

EPSILON®

# The Holiday Path to Purchase

Shoppers Voice® Holiday Survey 2017



Will this year's holiday retail shopping be anything like last year's record-shattering season?

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# This year, one thing is clear...

*Customer expectations will be at an all-time high.*

As a retailer, you're most likely in the throes of planning and embracing for what one can only expect to be another ultra-competitive holiday shopping season. We recently conducted our annual Holiday Shopper's Voice® survey of retail customers to find out what's on their minds for the 2017 holiday shopping season. The survey asks customers about different aspects of their holiday shopping process and experience from planning and budgeting, marketing influences on shopping decisions, loyalty programs and promotions, social media and their shopping location. Several questions include comparable results to previous year's surveys to identify change in shopping behaviors.

The Holiday Shopper's Voice survey  
**examines shopper's sentiment of holiday shopping** based on various factors:

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# Planning for Holiday Shopping



# Planning for holiday shopping: the highlights

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**85%**

of shoppers say they plan their holiday shopping

**87%**

of shoppers say they take time to think about what gifts to buy

**73%**

of holiday shoppers who plan prepare shopping lists



Holiday shopping causes mixed emotions: excited, happy, stressed and overwhelmed



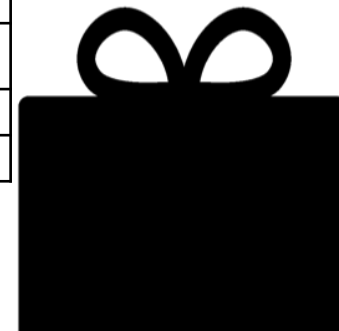
Fall is when most shoppers begin holiday shopping (Sept 15%, Oct 20%, Nov 29%, Dec 14%)

# The majority of consumers **PLAN** their holiday shopping by creating shopping lists, requesting “wish” lists and setting budgets.

*When asked about planning in advance for holiday shopping...*

<b><i>Do you plan in advance?</i></b>	<b>2017</b>
Yes (Net)	<b>85%</b>
Yes, usually plan in advance	40%
Yes, sometimes plan in advance	45%
No, do not plan in advance	15%
Total # of responders	2,245

<b><i>Ways you plan in advance?</i></b>	<b>2017</b>
Create a list of who to buy for	<b>73%</b>
Ask for wish lists	58%
Look through flyers for gift ideas	54%
Set a budget	46%
Save catalog gift guides received in the mail	28%
Create a store list of where to shop	25%
Research ideas on social media (e.g. Pinterest, Facebook, etc.)	21%
Create a shopping timeline	13%
Other	7%
Total # of responders <i>(among those who plan in advance)</i>	1,913



*When you think about holiday shopping, how do you feel?*

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**The majority of shoppers agree that online shopping for gifts has made things much easier, while more than half said shopping adds stress to their routine.**

*How much do you agree or disagree with each of the following statements about holiday shopping?*

***“Strongly agree” or “Somewhat agree”***

**2017**

Online shopping for gifts has made things so much easier	<b>72%</b>
Holiday shopping adds stress to my routine	<b>57%</b>
I always spend too much money during the holidays	56%
I can never think of what to buy	49%
I love holiday shopping	48%
I plan to spend less this holiday season	40%
My holiday shopping list keeps getting longer and longer	36%
I make an event out of holiday shopping	35%
I only buy gift cards for gifts	15%

Total # of responders

2,245





# Most shoppers 'take time to think about what gifts to buy'.

*How much do you agree or disagree with each of the following statements about holiday shopping?*

***“Strongly agree” or “Somewhat agree”***

**2017**

I take time to think about what gifts to buy	<b>87%</b>
I buy the gifts I'm told they want	70%
I usually buy gifts that someone wouldn't buy for themselves	60%
I buy a gift they need, versus something they want	41%
I buy the first thing I see as a gift	8%

Total # of responders

2,245

***Which statement best describes how most of your gifts are bought? (select one)***

**2017**

I take time to think about what gifts to buy	<b>50%</b>
I buy the gifts I'm told they want	25%
I usually buy gifts that someone wouldn't buy for themselves	14%
I buy a gift they need, versus something they want	10%
I buy the first thing I see as a gift	1%

