

Beat: Technology

## **MOBILE Dominates Current Digital Spending Habits**

### **New StackAdapt survey**

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**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....

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#### **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 (