## WOMEN'S BUYING BEHAVIOR INDEXTI

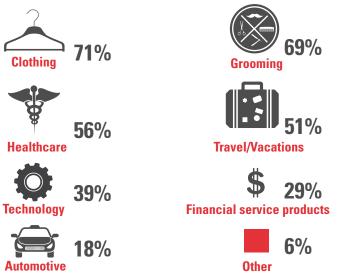
Window shopping goes virtual! Almost 90% of women use PC/laptop/mobile or tablet as most frequent tool for product research ■ GOING MOBILE ... 70% say they use their phone or mobile device for shopping ■ CELEBRITIES actually do sell ... 47% admit to buying a product because it was endorsed by a celebrity ■ facebook. is a girl's best friend when looking for cool TRAVEL destinations. 62% of women are turning to social media for vacation ideas, with 69% of those who do relying on Facebook friends, 49% looking to blogs and 40% getting inspired by Pinterest

LIPPE TAYLOR

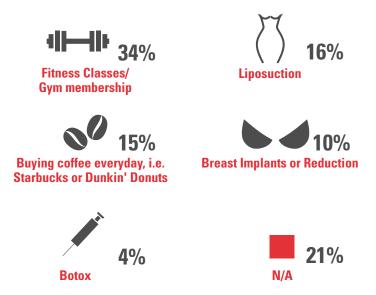


The "SheSpeaks/Lippe Taylor Women's Buying Behavior Index" provides context and insight into the key drivers of shopping and purchasing from a woman's perspective. Taken from a survey of over 2,000 women nationwide, this report uncovers how women are feeling about everything from family finances and disposable income to how they are using digital and social media to browse and "window shop." This is the second quarterly release of data designed to help marketers better understand buying habits and forecast trends of American women.

Which categories would you say you're the primary shopper/buyer for your husband/boyfriend?



If you could only choose one, would you rather spend your money on? (Choose 1)



What fashion item are you coveting this season? (Choose 1)

24%

A new handbag

Must-have pair of shoes

11%

Designer Jeans

A particular piece of jewelry

6%

Latest in shapewear

Which of the following have you bought because it was endorsed by a celebrity (or it is a celebrity's brand)?



Which method/device do you use most to research products?



Searching the web on my **PC/Laptop** 



Searching the web/apps on my mobile device/tablet





**Browsing in store** 



**Asking friends/family** 

Which method/device do you use most to purchase products? I make most purchases...



On my desktop/laptop 47%



**45**%



On my mobile device/tablet

When do you most frequently do research on products that you buy for personal use?



At home during the day



At home at night



SATURDAY SUNDAY

At home on weekends

How do you use your mobile device for shopping? I use my mobile device...



**49%** 

To find locations/hours



46%

To look up/compare prices



To find coupons To get detailed product information





To make purchase directly on my mobile device

I don't use my mobile device for shopping



2%

How far do you plan to travel on your next vacation?



**Regional Vacation** Just a car ride away



International

**National** I/we'll be flying

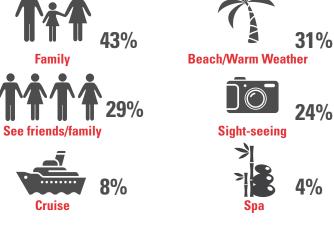
**Stay-cation** 



**17**%

N/A

What type of vacation are you planning? (Choose all that apply)



What is the biggest challenge when planning your vacation?



Cost: finding a vacation within our budget



Scheduling: finding time when everyone can go



Choosing a location: there are too many places we want to go!





Which social networks might you use to help choose a vacation destination? (Check all that apply)

N/A



**Singles Trip** 

43%

4%

Facebook for suggestions from friends about where to go



Pinterest to look at photos of places people have gone for ideas



Instagram for photos of unique destinations



**19%** 

30%

6%

Bloggers who write about their travel experiences



13%

Twitter for suggestions from followers about where to go



**Other** 



**38**%

What device do you most frequently use to search for travel information and make reservations?



Desktop/laptop computer



9%



10%

Have you used any travel apps on your iPad/tablet or mobile device?







Local apps about your destination location (Yelp, citysearch, etc.)

Travel guide apps (Lonely Planet, mTrip, AAA, etc.)



An airline app ( American Airlines, Jetblue etc.)



59%

How much will you spend on your spring/summer vacation this year compared with last year?



I'll spend more this year than last year



I'll spend the same this year



I'll spend less this year than last year

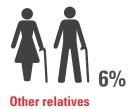


I'm not taking a spring or summer vacation



Who makes the final decision in your household on your vacation destination?

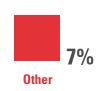












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