

Background & Methodology

Conducted approximately 400 surveys per state

- Fielding took place October 10, 2017 – October 18, 2017
- Utilized a proprietary online research panel
- State totals are weighted by age and gender

Key Measures

- Holiday Shopping Plans
- Types of Expected Purchases
- Expected Spending Amount

1. Do you plan to purchase gifts during the 2017 holiday season?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	401	405	401	401	400	400	400	403	400	400	4,011
Yes	90%	89%	89%	91%	89%	89%	93%	93%	92%	92%	90%
No	10%	11%	11%	9%	11%	11%	7%	7%	8%	8%	10%

2. When did/do you expect to begin your holiday gift shopping?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	360	364	359	368	357	356	372	376	367	367	3,646
September or earlier	10%	9%	13%	12%	13%	9%	11%	10%	14%	9%	11%
October	21%	19%	18%	19%	19%	20%	17%	18%	21%	19%	19%
November	51%	53%	50%	46%	49%	48%	49%	48%	45%	51%	50%
The first two weeks of December (December 1 - 14)	15%	15%	16%	19%	16%	19%	20%	21%	16%	15%	16%
The last two weeks of December (December 15 - 31)	3%	4%	3%	4%	3%	4%	3%	3%	4%	6%	4%

3. Which, if any, of the following dates do you plan to do any holiday shopping? (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	360	364	359	368	357	356	372	376	367	367	3,646
Thanksgiving Day/Gray Thursday (November 23rd)	22%	24%	19%	14%	20%	16%	18%	17%	21%	15%	20%
Black Friday (November 24th)	57%	55%	49%	46%	50%	52%	49%	50%	53%	47%	52%
Cyber Monday (November 27th)	53%	46%	53%	49%	51%	50%	48%	53%	52%	48%	51%
First Day of Hanukkah (December 12th)	10%	6%	7%	6%	8%	7%	6%	7%	5%	5%	7%
Christmas Eve (December 24th)	12%	12%	8%	8%	9%	9%	7%	5%	7%	5%	10%
Christmas (December 25th)	3%	4%	2%	1%	3%	2%	2%	1%	1%	1%	2%
None of the above	20%	21%	25%	32%	25%	28%	27%	25%	26%	29%	24%

4. Based on your current feelings toward the economy, which of the following best describes your spending plans for the 2017 holiday season?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	360	364	359	368	357	356	372	376	367	367	3,646
I plan on spending more for gifts this year than last year	28%	25%	23%	15%	17%	15%	14%	14%	15%	12%	21%
I plan on spending the same for gifts as last year	58%	56%	59%	64%	67%	65%	66%	65%	62%	69%	61%
I plan on spending less for gifts this year than last year	14%	19%	18%	21%	16%	20%	20%	21%	23%	19%	17%

5. Which statement best describes your plan for purchasing gifts online or in-stores during the 2017 holiday season?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	360	364	359	368	357	356	372	376	367	367	3,646
Plan to purchase gifts online only (100% online)	9%	9%	9%	2%	5%	2%	5%	6%	7%	2%	7%
Plan to purchase more gifts online than in-store (more than 50% online)	29%	30%	37%	31%	37%	33%	35%	31%	35%	39%	33%
Plan to purchase an equal amount of gifts online and in-store (50% online/50% in-store)	39%	35%	33%	35%	34%	30%	30%	35%	32%	28%	34%
Plan to purchase more gifts in-store than online (more than 50% in-store)	16%	19%	15%	23%	16%	23%	22%	22%	17%	22%	18%
Plan to purchase gifts in-store only (100% in-store)	7%	7%	6%	9%	8%	12%	8%	6%	9%	9%	8%

6. Based on your current feelings toward online security, how concerned are you about purchasing gifts online this holiday shopping season compared to last year?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	360	364	359	368	357	356	372	376	367	367	3,646
More concerned than last year	39%	35%	31%	32%	32%	28%	31%	31%	33%	32%	34%
Less concerned than last year	12%	11%	7%	7%	11%	10%	7%	7%	9%	8%	10%
No difference	49%	54%	62%	61%	57%	62%	62%	62%	58%	60%	56%

7. Which method(s) do you plan to use to purchase your 2017 gifts? (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	360	364	359	368	357	356	372	376	367	367	3,646
Computer / laptop	70%	68%	71%	71%	71%	68%	73%	72%	70%	66%	70%
In-person (store)	68%	68%	69%	70%	72%	77%	74%	79%	71%	76%	71%
Smart Phone	35%	37%	41%	28%	33%	36%	36%	39%	37%	33%	36%
Tablet	22%	24%	21%	16%	19%	23%	20%	21%	19%	21%	21%
Mail / catalogs	9%	10%	9%	7%	12%	7%	11%	11%	10%	7%	9%
Other	0%	1%	0%	1%	1%	0%	0%	0%	1%	1%	<1%