Total # of responders

2,245

# 'Fall' is when most shoppers begin holiday shopping.

## Have you started shopping? 2015 2016 2017

Yes	18%	16%	16%
No	82%	84%	<b>84%</b>
Total # of responders	3,025	2,100	2,245

## When do you plan to begin? 2015 2016 2017

April or May	-	1%	-
May	-	1%	1%
June	-	3%	1%
July	-	5%	3%
June/July	4%	-	-
August	6%	8%	5%
September	18%	18%	15%
October	25%	23%	20%
November	31%	27%	<b>29%</b>
December – first two weeks	14%	12%	11%
December – last two weeks	2%	2%	3%
I don't know yet	-	-	13%
Total # of responders (among those who <b>have not</b> started)	2,486	1,773	1,882

## When did you begin shopping? 2015 2016 2017

December of last year	23%	32%	26%
January, February or March	36%	54%	<b>29%</b>
February			<b>11%</b>
March			<b>12%</b>
April	25%	14%	11%
May			11%
June	15%	-	-
Total # of responders (among those who <b>have</b> started)	539	327	363



# Shopping on Cyber Monday continues to increase—*most likely as shopper's crave promotional offers and shop more online.*

*Did you shop on the following days last year, and do you plan to shop these days this year?*

	2016 survey		2017 survey	
	Days shopped in 2015	Days plan to shop in 2016	Days shopped in 2016	Days plan to shop in 2017
Thanksgiving	20%	17%	17%	16%
Black Friday (day after Thanksgiving)	32%	32%	37%	37%
Cyber Monday (Monday after Thanksgiving)	37%	39%	40%	<b>42%</b>
Christmas Eve	14%	11%	14%	12%
Christmas Day	-	-	6%	6%
None of the above	44%	47%	41%	<b>41%</b>
Total # of responders	2,100		2,245	



# The time of day for holiday shopping has not really changed.

*What time of day will you most likely do your holiday shopping at a store and/or online?*  
(select top two times of day)

<b>At a store</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
9am to 12pm	41%	36%	<b>39%</b>
12pm to 3pm	39%	37%	<b>39%</b>
3pm to 6pm	28%	24%	29%
6pm to 9pm	34%	29%	32%
9pm to 12am	8%	7%	9%
12am to 9am	4%	3%	4%
Total # of responders	3,025	2,100	2,245

<b>Online</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
9am to 12pm	29%	25%	30%
12pm to 3pm	21%	21%	24%
3pm to 6pm	20%	17%	19%
6pm to 9pm	40%	36%	<b>41%</b>
9pm to 12am	29%	26%	28%
12am to 9am	10%	9%	9%
Total # of responders	3,025	2,100	2,245



# Holiday shopping budget and gift types



# Holiday shopping budget and gift types: the highlights

**\$563**

the average amount  
holiday shoppers plan  
to spend



credit (59%), debit (58%)  
and cash (52%) are still  
the preferred payment  
methods

**68%**

of shoppers say  
they'll buy gift cards  
this year



clothing (63%), gift cards  
(62%) and toys (48%) top  
the shopping lists

## Shoppers plan to spend about the same as last year.

*What do you think your total budget will be for gifts this holiday season (including gifts you have already bought)?*

	2015	2016	2017
Under \$50	3%	3%	2%
\$50 to \$100	6%	6%	5%
\$101 to \$200	9%	11%	9%
\$201 to \$300	14%	15%	13%
\$301 to \$400	11%	12%	10%
\$401 to \$500	18%	17%	14%
\$501 to \$1,000	25%	23%	<b>20%</b>
More than \$1,000	13%	13%	12%
Mean	\$554	\$545	\$563
Total # of responders	3,025	2,100	2,245

*Would you say your gift budget for this upcoming holiday season will be higher, about the same or lower than last year?*

	2015	2016	2017
Higher than last year	9%	9%	11%
About the same as last year	71%	74%	<b>62%</b>
Lower than last year	20%	16%	18%
I'm not sure yet	-		9%
Total # of responders	3,025	2,100	2,245



# Clothing, gift cards and toys will top holiday shopping lists.

*In thinking about everyone you'll buy gifts for, what types of gifts do you think you will buy this upcoming holiday season?*

	2016	2017
Clothing	71%	63%
Gift cards	-	62%
Toys	57%	48%
Electronics	40%	35%
Books	45%	35%
Money	-	34%
Jewelry	34%	28%
DVD's	34%	24%
Home décor	28%	24%
Gift baskets	25%	17%
Shoes	24%	18%
Tickets to an event (e.g. theater, sporting)	-	17%
Spa/pampering	20%	14%
Sports equipment	-	11%
Small appliances (e.g. toaster)	16%	12%
Subscription services (e.g. Birchbox, wine club)	12%	7%
Vacations	-	3%
Furniture	4%	2%
Large appliances (e.g. dishwasher)	1%	1%
Other	23%	8%
Total # of responders	2,100	2,245

