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NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents*

Annotated Questionnaire:

BHG1. How often do you shop online?

	Total 2023 (n=1,358)
Weekly	30%
Monthly	32%
Once every 2-3 months	18%
Once every 4-6 months	9%
Once a year	2%
Less than once a year	3%
Never	6%

BHG2. How often do you seek out deals when shopping online?

	Total 2023 (n=1,358)
Never	7%
Rarely	12%
Sometimes	38%
Often	43%
Refused	1%

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BHG3. Do you think it is worth spending more to purchase products from small or local businesses?

	Total 2023 (n=1,358)
Yes	64%
No	34%
Refused	2%

BHG4. What is the main reason you think it is worth spending more to purchase products from small or local businesses?

	Total 2023 (n=872)
Supporting local and/or small businesses is important to me	84%
I prefer to purchase products from retailers who more closely align with my values	12%
Other	3%
Refused	1%

BHG5. Which of the following would you prefer? Please select one even if neither is exactly correct.

	Total 2023 (n=1,358)
Spending less money on a product from a big box retailer rather than	38%
Spending a little more to support a small business that aligns with your values (e.g., small business, local business, Black-owned business, veteran-owned business)	59%
Refused	3%

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BHG6. How much does a product need to be discounted for you to consider it a good deal?

	Total 2023 (n=1,358)
Less than 10% off	3%
10%-29% off	38%
30%-49% off	38%
50% off or more	19%
Refused	2%

BHG7. Do you feel that shopping on major shopping holidays (like retailers' "deal-days") helps you spend less money?

	Total 2023 (n=1,358)
Yes	30%
No	69%
Refused	1%

BHG8. How long are you willing to wait to purchase a non-essential item you want if you know you can get it on sale at a later date?

	Total 2023 (n=1,358)
Less than a week	9%
1-2 weeks	19%
One month	22%
More than one month	31%
Until the next major holiday sale	18%
Refused	2%

BHG9. Do you tend to make planned or spontaneous purchases when shopping on retailers 'deal days'?

	Total 2023 (n=1,358)
Planned	60%
Spontaneous	38%
Refused	2%

BHG10. Do you feel you spend too much money when shopping on retailers' deal days?

	Total 2023 (n=1,358)
Yes	31%
No	67%
Refused	2%

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BHG11. Do you ever buy something because it's marked on sale and then later regret it?

	Total 2023 (n=1,358)
Yes	42%
No	57%
Refused	1%

BHG12. Why do you regret it?

	Total 2023 (n=1,093)
I didn't really need it	62%
I wasn't planning to spend money - it was an impulse purchase	42%
I have too much stuff already	34%
I later found it for a lower price	19%
I didn't do proper research on the product	17%
I didn't bother to compare prices from other stores	13%
Other	3%
I already owned it	2%
I felt guilty for not shopping at a store that aligns with my values	1%

BHG13. How often have you purchased a product on sale, then eventually found it for an even lower price?

	Total 2023 (n=1,358)
Never	19%
Once	22%
More than once	58%
Refused	2%

BHG14. Which of the following tools/resources do you feel could help prevent buyer's remorse?

	Total 2023 (n=2,980)
Being able to price compare across retailers/brands	53%
Researching the product properly	47%
Planning to buy something in advance	37%
Getting price drop alerts	28%
Seeing if a product is priced high, typical or low	25%
See how a product's price has fluctuated over the last 90 days	25%
Other	2%
Refused	3%

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BHG15. How would you define buyer's remorse?

	Total 2023 (n=1,358)
Impulsive purchasing of an item and regretting it	39%
Purchasing an item I didn't actually need	25%
Feeling guilty because I did not do proper research, like comparing products or prices	16%
Purchasing an item that I needed, but spending too much money on it and regretting it	13%
Feeling guilty about where I bought the item	3%
Other	2%
Refused	2%

BHG16. How often do you feel buyer's remorse from a purchase where you did due diligence in your research, including product and price comparison?

	Total 2023 (n=1,358)
Never	18%
Rarely	58%
Sometimes	20%
Often	2%
Refused	2%

BHG17. How often do you feel buyer's remorse from an impulse purchase?

	Total 2023 (n=1,090)
Never	4%
Rarely	37%
Sometimes	50%
Often	9%
Refused	*

BHG18. How do you feel when experiencing buyer's remorse?

	Total 2023 (n=1,090)
No strong feelings	22%
A little upset	56%
Moderately upset	19%
Very upset	3%
Refused	1%

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BHG19. How long do you experience buyer's remorse?

	Total 2023 (n=1,090)
Less than a day	52%
One day – one week	40%
More than a week	7%
Refused	1%

BHG20. When does buyer's remorse kick in for you?

	Total 2023 (n=1,090)
Immediately upon purchasing an item	6%
A few hours after purchasing an item	38%
A few days after purchasing an item	38%
A week or more after purchasing an item	12%
Other	5%
Refused	1%

BHG21. If you've experienced buyer's remorse in the past, what product was it for?

	Total 2023 (n=2,419)
Gifts for myself	48%
Shoes	20%
Casual clothes	19%
Gifts for someone else	13%
Small appliances (e.g., coffee/espresso maker, air fryer, toaster/toaster oven)	13%
Trendy fashion items	11%
Dressy clothes	10%
Skincare	8%
Jewelry	8%
Makeup	7%
Handbags	7%
Toys	7%

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BHG21. If you've experienced buyer's remorse in the past, what product was it for? **(Continued)**

Computers	6%
Large appliances (e.g., oven, refrigerator, dishwasher)	6%
Haircare	5%
TVs	5%
Headphones	5%
Staple fashion items	5%
Tablets	4%
Gaming consoles	4%
Pickleball set	*
Other	9%
Refused	3%

BHG22. What products do you not feel buyer's remorse over after purchasing?

	Total 2023 (n=2,807)
Gifts for someone else	48%
Casual clothes	20%
Gifts for myself	17%
Large appliances (e.g., oven, refrigerator, dishwasher)	16%
Small appliances (e.g., coffee/espresso maker, air fryer, toaster/toaster oven)	15%
Computers	15%
Shoes	14%
TVs	13%
Skincare	10%
Haircare	10%
Tablets	9%
Headphones	8%
Dressy clothes	7%
Jewelry	7%
Makeup	7%
Gaming consoles	7%
Staple fashion items	6%
Handbags	6%
Toys	5%
Trendy fashion items	3%
Pickleball set	2%
Other	5%
Refused	8%

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BHG23. Thinking of your most recent experience feeling buyer's remorse, what was the price of that item?

	Total 2023 (n=1,090)
$1-$100	59%
$100-$250	20%
$250-$500	9%
$500-$1000	4%
$1000+	6%
Refused	2%

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About the Study

This USA Today/Ipsos poll was conducted by Ipsos from May 12 to May 14, 2023, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,358 adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under $25,000, $25,000-$49,999, $50,000-$74,999, $75,000-$99,999, $100,000-$149,999, $150,000+)

The margin of sampling error is plus or minus 2.8 percentage points for online shoppers at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.12. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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