



# Online Holiday Shoppers and Digital Influence

Questions?

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# Methodology

**IAB conducted a custom analysis of syndicated Prosper Insight data** to look at consumer and media behaviors of holiday shoppers planning to do most of their shopping online, defined as US adults 18 or over who answered “51% or more” to the following question: “What percentage of your holiday shopping do you plan to do online?” Those planning to do most of their holiday shopping online were compared to the general Adult 18 and over population in the US. The report was supplemented with the media influence of regular online shoppers, defined as US adults 18 or older who answered “regularly” or “occasionally” to the following question: “How often do you purchase products online?”

The report is derived from the Prosper Insights & Analytics Monthly Consumer Study (October 2016) of 7733 respondents surveyed online which focused on the 2617 respondents who are planning to do most of their holiday shopping online and the annual 2016 Media Behaviors & Influence™ (MBI) Study of 16,121 respondents surveyed online, focusing on the 4683 respondents who regularly make purchases online. The studies have a margin of error of 1%, at a 99% confidence level.

## Sample Sizes

- **Prosper Insights & Analytics Annual Media Behaviors & Influence™ (MBI) Study**
  - **16,121 Adults 18+** representative of the general US population
- **Prosper Insights & Analytics Monthly Consumer Survey** conducted online in October 2016 and included those planning most of their holiday shopping online
  - **4683 Adults 18+** representative of the general US 18+ population

## **About Prosper Insight™**

Prosper Insight delivers customized timely market intelligence from various sources through its cloud-based technology-driven Integrated Solutions Platform. Solutions are delivered on multiple devices (PC/Tablet/Smartphone) through the InsightCenter™ tool using diverse information sources relevant to clients' business needs.

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# 34% of US Adults are Planning to Do More Than Half of Their Holiday Shopping Online

➤ And they are more likely than the general US adult population to be...

**High Income**

**College Educated**

**Young**

**Professional/Managerial**

What percentage of your holiday shopping do you plan to do online?

■ 50% or Less

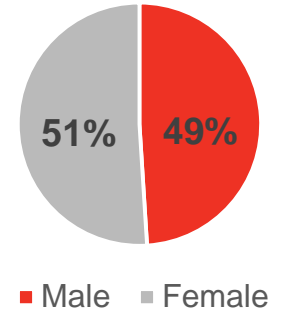
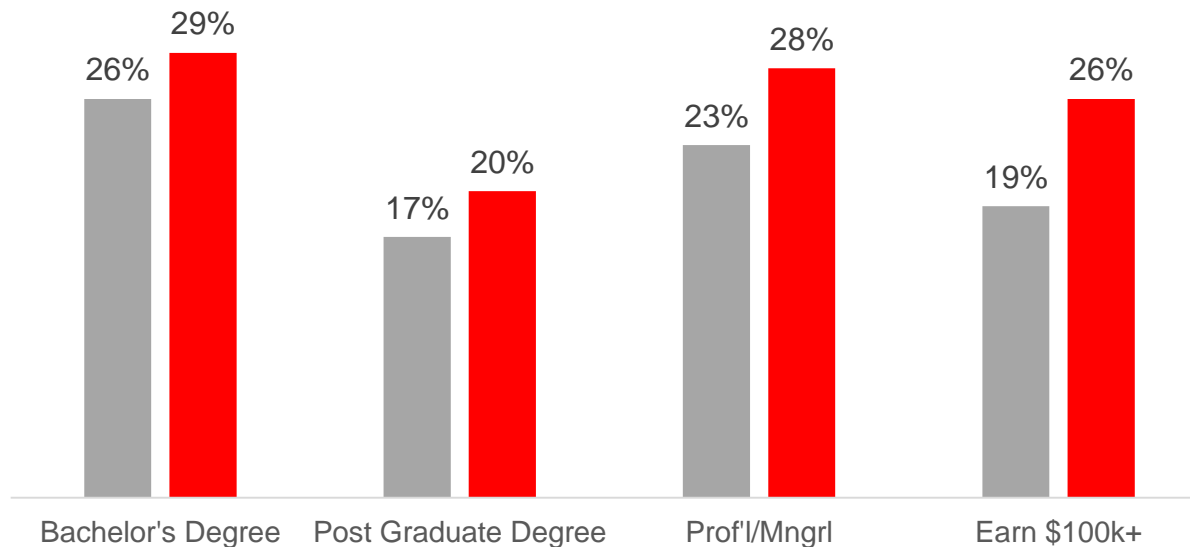
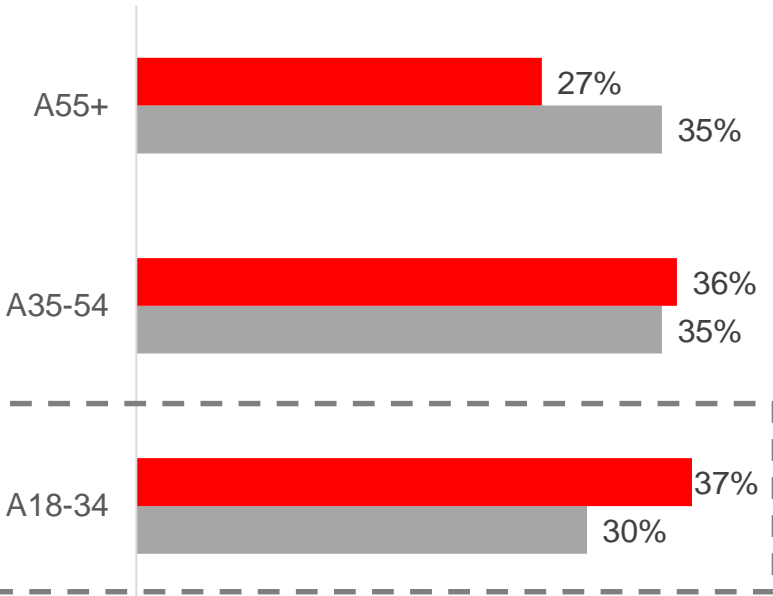
■ 51% or More

