

HOLIDAY SHOPPING HABITS OF THE CONNECTED CONSUMER

U.S. 2014

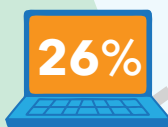
Although for some it may be a bit early to get in the holiday spirit, it hasn't stopped consumers from anticipating how they will be spending this winter. More so than in years past, holiday shoppers will be buying online, and they'll be doing so across multiple screens. We surveyed online users about their holiday shopping digital tendencies and unwrapped some interesting results...



will purchase all gifts online



will purchase about half of their gifts online



will purchase "a few" gifts online

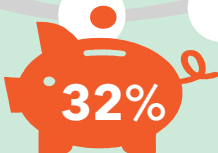


will purchase all items offline

The percentage of those expecting to purchase all of their holiday gifts online increased from 7% to 24% year-over-year (according to similar study conducted in 2013).



will spend more than they did last year

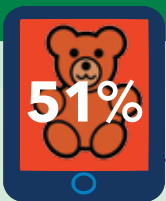


will spend the same as they did last year



will spend less than they did last year

Video viewers are bigger spenders. An analysis of heavy video viewers (those who watch 15+ hours a week) vs. the average respondent showed they were 57% more likely to spend more on holiday gifts than they did last year, suggesting online video ads may be a smart way for advertisers to reach big spenders.



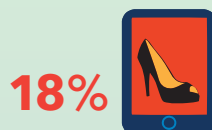
use either their smartphone or tablet most when purchasing holiday gifts



use their PC or laptop most for purchasing holiday gifts



use their smartphone most for purchasing holiday gifts



use their tablet most for purchasing holiday gifts

Respondents who chose a smartphone as their go-to online purchasing device were more likely to spend more on holiday gifts this year compared to PC/laptop and tablet fans.