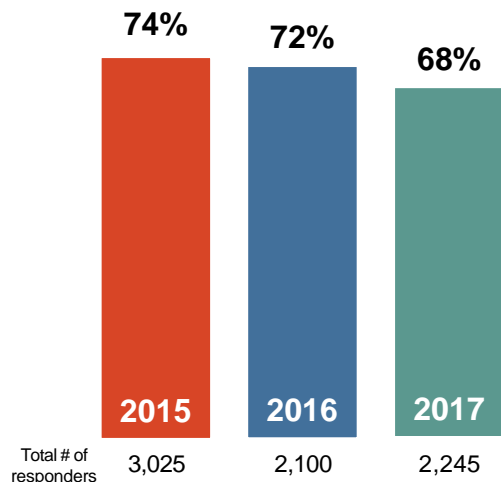




# Shoppers say they'll be buying less gift cards this season, down 8% from last year, yet they're buying the same types.

*'Yes', I plan to buy gift cards this holiday season.*

*What type of gift cards do you plan to buy this holiday season?*



	2015	2016	2017
For a specific store (e.g. only valid at one store)	64%	63%	61%
For food or beverage	63%	52%	-
For a restaurant	-	-	59%
General purpose gift card that can be used anywhere (e.g. prepaid MasterCard or Visa Card)	39%	38%	42%
For entertainment (e.g. movies)	39%	36%	37%
For multiple stores (e.g. valid at various stores from same company)	19%	16%	19%
For a mall (e.g. can be used anywhere at the mall)	8%	6%	8%
Total # of responders (among those who plan to buy gift cards)	2,235	1,510	1,525

## Even with more payment options, shoppers are more likely to use credit cards, debit cards and even cash.

*What payment method(s) will you most likely use for your holiday shopping?*

**2017**

Credit card (MasterCard, Visa, Discover, American Express)	<b>59%</b>
Debit / check card	<b>58%</b>
Cash	<b>52%</b>
Store branded credit card	20%
PayPal	16%
Loyalty program points or rewards	11%
Check	9%
Gift card to a specific store	8%
Visa or MasterCard prepaid card	4%
Amazon Cash	2%
Mobile Apps (Net)	1%
Samsung Pay, Apply Pay	1%
Other mobile wallet	0%
Bitcoins	0%
Other	<1%

Total # of responders

2,245



# Marketing influences on holiday shopping



# Marketing influences on holiday shopping: the highlights

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**Holiday shoppers view some promotions as more influential than others**

**89%**

say promotions are important

**82%**

will use coupons received in the mail, 76% in email

**57%**

prefer free shipping  
(of promotion types)

**39%**

say receiving mobile messages from a retail store is 'fine in moderation'

**16 to 25%**

the sweet spot for discounted purchase

# A whopping 89% of shoppers say promotions and offers impact their holiday purchase decisions.

*How important are promotions, offers and/or discounts when deciding to buy holiday gifts?*

**2017**

Very important/Somewhat important (Net)	<b>89%</b>
Very important	58%
Somewhat important	32%
Neutral/indifferent	8%
Not very important/Not at all important (Net)	2%
Not very important	1%
Not at all important	1%

Total # of responders

2,245



# Shoppers likelihood to use coupons when holiday shopping continues to increase.

*How likely are you to do each of the following when gift shopping this holiday season?*

<i><b>“Very likely” or “Somewhat likely”</b></i>	<b>2016</b>	<b>2017</b>
Use offers or coupons I receive in the mail	75%	<b>82%</b>
Use offers or coupons I receive by email	67%	<b>76%</b>
Do product price comparisons online	71%	66%
Print and use offers or coupons I find online	66%	66%
Use my loyalty program rewards (example: points, miles, reward certificates)	-	64%
Do product price comparisons while shopping in the store	60%	59%
Go directly to a store’s website to look for coupons	56%	-
Go to online deal sites to look for coupons	56%	-
Use offers or coupons on my mobile phone received by email	-	55%
Use offers or coupons from a store’s mobile app	-	49%
Read product reviews on my smartphone while shopping in a store	34%	35%
Total # of responders	2,100	2,245



## When it comes to offers, shoppers tend to search online before holiday buying and only purchase if free shipping is offered.

