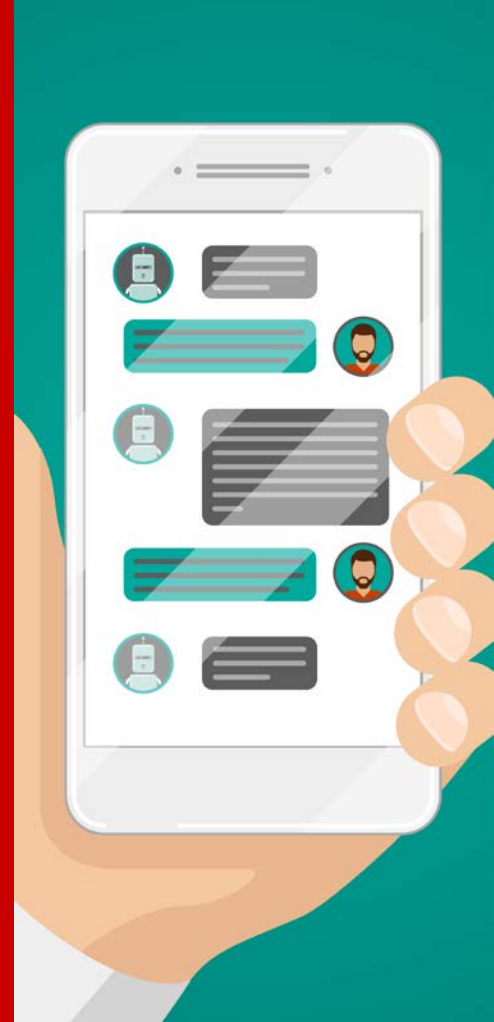


worldpay

2018 Holiday Shopping
Consumer Survey Results

Methodology

Conducted in partnership with Socratic Technologies
Utilizing the Socratic Forum online community
All Interviews conducted in September 2018
1,018 Total Consumer Respondents



Key Takeaways



Online / Mobile app Shopping

Overall, about three-quarters plan to do at least some shopping online (76%) and through offline channels (71%)

Yet, shopping behaviors are trending toward online and mobile app channels and away from in-store shopping this holiday season

- In terms of total volume, online shopping is expected to account for 60% of total holiday shopping
- And, about 2 in 5 (43%) expect to shop online or through a mobile app more than they did last year
- Convenience and Free Delivery are main reasons for doing more shopping online or through a mobile app this holiday season



Tech Gifts

Technology tops gift wish lists this holiday season

- The most desired gift this holiday season is a voice activated digital assistant
- Bottom of the list includes “classic” gifts like scarves, ties, umbrellas, and gloves

