



American Express Spending & Saving Tracker

Holiday Shopping

Prepared by:

echo

An Ebiquity Company

GLOBAL RESEARCH PROTECTING BRANDS AND REPUTATION

Research Method

The **American Express Spending & Saving Tracker** research was completed among a random sample of 1,500 adults, including the general U.S. population, as well as an Affluent demographic, defined as having a minimum annual household income of \$100,000.

Interviewing was conducted by **Echo Research** between November 29 and December 2, 2012. Overall the results have a margin of error of ± 2.5 percentage points at the 95% level of confidence (or ± 4.1 percentage points among Affluents).



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As of the First of the Month Consumers have Spent \$445 of the \$848 they Projected to Spend this Holiday Season, On Average

Projected Holiday Shopping Dollars

- Consumers expect to spend **\$848 on gifts, on average, this holiday season**

Average Spent this Holiday Season

- As of the first of the month, consumers have spent, on average, **\$445 has been spent so far**



Projected holiday shopping dollars: Amount expect to spend overall on holiday gifts this year.
Percent of holiday shopping completed?

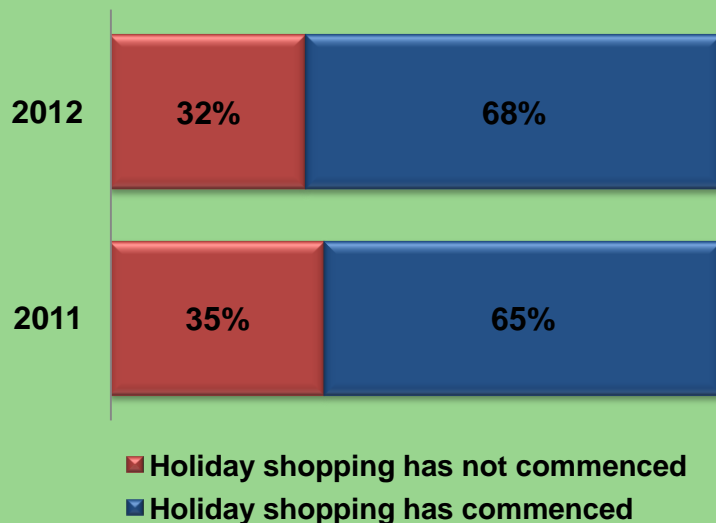


The Majority of Holiday Shoppers Still have More to Buy

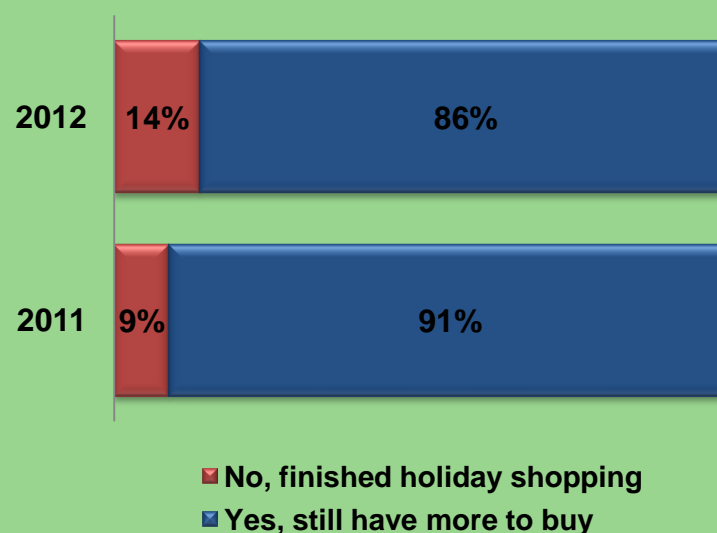
Just under nine in ten (86%) holiday shoppers indicate they still have more holiday purchasing to complete – while 14% have finished.

One third (32%) of consumers have not started their holiday shopping.

Has Holiday Shopping Commenced?



Do Holiday Shoppers Still Have More to Buy?



Did you begin your holiday shopping? (Total respondents)
Have you completed your holiday shopping? (Among holiday shoppers)



Most Consumers Cite Reasons to Shop at the Last Minute this Holiday Season

More than two thirds of holiday shoppers (69% - up from 66% in 2011) cite reasons they will shop at the last minute this year.

