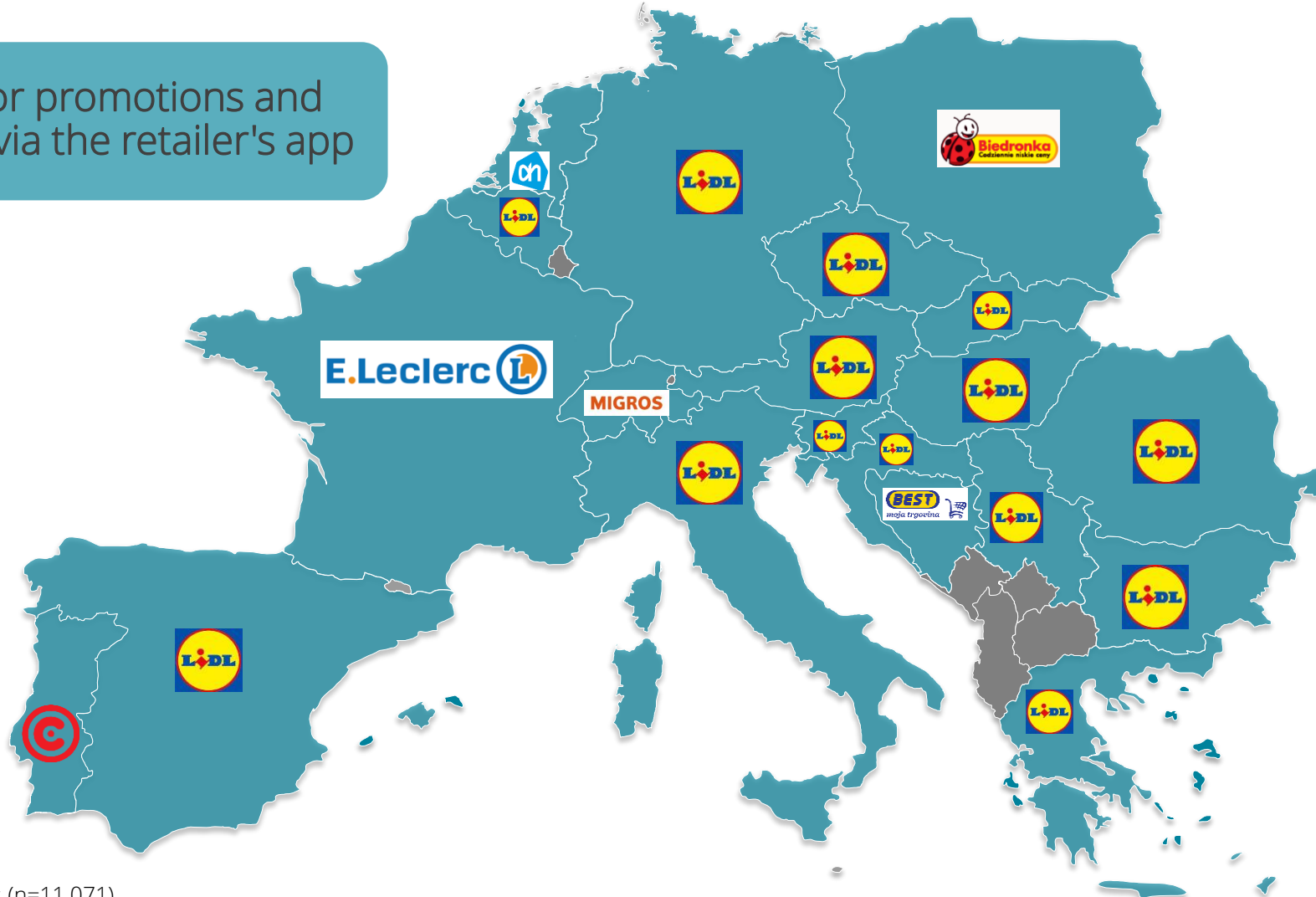


	n=	
	11.071	TOTAL
♂♀	5.355	Men
	5.716	Women
⚖️	1.765	18 - 29 years
	3.676	30 - 49 years
	5.629	50 years or older
🏠	6.496	Urban
	2.105	Periphery of a city
	2.474	Rural

TOP RETAIL-APPS USED ACROSS EUROPE BY COUNTRIES

Question: Please think of online media or ways and indicate whether you have used the respective option in the last 3-4 weeks to find out about promotions or special offers from the following retailers. In the last 3-4 weeks...

I searched for promotions and special offers via the retailer's app



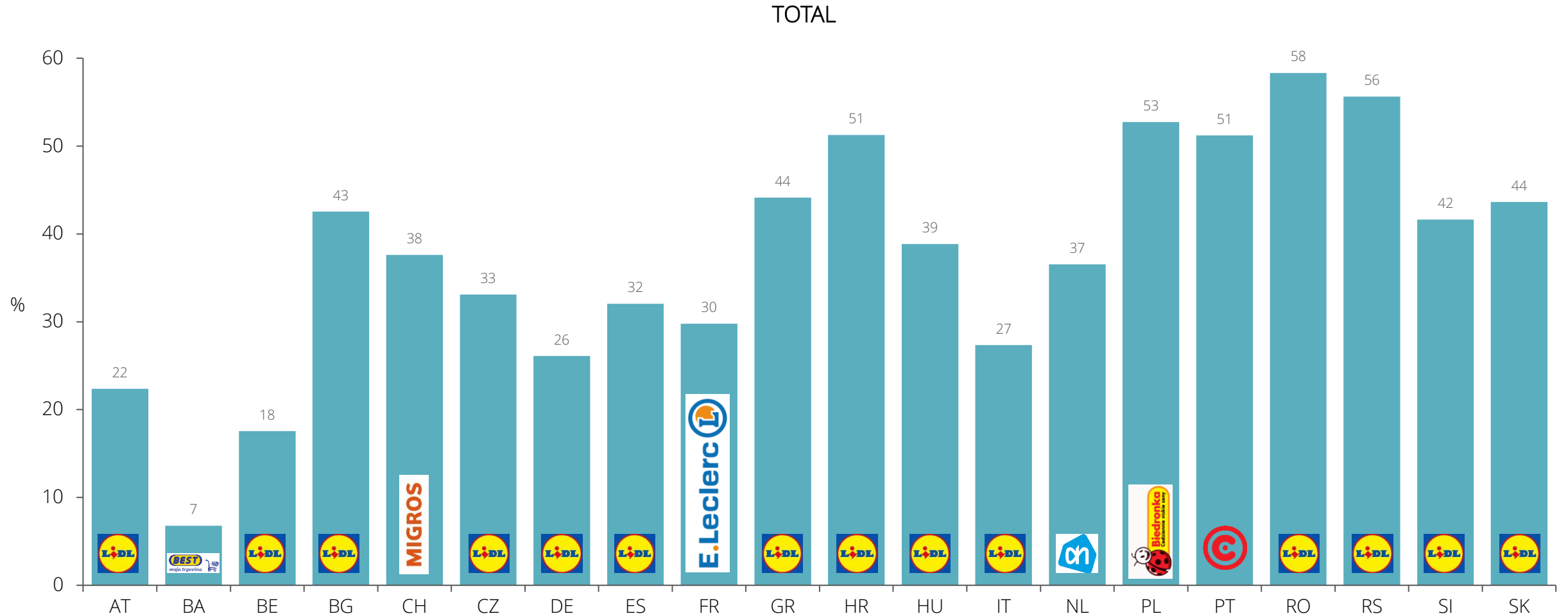
Basis: all survey participants (n=11.071)

FOCUS – be ahead!

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