
IAB Mobile Marketing Center of Excellence

Parents Go Mobile for Holiday Shopping

Thanksgiving Weekend Shoppers Have
Smartphones in Tow

November 25, 2013

Introduction

Thanksgiving weekend means food, family, football and of course the start of the holiday shopping season.

It's the start of a particularly great time of year to be a kid, and also a particularly busy time of year for parents. The IAB wanted to explore how smartphone-owning parents with children ages 12 or younger planned to use their devices to help make their holidays a little merrier, or at least less stressful.

We also wanted to explore kids' access to smartphones and how parents discover mobile apps for their kids. Finally, we also asked how the mobile content, including apps and games, that kids consume on smartphones influences or inspires purchases in the physical world.

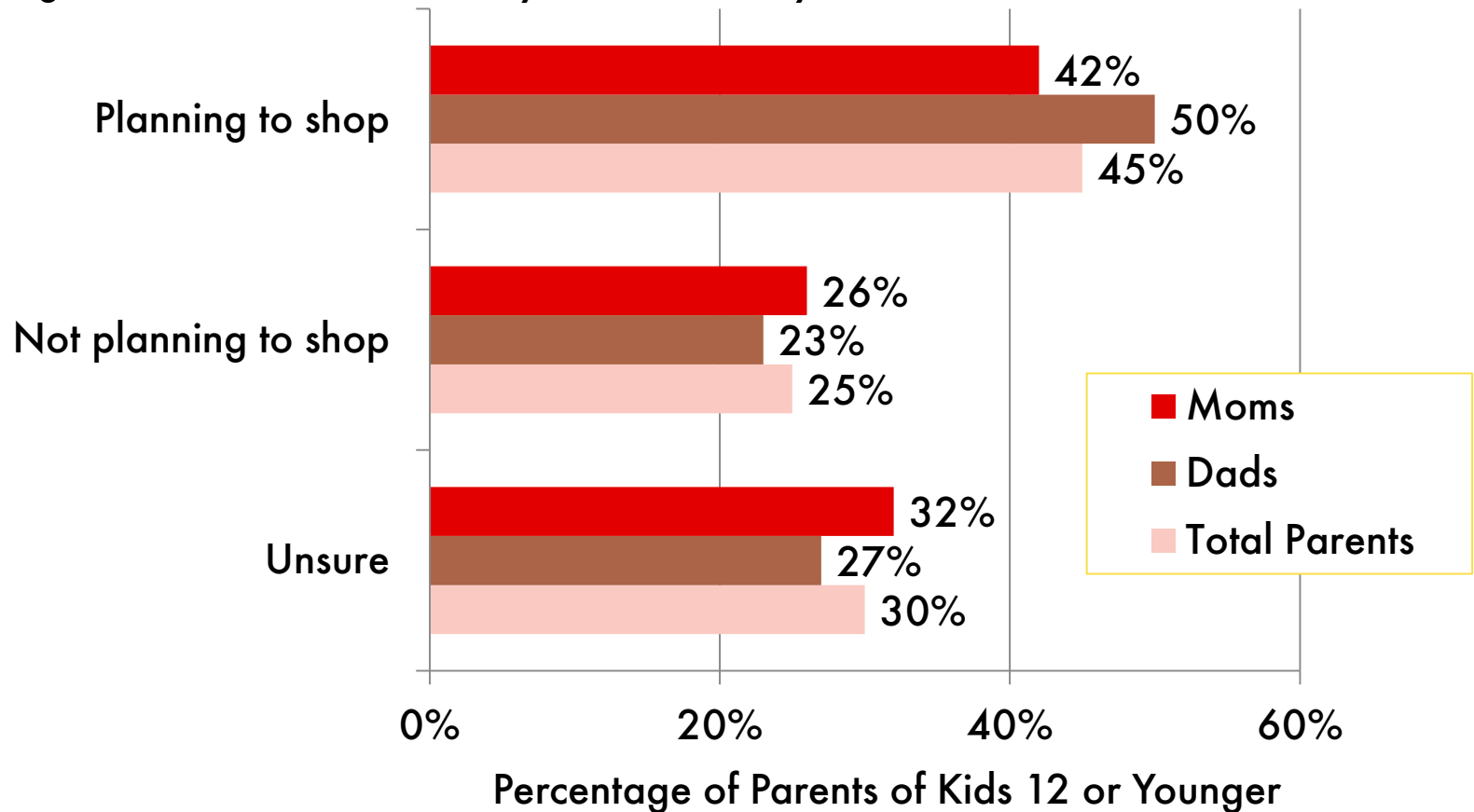


Key Findings

- 45% of US parents of kids ages 12 or younger plan to be holiday shopping for their kids over Black Friday weekend.
- Of those, 90% will be using their smartphones to help them do it.
- 30% of parents of kids 12 or younger say their kids have access to a smartphone (either a parent's or the kid's own).
