

Holiday 2014 Survey

EACH YEAR, DELOITTE SURVEYS OVER 5,000 CONSUMERS

TO LEARN MORE ABOUT THEIR SHOPPING PLANS, HERE ARE A FEW HIGHLIGHTS FROM THE 2014 SURVEY, CONDUCTED SEPTEMBER 13-24, 2014:

50%

Consumers say that 50% of their in-store purchases, or \$345 billion, will be **INFLUENCED BY DIGITAL DEVICES** this holiday season

43%

will do the majority of their holiday shopping in December or later, up six percentage points compared to 2013

HOW MUCH DO CONSUMERS EXPECT TO SPEND

THIS HOLIDAY SEASON ON EACH OF THE FOLLOWING ITEMS?

68%

of respondents will **SHOP LOCAL RETAILERS** this holiday season



Clothing 45%
Gift cards 43%

CATEGORY	2014	vs. 2013
Gifts	\$458	+9%
Socializing away from home	\$310	+15%
Entertaining at home	\$194	+22%
Non-gift clothing for family or self	\$144	+6%
Home/holiday furnishings	\$93	+15%
Any other holiday-related spending	\$100	+15%
Total	\$1,299	+13%

76% OF ALL RESPONDENTS ARE CONCERNED ABOUT RETAILERS THAT HAVE EXPERIENCED A DATA BREACH...

YET **56%** WILL STILL CONTINUE TO SHOP AT THESE RETAILERS THIS HOLIDAY SEASON.

SIXTY-EIGHT PERCENT will take advantage of **FREE SHIPPING** offered by retailers

The No. 1 and 2 gifts CONSUMERS PLAN TO BUY this holiday season

28%

of respondents expect to shop at malls **LESS THIS YEAR** compared to 2013. AMONG THEM, **49%** SAY CROWDS ARE THEIR BIGGEST DETERRENT



72% of smartphone owners & **69%** of tablet owners WILL USE THEIR DEVICES TO SHOP, BROWSE, OR MAKE A PURCHASE THIS HOLIDAY SEASON

68%

OF RESPONDENTS ARE LIKELY TO "webroom"¹ this holiday season

49% ARE LIKELY TO "showroom"²

Read Deloitte's full 2014 holiday survey report at www.dupress.com/articles/holiday-retail-sales-2014

¹ Webrooming: Going online to research a product and then purchasing the product at a physical store

² Showrooming: Going to a store to look at an item and then purchasing the product online

Source: "Deloitte's 2014 annual holiday survey: Making a list, clicking it twice," Deloitte Development LLC, October 2014.