66%

34%

■ Adults 18 and Older

■ Plan to Do Most Holiday Shopping Online



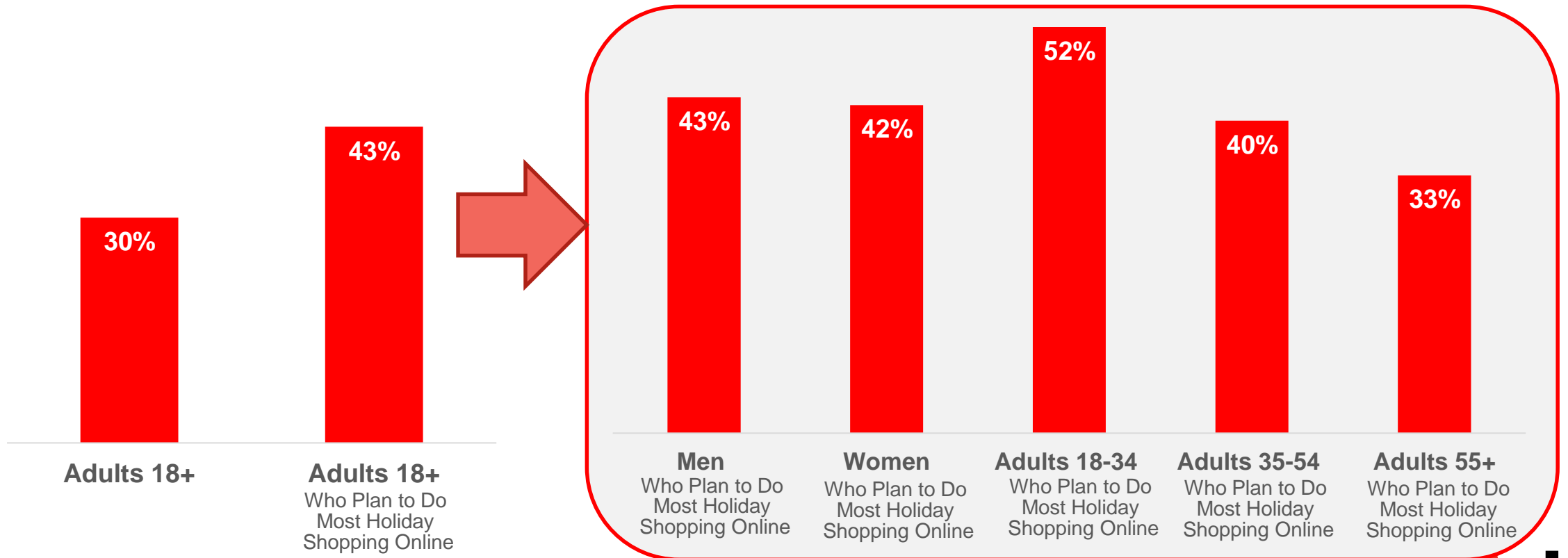
■ Planning to Do Most Holiday Shopping Online  
 ■ Adults 18 and Older

# Those Who Plan to Do Most of Their Holiday Shopping Online Also Plan to Spend More Online This Season Than Last Year

- 18-34 year olds especially plan to spend more online this holiday season as compared to a year ago