- Of those, 88% say they allow their kids to download apps on that phone.
- Key drivers of kid app choices include: browsing an app store to see what's popular or cheap, recommendations from friends and ties to media properties the child likes (TV shows, movies, toys, etc.).
- 59% of parents of kids ages 12 or younger with smartphone access report buying toys, clothing, books, or other items tied to smartphone-based content (i.e. characters, brands, or stories from smartphone apps or other content).

Almost Half of Parents Plan to Shop For Kids Over Black Friday Weekend

For those with kids 12 or younger at home, are you planning to do any holiday shopping for them over Black Friday weekend this year?

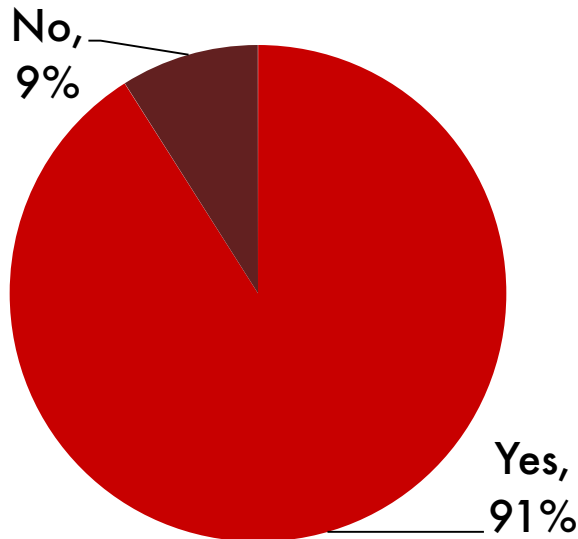


Source: IAB Mobile Holiday Shopping Consumer Survey, conducted by Harris Interactive, October 2013. n=323 (US parents of children ages 12 or younger).

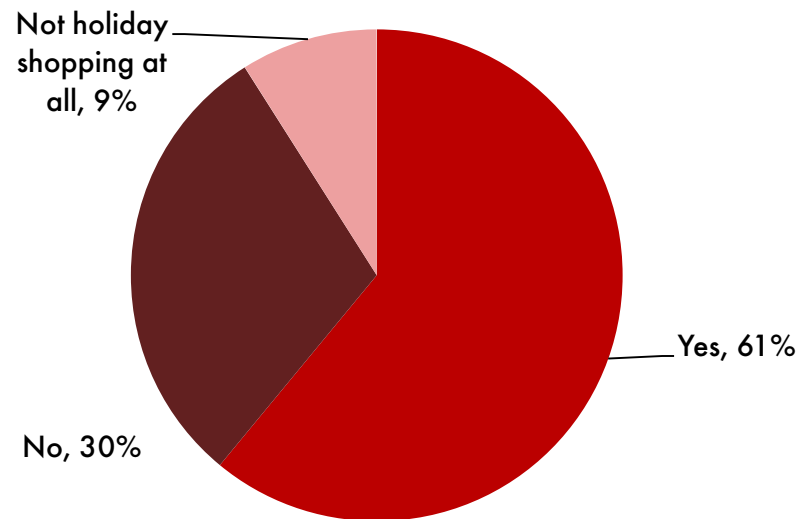
9 In 10 Black-Friday Shoppers Will Be Using Their Smartphones

For those with a smartphone and kids 12 or younger at home, will you be using a browser or app on your smartphone to help with holiday shopping for them...

