ADCOLONY

Holiday Shopping Survey
2018 Highlights

North America

70% of holiday shoppers are between 45 and 74 years old

Almost half of consumers use their smartphones to make online purchases

59% use their mobile device most or all of the time compared to a desktop

- Find shopping on mobile to be about the same in terms of security compared to a desktop
- Find mobile to be less or much less secure
- Find mobile to be more or much more secure

Clothes, home goods, and books are most frequently purchased on mobile devices

Consumers use their smartphone to research better deals, take pictures, and look up product reviews while shopping in-store

Most consumers do not have a preference between shopping in-app or in a browser

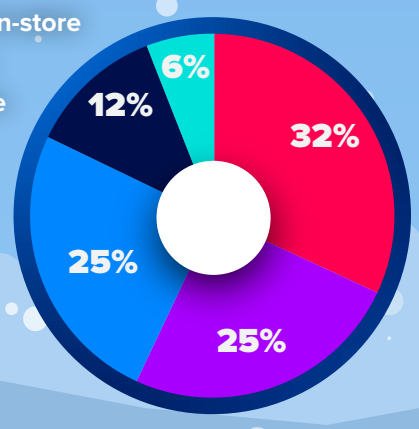
35% prefer in-app, if they had to choose

Consumers not only use mobile devices to shop for themselves, but also for others

It is most important for consumers to have their mobile device with them while shopping in-store

An easy-to-navigate app/online store is the most important factor when considering shopping experiences on mobile

- Have not purchased something on their mobile device directly from an advertisement
- Would purchase something on their mobile device directly from an ad if the product was relevant to them

Consumers tend to shop about even between online and in-store

- Shop about even between online and in-store
- Prefer to shop online most of the time
- Prefer to shop in-store most of the time
- Prefer to shop online all the time
- Prefer to shop in-store all the time