*Over the next 90 days (October, November and December), do you plan on spending more, the same or less than you normally would spend at this time of year shopping by Internet, Catalogue or TV-Home Shopping? (Internet Shopping, More)*

## Plan to Spend More Online (Oct., Nov. and Dec.) Than Last Year

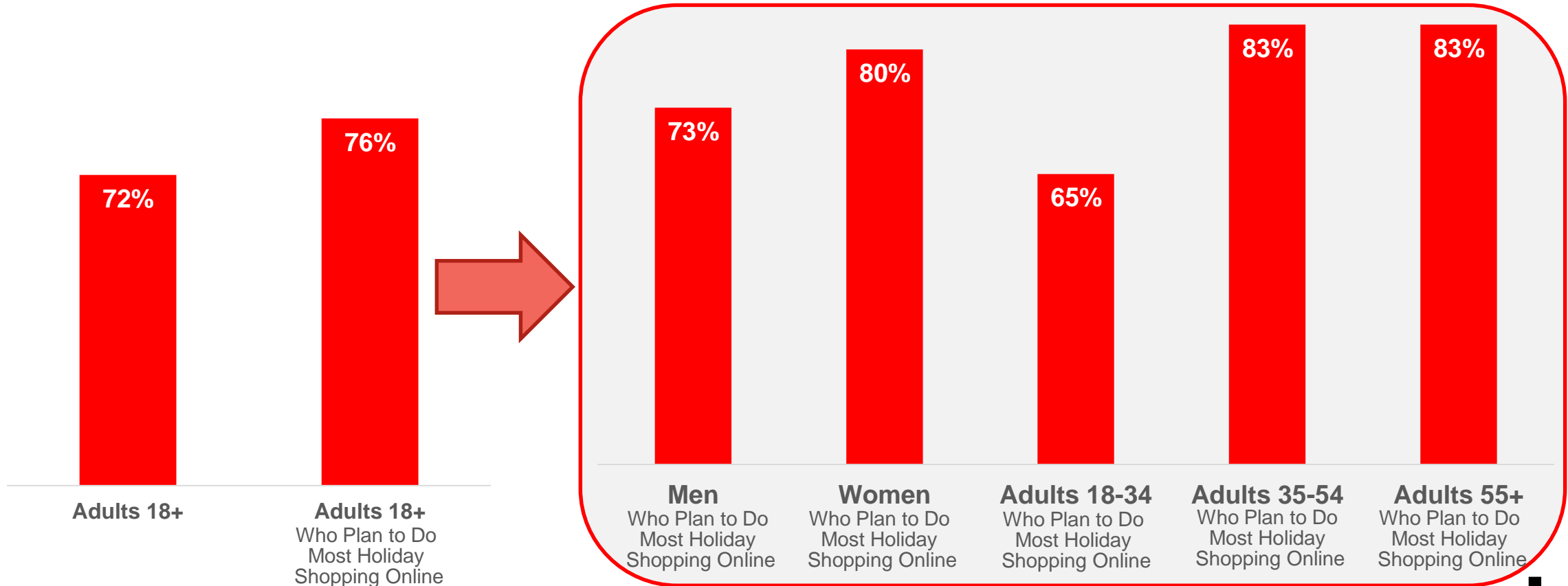


# Online-Primary Holiday Shoppers Are Also Planning to Spend More on Gifts Than The General Population

- Among those planning to do most of their holiday shopping online this year, adults 35 and older and women are more likely to spend over \$100 on gifts this holiday season as compared to a year ago

How much do you plan to spend on GIFTS FOR FAMILY this year for the holidays? (in dollars) (\$101 or more)

## Plan to Spend Over \$100 on Holiday Gifts for Family



# Those Doing Most of the Their Holiday Shopping Online Plan to Spend More Than Last Year on All Products

Among Those Planning to Do 51% or More of Their Holiday Shopping Online...

Especially...

82% Will Spend the Same or More on **Children's Clothing** (vs. 79% of Adults 18+)



84% of 18-34 year olds Will Spend the Same or More on **Children's Clothing**

77% Will Spend the Same or More on **Toys** (vs. 73% of Adults 18+)



80% of 18-34 year olds & 81% of Women Will Spend the Same or More on **Toys**

78% Will Spend the Same or More on **Women's Casual Clothing** (vs. 73% of Adults 18+)  
79% on **Men's Casual Clothing** (vs. 74% of Adults 18+)



81% of Men & 18-34 year olds Will Spend the Same or More on **Women's Casual Clothing**  
83% of Men & 18-34 on **Men's Casual Clothing**

74% Will Spend the Same or More on **Electronics** (vs. 68% of Adults 18+)



78% of Men & 79% of 18-34 year olds Will Spend the Same or More on **Electronics**