Over Black Friday Weekend?



At any point during the holidays?



Source: IAB Mobile Holiday Shopping Consumer Survey, conducted by Harris Interactive, October 2013. Plan to holiday shop over Black Friday weekend for child(ren) ages 12 or younger. n=109. Do not/not sure if planning to shop over Black Friday weekend for child(ren) ages 12 or younger. n=122

Black-Friday Shoppers Prioritize Finding Items In-Store Over Showrooming

In which of the following ways, if any, do you plan to use a browser or app on your smartphone to help with holiday shopping over Black Friday weekend for their child(ren) ages 12 or younger this year?

(Top seven responses shown.)

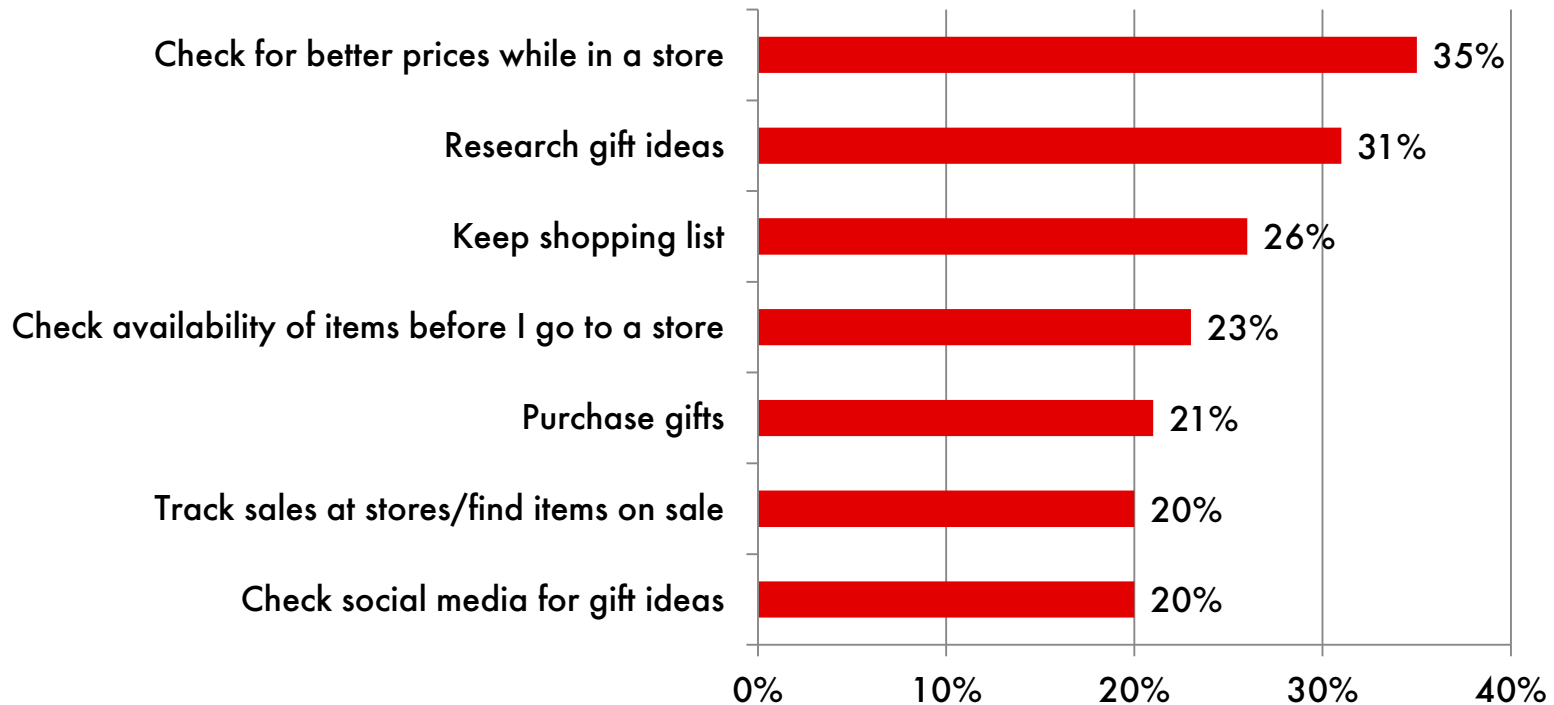


Percentage of Parents with Kids 12 or Younger Planning to Shop over Black Friday

Non and Undecided Black-Friday Shoppers Focus on Getting the Best Price

In which of the following ways, if any, do you plan to use a browser or app on your smartphone to help with holiday shopping over Black Friday weekend for their child(ren) ages 12 or younger this year?

Top seven responses shown.

