

**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:**