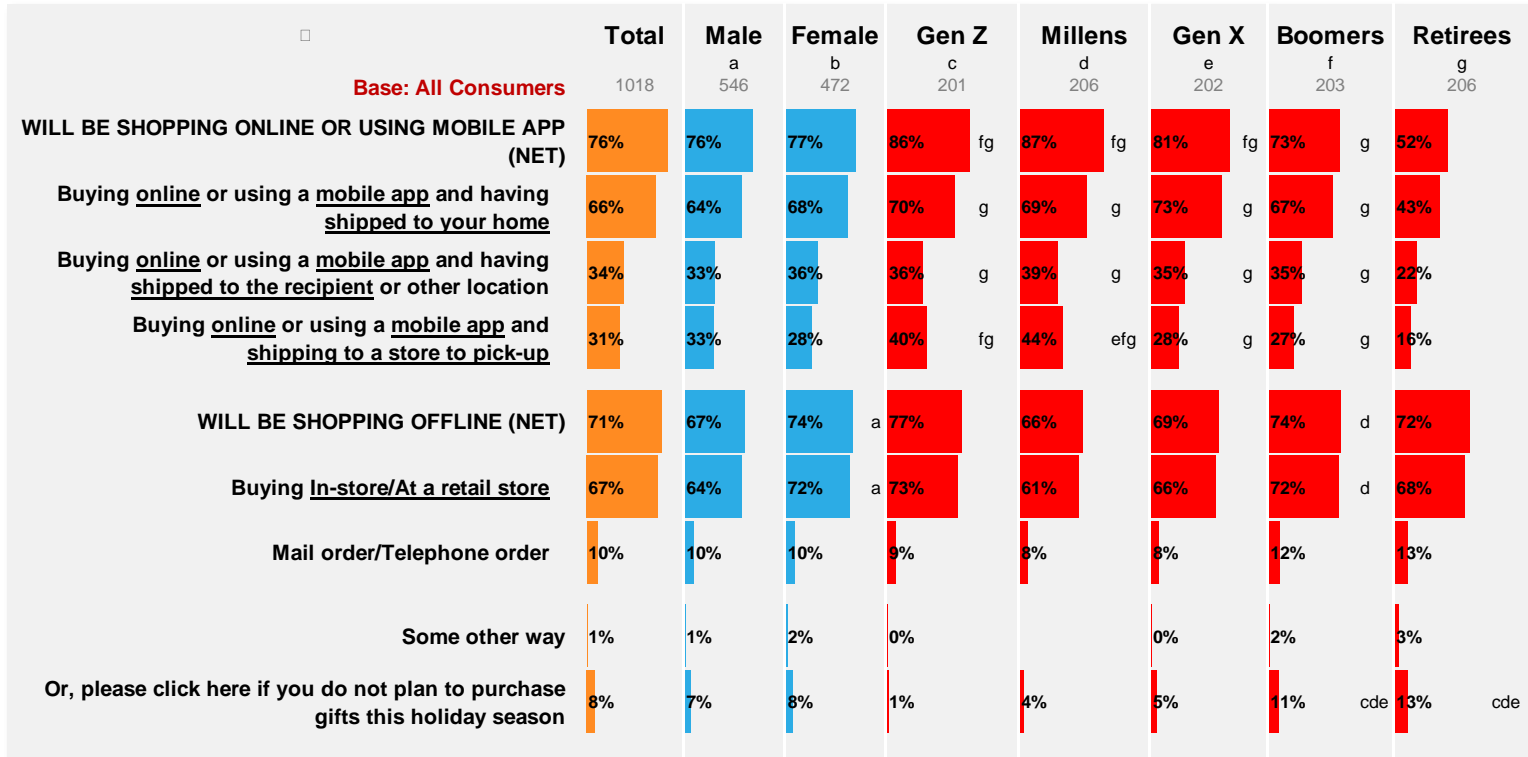


Gift Giving

How does one decide on which gifts to give?

- Spouses and significant others are said to give the best gifts; yet, spouses and significant others are also the toughest to purchase for
- So, when looking for advice on which gifts to give, friends and family are better sources for ideas than internet searches
- But why leave things to chance...gift recipients say they are more likely to let the gift giver know (with a hint) about top wish list items rather than passing word through a friend or family member

This holiday season, there are as many who expect to shop online as do through offline channels



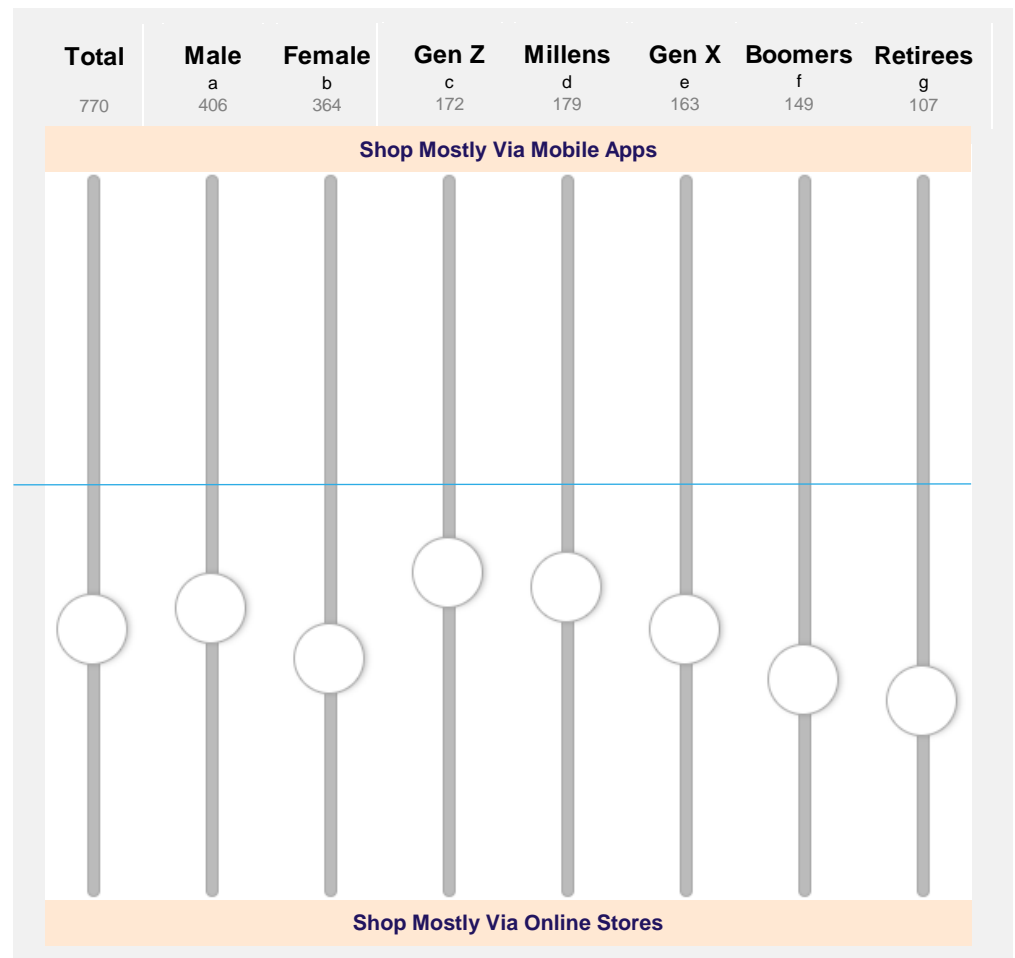
Base: Total Consumers, 1,018

M440. These next questions are about the upcoming holiday shopping season. Which of the following shopping channels do you anticipate using for your holiday shopping for gifts?

How Will People Shop Online?

