



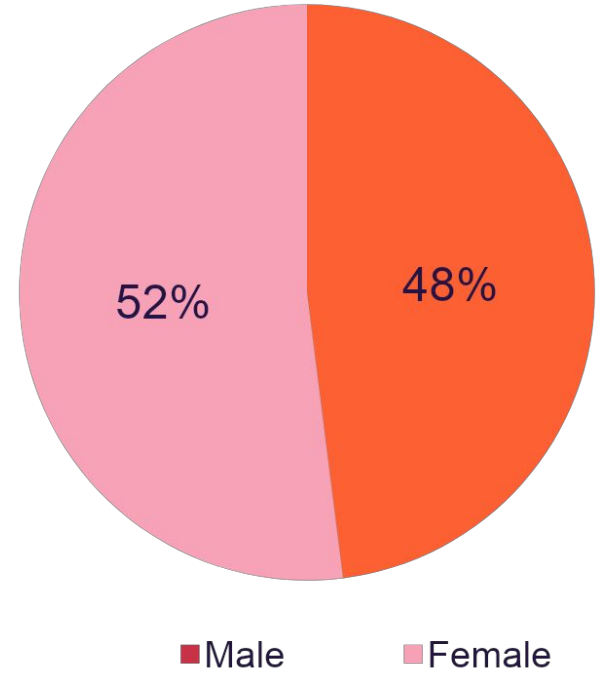
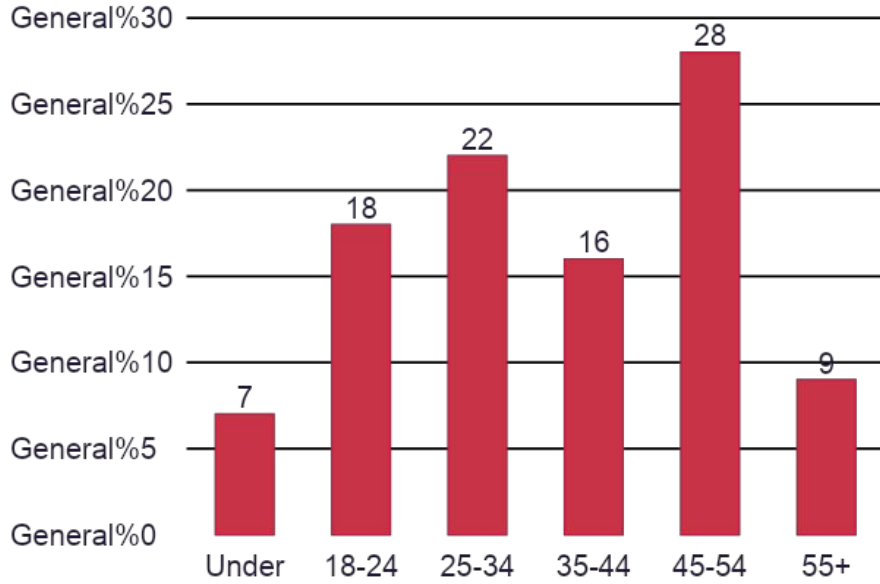
Back to School Survey - Spain