Waiting for the best deals is the leading reason cited by more than one third of holiday shoppers (37% - up from 34% in 2011).



Which of the following are reasons you would go holiday shopping at the last minute this year? Holiday Shoppers



December 26th “Day After” Christmas Traffic Expected by Most

More than one half of holiday shoppers (57%) cite reasons they will shop the day after Christmas this year; among the top reasons - post-holiday sales to buy things for themselves and to buy presents for the following year (35% and 21%, respectively), and 22% who will use their gift cards received.

“Day after” shoppers expect to spend \$187, on average.

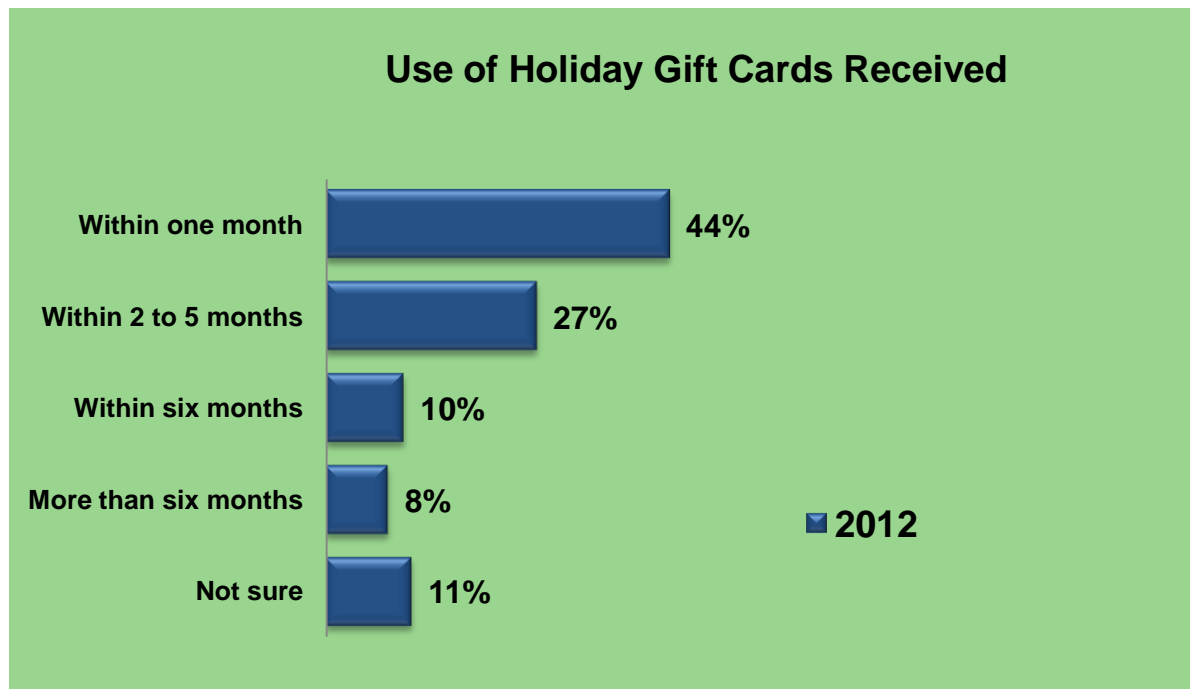


Which of the following are reasons you would go shopping the DAY AFTER Christmas, if at all? Holiday Shoppers
 How much do you plan to spend on shopping the DAY AFTER Christmas? Plan to shop the day after Christmas [note: Not asked in 2011]



Sooner Rather than Later is the Intended Time Frame for Many to Use their Received Gift Cards

More than two in five (44%) consumers expect to spend the holiday gift cards they receive within one month.