69% Will Spend the Same or More on **Decorative Home Furnishings** (lamps, pictures, etc.) (vs. 64% of Adults 18+)



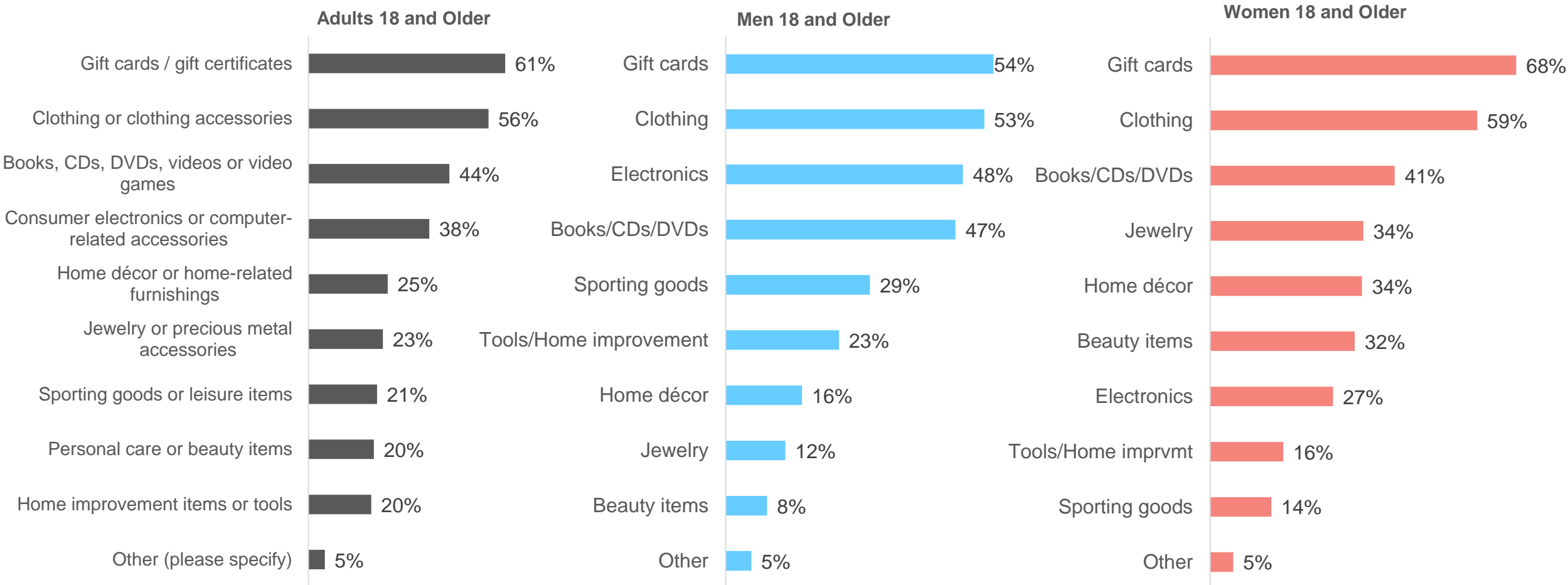
76% of 18-34 year olds Will Spend the Same or More on **Decorative Home Furnishings**

Over the next 90 days (October, November and December), do you plan on spending more, the same or less on the following items than you would normally spend at this time of the year? (Same or More)  
(Among those who plan to do most of their holiday shopping online)