Survey on Digital Turbine Inventory, Q3 2022



Demographics

Gender & Age Distribution of Respondents



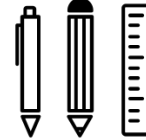
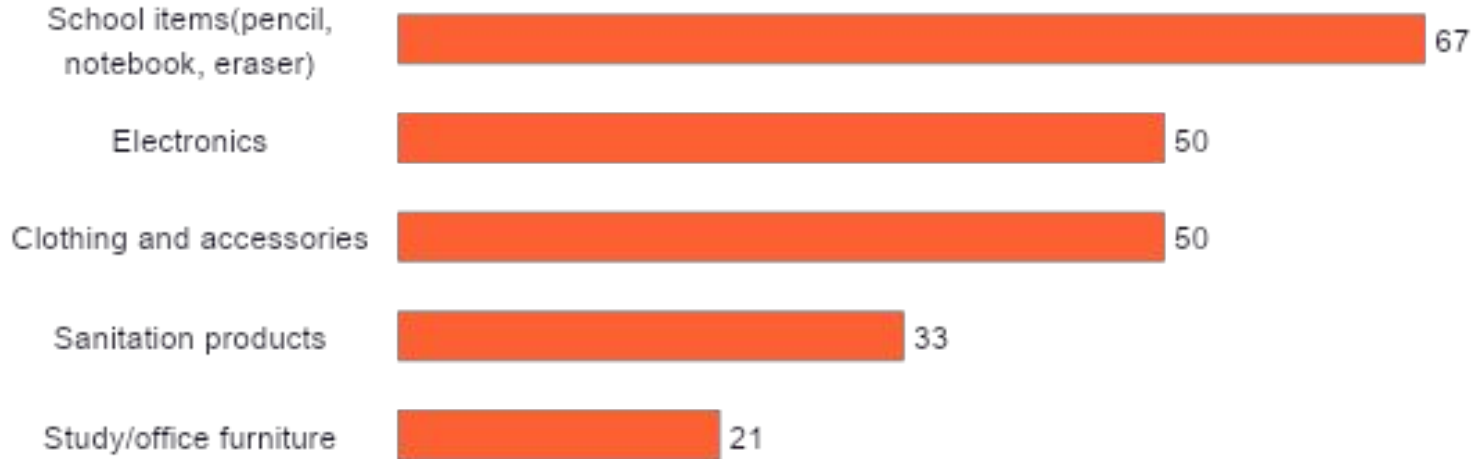
53%

**of respondents plan to do
their back-to-school
shopping in
autumn(September).**



Products to Buy

Which products are consumers planning to buy as school supplies?



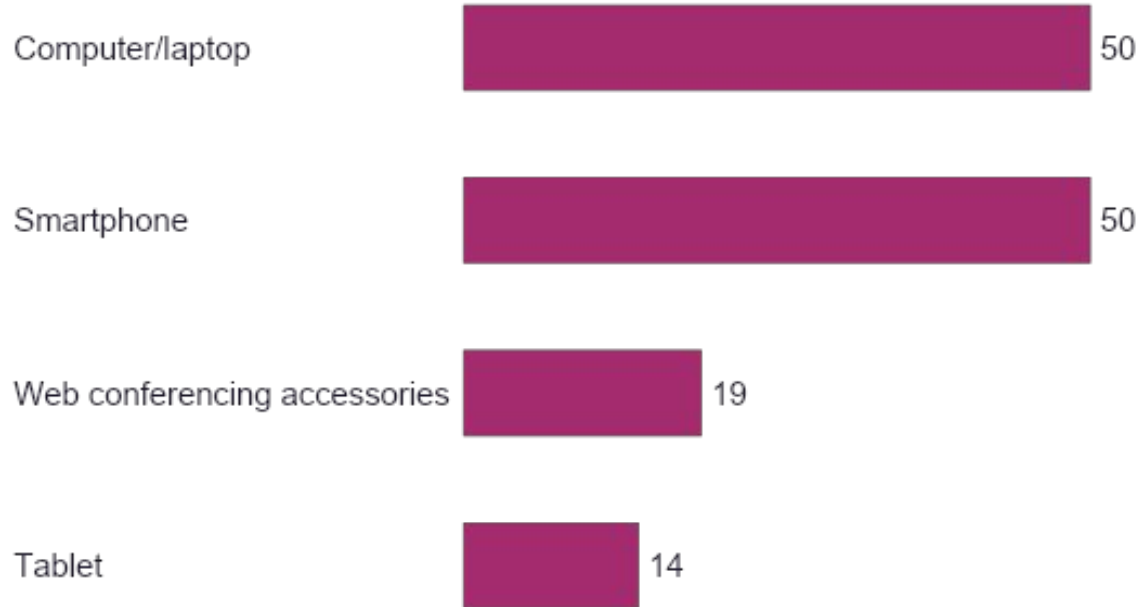
54%

of respondents state that they attend school/office on-site.



