

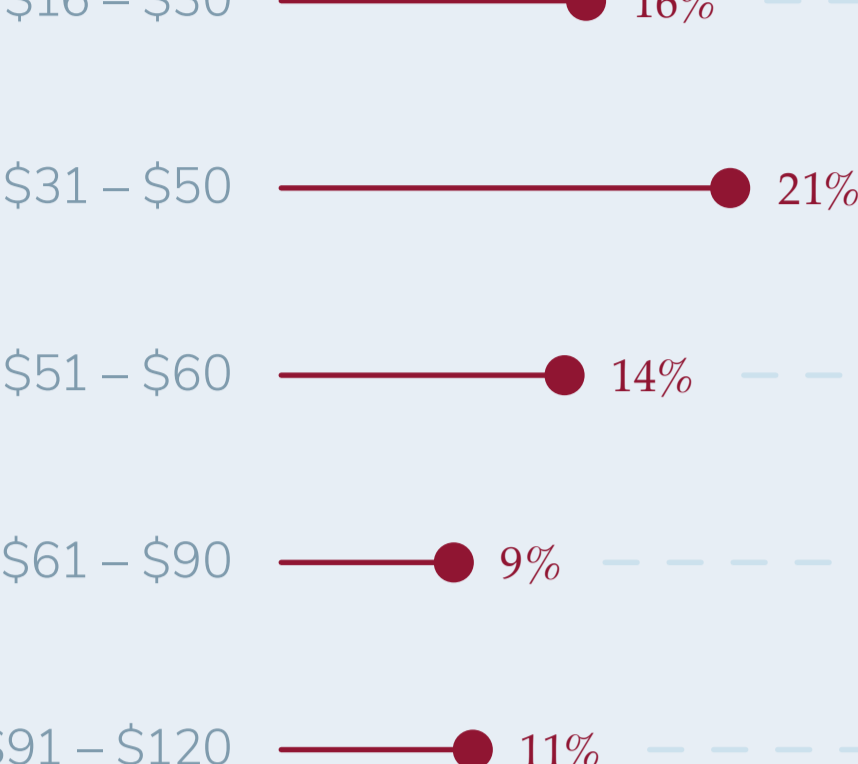
SHOPPING TRENDS

To learn more about our agile research solutions, click [HERE](#)