# Types of Gifts Wanted Differ by Gender but Gift Cards Top the List, Followed by Clothing, Media and Electronics

## Most Wanted Gifts

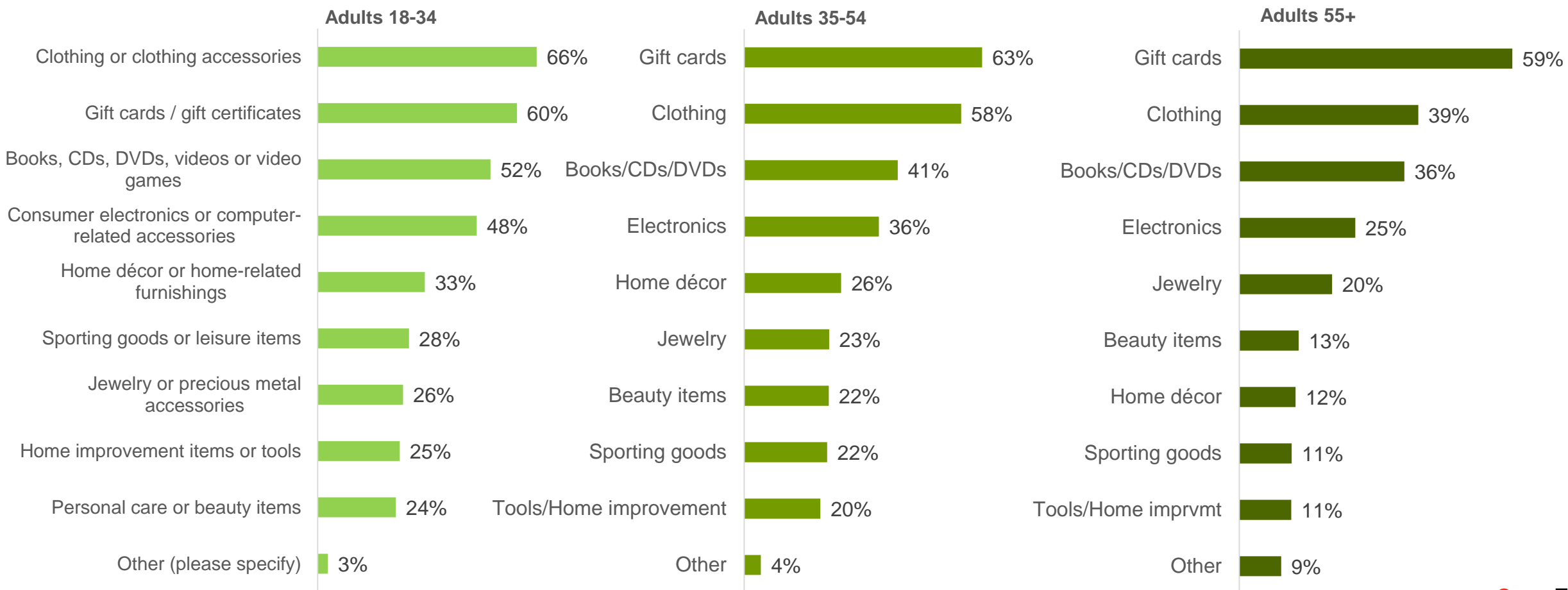
What types of gifts would you like to receive this holiday season? (Check all that apply)  
 (Among those who plan to do most of their holiday shopping online)



# Types of Gifts Wanted Differ by Age but Gift Cards, Clothing, Media and Electronics Top the List

## Most Wanted Gifts

What types of gifts would you like to receive this holiday season? (Check all that apply)  
 (Among those who plan to do most of their holiday shopping online)



