



CHECK BREAKDOWN:

TREND CHECKS

HOLIDAY SHOPPING EXPECTATIONS – A SLIGHT BUMP HIGHER Y/Y

Consumers expectations toward holiday season spending are better this year relative to the same time last year. They are more likely to say they are spending less than more, but comparatively speaking the feedback is more optimistic this year.

INFLATION IS WEIGHING HEAVILY ON CONSUMERS MINDS FOR HOLIDAY

Inflation is weighing heavily on the minds of consumers when it comes to the upcoming holiday season. Outside of broadly referencing “money” issues, those who plan to spend less were highly likely to blame inflation, prices, and affordability as the main reasons. On the other side of the coin, respondents who expect to spend more were highly likely to mention inflation and prices.

ONLINE MIX

The general trend among consumers for holiday shopping over the years has been shifting mix online. Last year the expectations for online shopping shot higher and was even a touch ahead of what we are seeing this year.

AMZN AND TGT RETAIN TOP MINDSHARE

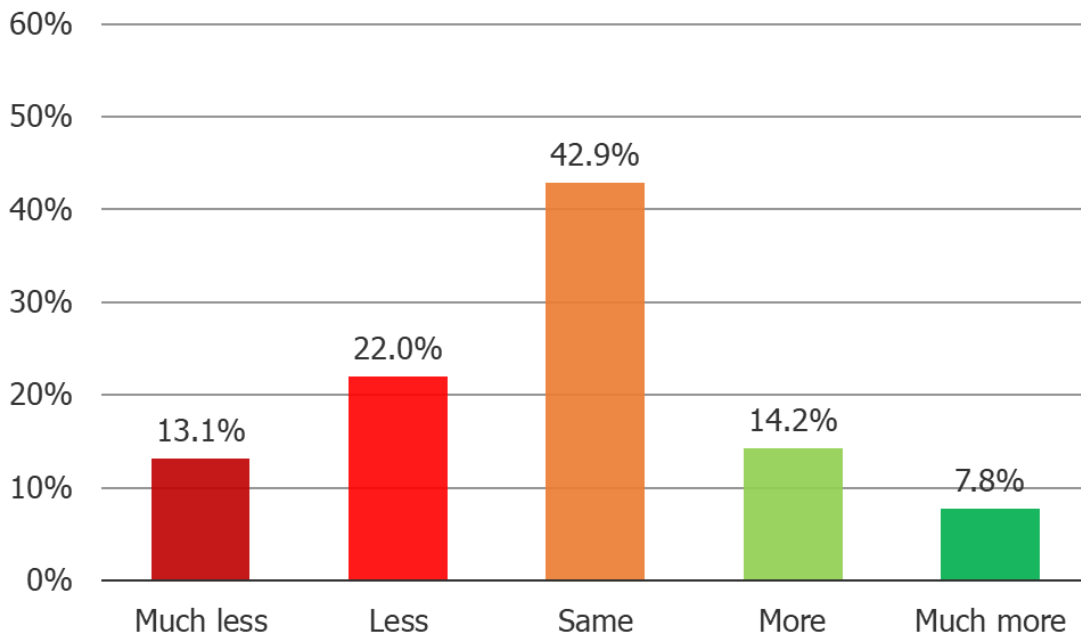
Similar to last year, consumers are looking to Walmart and Amazon for their holiday shopping. That said, Target is also top of mind for many consumers.

