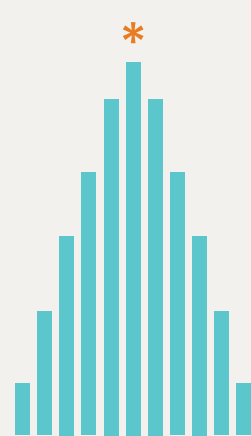


HOW SHOPPERS PLAN TO SPEND THIS HOLIDAY SEASON



We surveyed consumers to better understand the financial realities facing them this holiday season and what it means for how they'll plan and shop.

/ RESPONDENTS SELF-IDENTIFIED INTO ONE OF THE FOLLOWING GROUPS



/ WHEN DO MOST PEOPLE BEGIN THEIR HOLIDAY SHOPPING?

Most shoppers are waiting until November and December. Those who are somewhat financially comfortable are more likely to shop in November and those with more strained finances shop in December.



/ 60% OF CONSUMERS AGREE: WITH THE CURRENT ECONOMY, COUPONS AND DISCOUNTS ARE MORE IMPORTANT THAN EVER



/ PEOPLE HAVE ADJUSTED THEIR SPENDING

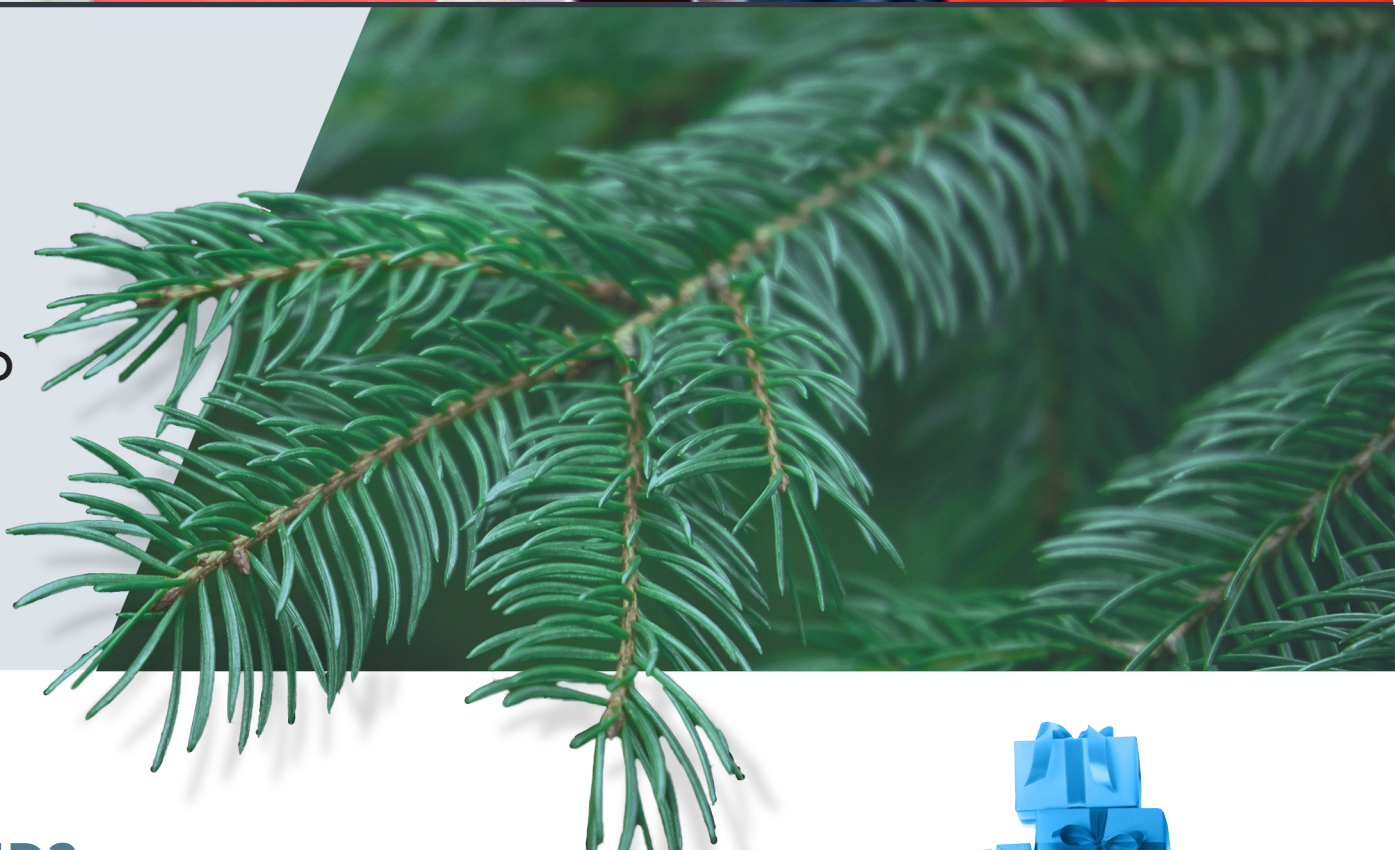
15% BUY SMALLER PRODUCT SIZES

15% SPREAD OUT PURCHASES

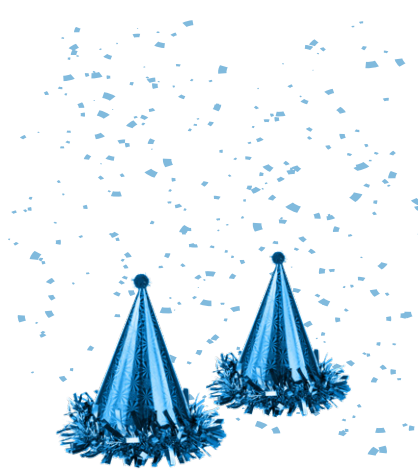
9% PREFER BUY NOW & PAY LATER



46% OF SHOPPERS INTEND TO SPEND LESS THIS HOLIDAY SEASON



/ HOW MUCH WILL SHOPPERS SPEND?



63% Shoppers looking to save as much as possible, cut back on holiday parties.



65% Shoppers very financially comfortable are willing to spend more on holiday parties.



48% Shoppers somewhat financially comfortable are more likely to spend the same.



32% Shoppers very financially comfortable are more likely to spend more.

HOLIDAY CELEBRATING

HOLIDAY SPENDING

TOP 5

OFFERS AND INFORMATION THAT SHOPPERS WANT FROM ADVERTISERS DURING THE HOLIDAYS

- 1) Deals and discounts
- 2) Where to find the best deals
- 3) Recipes for holiday baking
- 4) Restaurant deals for busy days
- 5) Personalized offers and discounts



LEARN MORE

Get vertical-specific holiday recommendations from our industry experts

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