Between online stores and mobile apps, online stores look to be the most favored online shopping platform

While they still prefer the online store, shopping via mobile apps is more favored among the younger generations

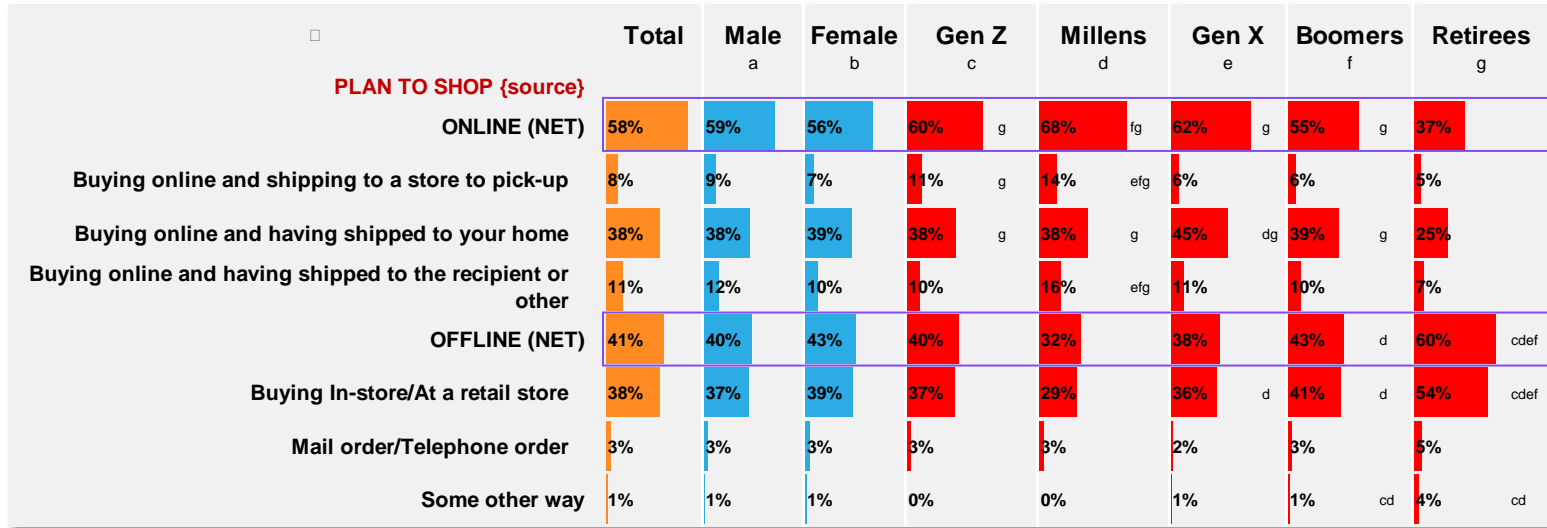


Base: Will Shop Online or Use Mobile App, 770

M441. You mentioned that you will be shopping online or using a mobile app. Which do you anticipate using most?

In terms of total volume, online shopping is expected to account for 60% of total holiday shopping

This trend is reversed among the older generations

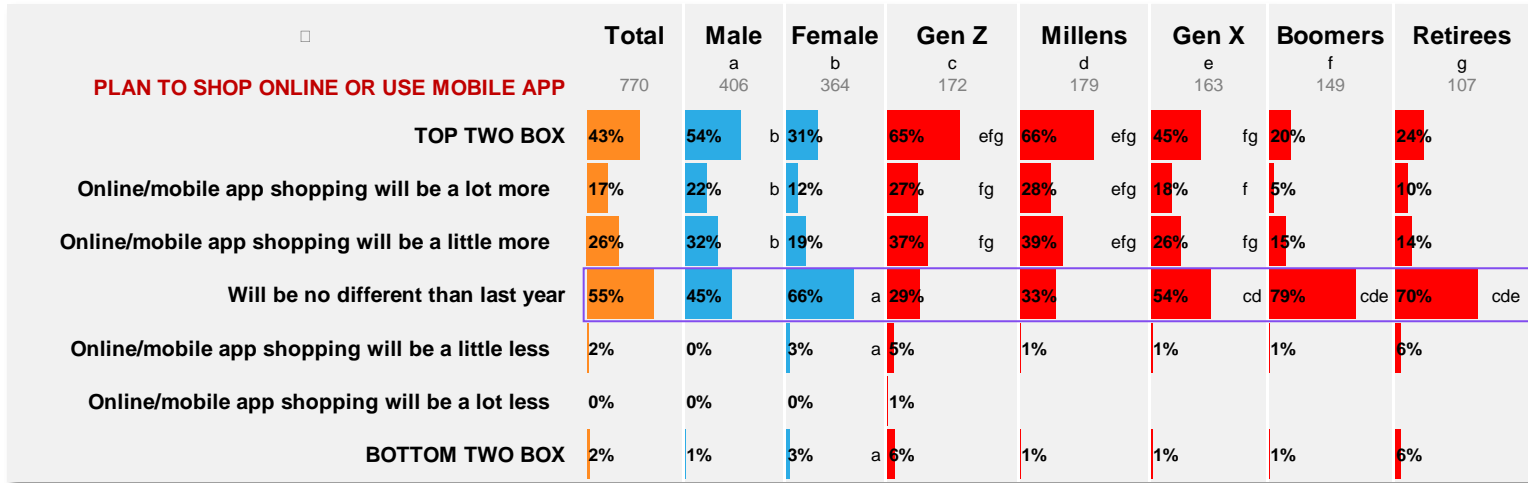


Base: Varies; Plan to buy by {source}

M442. What percent of your holiday shopping for gifts do you plan to spend through each shopping channel below?