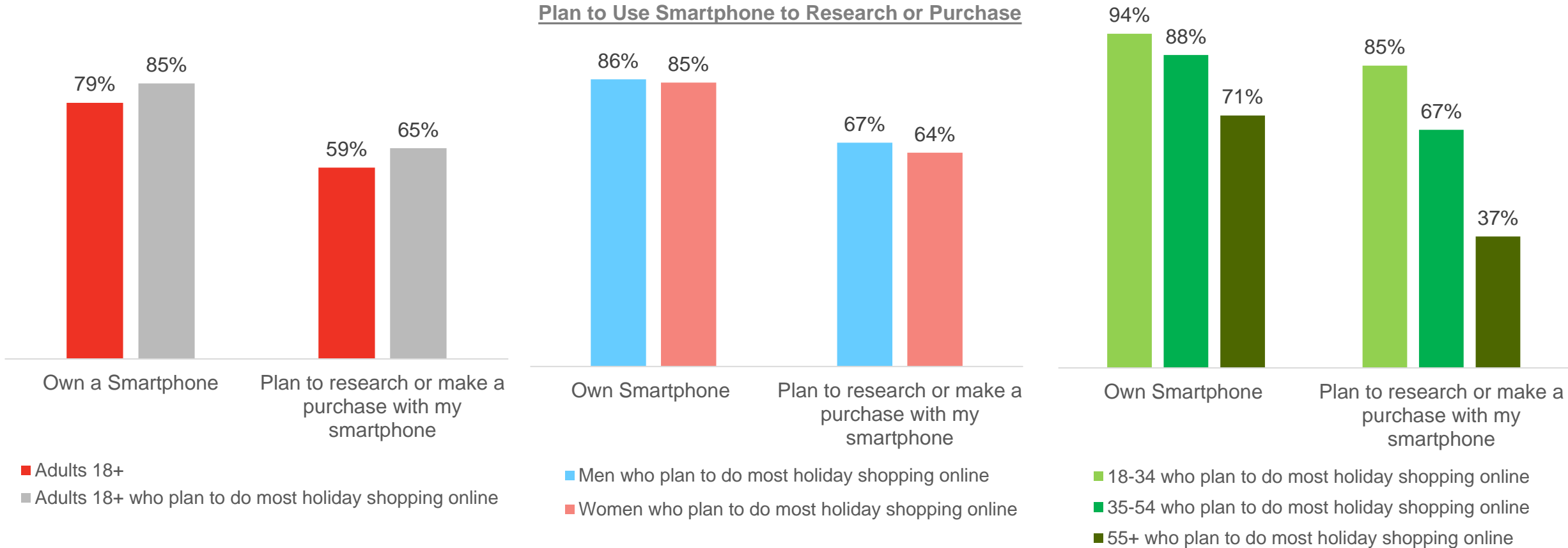


# Those Planning Most of Their Holiday Shopping Online Also Plan to Use Their Smartphones to Research and Buy

- Men and 18-54 year olds are more likely to use their smartphones for holiday shopping research or purchases

*Holiday celebrants: Do you own either of the following devices? (Check all that apply) (Smartphone)  
Own a smartphone: How will you use your Smartphone to make holiday purchase decisions? (Check all that apply)*

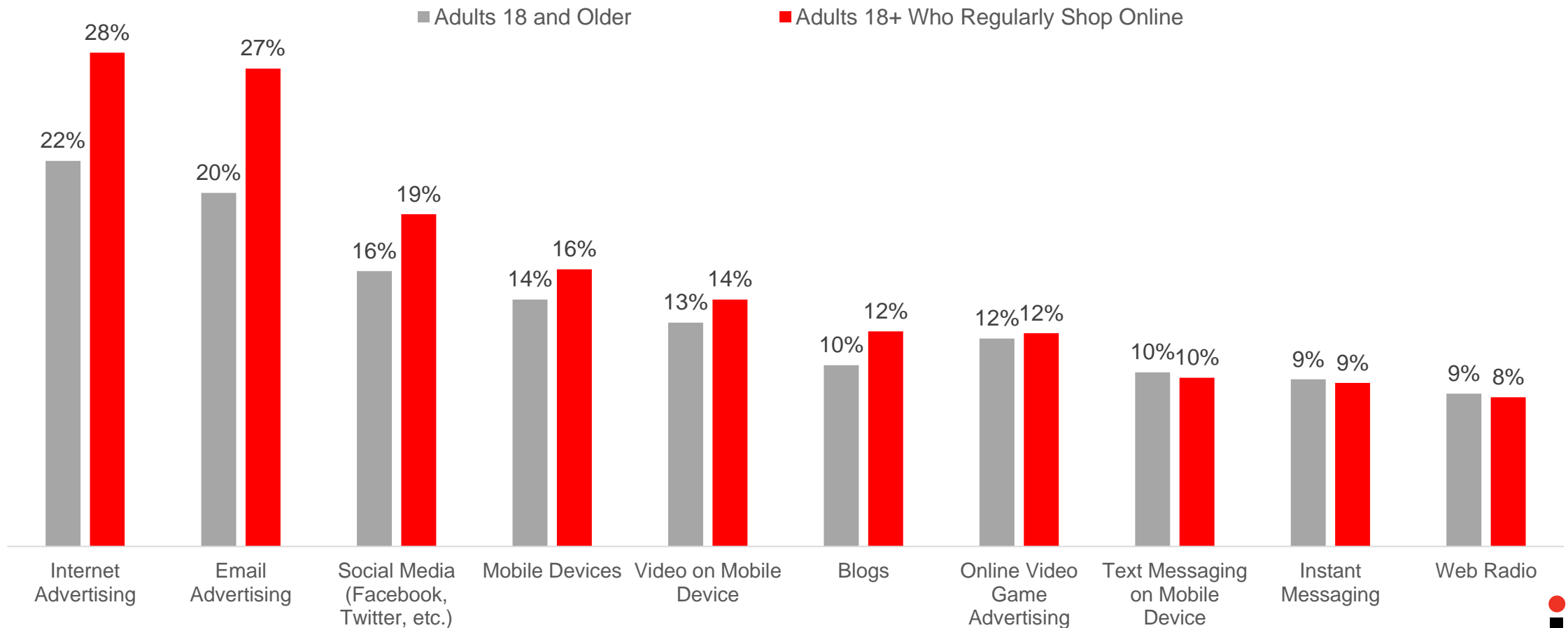
Plan to Use Smartphone to Research or Purchase