HOLIDAY SHOPPING PLANS

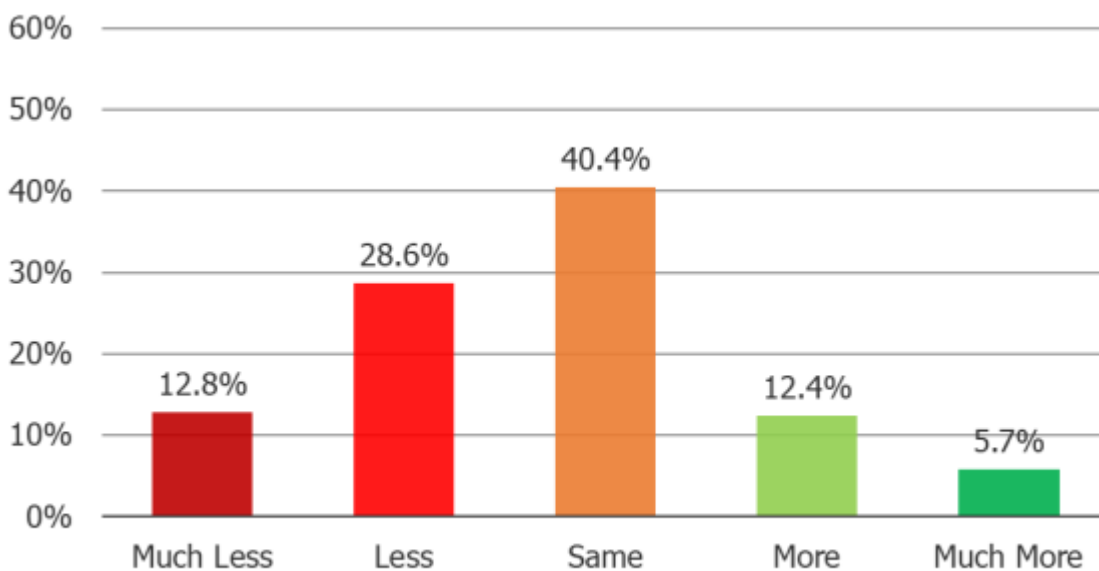
Holiday Shopping

DO YOU EXPECT TO SPEND MORE OR LESS THIS HOLIDAY SEASON COMPARED TO PRIOR YEARS?

Posed to all respondents.