*What is your general attitude when thinking about promotions, offers or discounts?*

2017	
I search online for a store's coupon or offer code before I make a purchase	44%
I only buy products online if free shipping is offered	38%
I worry more about buying the right gift than I do about receiving a promotion or discount on the item	34%
I only buy from a store if I receive a good offer or promotion	32%
If I miss a big sale I know I will probably receive another promotion or offer sometime soon	29%
I only buy products if they are on sale or clearance	29%
None of the above	5%
Other	1%
Total # of responders	2,245



## Direct mail, email and checking a store's website are still the common ways shoppers learn about promotions and offers.

*In which ways do you “usually” and “prefer” to learn about a store’s promotions, offers or discounts?*

	Usually learn through	Prefer to learn through
Through the mail (e.g. ads, flyers)	60%	38%
Receive an email	56%	<b>41%</b>
Check a store's website	51%	30%
Television ads	51%	19%
By seeing a sign in the store	50%	18%
View an online ad while using the internet	41%	20%
By checking an online deal aggregator (Brad's Deals, Slickdeals, Groupon)	27%	13%
Radio ads	27%	8%
On social media websites such as Twitter or Facebook	25%	9%
Online banner ads when on the internet/mobile phone	24%	7%
Ask a sales associate while shopping in a store	23%	10%
Check a store's mobile app	23%	13%
Receive a text	23%	14%
Other	3%	3%

Total # of responders

2,245





## And, when it comes to promos and offers, shoppers still prefer free shipping and a discounted purchase.

*Which of the following types of promotions would you prefer to receive when making a purchase?*  
(select top three types)

	2015	2016	2017
Free shipping	27%	29%	<b>57%</b>
Percentage off a purchase	24%	20%	<b>47%</b>
Dollar amount off a purchase	25%	23%	43%
Buy one, get one free	13%	13%	38%
Earn loyalty points / rewards	4%	6%	22%
Free gift or samples	-	-	22%
Price match	-	-	20%
Free returns	-	-	16%
Cash back on a gift card to use on a future purchase	9%	9%	14%
Sweepstakes entry	-	-	2%
Other	-	-	1%
Total # of responders	3,301	2,294	2,245



# A 16% to 25% discount appears to be the sweet spot for influencing purchase decisions. Otherwise it depends on what customers are buying.

*What is usually the smallest percentage discount needed for you to make a purchase?*

**2017**

No discount usually needed	4%
1-10% off	7%
11-15% off	14%
16-25% off	<b>26%</b>
26%-50% off	16%
50% off or higher	4%
It depends on what I'm buying	29%

Total # of responders

2,245



# Free shipping and offers/promotions influence holiday shopping decisions the most, and discussion forums/blogs and free gift wrap the least.

*How much of an influence do each of the following have on your holiday gift shopping decisions?*

	Free shipping online	The offer, promotion or discount I receive	Product reviews / rating posted online	Product information on store's website (description, pictures, video)	Family or friends	Receiving a free sample(s)	Free gift wrap	Store sales associates	Colleagues	Discussion forums / blogs
A lot of influence	<b>54%</b>	<b>52%</b>	<b>32%</b>	30%	29%	28%	12%	9%	9%	5%
Some influence	34%	41%	<b>49%</b>	<b>52%</b>	<b>57%</b>	<b>50%</b>	32%	<b>47%</b>	<b>45%</b>	27%
No influence	12%	7%	20%	18%	14%	22%	<b>56%</b>	44%	46%	<b>69%</b>

Total # of responders 2,245



# Email and direct mail have the most influence on holiday shopping.

*What communication methods will have the most influence on your holiday shopping?*  
(select the top three methods)

**2017**

Email	<b>57%</b>
Direct mail	<b>45%</b>
Store website	30%
Television ads	30%
Newspaper ads	26%
Catalog	23%
In-store signage	21%
Text messages	15%
Social media (example: Pinterest, Facebook)	13%
Mobile app messages	8%
Radio ads	5%
Magazine ads	5%
Online banner ads	4%
Total # of responders	2,245



# Catalogs aren't dead. Shoppers use catalogs for gift ideas and to identify items to buy.

*What do you typically do with catalogs you receive in the mail?*

**2017**

I use them to get gift ideas or inspiration	<b>52%</b>
I'll casually flip through and then recycle	44%
I look through to identify items and then buy online	39%
I look through to identify items and then buy in a store	30%
I look through to identify items and then call to place an order	12%
I look through to identify items and then mail-in an order	9%
I immediately throw them in the recycle bin	9%
I contact the store to request they remove me from their mailing list	3%
Other	2%

