

DATAPOINTS

Consumers Seen Cautious for Holidays

A National Retail Federation survey of 6,415 consumers this month — at the start of the partial government shutdown — revealed that planned average spending on the upcoming winter holidays would be about \$737.95, down 2% from a year ago. The average person also

plans to do almost 40% of their shopping online this year, vs. 38.8% last year and the highest amount in the survey's history.

SOURCE: NRF holiday survey conducted by Prosper Insights & Analytics

Planned Holiday Spending

(Average among all shoppers)

Gifts for family	\$415.50
Candy and food	\$100.35
Gifts for friends	\$72.14
Gifts for co-workers	\$23.59
Decorations	\$51.60
Other gifts	\$25.63
Flowers	\$21.12
Greeting cards/postage	\$28.03
TOTAL	\$737.95

Candy and Food Spending

(by annual income)



16%

Plan to use a smartphone to purchase products

Holiday Shopping Destinations

(multiple responses allowed)

DISCOUNT STORE	64.7%
DEPARTMENT STORE	56.3%
ONLINE	51.5%
GROCERY STORE/SUPERMARKET	51.1%
CLOTHING OR ACCESSORIES STORE	35.1%
ELECTRONICS STORE	29.5%
DRUG STORE	20.9%
CRAFTS OR FABRICS STORE	18.7%
OTHER SPECIALTY STORE	16.0%
CATALOG	12.7%
THRIFT STORES/RESALE SHOPS	12.1%
OTHER	4.1%

“Retailers can expect to see practical and refined attitudes from their customers this holiday season as families make thoughtful decisions about what they need to buy and what they can pass on.”

— PAM GOODFELLOW, director of consumer insights, Prosper Insights

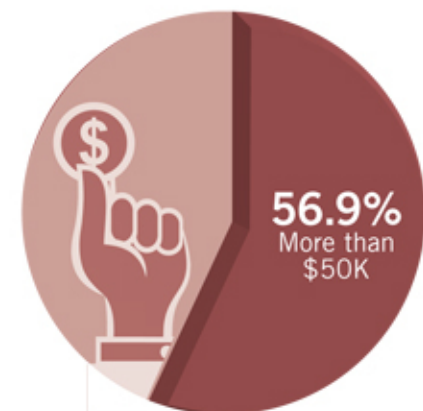
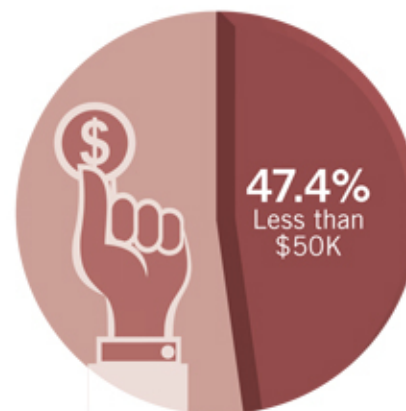
Average Spending on Candy and Food

(among those buying these products)



Online Shoppers Skew Wealthy

(% at each annual income level planning to shop online)



Fewer People Spending Less Because of Economy



40%
Average % of shopping planned to be done online