Electronics to Buy

Which electronic products are consumers planning to buy?





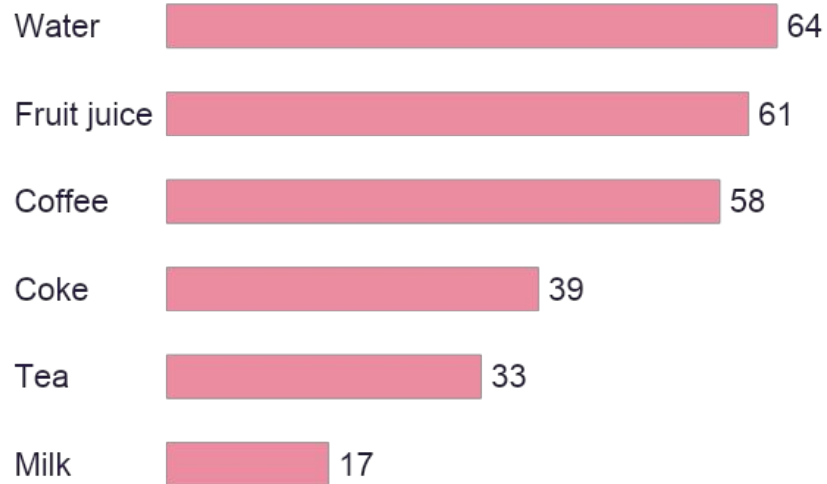
58%

**of consumers plan to
buy back-to-school
supplies for their
children.**



Beverages to Buy at School or Work

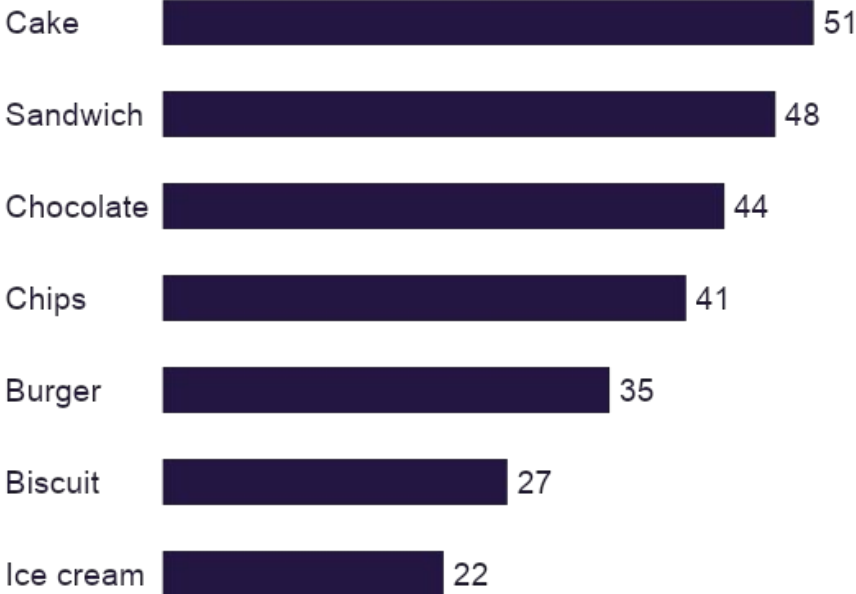
Which beverages do consumers prefer to buy at school/work?



