

THE LAP of LUXURY SHOPPING

In their quest for the best things in life, affluent consumers* know the value of online research. Which is why digital is the key to luxury purchases.

LUXURY PURCHASERS ARE ONLINE SEARCHERS

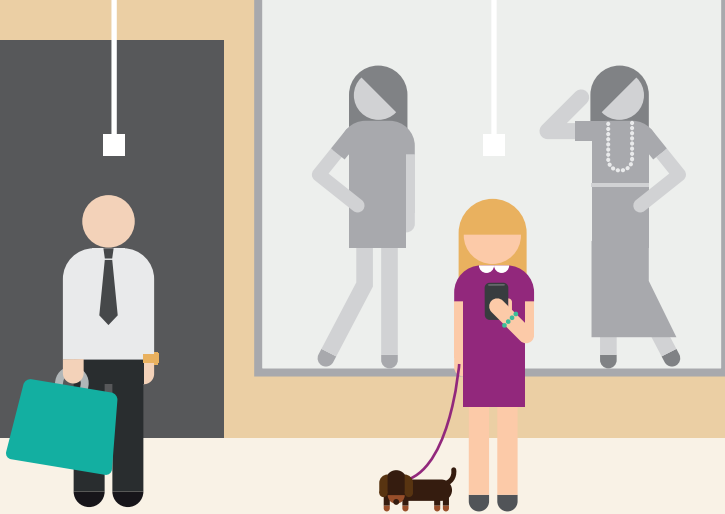


While **82%** of luxury purchases happen in stores... **78%** of luxury shoppers research online before they buy

A WEALTH OF CONNECTED DEVICES

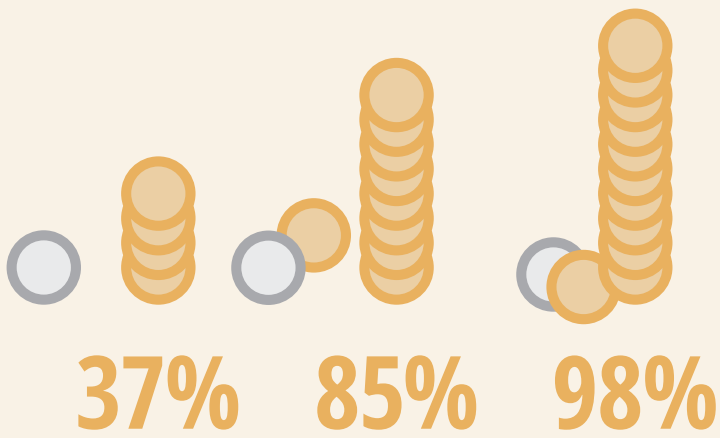
Every single luxury buyer uses a smartphone, tablet or laptop. In fact, luxury buyers use an average of three connected devices

When making their last luxury purchase, they researched using...



DIGITAL IS A WAY OF LIFE

The internet is a luxury shopper's favorite daily companion




of affluent shoppers read a magazine every day


of affluent shoppers watch TV every day


of affluent shoppers use the internet every day



STAYING CLASSY MEANS STAYING CONNECTED



Thanks to their multitasking devices, luxury shoppers never stop researching online

While reading a magazine... **57%** are also researching using a PC, tablet or smartphone

While watching TV... **68%** are also researching using a PC, tablet or smartphone

SOURCE

Google/Ipsos, Luxury Shoppers in America, 2013

* The study included defined affluent consumers as the top 5-8% of consumers who made at least two luxury purchases in the past two years.