

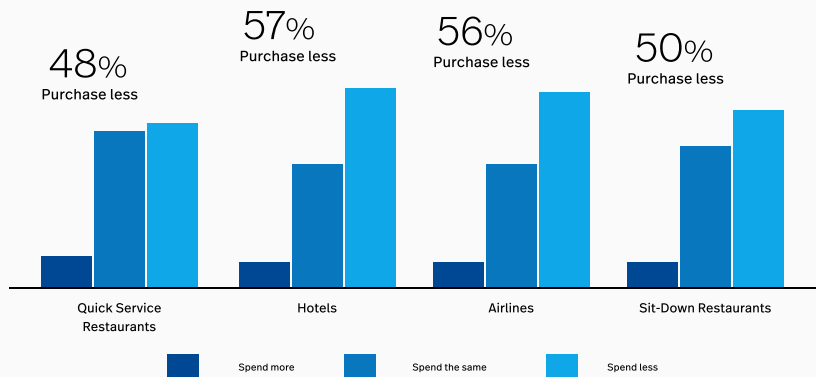
# Consumer survey: How online shopping habits are changing in 2022

In a June 2022 survey, over 1500 US consumers shared insights on how their shopping habits are changing year-over-year, how they rate companies' digital experiences by industry, and their most frustrating online shopping experiences. **Here are 4 key takeaways from their responses—or [click here for the full report](#).**

## Consumers will spend less on travel

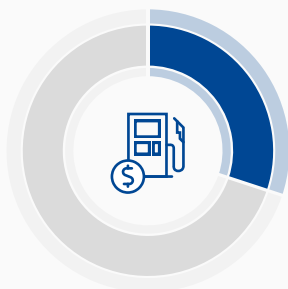
Nearly 60% of US consumers surveyed say they will spend less at hotels and airlines in the next three months compared to last year, while 35% plan to purchase the same amount.

Q: In the next 3 months, do you plan to purchase more, less, or the same at the following types of businesses as compared to last year?

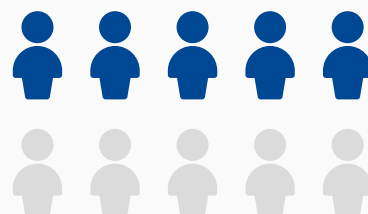


## Online shopping continues to grow in importance as the economy changes

**30%** say they will buy more online in 2022 to save money on gas



**51%** Will research more carefully online before making a purchase

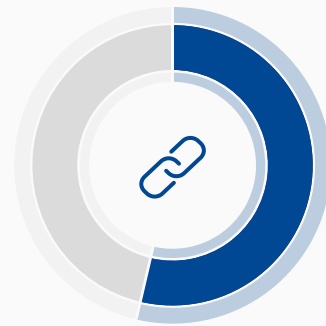


## Poor digital experiences are still a major setback for retailers

# 55%

Say they trust a company less after experiencing an issue with their site or app.

*This is lower than 2021, when 65% of respondents said they trust a business less after experiencing a DX issue.*



# 74%

Are likely or very likely to leave without completing a transaction after experiencing an issue on a site or app.

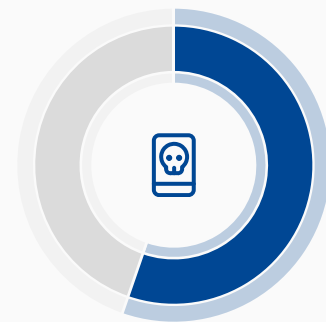
*This is slightly lower than 2021, when 77% of respondents said the same.*



# 55%

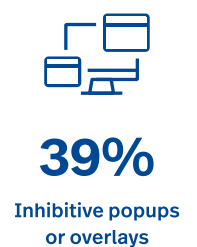
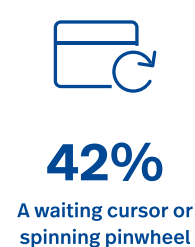
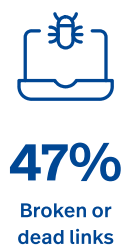
Are unlikely or very unlikely to return for future purchases after experiencing an issue on a site or app.

*This is the same as in 2021.*



### Small DX issues lead to big frustration

The top five reasons survey respondents leave a site or app without completing their purchase are:



[Download the full report](#) →