8. Please indicate in which of the categories below, if any, you will shop for gifts for others during the 2017 holiday season. (Select all that apply)											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	360	364	359	368	357	356	372	376	367	367	3,646
Apparel	67%	71%	69%	66%	72%	67%	68%	67%	62%	67%	68%
Gift cards (store or digital) / gift certificates	61%	59%	55%	57%	58%	59%	63%	63%	60%	58%	59%
Toys	43%	43%	51%	44%	45%	48%	51%	57%	45%	51%	46%
Books	34%	35%	37%	38%	42%	37%	40%	38%	35%	35%	36%
Jewelry	43%	41%	31%	21%	35%	26%	24%	28%	34%	26%	35%
DVDS / blu-rays / videos	23%	27%	29%	30%	26%	30%	27%	34%	26%	28%	26%
Video games	26%	26%	28%	21%	26%	18%	22%	23%	23%	22%	25%
Consumer Electronics	23%	24%	27%	21%	29%	25%	27%	25%	24%	24%	25%
Home Décor / furniture	21%	22%	23%	20%	21%	17%	21%	21%	20%	22%	21%
Sporting Goods	17%	20%	20%	21%	16%	25%	28%	30%	21%	23%	20%
Pets / pet supplies / accessories	17%	22%	18%	18%	23%	17%	18%	20%	21%	19%	19%
Music	21%	23%	20%	15%	18%	17%	17%	18%	19%	14%	19%
Tools / home improvement	13%	17%	14%	20%	19%	21%	23%	21%	15%	16%	16%
Computer Hardware / software	17%	14%	10%	9%	14%	7%	11%	10%	11%	10%	13%
Appliances	16%	13%	13%	7%	11%	7%	11%	9%	10%	8%	12%
Event Tickets	8%	6%	13%	9%	8%	10%	11%	11%	6%	11%	9%
Travel (trips or gift cards / vouchers for travel purchases)	11%	9%	9%	7%	6%	6%	8%	6%	7%	7%	8%
Attraction / theme park tickets	11%	8%	7%	5%	5%	6%	5%	3%	4%	5%	7%
Flowers	9%	9%	6%	3%	4%	5%	3%	4%	5%	4%	7%
Vehicles	4%	4%	2%	1%	2%	1%	2%	2%	1%	1%	3%
Other	5%	3%	6%	6%	5%	5%	4%	3%	6%	5%	5%

9. Which type of gift do you want receive <u>most</u> this holiday season? (Select one answer)											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	353	354	356	365	351	353	369	374	363	362	3,600
Gift cards / gift certificates	28%	25%	29%	23%	24%	31%	28%	27%	25%	29%	27%
Cash / money	20%	26%	22%	26%	25%	22%	22%	22%	26%	27%	23%
Clothes / shoes	10%	14%	10%	8%	12%	11%	10%	9%	11%	8%	11%
Vacation / travel	11%	7%	9%	10%	7%	8%	10%	7%	7%	8%	9%
Electronics	9%	7%	7%	5%	5%	7%	3%	7%	6%	5%	7%
Jewelry	6%	3%	5%	3%	3%	3%	2%	3%	2%	2%	4%
Appliances / home décor / furniture	3%	5%	4%	5%	4%	3%	4%	4%	4%	3%	4%
Video game system / video games	3%	4%	3%	4%	4%	3%	4%	4%	4%	3%	3%
Other	3%	2%	1%	4%	4%	2%	5%	3%	4%	4%	3%
Nothing, don't want any gifts this holiday season	7%	7%	10%	12%	12%	10%	12%	14%	11%	11%	9%

10. Approximately, how much in total do you expect to spend on gift shopping during the 2017 holiday season?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	348	356	355	360	351	353	362	368	360	365	3,578
Mean Dollar Amount	\$951	\$946	\$956	\$745	\$903	\$798	\$813	\$790	\$845	\$653	\$889

11. Please indicate the approximate percentage of your total holiday shopping you expect to spend using the following payment methods during the 2017 holiday season.

(Mean %)	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	360	364	359	368	357	356	372	376	367	367	3,646
Credit card	48%	38%	53%	45%	45%	45%	48%	48%	41%	52%	47%
Debit card / check	22%	31%	25%	31%	25%	30%	32%	31%	33%	22%	26%
Cash	25%	26%	18%	20%	26%	23%	18%	20%	23%	23%	23%
Other payment method	5%	5%	4%	4%	4%	2%	2%	1%	3%	3%	4%

Respondent Profile

Gender

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	401	405	401	401	400	400	400	403	400	400	4,011
Male	48%	48%	49%	49%	49%	49%	49%	51%	48%	49%	48%
Female	52%	52%	51%	51%	51%	51%	51%	49%	52%	51%	52%

Age

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
Base (n=)	401	405	401	401	400	400	400	403	400	400	4,011
18-34	26%	31%	30%	30%	29%	29%	31%	35%	29%	29%	29%
35-44	15%	18%	17%	16%	15%	16%	16%	15%	17%	15%	16%
45-54	17%	18%	17%	16%	17%	17%	16%	15%	17%	17%	17%
55-64	17%	16%	17%	17%	18%	18%	17%	16%	17%	18%	17%
65 or older	25%	17%	19%	21%	21%	20%	20%	19%	20%	21%	21%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from October 10, 2017 – October 18, 2017. A total of 4,011 residents completed the survey, with 3,646 planning to purchase gifts during the 2017 holiday season. Total results have a maximum margin of error of ± 1.6 percentage points. Responses are weighted by gender and age within state to ensure reliable and accurate representation of the adult population (18+).