# Those Who Regularly Shop Online are More Likely to be Influenced by Digital Media in Their Electronics Purchases

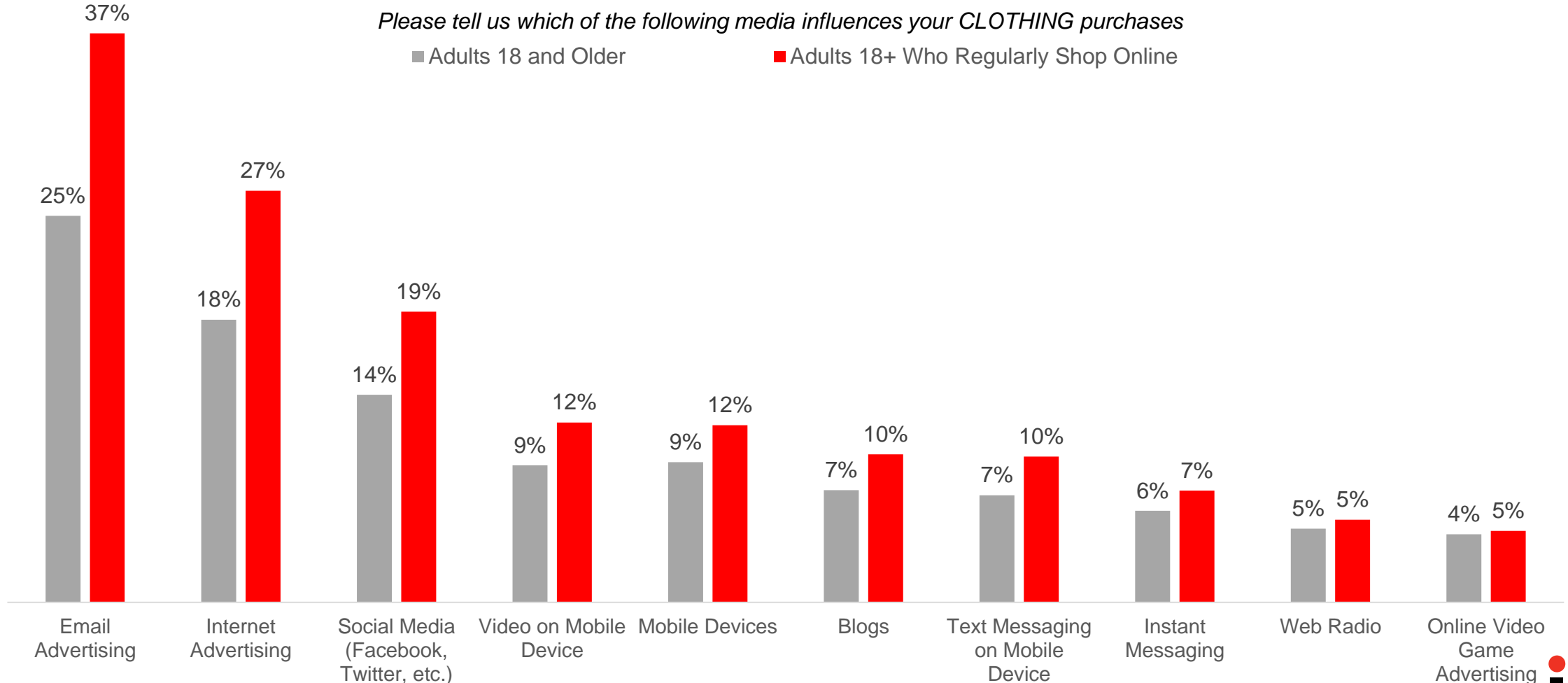
- Internet advertising, email ads and social media are especially influential
- Men and 18-34 year olds are even more likely to be influenced by any digital media in their electronics purchases

Please tell us which of the following media influences your *ELECTRONICS* purchases