Overall, about 2 in 5 (43%) expect to shop online or through a mobile app more than they did last year

More than half (55%) do not anticipate a change in their behavior

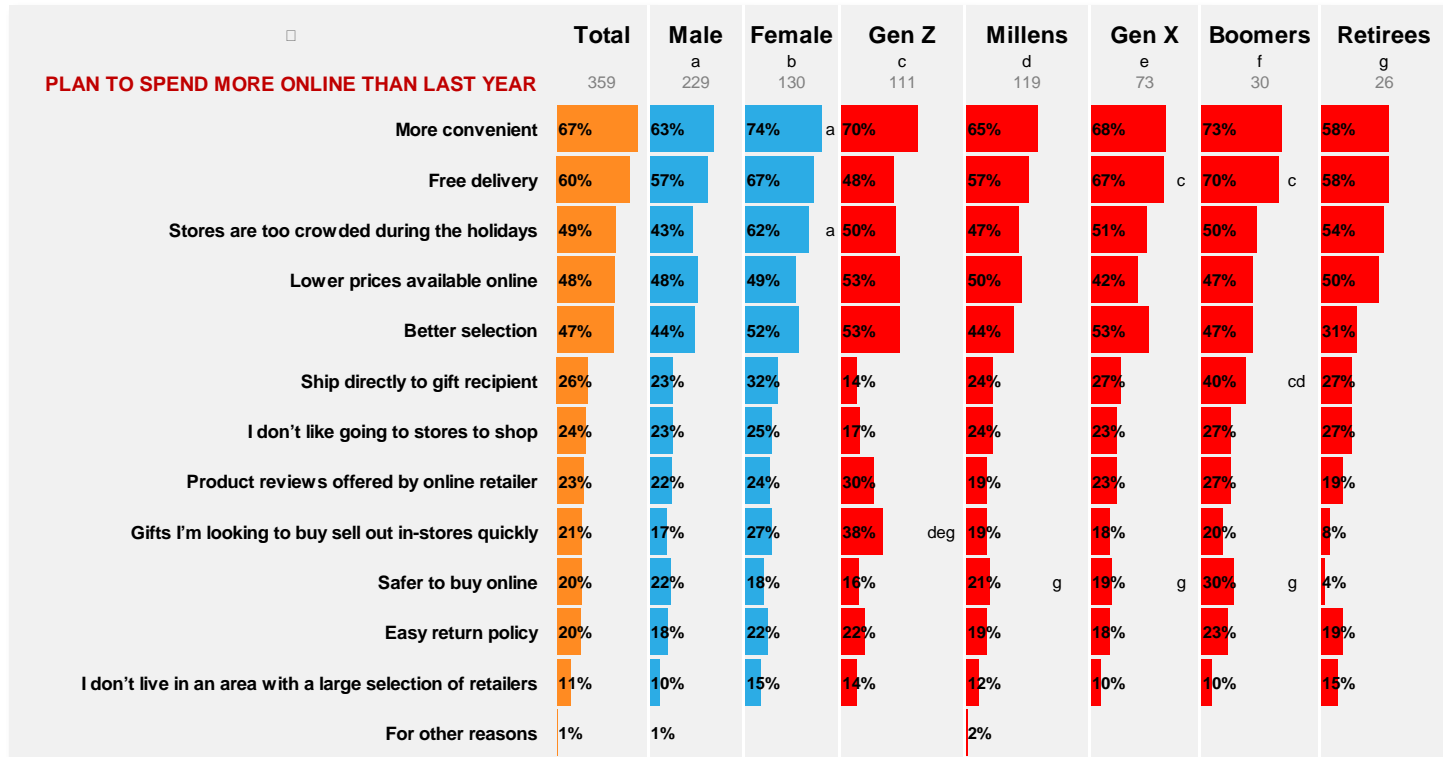


Base: Will Shop Online or Use Mobile App, 770

M443. You mentioned that you plan to spend [% PLAN TO SPEND ONLINE] of your holiday shopping this year online or using a mobile app.

How does this compare to the amount of holiday shopping that you conducted online or using a mobile app last year?