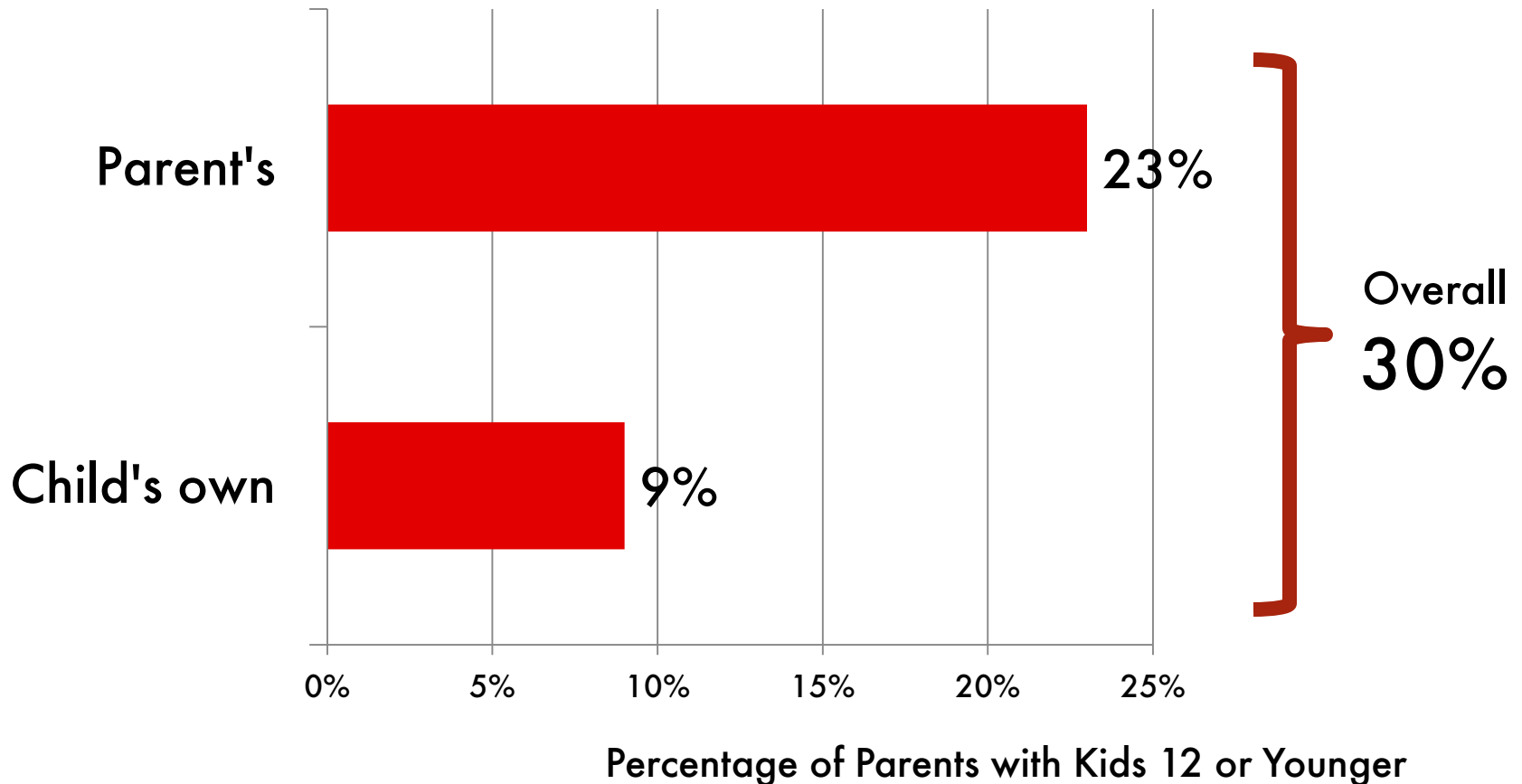


Percentage of Parents with Kids 12 or Younger NOT/Not Sure if Planning to Shop over Black Friday

Source: IAB Mobile Holiday Shopping Consumer Survey, conducted by Harris Interactive, October 2013.
n=122 (US smartphone-owning parents of children ages 12 or younger not/not sure