Foods to Buy at School or Work

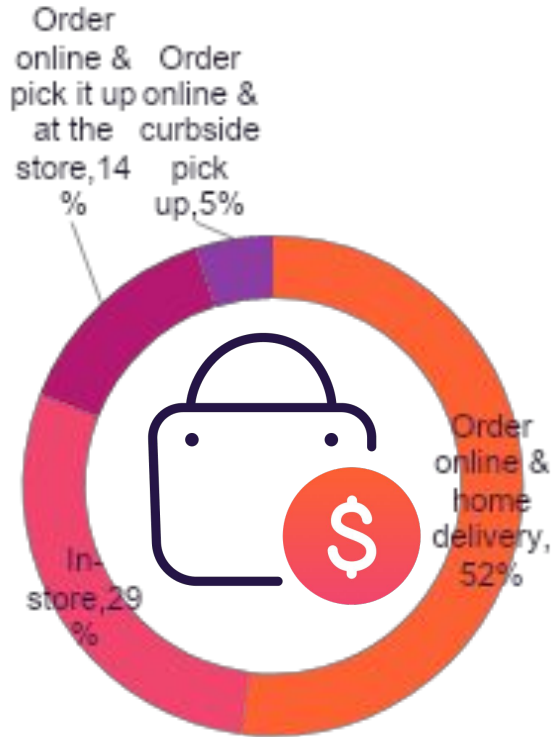
Consumers state that they prefer to buy mostly cake, sandwiches, chocolate, chips, burgers, and biscuits at school/work.

Which foods do consumers prefer to buy at school/work?



Shopping Preferences of Consumers

How will consumers buy a school supply?