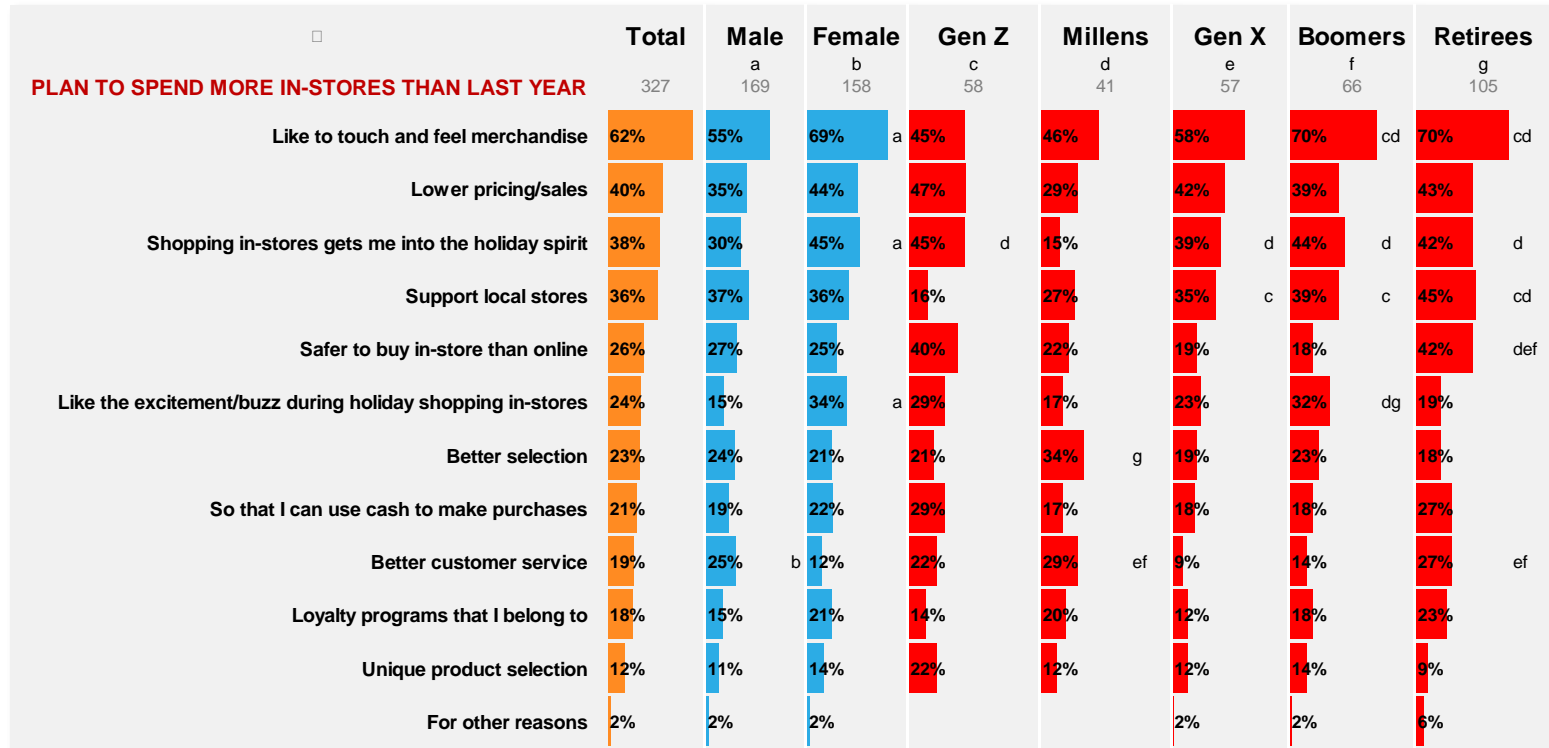
Convenience and Free Delivery are main reasons for doing more shopping online or through a mobile app this holiday season



Base: Plan to spend more online than last year; 359

M444. Which of the following describe why you are planning to spend more of your holiday shopping this year online or using a mobile app?

Those planning to do more shopping in-stores this holiday season say seeing the physical product is the main reason for doing so

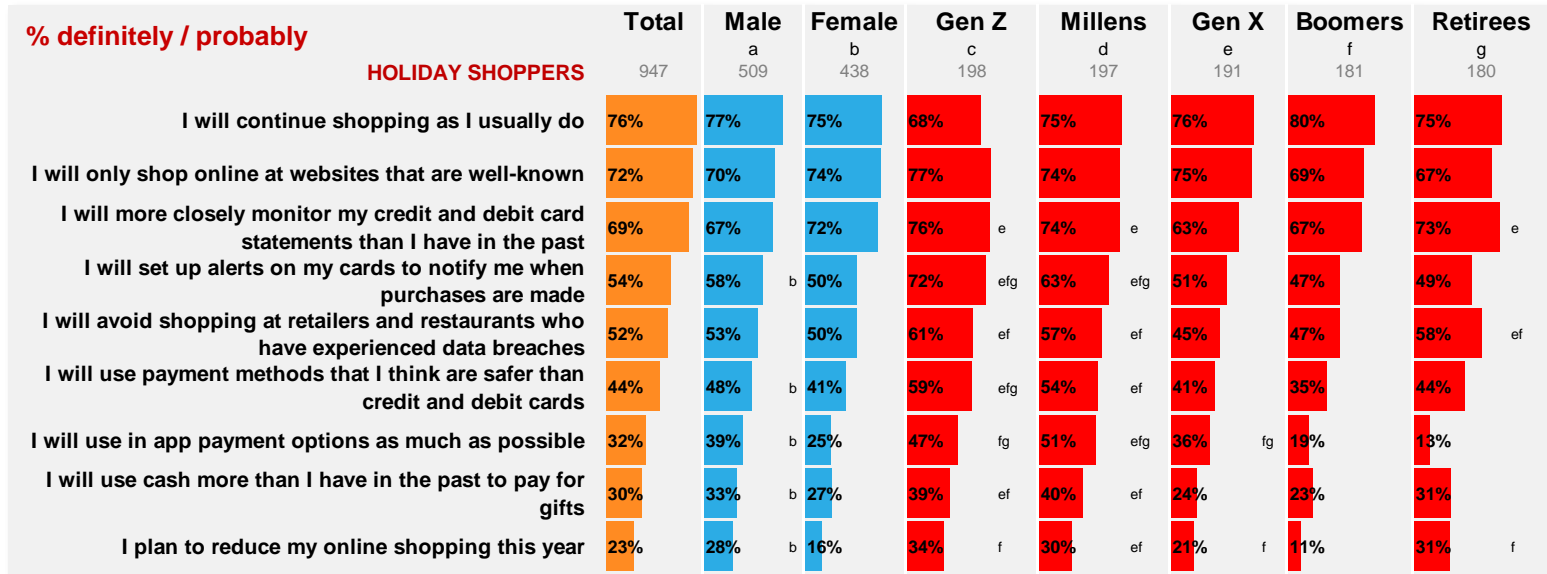


Base: Plan to spend more in-stores than last year; 327

M445. You indicated that you plan to spend more of your holiday shopping in-stores than online or using a mobile app. Which of the following describe why you are planning to spend more of your holiday shopping in-stores?