Total # responders 2,245

*Does receiving catalogs in the mail influence your decision to buy certain holiday gifts?*

**2017**

Always	10%
Sometimes	<b>61%</b>
Rarely	21%
Never	8%

Total # responders 2,245



# Shoppers have mixed feelings about receiving mobile messages.

*Which of the following best describes how you feel about receiving mobile messages from retail stores?*

**2017**

They're fine to receive in moderation	<b>39%</b>
They are annoying	<b>32%</b>
I prefer them over email	15%
I find them valuable	15%
Do not receive them	11%
They get expensive	4%
Other	1%

Total # of responders *(among those who have a smartphone)*

1,933



# Social media and holiday shopping



# Social media and holiday shopping: the highlights

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**77%**

of shoppers have a Facebook account and 71% use it daily

**53%**

say convenience is why they use Facebook, and 60% use Pinterest for 'relevancy'

**29%**

of holiday shoppers are likely to use Groupon and Facebook for gift ideas

**36%**

of shoppers will 'Always' click on others Pinterest/Instagram posts for ideas and information and 50% 'Sometimes'



# Groupon, Facebook and Pinterest provide inspiration for gift ideas.

*How likely are you to use social media websites for gift ideas/gift shopping?*

***“Very likely” or “Somewhat likely”***

**2017**

Groupon	<b>29%</b>
Facebook	<b>29%</b>
Pinterest	<b>24%</b>
Living Social	10%
Instagram	10%
Twitter	8%
Snapchat	5%
Other deal/promotion websites	28%

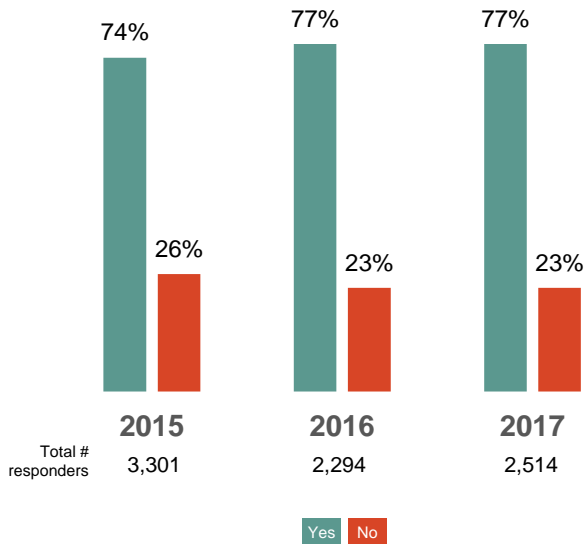
Total # of responders

2,245



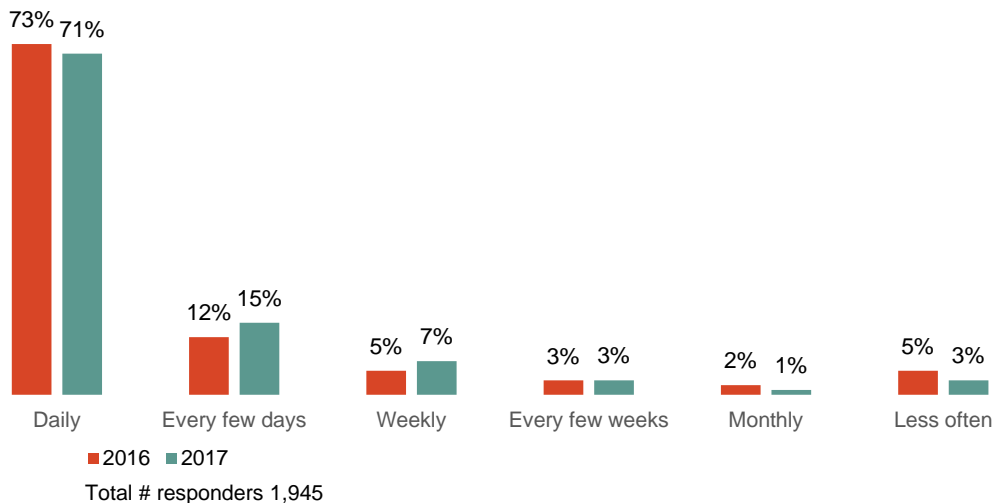
# The majority of holiday shoppers have a Facebook account and use it daily.