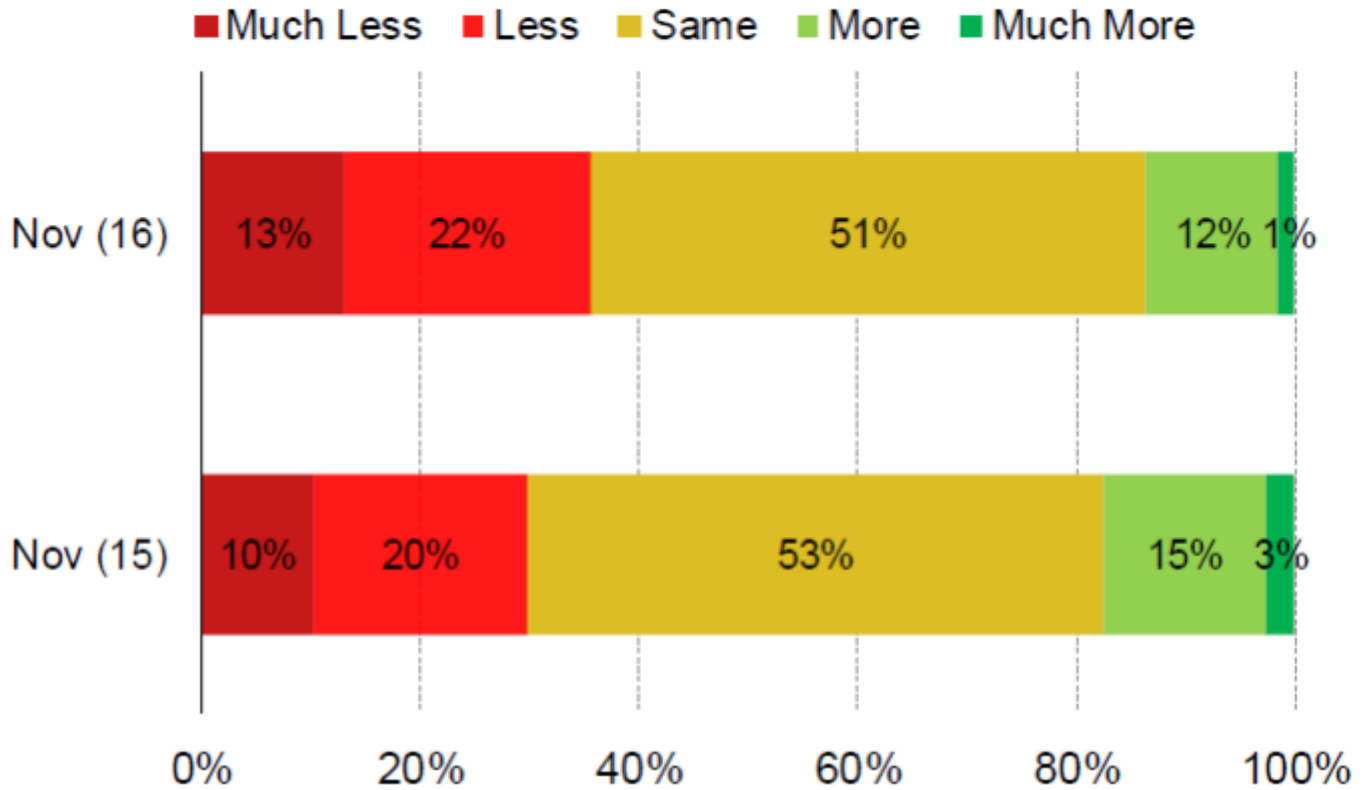
November 2020



Holiday Shopping

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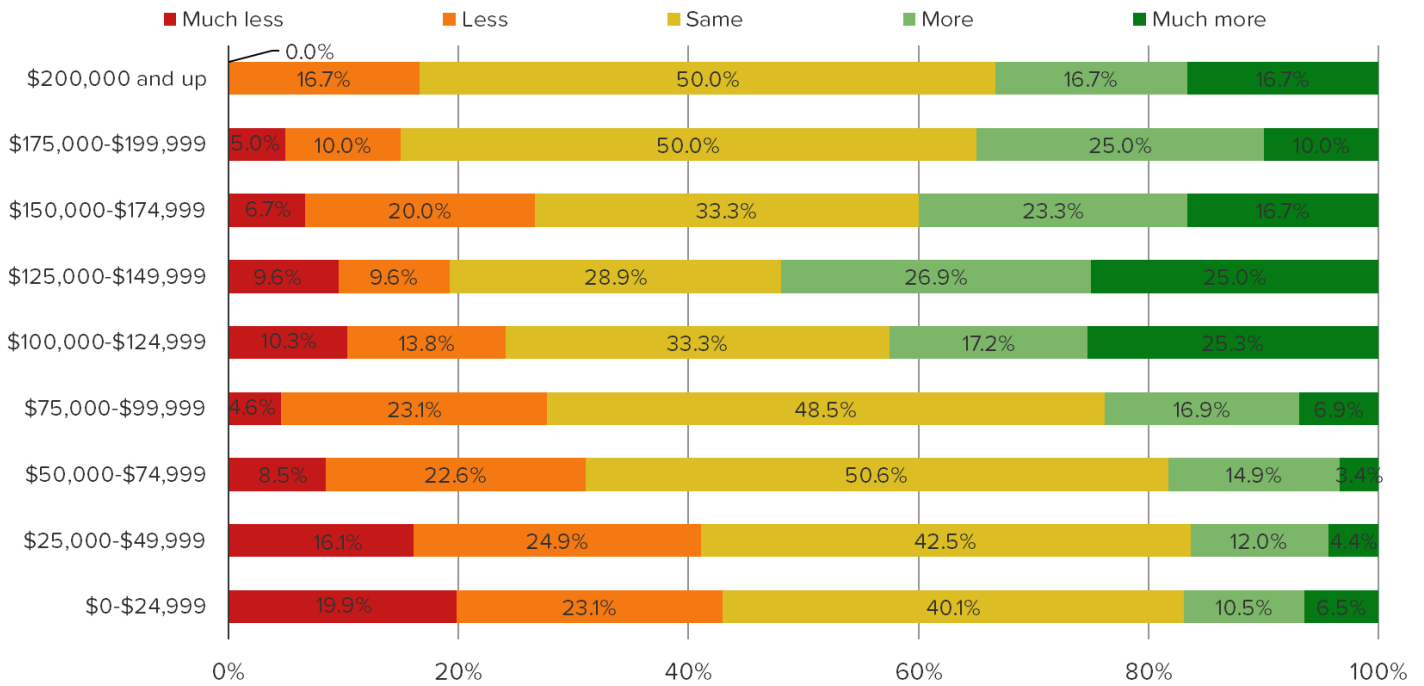
HISTORICAL DATA: From Our Survey in 2015 and 2016.