intending to shop on over Black Friday weekend for child(ren) ages 12 or younger).

30 Percent of Parents Report Their Kids 12 & Under Use Smartphones

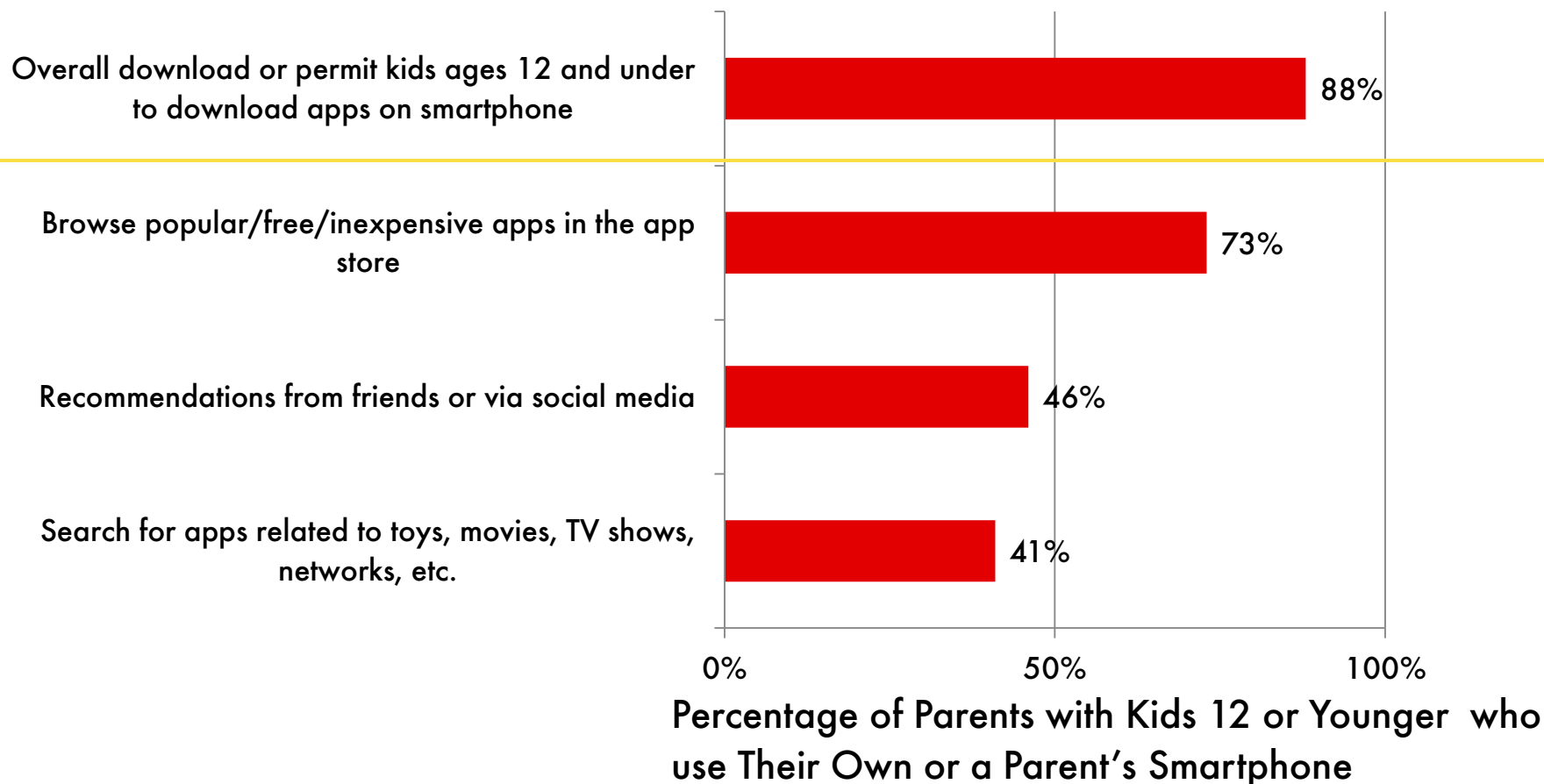
Which of the following devices do your children ages 12 or younger regularly use? – Smartphone (belonging to parent or child)