*Do you have a Facebook account?*



*How often do you use Facebook?*

*(among those who indicated they have a Facebook account)*



# Convenience drives Facebook and Instagram use, while Pinterest is the inspirational go-to.

*Why are you likely to use these sources for looking for gift ideas for this upcoming holiday season?*

	Facebook		Pinterest		Instagram	
	2016	2017	2016	2017	2016	2017
It is convenient for me to use	46%	53%	37%	50%	37%	51%
The ideas that I see are relevant to me	32%	31%	65%	60%	37%	37%
I use that source very often	45%	48%	54%	63%	38%	41%
I often see deals on this site	38%	47%	18%	25%	44%	36%
Other	4%	1%	2%	2%	4%	1%
Total # of responders <i>(among those very likely to use these sources)</i>	296	249	258	185	65	87



# Shoppers are more apt to click on other people's posts for ideas and information rather than buying or even posting their own idea.

*How often do you do each of the following when using Pinterest or Instagram?*

	All the time	Sometimes	Rarely	Never
Click on a post to learn more about the idea	36%	<b>50%</b>	9%	5%
Click on a post to find out where to buy	21%	<b>57%</b>	14%	9%
Follow what others have posted	17%	<b>52%</b>	21%	11%
Post an idea of your own	12%	30%	28%	<b>30%</b>
Click on a post to make a purchase	9%	32%	30%	<b>29%</b>

Total # of responders 609 (among those who use Pinterest or Instagram)



# Holiday shopping and loyalty programs



# Holiday shopping and loyalty programs: the highlights

**77%**

of holiday shoppers  
belong to a loyalty  
program

**87%**

say earning rewards is the  
most important aspect of a  
loyalty program

**69%**

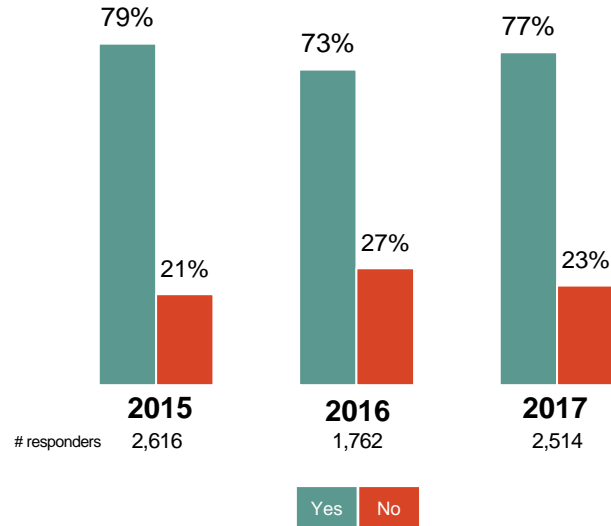
of holiday shoppers  
are enrolled in 2 to 5  
loyalty programs  
*(among those in a loyalty program)*

**31%**

of shoppers are 'much more  
likely' to shop at stores with  
a loyalty program

# The majority of holiday shoppers belong to a loyalty program (77%) and are enrolled in 2 to 5 programs (69%).

*Do you belong to any rewards or loyalty programs?*



*About how many loyalty programs are you enrolled in?*

2017	
Only one	11%
<b>2 to 5</b>	<b>69%</b>
6 to 10	15%
11 to 15	3%
16 or more	2%
Total # of responders (among those enrolled in a loyalty program)	
1,939	



## ‘Earning rewards’ and ‘receiving special services’ are the most important aspects of loyalty programs.

*What are the two most important aspects of the loyalty programs you’re enrolled in?*

2017	
Earning rewards for my purchases	87%
Receiving special services (example: priority access, advanced notice of sales, etc.)	33%
Having a mobile app to store my membership card, track my rewards, etc.	16%
Ability to use my rewards for “experiences” (example: events, vacations, etc.)	15%
Being recognized with a higher status (example: Gold, Platinum, VIP)	8%
Making it like a game such as earning badges, bonus rewards for doing certain things, etc.	6%
Other	3%
Total # of responders <i>(among those enrolled in a loyalty program)</i>	
1,939	





# Customers are more likely to shop at stores WITH a loyalty program.

*Does being part of a loyalty program make you more likely to shop at the store?*