Holiday Shopping

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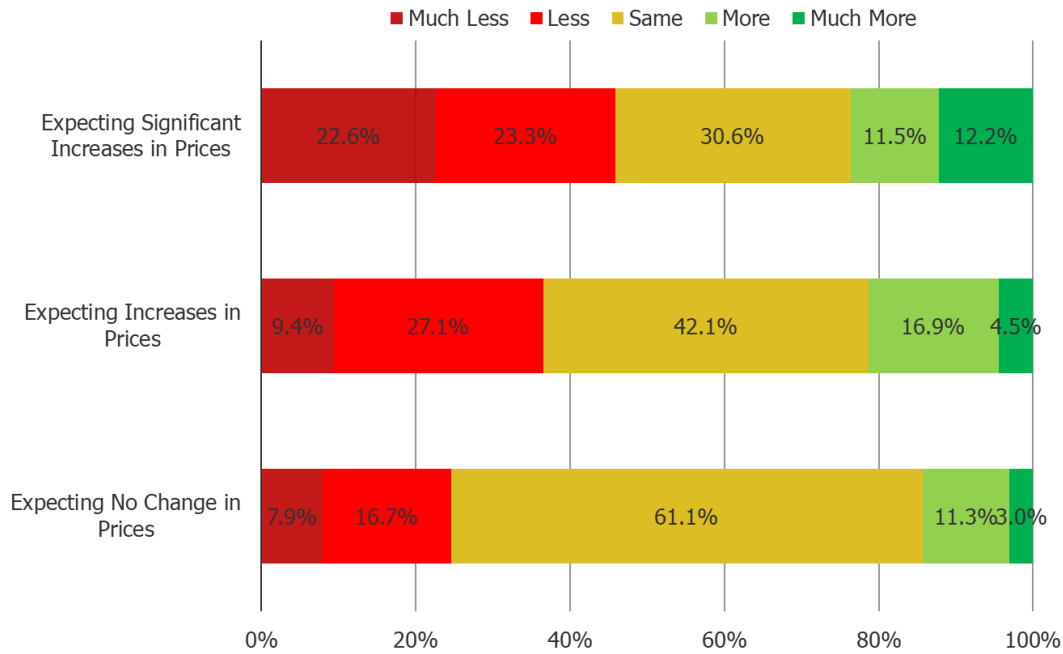
Posed to all respondents, by income level.



