



## iPad Shopping Trends – Q1 2014

Catalog Spree's first quarterly iPad Shopping Trends Report provides a look at the shopping habits of consumers, from trends to changes to engagement with retailers and products, and more. The following is based on shopping activity in the Catalog Spree iPad app, which features more than 350 catalogs from over 200 top retailers.

### Engaged Shoppers

*The average shopper read 32 catalogs and 640 pages during Q1 (January – March) 2014. This represents a 60% increase in catalogs read and a 39% increase in pages viewed year-over-year.*

#### **Average number of shopping sessions per user**

8 sessions

#### **Average shopping session time**

25 minutes per session. In comparison, our retailers have said their average web session times are 4-6 minutes!

#### **Average number of catalogs and pages read in a session**

4 catalogs and 80 pages

#### **Percentage of shoppers who visited a retailer's website to view additional catalog product details**

53%

#### **Percentage of shoppers using the Price Watch feature to find a good deal**

27%

#### **Percentage of shoppers requesting to be notified of new catalogs by their favorite brands**

65%

#### **Social sharing**

Pinterest was the most popular sharing method for shoppers

### Most Popular Retailers & Products

#### **Top 10 brands shopped**

1. HauteLook
2. One Kings Lane
3. Macy's
4. Fab
5. Lands' End



6. Sundance
7. Neiman Marcus
8. Soft Surroundings
9. Bloomingdale's
10. Nordstrom

### Top 5 categories shopped

1. Home
2. Women
3. Occasions
4. Beauty
5. Electronics

### Top 15 items shopped

1. Chico's – So Slimming By Chico's Zip Ankle Jean (no longer available)
2. Hammacher – [The Tranquility Pod](#)
3. Soft Surroundings – [Balloon Drapery Panel](#)
4. Hammacher – [The World's Fastest Amphibious Car](#)
5. Boston Proper – [Parisian Jacket](#)
6. Sundance – Love At First Sight Dress (no longer available)
7. Sundance – Pemberly Tunic (no longer available)
8. Soft Surroundings – [Ciao Bella Top](#)
9. Boston Proper – [So Skinny Boyfriend Jean](#)
10. Dooney Bourke – [Pebble Grain Zip Zip Satchel](#)
11. Sundance – Paisley Inspiration Blouse (no longer available)
12. Sundance – [Shimmering Aura Ring](#)
13. Boston Proper – Blurred Python Maxi (no longer available)
14. Soft Surroundings – [Eliza Shirt](#)
15. Pier 1 – [Serenade Damask Bedding & Duvet](#)

## Top Shopping Locations & Time

### Top 10 cities with highest concentration of traffic

1. New York
2. Houston
3. Los Angeles
4. Chicago
5. Philadelphia
6. San Diego
7. Atlanta
8. Austin
9. Charlotte
10. Nashville

### Seasonal usage fluctuations

While New York is always towards the top of the list, Chicago and Philadelphia join in to make 3 of the top 5 active cities this quarter. This indicates that cold winter weather plays a factor in how (and where!) consumers shop.

## Top shopping times based on traffic

- 7 a.m. PDT
- 12-1 p.m. PDT
- 5-6 p.m. PDT (largest spike of the day)

## Technology

### iOS 7 adoption rate

84.7% of shoppers have upgraded to the new iOS 7.

## About

### About the iPad Shopping Trends Report

The iPad Shopping Trends Report is a quarterly analysis of iPad shopping trends in the United States. These findings are based on quarterly shopping activity in the Catalog Spree app, which features more than 350 catalogs from over 200 retailers.

### About Catalog Spree:

[Catalog Spree](#) is the personal digital mall that lets consumers browse catalogs and lookbooks, discover new brands and share products they like. The award-winning app brings the fun of window shopping to the iPad and iPhone, connecting consumers with the brands they love in a personalized, one-stop mobile shopping experience. Catalog Spree works with retailers to publish digital versions of print catalogs, create custom lookbooks with its all-digital publishing platform and distribute content to over 100 million targeted shoppers on the web through its partnership with Google. Based in Los Altos, California, Catalog Spree is privately held and backed by angel investors and venture capital firms including Relay Ventures. For more information visit [www.catalogspree.com](http://www.catalogspree.com).

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