	2015	2016	2017
Much more likely	33%	36%	31%
Somewhat more likely	41%	40%	<b>44%</b>
Makes no difference, Neutral/doesn't matter	24%	23%	24%
Somewhat less likely	<1%	1%	-
Much less likely	1%	1%	
Total # of responders	2,616	1,762	1,939



# Holiday shopping location



# Holiday shopping location: the highlights

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**86%**

of customers will shop in a store for holiday shopping

**77%**

of shoppers will shop at Amazon and 59% will shop discount store websites

**83%**

plan to shop in a store about the same as last year

**54%**

of in-store shoppers want free delivery and 53% want a no wait check-out

**85%**

of holiday shoppers plan to shop at a discount store

**57%**

will buy something for themselves while holiday shopping

# Visiting a store still remains the most prevalent way of holiday shopping.

*Are you 'likely' to purchase gifts in each of the following ways this holiday season?*

<i><b>"Very likely" or "Somewhat likely"</b></i>	<b>2017</b>
By visiting a store	<b>86%</b>
Buy online and have it delivered	<b>73%</b>
Online using my computer	<b>66%</b>
Look online and then buy in a store	51%
Buy online and then pick-up in a store	40%
Look in a store and then buy online	39%
Online using my smart phone	37%
Online using my tablet	32%
By catalog mail order	31%
Get a catalog and then buy online	28%
Get a catalog and then buy in a store	20%
By calling from my mobile phone	16%
By calling from a landline	10%
Buy through a social media site such as Facebook	8%
Buy via my connected device (i.e. Alexa)	6%
Total # of responders	2,245



## Holiday shoppers plan to shop in a store ‘about the same as last year’.

*In thinking about shopping in a store for holiday gifts, do you think you will shop in a store more, less or about the same as last year?*

	2015	2016	2017
More than last year	9%	8%	7%
About the same as last year	80%	81%	<b>83%</b>
Less than last year	9%	10%	11%
Total # of responders	3,025	2,100	2,245



# Holiday shoppers still plan to flock discount stores this year.

*In thinking about shopping in a store for holiday gifts, will you shop at any of the following types of stores?*

**2017**

Discount store (example: Walmart, Target)	85%
Specialty store (example: Gap, Victoria's Secret, Best Buy, Footlocker, etc.)	47%
Local / independent store	43%
Department store (example: Nordstrom, Macy's, Bloomingdale's, etc.)	41%
Warehouse membership club (example: Costco, Sam's Club, BJ's Wholesale Club)	39%
Off-price or outlet store (example: Saks Off 5th, Nordstrom Rack, TJ Maxx, etc.)	34%
Other	5%
Do not plan to shop in a store	3%

Total # of responders

2,245



## Shoppers want convenience and speed with free delivery and a no-wait checkout.

*In thinking about shopping in a store for holiday gifts, what services and/or experiences would you most prefer?* (Select up to 3)

**2017**

Free delivery for items not available in store	<b>54%</b>
Ability to check out without having to wait in a line	<b>53%</b>
Return my online purchase to store	34%
Free gift wrap	32%
Pick-up my online purchase in store	31%
Holiday experience (example: visit Santa, holiday decorating event, live music, etc.)	17%
Free appetizers and beverage (example: cookies, cheese and crackers, coffee, tea, etc.)	15%
In-store personal shopper/stylist	5%
Free alterations	5%
Delivery to my car	5%
Valet parking	2%

Total # of responders

2,245



# Amazon and discount retailers still dominate online shopping.

*In thinking about shopping online, will you shop at any of the following types of stores?*

**2017**

Amazon.com	<b>77%</b>
Discount retailers (e.g. Walmart, Target)	<b>59%</b>
Specialty stores (e.g. Gap, Victoria's Secret, Best Buy, Footlocker)	27%
Ebay.com	24%
Department store websites (e.g. Nordstrom, Macy's, Bloomingdale's)	23%
Big box store websites (e.g. Costco, Sam's Club)	18%
Online toy stores	14%
Boutique or specialty store websites	13%
Deal aggregators (e.g. Groupon, Brad's Deals, Alibaba, etc.)	12%
Etsy.com	11%
QVC / HSN	9%
Subscription services (e.g. Birchbox, Barkbox, Stitchfix, Trunk Club, etc.)	3%
Other	3%
Do not plan to shop online	9%

Total # of responders

2,245





## While shopping in store, customers are very likely to 'use coupons/offers' and least likely to 'read product reviews on a smartphone'.