Source: IAB Mobile Holiday Shopping Consumer Survey, conducted by Harris Interactive, October 2013. n=372 (US parents of children ages 12 or younger).

App Store Browsing, Friends, and Ties to Media or Toys Prompt App Downloads

In which of the following ways, if any, do you/your kids 12 and under find apps for you/them to download on your or their smartphone? Check all that apply; top 3 aggregated net responses shown.



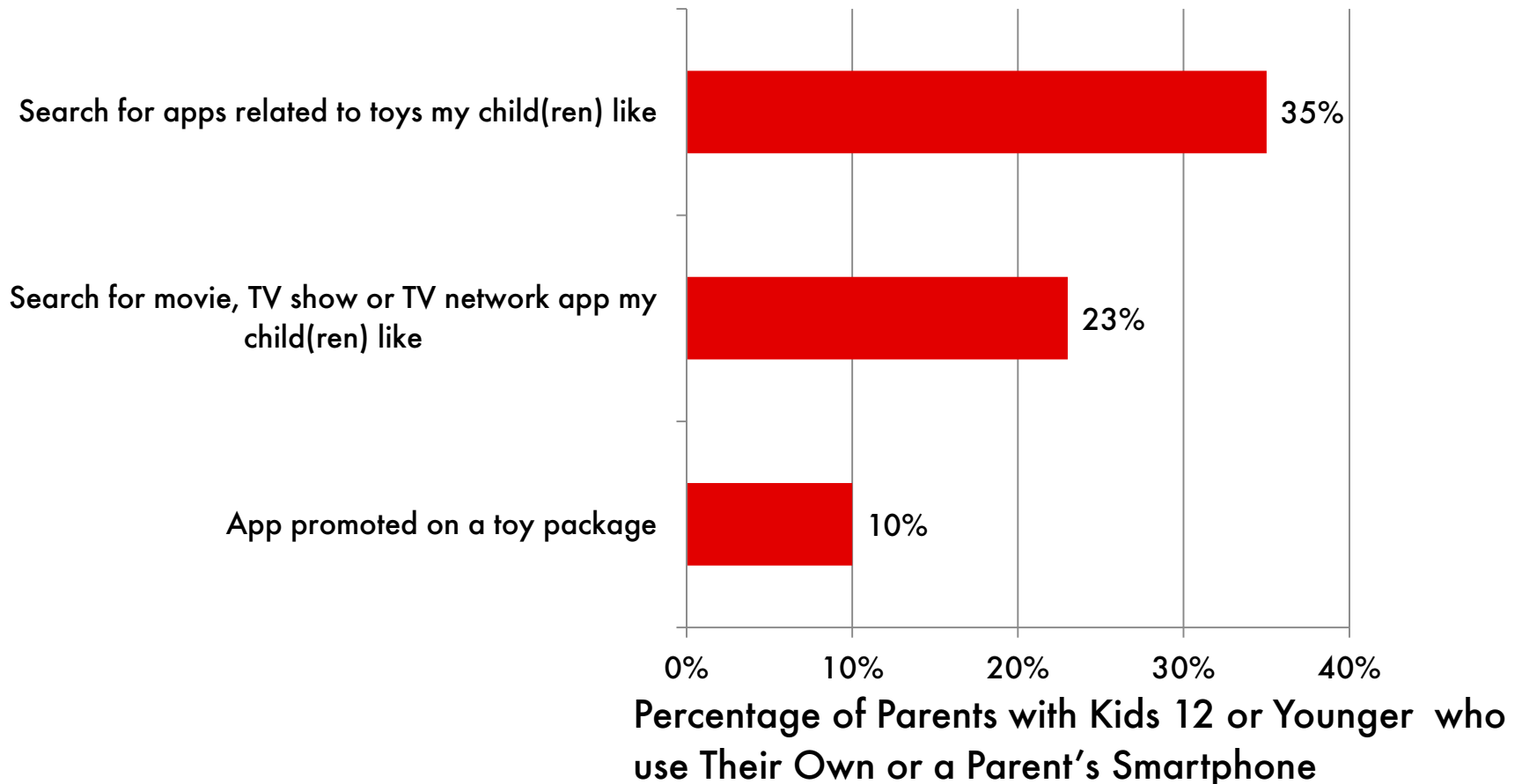
Source: IAB Mobile Holiday Shopping Consumer Survey, conducted by Harris Interactive, October 2013.

n=88* (Children ages 12 or younger use parent's smartphone or their own smartphone).

*Small base (n<100). Results should be interpreted as qualitative, or directional, in nature.

One in Three Parents Say They've Searched for Toy-Related Apps for Kids 12 & Under

In which of the following ways, if any, do you/your kids 12 and under find apps for you/them to download on your or their smartphone? Check all that apply.