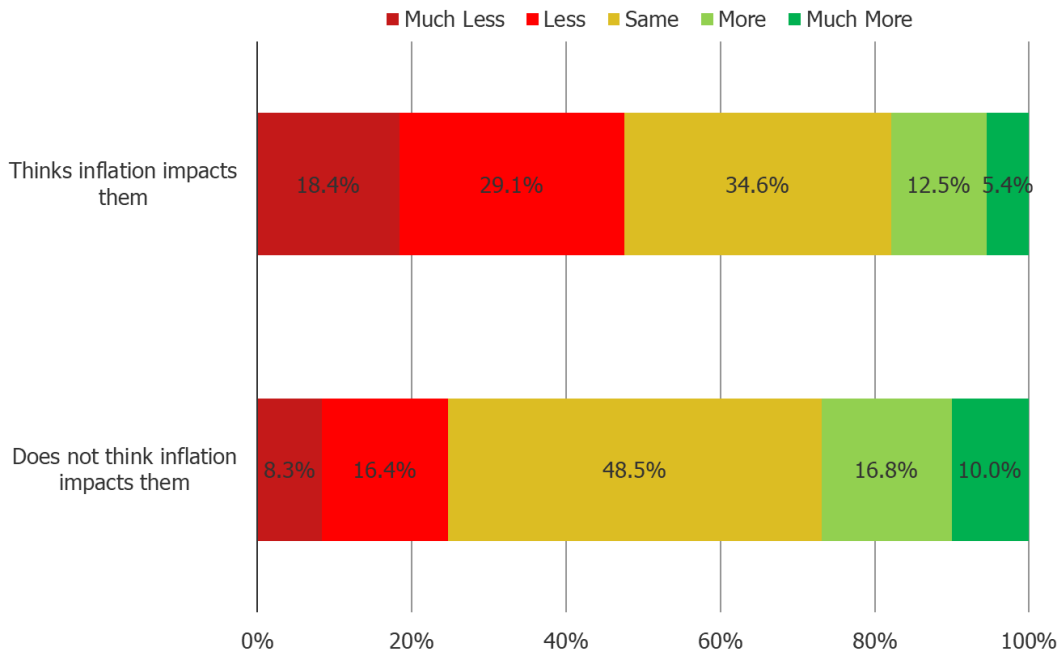
Holiday Shopping

DO YOU EXPECT TO SPEND MORE OR LESS THIS HOLIDAY SEASON COMPARED TO PRIOR YEARS?

Posed to all respondents, by expectations for price increases going forward.



Posed to all respondents, by if they feel inflation will impact them or not:

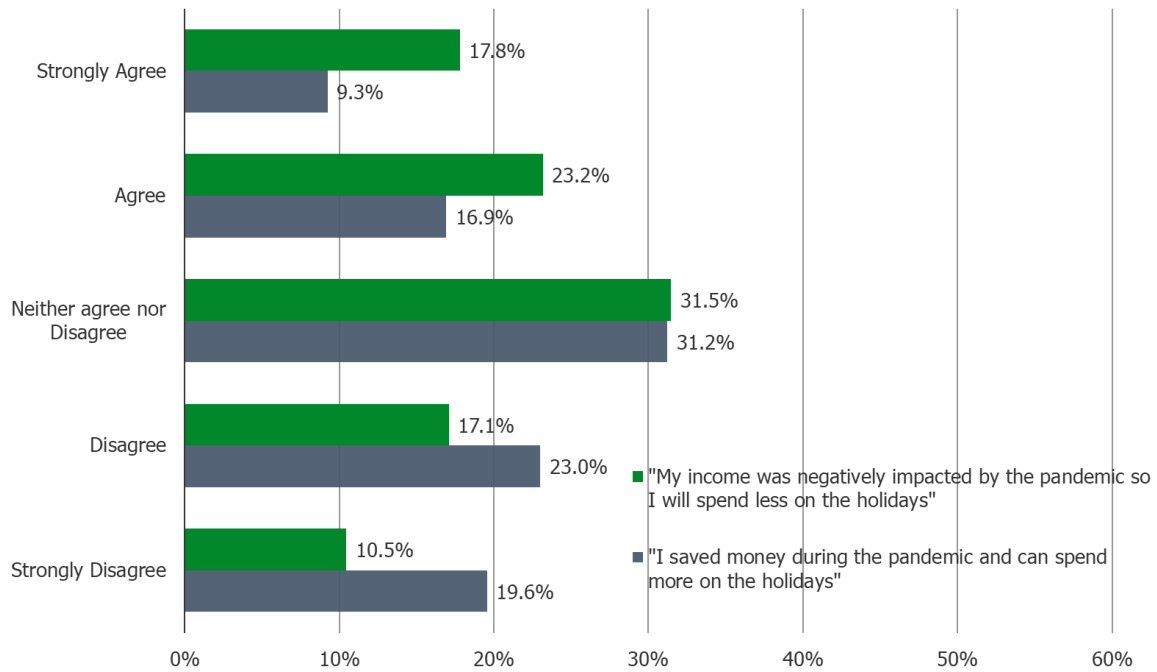


Holiday Shopping

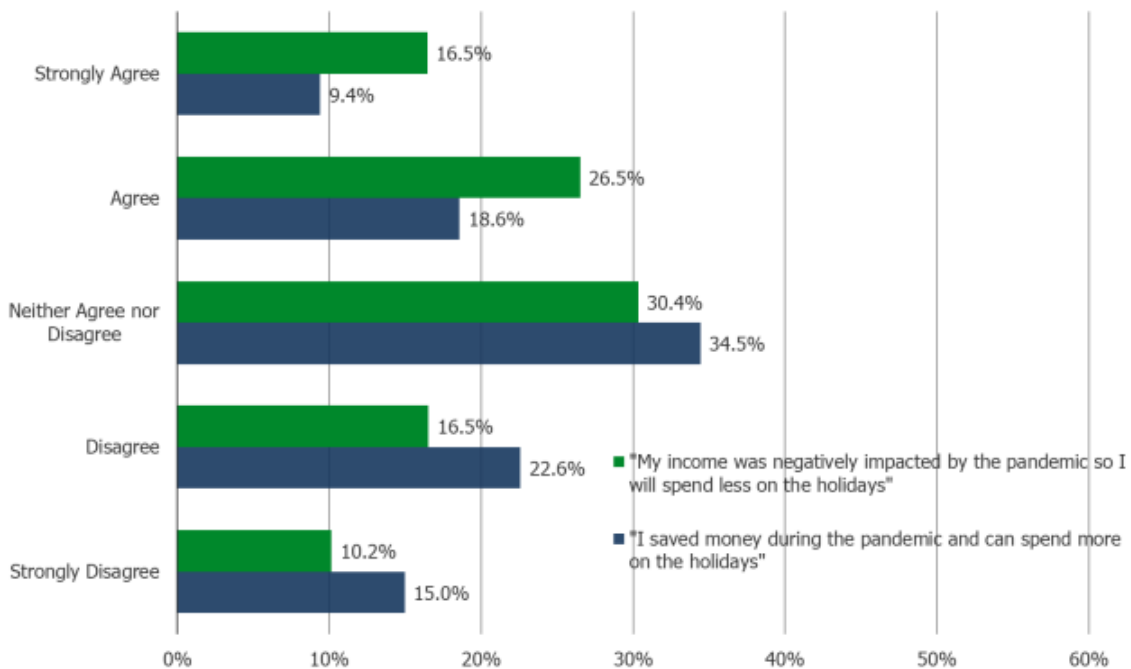
PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENTS:

Posed to all respondents.