*How likely are you to do each of the following when gift shopping for the upcoming holiday season?*

	Use offers / coupons I receive in the mail	Use offers or coupons I receive by email	Do product price comparisons online	Use my loyalty program rewards (points, miles, reward certificates)	Print and use offers or coupons I find online	Use offers or coupons on my mobile phone received by email	Do product price comparisons while shopping in store	Use offers or coupons from a store's mobile app	Read product reviews on my smart phone while shopping in a store
Very likely	<b>47%</b>	<b>42%</b>	<b>36%</b>	<b>35%</b>	<b>33%</b>	<b>31%</b>	28%	<b>26%</b>	15%
Somewhat likely	35%	34%	30%	29%	33%	24%	<b>31%</b>	23%	20%
Neutral / I don't know	12%	14%	16%	18%	15%	15%	19%	16%	19%
Not very likely	3%	5%	9%	8%	8%	9%	11%	11%	17%
Not at all likely	3%	6%	9%	11%	11%	<b>21%</b>	11%	<b>24%</b>	<b>29%</b>

Total # of responder 2,245



# One for you, one for me. Over half of all shoppers buy something for themselves while holiday shopping.

*How likely are you to buy something for yourself while holiday shopping this season?*

2017	
Very likely/Somewhat likely (Net)	<b>57%</b>
Very likely	28%
Somewhat likely	30%
Neutral / don't know	21%
Not very likely/Not at all likely (Net)	22%
Not very likely	14%
Not at all likely	7%
Total # of responders	2,245

*Would receiving a promotion/offer increase the likelihood of buying something for yourself?*

2017	
Yes	<b>51%</b>
Maybe	43%
No	6%
Total # of responders	2,245



# Survey responder demographics



## Gender, household size and age.

<b>Gender</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Female	77%	78%	65%
Male	22%	20%	33%
Total # responders	3,301	2,294	2,514

<b>Age</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
21 to 24 years	0%	0%	1%
25 to 34 years	11%	11%	11%
35 to 44 years	27%	27%	27%
45 to 49 years	13%	13%	13%
50 to 54 years	11%	11%	11%
55 to 59 years	9%	9%	9%
60 to 64 years	7%	7%	7%
65 to 69 years	6%	6%	6%
70 to 74 years	8%	8%	8%
75 years or over	8%	8%	8%
Total # of responders	3,301	2,294	2,514

<b>Household size</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
1	16%	17%	21%
2	39%	37%	37%
3	18%	18%	17%
4	16%	17%	14%
5 or more	11%	11%	11%
Total # responders	3,301	2,294	2,514



## Presence of kids, age of kids and annual household income.

<i>Presence of children under 18</i>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Yes	35%	36%	33%
No	63%	63%	67%
Total # of responders	3,301	2,294	2,514

<i>Annual household income</i>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Less than \$25,000	12%	13%	16%
\$25,000 to \$34,999	11%	10%	11%
\$35,000 to \$49,999	13%	14%	13%
\$50,000 to \$74,999	19%	18%	17%
\$75,000 to \$99,999	12%	13%	13%
\$100,000 to \$149,999	10%	11%	10%
\$150,000 or over	4%	4%	5%
Prefer to not to answer	18%	18%	15%
Total # of responders	3,301	2,294	2,514

<i>Age of children under 18</i>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Under 2 years	14%	14%	14%
2 to 4 years	23%	22%	19%
5 to 8 years	32%	33%	31%
9 to 12 years	40%	37%	34%
13 to 15 years	33%	32%	35%
16 to 17 years	23%	21%	24%
Total # of responders	3,301	2,294	835



## Survey Methodology

This report on holiday shopping customer insights is based on a Shopper's Voice® survey conducted in May 2017. The online survey was completed by 2,514 U.S. responders in the Shopper's Voice database 25 years of age or older. Results are shown for the total sample and weighted based on age of responder. The 2017 survey results were compared to previous years' survey results where applicable. To learn more about Shopper's Voice visit [shoppersvoice.com](http://shoppersvoice.com).

## About Epsilon

Epsilon is an all-encompassing global marketing innovator. We provide unrivaled data intelligence and customer insights, world-class technology, and data-driven creative, activation and execution. Epsilon's digital media arm, Conversant, is a leader in personalized digital advertising and insights delivering digital marketing with unprecedented scale, accuracy and reach. Together, we bring personalized marketing to consumers across offline and online channels, at moments of interest that help drive business growth for brands. To learn more, visit [epsilon.com](http://epsilon.com) and follow us on Twitter @EpsilonMktg.