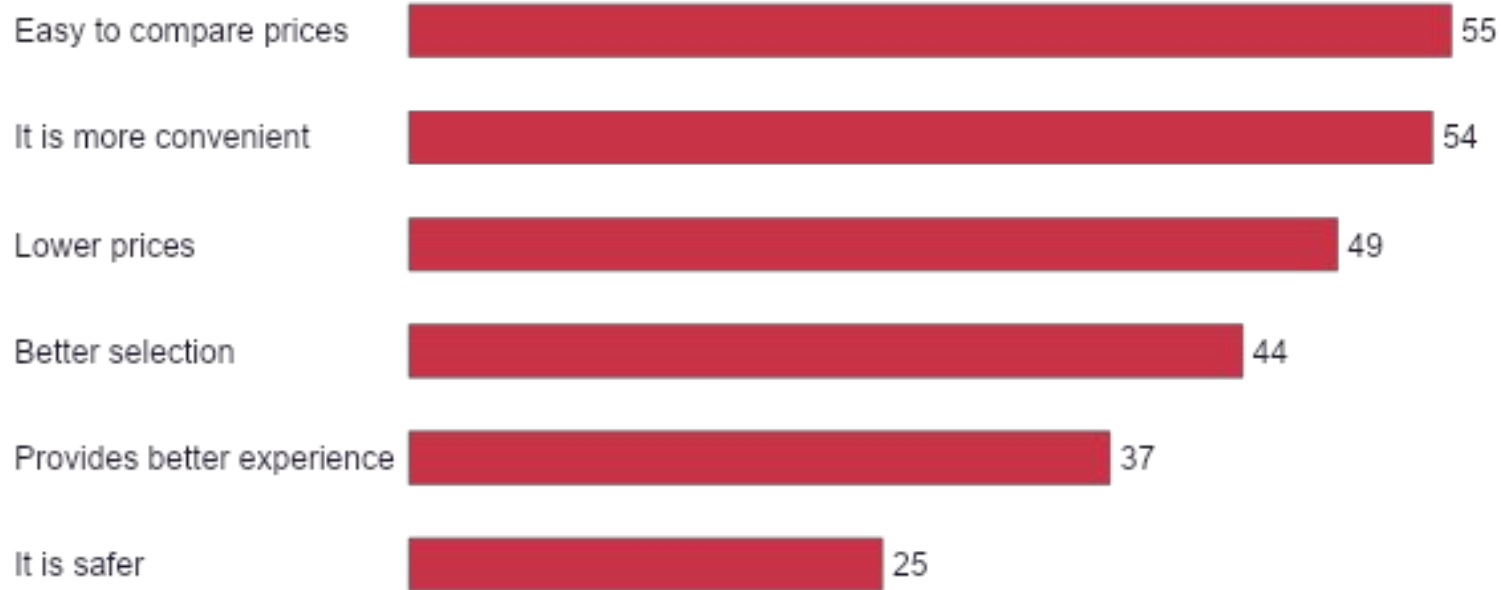


86%

**of consumers will use their smartphones to
purchase an item online!**

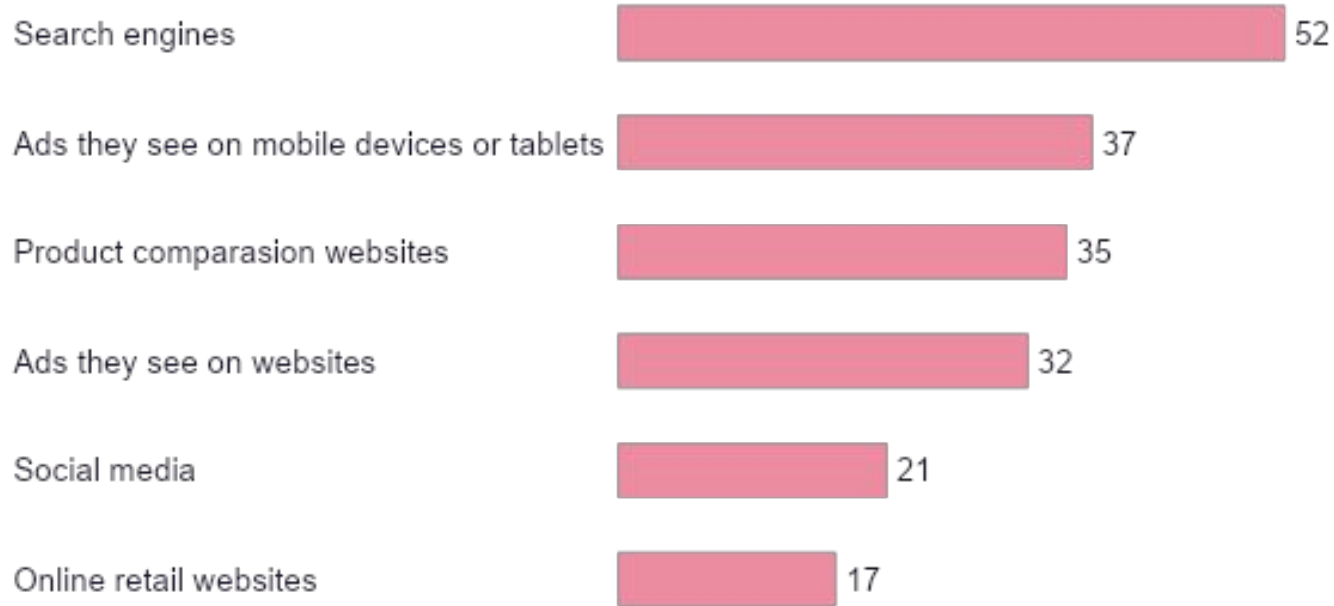
Primary Reasons for Shopping Online

What are consumers' primary reasons for shopping online?



Online Discovery of Products

How consumers tend to find school supplies online?



A close-up photograph of a person's hands. The left hand is resting on a silver smartphone, with the index finger touching the screen. The right hand is holding a dark credit card, showing the back with a gold chip and some text. The background is blurred, showing a wooden surface and a white cup. The overall lighting is soft and natural.

66%

of consumers would purchase something on their mobile device directly from an advertisement if the product is relevant to them!



Thank you!

spain@adsmovil.com | www.adsmovil.com

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Turbine**

