

WOMEN'S BUYING BEHAVIOR INDEX II

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

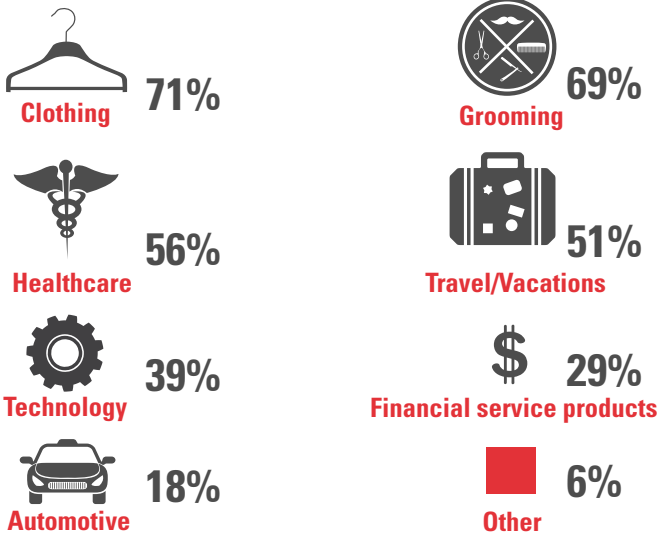
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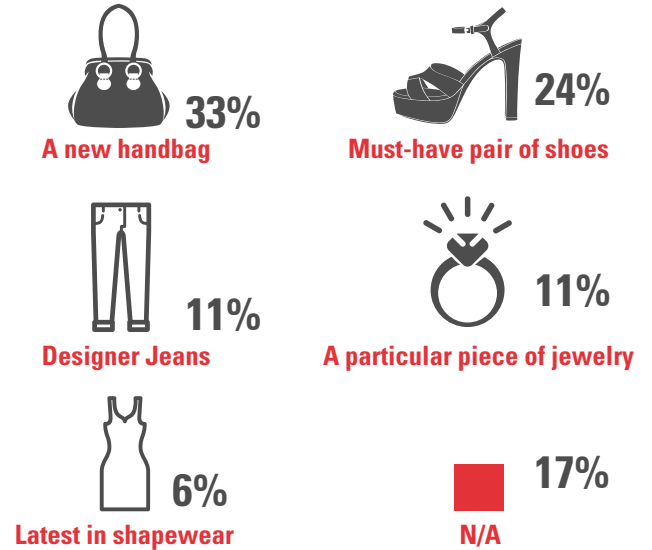
APRIL 2013

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.

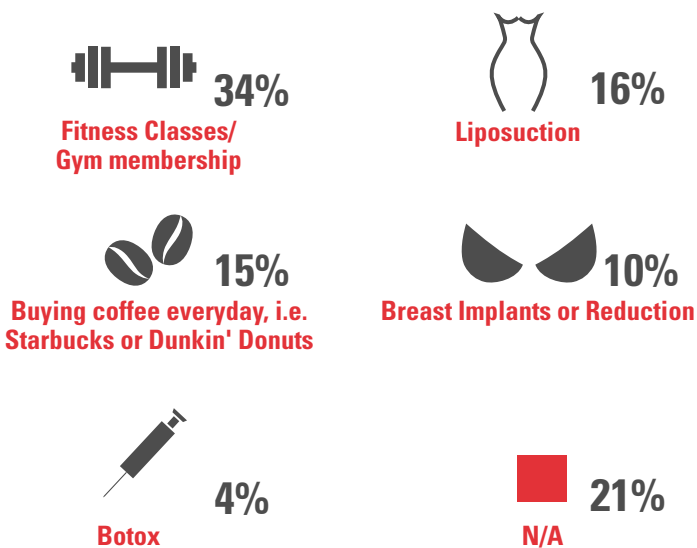
Which categories would you say you're the primary shopper/buyer for your husband/boyfriend?



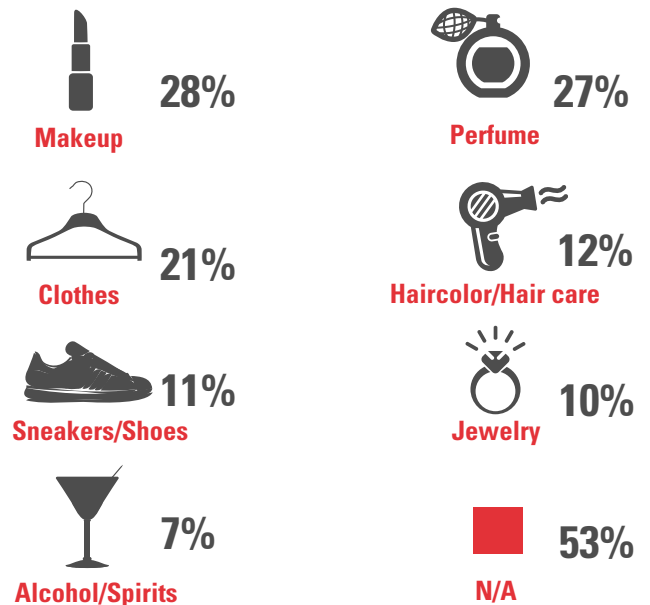
What fashion item are you coveting this season? (Choose 1)



