

DIGITAL INFLUENCE

ECONOMIC OUTLOOK & SPENDING

74% expect to spend the **same or more** this season

\$426
Gift spending

\$572
Non-gift spending

Top gift categories

Clothing



50%

Gift cards



48%

Electronics

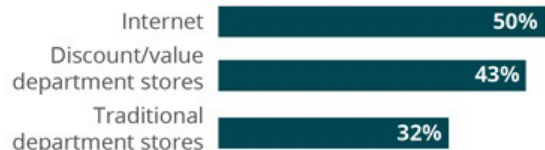


36%

27% say the **US presidential election** will impact their spending

WHERE CONSUMERS SHOP & WHY

Top shopping venues



Major store formats are **feeling the pinch** (drop since 2015)



33% of all transactions involve a coupon or promotion

77% of shoppers are influenced by coupons and promotions

- 86% **research online** before shopping in a physical store
- 20% plan to make **completely unplanned purchases**
- 78% **use a smartphone** for holiday shopping



Shoppers embrace a **blended channel** journey:

66%
Webroom

50%
Showroom

43%
Buy online, pick up in store

Top 3 uses

for smartphone as a virtual shopping assistant:

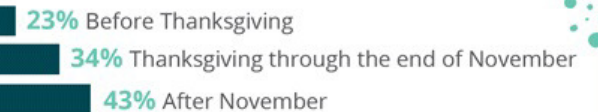
1. Get store locations (61%)
2. Check/compare prices (57%)
3. Browse online (56%)

43% plan to make a mobile purchase this season

RETAILER POLICIES & PRACTICES

- 71% will take advantage of **free shipping**
- 57% do not consider **3-4 day shipping** to be fast
- 64% think they could **order after December 17 and get free shipping** in time for the holiday

WHEN CONSUMERS WILL SHOP



Online spending to match offline spending:



Up 7 pts. since 2014

Down 5 pts. since 2014