About three-quarters (76%) do not plan to do anything different this year to avoid risks of data breaches

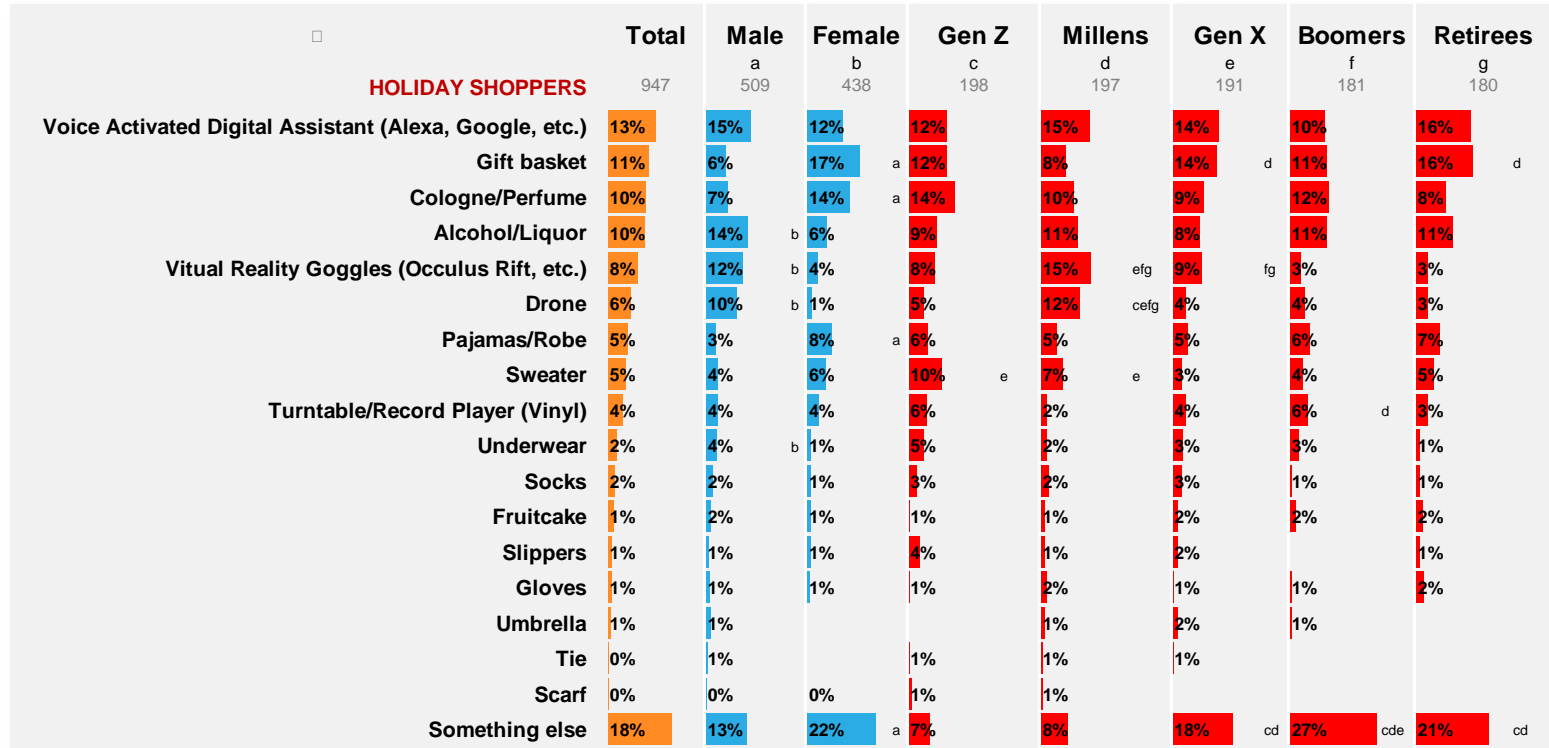
Younger holiday shoppers are more sensitive to taking steps to avoid risk of data breaches this holiday season



Base: Holiday Shoppers; 947

M446. There are a variety of ways you might mitigate risk around data breaches. During this holiday season how likely are you to do each of the following while shopping?

