

Beat: Technology

MOBILE Dominates Current Digital Spending Habits

New StackAdapt survey

PARIS - TORONTO, 11.08.2017, 07:36 Time

USPA NEWS - On August 9, StackAdapt released its 2017 Omni Survey. Using Leger's Online Panel, Survey Results uncover Current Digital Spending Habits, the rise of m-commerce and Key Insights into the Average Consumer Experience while buying on his or her Smartphone....

On August 9, StackAdapt released its 2017 Omni Survey. Using Leger's Online Panel, Survey Results uncover Current Digital Spending Habits, the rise of m-commerce and Key Insights into the Average Consumer Experience while buying on his or her Smartphone.

KEY FINDINGS :

* 53% of Consumers use their Smartphones to make online purchases at least once. 11% of Consumers make more than half of their online purchases using Mobile. The majority of this group are University Educated, Generation X and Millennials (between 18-44) with high annual earnings (