



Opinion Research Corporation

902 Carnegie Center, Suite 220  
Princeton, NJ 08540

Worldwide Headquarters: (609) 452-5400 • Fax (609) 419-1892  
Internet: [www.opinionresearch.com](http://www.opinionresearch.com)

**CONTACT:**

**Caroline Harris, CJP Communications**

Phone: (212) 279-3115 ext. 222

**Carolyn Werbler, ORC USA**

Phone: (609) 452 5258

**Kelly Loontjer**

Direct of External Communications

Phone: (402) 596-7574

E-mail: [kelly.loontjer@infogroup.com](mailto:kelly.loontjer@infogroup.com)

**Internet Shopping Increases as Consumers Hunt for Bargains**

*Opinion Research Corporation Study Finds Shoppers Go Online for Best Deals*

**PRINCETON, NJ – April 9, 2009** – As consumer spending slows and customers hunt for bargains, the Internet is fast becoming the retail outlet of choice for Americans, according to the latest Ouch Point® survey from Opinion Research Corporation, an *infoGROUP* company (NASDAQ: IUSA). Thirty-six percent of respondents said that the percentage of online purchases they made last year increased, citing ease of locating items (25 percent), better discounts (19 percent), time savings (14 percent) and convenience (13 percent) as the primary reasons for the change in purchasing behavior.

“Service delivery matters just as much online as it does in a bricks-and-mortar environment,” said Linda Shea, Senior Vice President and Global Managing Director of ORC’S Customer Strategies Practice. “But the dynamics of the online world are very different than they are in-store. The most successful online merchants are investing in tools and technologies that facilitate the shopper’s entire purchasing experience, from comparison shopping and bargain hunting to effective use of coupons and credits to easy return policies.”

Despite the increase in Internet shopping, 77 percent of respondents said that the economic condition has impacted the way they purchase goods and services, with 45 percent spending less, 24 percent looking for the best deal on an item and 24 percent only buying necessities. Yet despite the current economic situation, 22 percent of respondents indicated their online purchases will increase this year.

“While our data indicates that people are spending less, it is equally clear that shoppers are increasingly turning to the Internet as the channel of choice when they do buy. This underscores the need for merchants to realize that even in a self-service environment, customers need enough information to make a purchase decision and validate that they are making the right decision. In the end, this drives revenue and minimizes returns for merchants, while at the same time entices customers to return to the site and to recommend it to others.”

Ouch Point survey respondents ranked a list of top frustrations with online shopping as follows:

	<b>2009</b>	<b>2008</b>
Not being able to speak to anyone to answer questions	25%	21%
Learning that items are back-ordered or out of stock after they are in the cart	11%	17%
Receiving an item that doesn’t look anything like it did on the Internet	11%	21%
Websites that malfunction as the payment in being processed	9%	14%
Not being able to find an item	8%	13%
Unclear shipping information	5%	5%
An uncertain return policy	5%	7%
Not getting an acknowledgement after the order has been placed	2%	5%

**About Opinion Research Corporation**

Opinion Research Corporation, an *infoGroup* company, is a full-service, global market research firm offering action-oriented advice and intelligence to clients worldwide in the areas of Customer Strategies, Corporate Branding and Reputation, Employee Engagement and Market

Planning and Development. ORC is also a partner of CNN on the CNN/Opinion Research Corporation poll, conducting national, speech reaction, state and flash/overnight polls for the most trusted name in news since April 2006. To learn more, visit [www.opinionresearch.com](http://www.opinionresearch.com).

**About The Ouch Point® Series**

ORC's Ouch Point® series examines the tolerance thresholds of Americans in common scenarios they face daily in both their professional and personal lives.

**About *info*GROUP**

*info*GROUP ([www.infoGROUP.com](http://www.infoGROUP.com)) (NASDAQ: IUSA), founded in 1972, uniquely combines business and consumer information, marketing services and research solutions for sales, marketing and business professionals around the world. Our data and marketing solutions help companies of all sizes find new prospects, deepen relationships with existing customers and reach businesses and consumers at home, at work and on-line. *info*GROUP business data is also used by the top internet search engines and vehicle navigation systems to power their Point-of-Interest and business search capabilities. Our research solutions are used globally by organizations to solve complex problems, measure effectiveness and understand the attitudes and needs of their customers, citizens, employees and other key stakeholders.

*info*GROUP headquarters are located at 5711 S. 86th Circle, Omaha, NE 68127. For more information, call (402) 593-4500 or visit [www.infogroup.com](http://www.infogroup.com).

Statements in this announcement other than historical data and information constitute forward looking statements that involve risks and uncertainties that could cause actual results to differ materially from those stated or implied by such forward-looking statements. The potential risks and uncertainties include, but are not limited to, recent changes in senior management, the successful integration of recent and future acquisitions, fluctuations in operating results, failure to successfully carry out our Internet strategy or to grow our Internet revenue, effects of leverage, changes in technology and increased competition. More information about potential factors that could affect the company's business and financial results is included in the company's filings with the Securities and Exchange Commission.