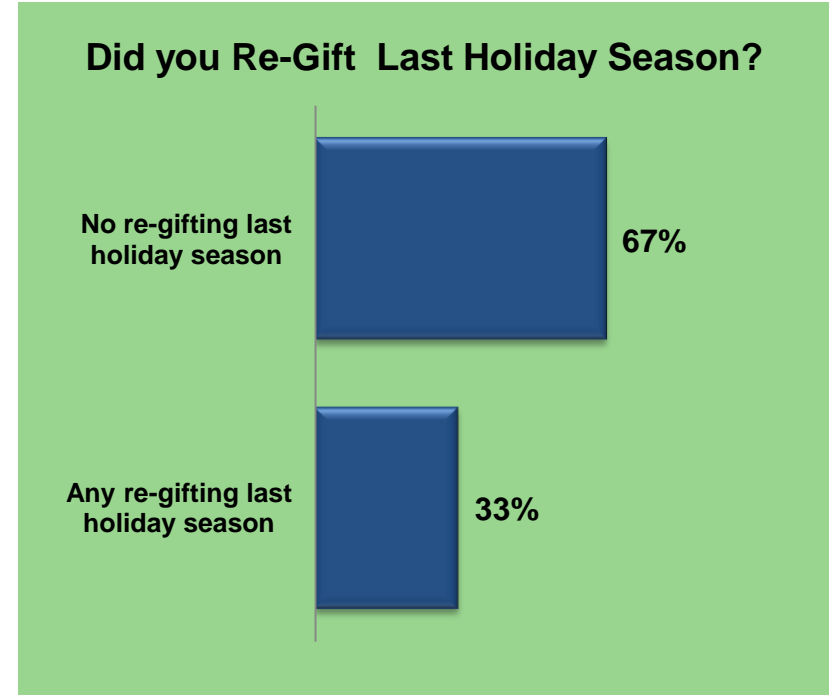
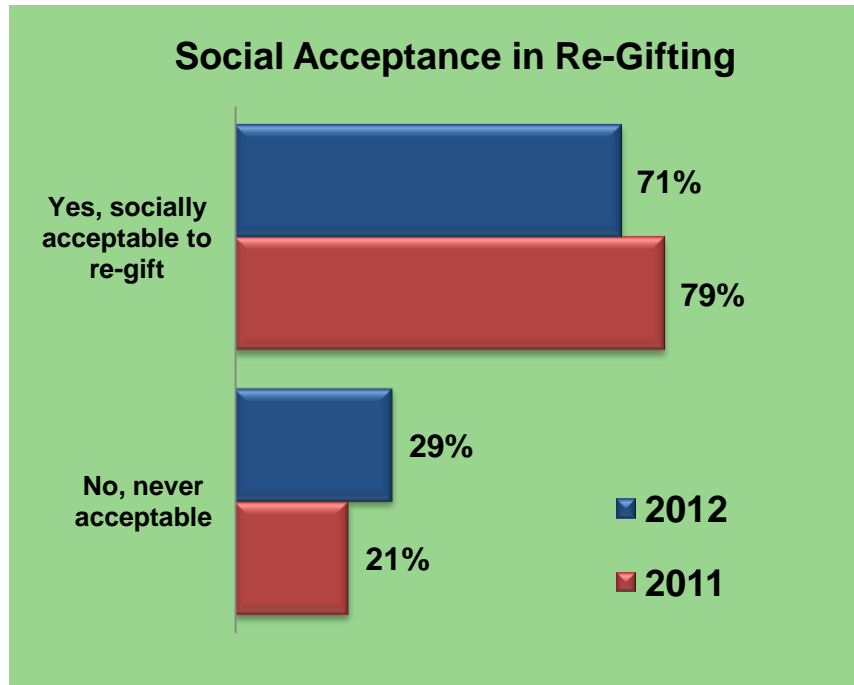
If you receive gift cards as a holiday gift, how quickly do you plan to use them? Total respondents



The Re-Gifting Rules Have Shifted from Last Holiday Season

More than seven in ten (71%) consumers perceive re-gifting to be socially acceptable – although down significantly from last holiday (79%).

Yet when asked if they re-gifted any of their holiday gifts last year – one third (33%) admitted to re-gifting.



Is re-gifting socially acceptable over the holiday gift giving season? Total respondents
Thinking about the gifts you received last holiday season – did you re-gift any to someone else? Total respondents



Spending in Preparation for Holiday Festivities is Trending Up

More than three in four (76%) consumers have celebration plans with friends and/or family for New Year's Eve/Christmas or Hanukkah.

Spending on personal care and grooming are areas trending upwards for holiday preparations.