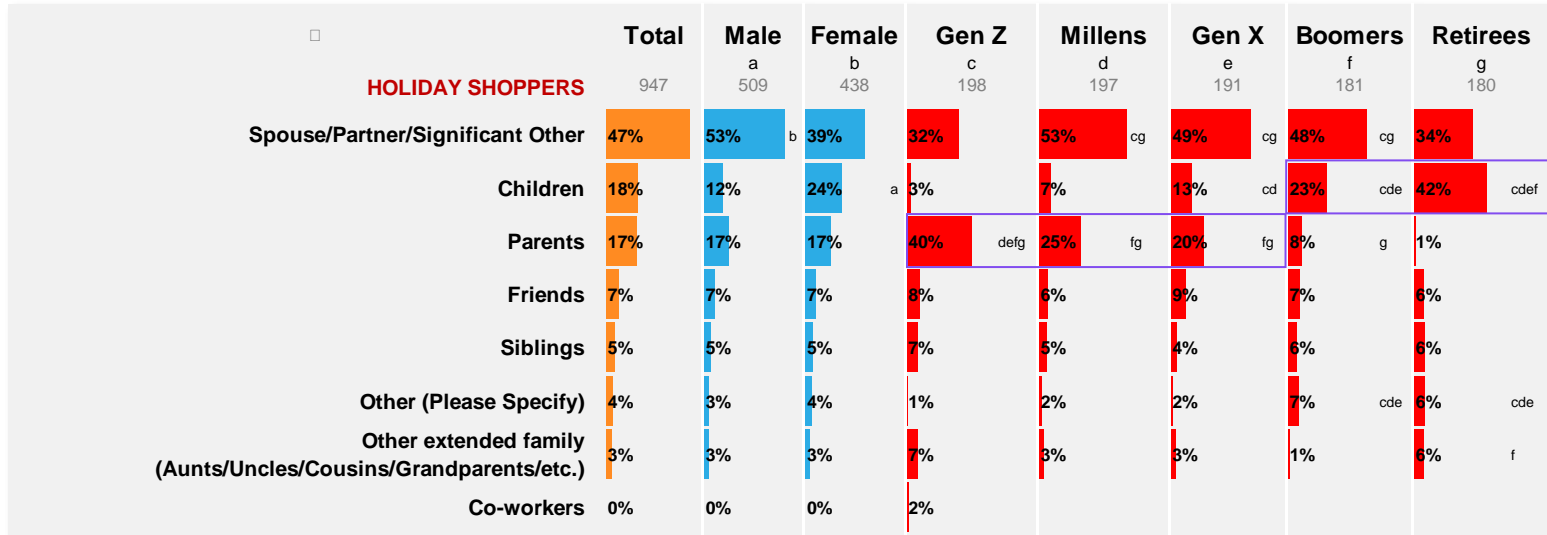
The most desired gift this holiday season is a voice activated digital assistant, followed by gift baskets, cologne/perfume, and alcohol



Base: Holiday Shoppers; 947

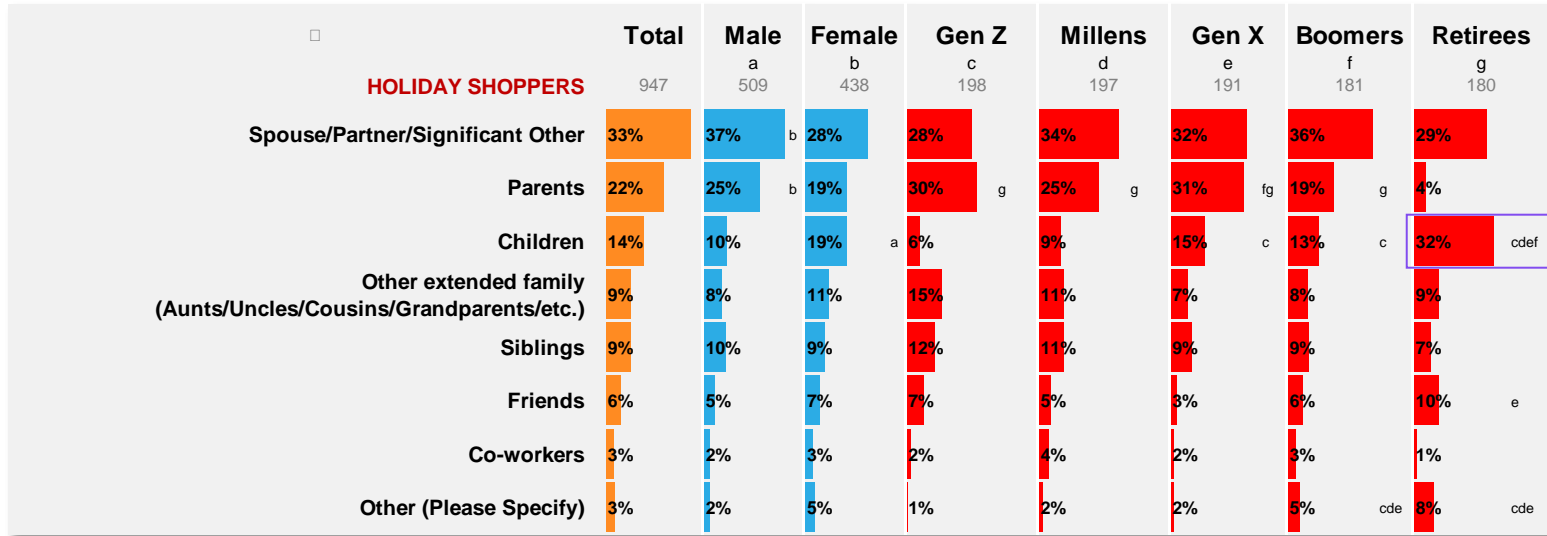
M447. Which one of the following would you be most excited to receive as a gift this year?

The best gifts come from someone's spouse/significant other; extended family (aunts, uncles, cousins, grandparents) are the worst
Younger generations appreciate their parents more, while older generations their children



Base: Holiday Shoppers; 947
M448. Of all the family and friends that may give you gifts this holiday season, who gives the best gifts?

