

# Few Adult Females Plan to Make Holiday Purchases via Mobile

DECEMBER 8, 2015

As the holidays approach, consumers are gearing up for the busiest shopping season of the year. SheSpeaks recently polled female internet users about their online and offline holiday shopping plans for the 2015 season.

## Key Insights:

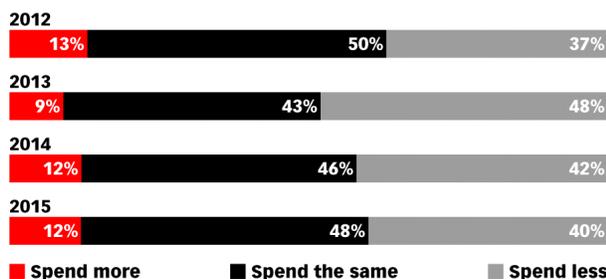
- n Four in 10 adult females plan on spending less this holiday season than in 2014, compared with only 12% who plan on spending more.
- n Among those who plan on integrating online shopping into their holiday purchases this year, most will shop online and offline at similar rates.
- n Making purchases via mobile phone is still not yet a majority activity for women, but mobile phones are commonly used for researching purchases and price points.

Though a greater proportion of women believe the US economy is improving or staying steady vs. those who say it's declining, adult females are still planning to cut down on their holiday spending during this year's shopping season, according to a November 2015 study from [SheSpeaks](#).

The social activation platform surveyed more than 2,300 US adult female internet users about their holiday shopping plans and found that 40% were planning to spend less on holiday shopping in 2015 compared with the previous year, while just 12% planned to spend more.

### Expected Change in Holiday Spending According to US Female Internet Users, 2012-2015

% of respondents



Note: ages 18+

Source: SheSpeaks, "4th Annual Holiday Shopping Survey," Nov 19, 2015

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Digital shopping has become a vital part of the holiday shopping experience, and nearly all adult females surveyed were planning to do their holiday shopping both online and offline. Among those respondents, nearly half said the amount of online vs. offline shopping will be close to evenly split.

Smartphones are playing an increasingly significant role in both holiday shopping and shopping overall. eMarketer estimates that retail mcommerce sales will account for one-fourth of retail ecommerce sales in the US in 2016. However, data shows there's still significant room for

growth when it comes to consumers making actual purchases on their devices. When SheSpeaks asked female respondents how they planned to use their mobile phone for holiday purchases in 2015 vs. the previous year, more than half said they didn't make purchases on their mobile phones at all.

**US Female Internet Users Who Plan to Conduct Holiday Shopping Digitally and via Mobile Phone, Nov 2015**

% of respondents

**Digital shopping**

All/almost all online

8%

75% online and 25% offline

23%

50% online and 50% offline

40%

25% online and 75% offline

20%

All/almost all offline

9%

**Mobile shopping\***

Will make more purchases

13%

Will make about the same number of purchases

27%

Will make fewer purchases

6%

Don't make purchases on mobile phone

54%

Note: ages 18+; \*compared to last year's holiday season  
Source: SheSpeaks, "4th Annual Holiday Shopping Survey," Nov 19, 2015

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Among respondents who did use their device for mobile shopping, just 13% were planning on increasing their mobile purchases this holiday season—less than half of those who said their number of mobile purchases would stay the same. Comparatively, in an October 2015 holiday shopping survey from Offers.com conducted by Ipsos, only about one in four women planned on making an actual purchase on their device while holiday shopping this year.

**Ways in Which US Internet Users Plan to Use Mobile Devices for Holiday Shopping, by Demographic, Oct 2015**

% of respondents in each group

	1	2	3	4	5	6
<b>1 Look for coupons/deals</b>						
<b>2 Compare products at different stores</b>						
<b>3 Check product reviews</b>						
<b>4 Make purchases</b>						
<b>5 I don't plan to use my mobile device when holiday shopping</b>						
<b>6 Total</b>						
<b>Gender</b>						
Male	31%	37%	35%	33%	42%	58%
Female	40%	34%	31%	26%	46%	54%
<b>Age</b>						
18-34	56%	56%	53%	49%	16%	84%
35-54	38%	36%	30%	28%	42%	58%
55+	16%	18%	17%	13%	71%	29%
<b>Household income</b>						
<\$50K	31%	27%	25%	23%	56%	44%
\$50K+	39%	42%	38%	34%	36%	64%

Note: n=1,006  
Source: Offers.com, "Holiday Shopping Survey 2015" conducted by Ipsos, Nov 6, 2015

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That's not to say the smartphone is not a valuable tool for female shoppers. Women regularly

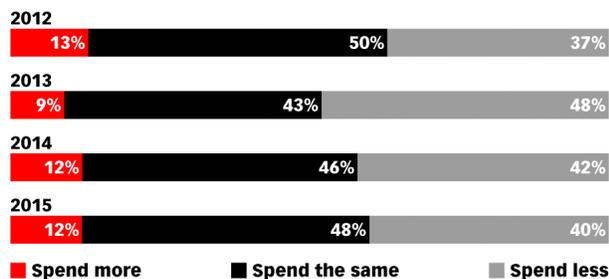
use their mobile device to seek out deals, compare prices and read product reviews. For example, more than half of female respondents ages 18 to 34 in the Offers.com survey said they planned to use their mobile device to look for coupons during this holiday season, compared with nearly one-fourth of those ages 35 to 54. Similar percentages planned to do the same when it came to comparing products at different stores. Clearly, females still consider smartphones an important part of their holiday shopping research.

—Alison McCarthy

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*Source: SheSpeaks, "4th Annual Holiday Shopping Survey," Nov 19, 2015*

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