# Those Who Regularly Shop Online are More Likely to be Influenced by Digital Media in Their Clothing Purchases

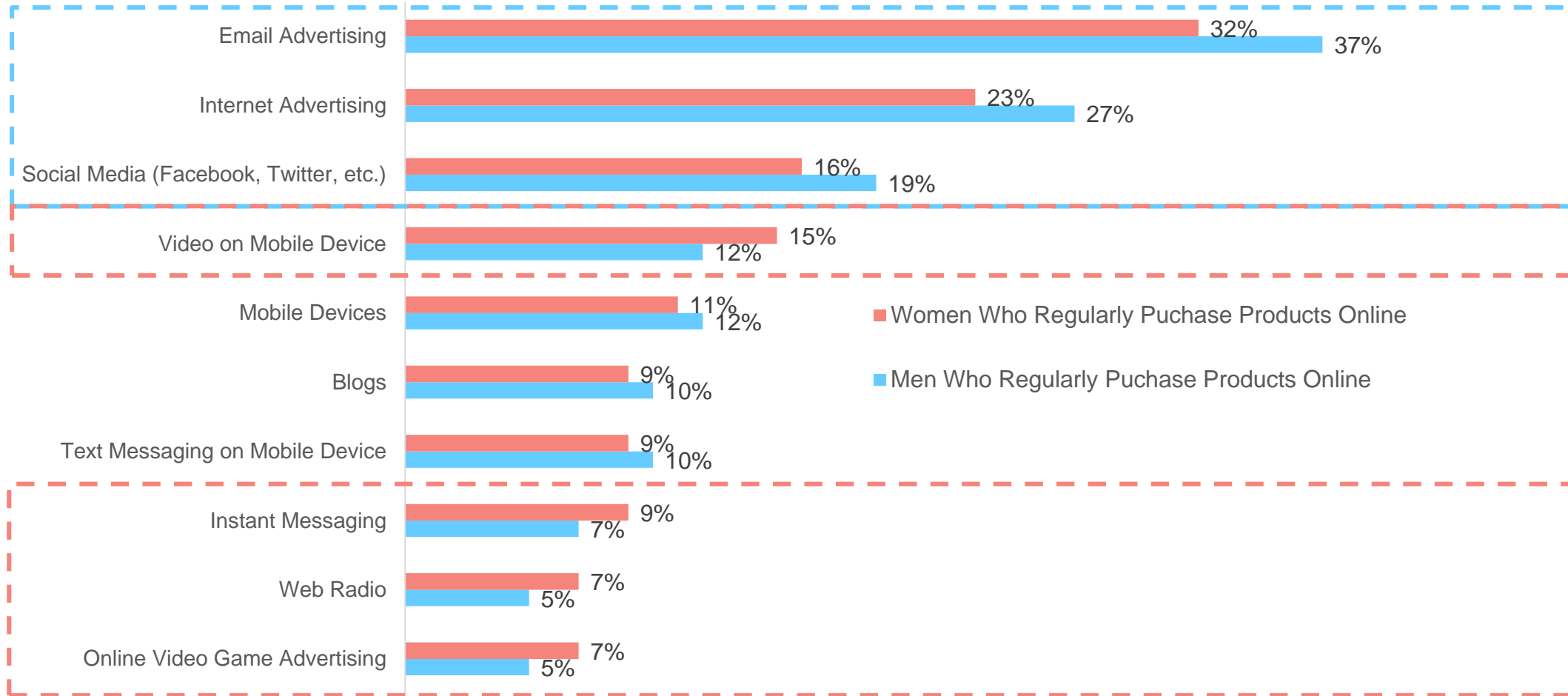
- Email ads, internet ads and social media are especially influential
- 18-34 year olds are even more likely to be influenced by any digital media in their clothing purchases



# Digital Media Influence on Clothing Purchases Differs Between Men and Women Who Regularly Shop Online

- Internet advertising, email ads and social media are especially influential in the clothing purchases of men who regularly shop online
- Mobile video, web radio and online game ads are more likely to influence the clothing purchases of women who regularly shop online

Please tell us which of the following media influences your CLOTHING/APPAREL purchases



# Regular Online Shoppers are More Likely to Be Influenced by Search Results

- 18-34 year olds and men who regularly shop online are even more likely to be influenced by sponsored search results

*When searching for products/services on the Internet, how do 'sponsored links/results' influence your purchases?  
(answered 3-5 on a scale of 1-5 where 1 = no influence and 5 = greatly influenced)*

## Influenced by Search Results



# Summary

- **34% of US adults are planning to do most (51% or more) of their holiday shopping online and they are more likely to be young, college educated, higher income professionals.**
- **Those who plan to do most of their holiday shopping online also plan to spend more on gifts in general (especially women and those 35 and older) and more online (especially 18-34 year olds) this season than last year. They also plan to spend more on a variety of items this year such as clothing, electronics, toys and home furnishings.**
- **Types of gifts wanted vary by age and gender but gift cards, clothing, media and electronics top the list.**
- **This desirable demographic is also more likely to research gifts and make purchases on a smartphone, especially men and those under 55.**
- **Those who regularly shop online are more likely to be influenced by digital media in their electronics purchases, especially men and 18-34 year olds. Internet advertising, email ads and social media are especially influential.**
- **Similarly, digital media is more influential in the clothing purchases of regular online shoppers, especially 18-34 year olds. Email ads, internet ads and social media are particularly influential with some differences between men and women.**
- **Regular online shoppers report being influenced by sponsored search links, more so than the general population.**
- **In summary, one-third of holiday shoppers plan to do most of their shopping online and they tend to be younger with higher incomes. They are more likely to research and buy using their smartphones. Since regular online shoppers are more influenced by digital ads and sponsored search results, this offers a prime opportunity to reach these shoppers with display ads, email ads, social media and search ads across computers and smartphones.**



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