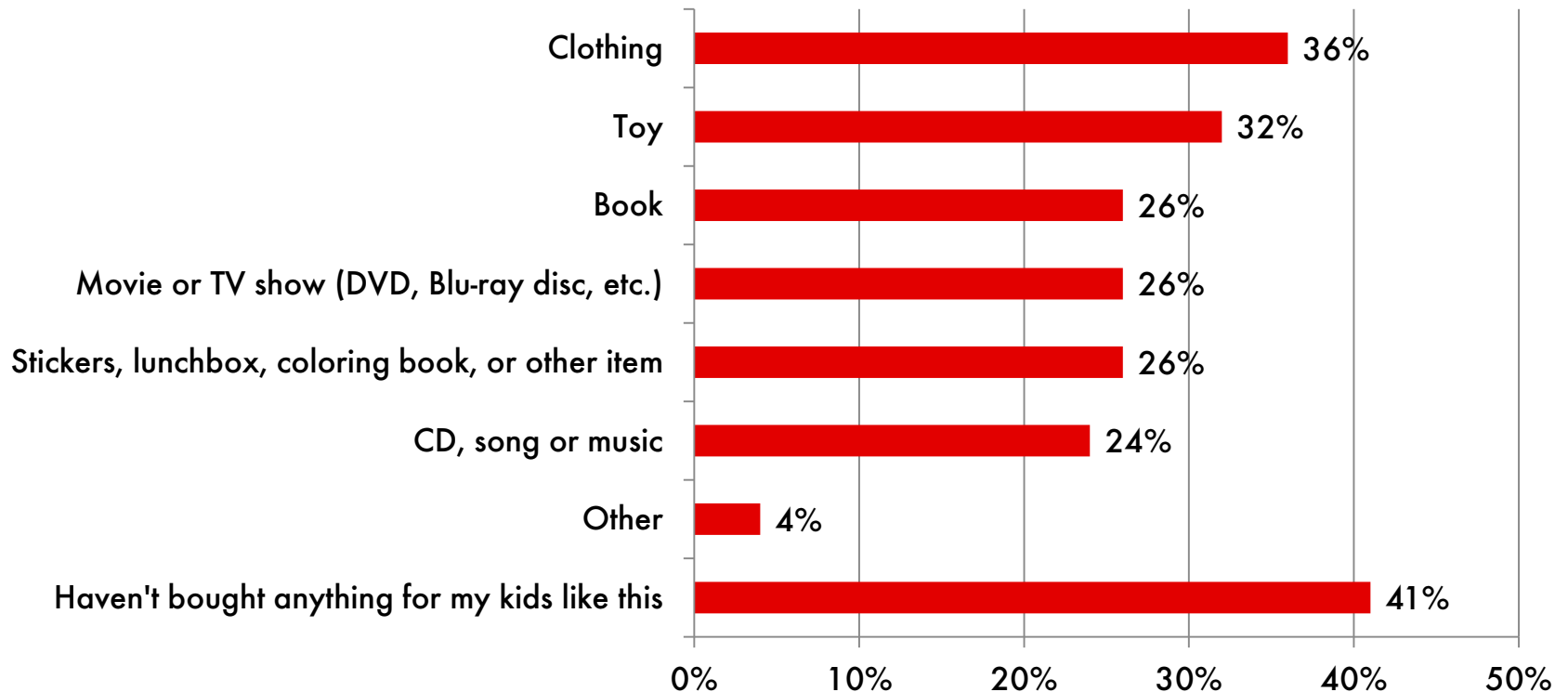
Source: IAB Mobile Holiday Shopping Consumer Survey, conducted by Harris Interactive, October 2013.

n=88* Children ages 12 or younger use parent's smartphone or their own smartphone).

*Small base (n<100). Results should be interpreted as qualitative, or directional, in nature.

Mobile Content Prompts Related Purchases

Which of the following, if any, have you ever bought for your children ages 12 or younger because of content you or they saw on your/their smartphone (e.g., video, app, game, or ad)?



Percentage of Parents with Kids 12 or Younger who use Their Own or a Parent's Smartphone

Source: IAB Mobile Holiday Shopping Consumer Survey, conducted by Harris Interactive, October 2013. n=88*

Children ages 12 or younger use parent's smartphone or their own smartphone).

10

*Small base (n<100). Results should be interpreted as qualitative, or directional, in nature. All responses referred specifically to items that related to the brand/characters or story featured in an app/mobile content.



Conclusion

It isn't surprising that a great number of moms and dads expect to use their smartphones to assist them with shopping on Black Friday and the rest of the holiday season. Their dependence on mobile devices during this high-volume shopping timeframe opens up considerable opportunities for marketers.

Parents' smartphones will serve as able assistants throughout the holiday shopping season, and these devices have also become central to keeping their young children entertained year-round. Brand marketers who help parents on either of these fronts will earn a prominent place in their hearts and on their smartphones.



Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of Interactive Advertising Bureau from October 21-23, 2013 among 2,033 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. The sample size of parents with children ages 12 and under was 323, and the sub-sample of such parents who own a smartphone was 276.