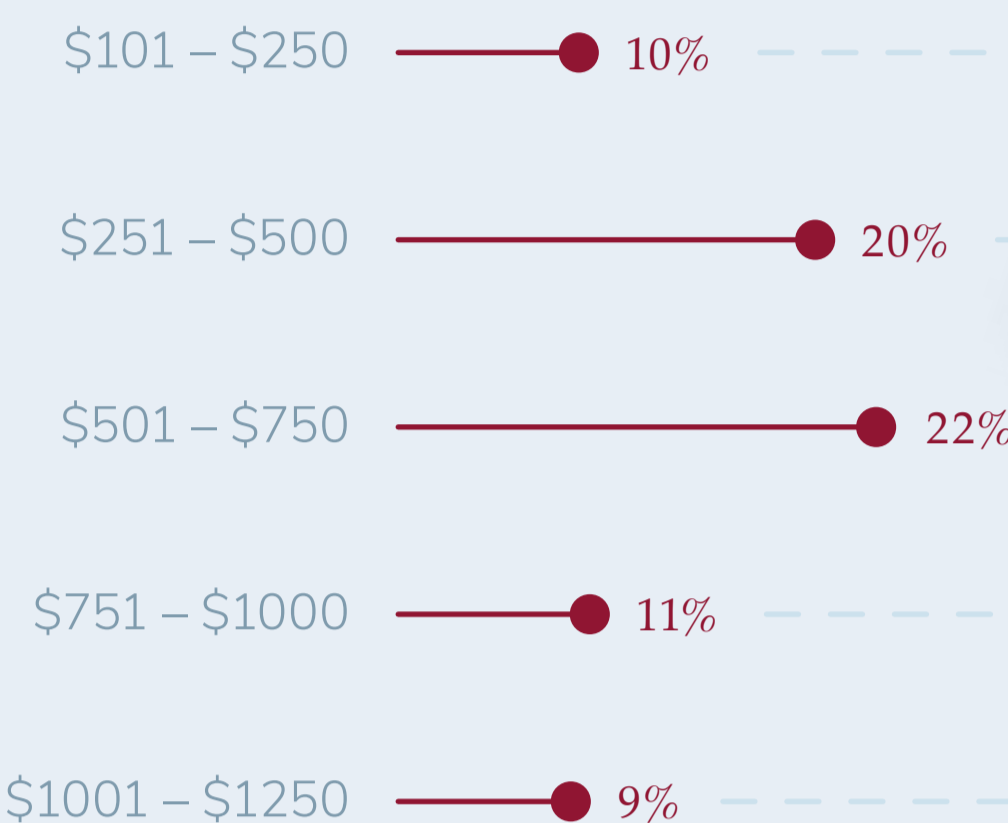
28%

of consumers* plan to purchase gifts 4 – 6 weeks in advance

Planned Spending Per Person



Total Planned Spending



*Consumers we spoke to in our survey.

67%

of consumers purchased the same holiday gift(s) for more than one person last year

↑ up 7% from last year's study

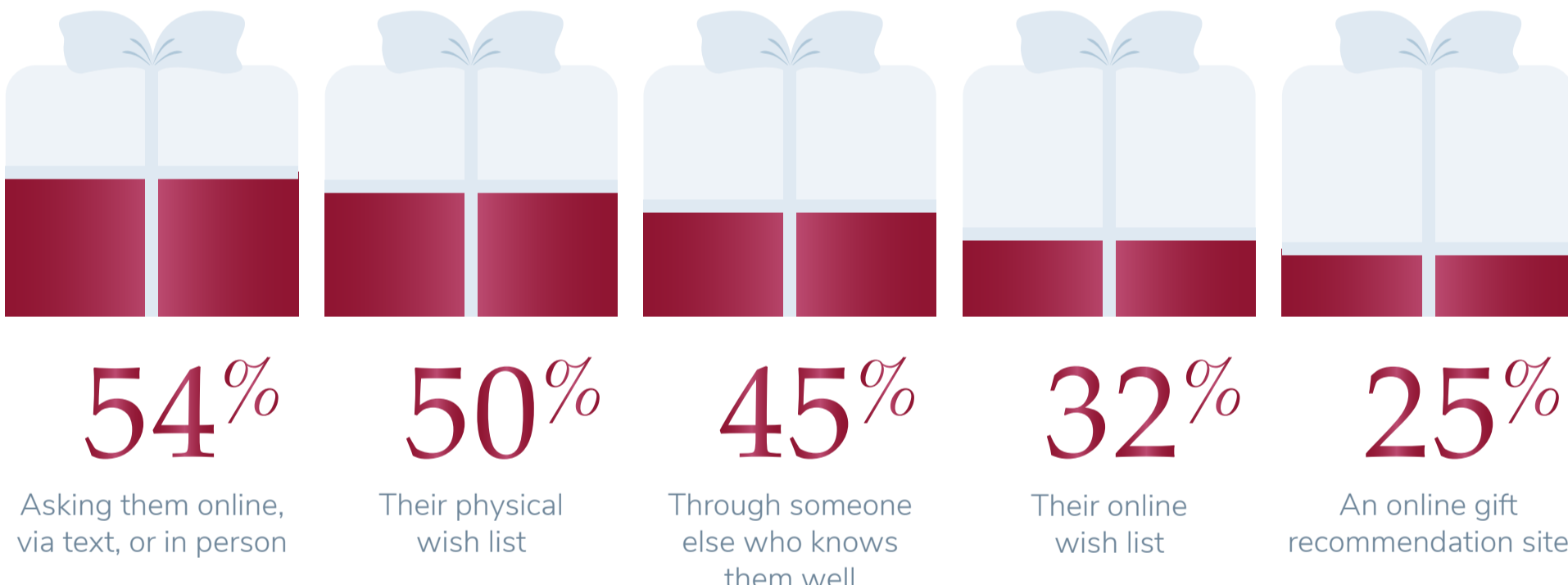
&

68%

plan to do so again this year

↑ up 8% from last year's study

Consumers Are Using the Following Resources for Gift Ideas



Which Gifts Are Being Purchased Most Often?



The Majority of Consumers Plan to Make a Total of...

5–7 visits to a store or website to complete their shopping

...and Plan to Visit

5–7 different stores or websites to complete their shopping

Where Are They Planning to Shop?