Interestingly, the best gift givers are also the hardest to buy for

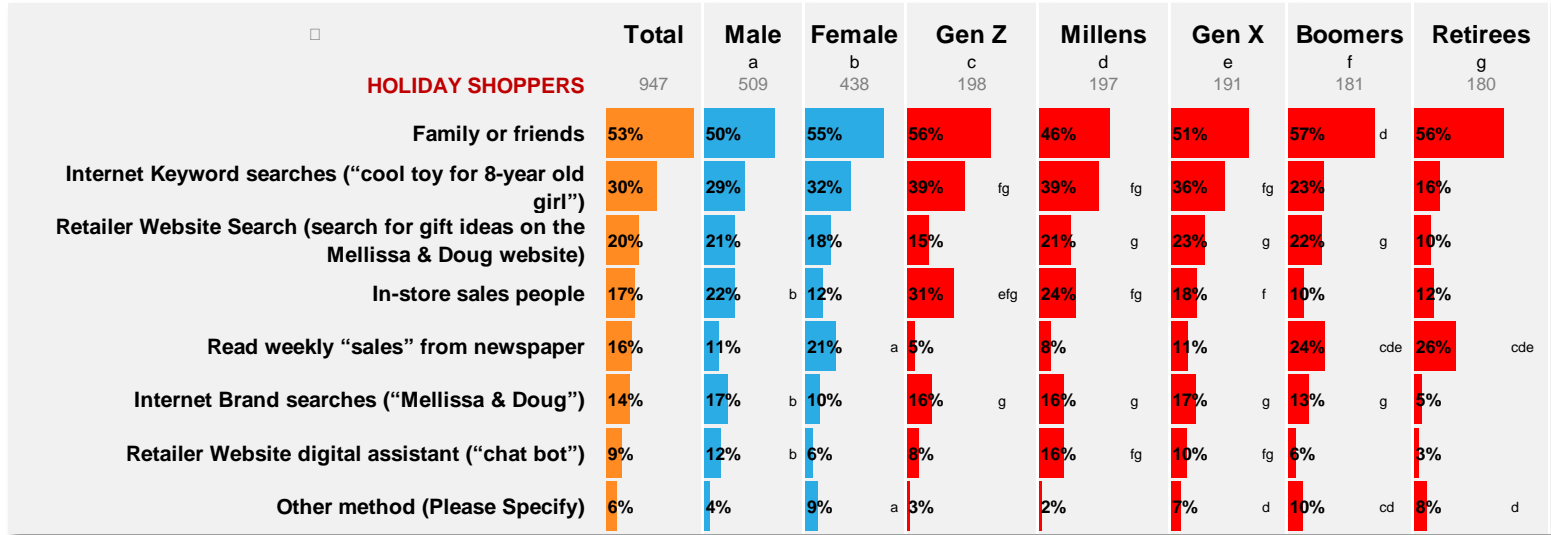


Base: Holiday Shoppers; 947

M449. Of all the family and friends that you may buy gifts for this holiday season, who is the hardest to shop for?

When unsure about buying the right gift, friends and family are still better sources for ideas than internet searches

Newspaper is a preferred medium for older generations

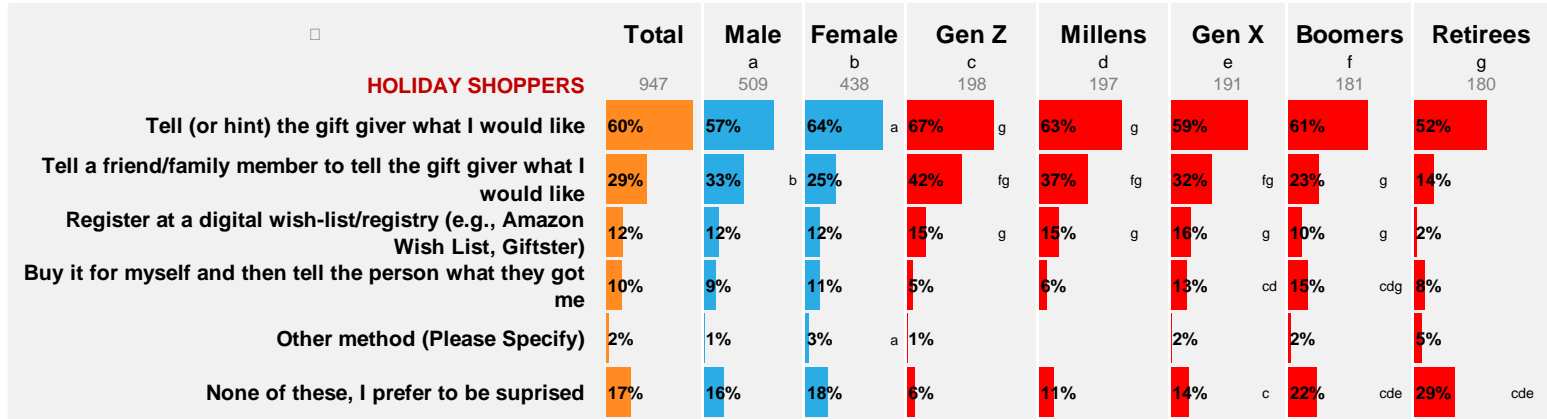


Base: Holiday Shoppers; 947

M450. What sources do you typically turn to for gift ideas for those that are the hardest to buy for?

Being direct or letting the gift giver know (with a hint) what they want is still better than passing word through a friend or family member

Older generations prefer the surprise gift more so than younger generations



Base: Holiday Shoppers; 947

M451. How do you communicate what you want to receive as a gift for the holiday season?

worldpay

© 2018 Worldpay, LLC and/or its affiliates. All rights reserved. Worldpay, the logo and any associated brand names are trademarks or registered trademarks of Worldpay, LLC and/or its affiliates in the US, UK or other countries. All other trademarks are the property of their respective owners.