November 2021



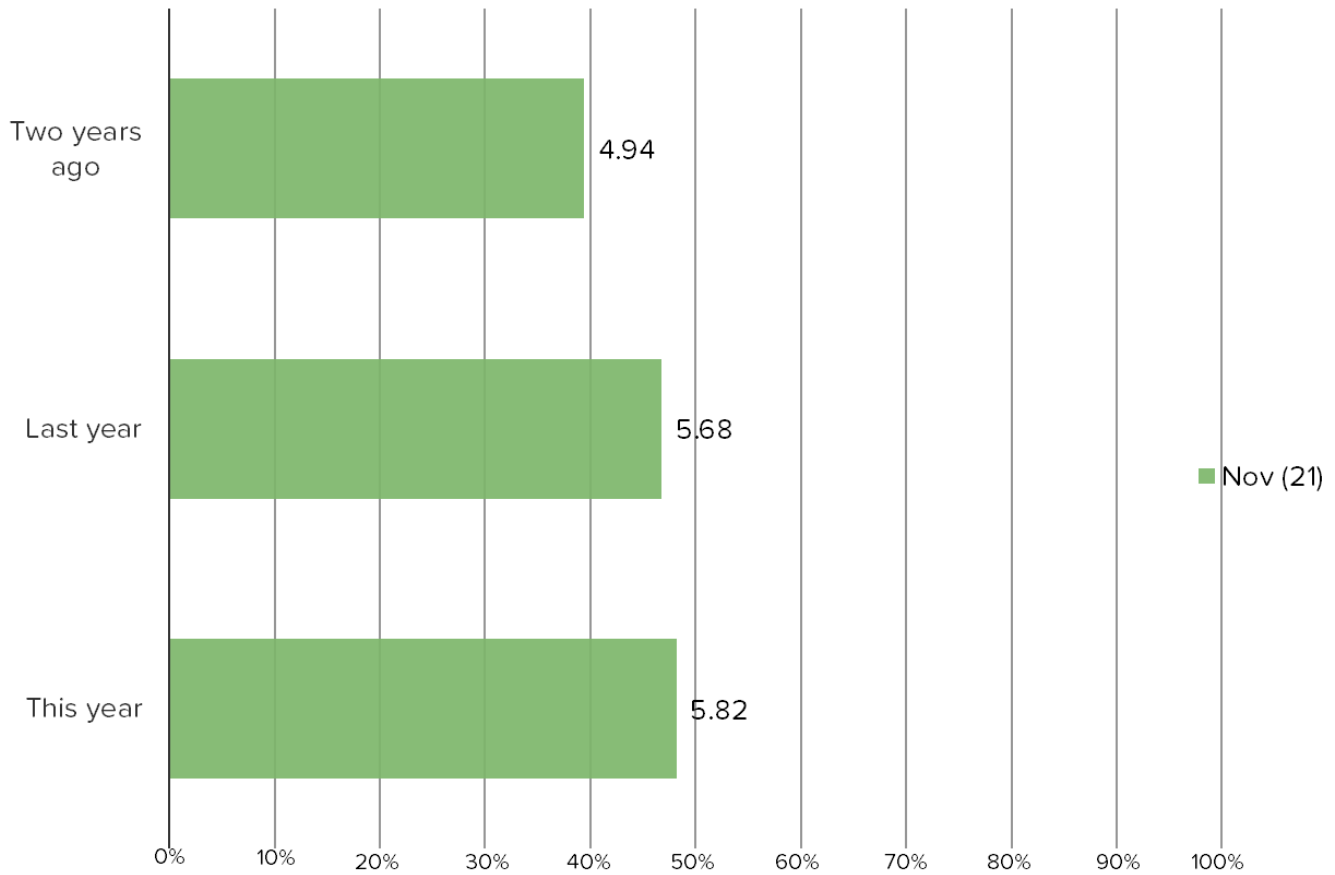
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Holiday Shopping

PLEASE ESTIMATE HOW MUCH OF YOUR HOLIDAY SHOPPING WAS/WILL BE ONLINE...

Posed to all respondents.



Readings From November 2020:

Two Years Ago: 4.60

Last Year: 5.17

This Year: 5.97

Holiday Shopping

WHICH RETAILERS ARE YOU MOST LIKELY TO RELY ON FOR HOLIDAY SHOPPING THIS YEAR? ENTER UP TO THREE RETAILERS

Posed to all respondents.