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



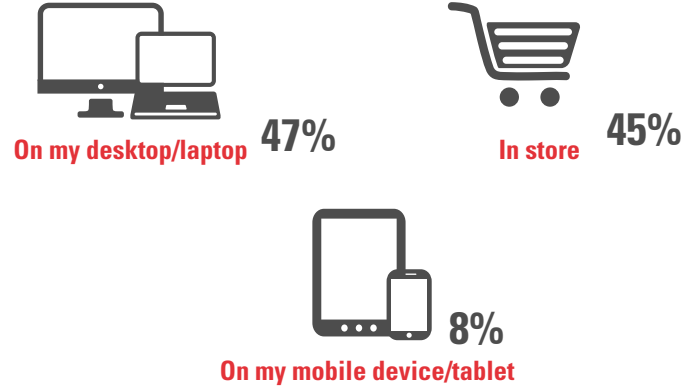
Which of the following have you bought because it was endorsed by a celebrity (or it is a celebrity's brand)?



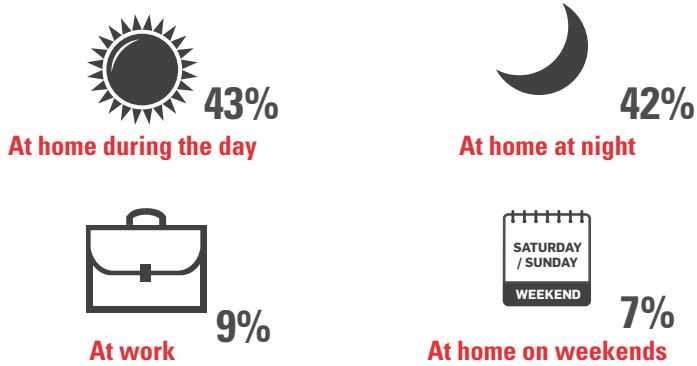
Which method/device do you use most to research products?



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



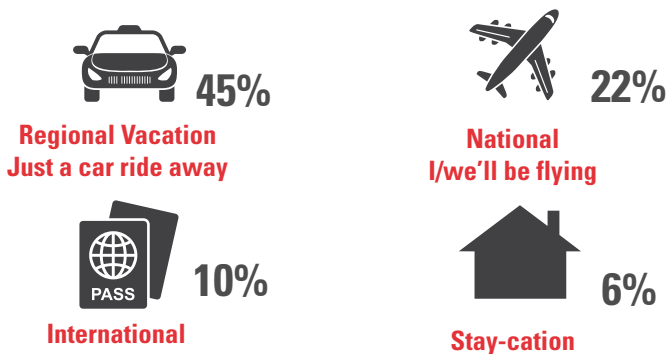
When do you most frequently do research on products that you buy for personal use?



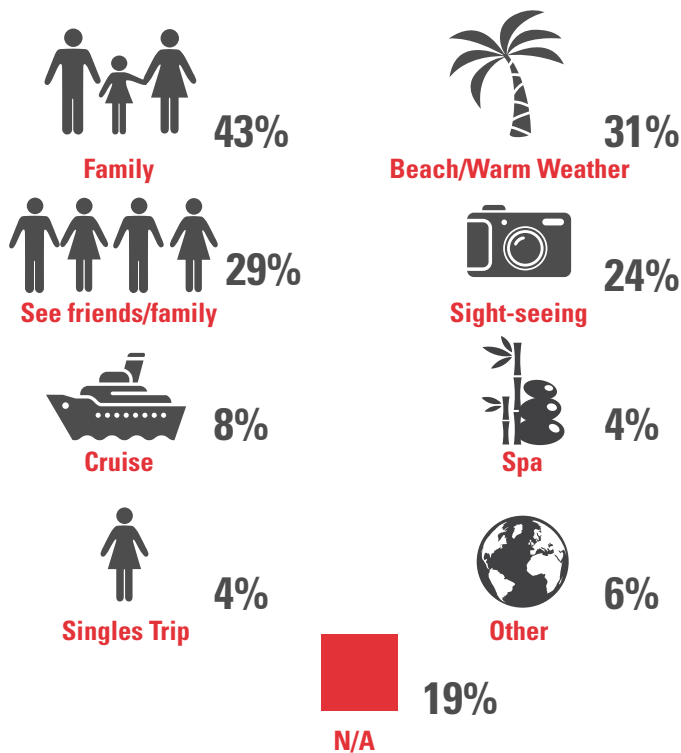
How do you use your mobile device for shopping? I use my mobile device...



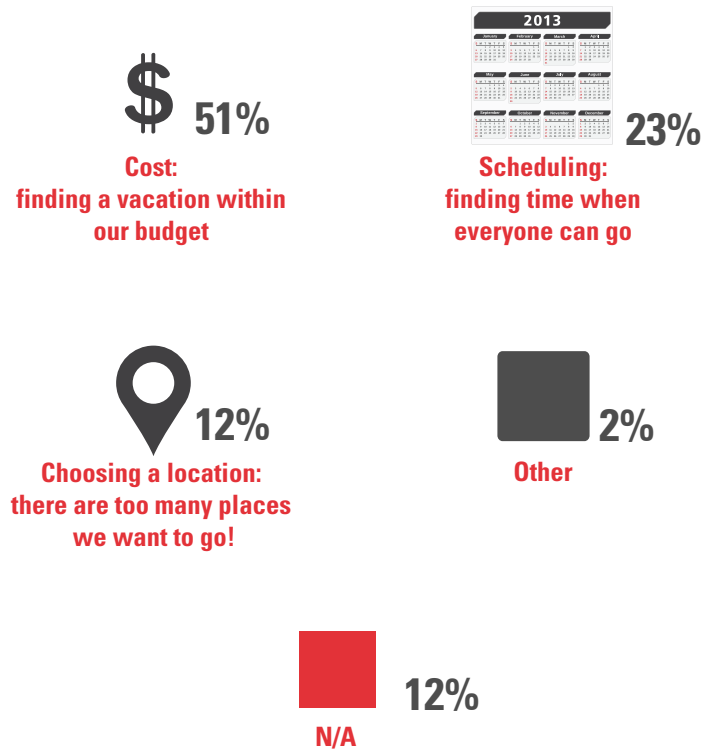
How far do you plan to travel on your next vacation?



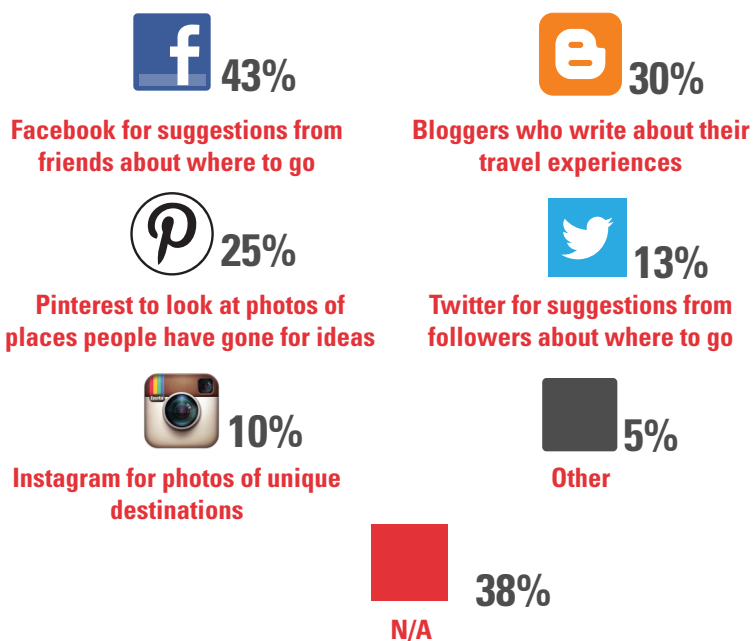
What type of vacation are you planning?
(Choose all that apply)



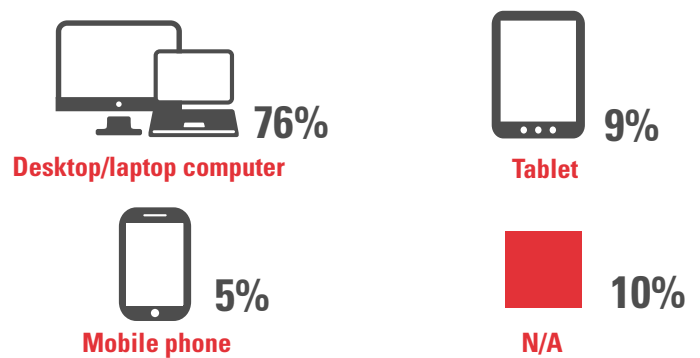
What is the biggest challenge when planning your vacation?



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



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



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



22%

A travel aggregator
(Expedia, Kayak, Hotels.com)



18%

Trip Advisor



17%

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



16%

An airline app
(American Airlines, Jetblue etc.)



9%

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



59%

N/A

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

25%



I'll spend the same this year

40%



I'll spend less this year than last year

15%



I'm not taking a spring or summer
vacation

21%

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



74%

You



46%

Spouse/Partner



6%

Children



6%

Other relatives



3%

Friends you're travelling with



7%

Other

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