CivicScience Insight Report

Profiling the Various Holiday Shoppers

It's the busiest and most important time of year for retailers. The 2014 holiday season is upon us, and although some people have shopping on their mind, not everyone is planning to "wrap it up" by Thanksgiving. According to The National Retail Federation, sales are expected to increase 4.1 percent to $616.9 billion during the 2014 holiday months of November and December. This would be the largest percentage increase since 2011, however, according to analysts, retailers will still need to provide shoppers with promotions in order to incent consumers to spend money.

October 2014 Report: This Insight Report profiles holiday shoppers based on when they plan to start their shopping:

- **What information can we find out about fall shoppers?**
- **What information can we find out about Thanksgiving shoppers?**
- **What information can we find out about last minute shoppers?**
- **How do all three segments compare?**

(As a side note, CivicScience's own data published in mid-September and measuring consumer intent found that 77% of consumers plan to spend the same or less in 2014 than they did in 2013. It will be interesting to see how consumers' stated intent translates to actual sales that analysts like the NRF are projecting.)

For those retailers hoping that this year's holiday numbers are better than last year, we have data that will be of value when trying to target and promote those last-minute campaigns. Using our InsightStore™ consumer research platform, CivicScience asked consumers the following question:

"When it comes to shopping for the winter holidays, what best describes you?"

- I shop early – most of it is done before end of summer
- I shop throughout the entire year and spread it out
- I start shopping in the fall
- I wait until the big sales start (i.e. Black Friday)
- I am a last-minute shopper within the weeks prior
- I don't shop for these holidays

We began tracking consumer's holiday shopping intent in mid-August 2014. By October 2014, the question generated over 9,000 responses, weighted for U.S. representativeness for gender and age, 13 years and older.

By using CivicScience's DeepProfile™ capabilities, which automatically cross-tabulates those respondents against thousands of other CivicScience syndicated questions, we were able to go beyond basic demographics and find psychographic profiles of the different shoppers based on how they responded to the question. The report focuses on three different segments:

- **Fall shoppers** or those who answered with "I start shopping in the fall"

- **Thanksgiving shoppers** or those who answered "I wait until the big sales start…"

- **Last-minute shoppers**, those who answered "I am a last-minute shopper within the weeks prior"

This data will help arm retailers with the information needed to alter advertising and marketing messages to appeal to the different shoppers.

Top-line Results:

We eliminated from this analysis the 21% of consumers who say they are not planning to shop for the holidays. Of the people shopping, 36% are last-minute shoppers, 27% are fall shoppers, 16% shop throughout the year, another 16% are Thanksgiving shoppers and wait until the big sales start, and 5% of people shop early and have most of their shopping done before the end of summer.

When it comes to shopping for the winter holidays, what best describes you?
> All respondents
> Weighted according to U.S. Census figures for gender and age, 13 and older

I shop early - most of it is done before end of summer	343	4%
I shop throughout the entire year and spread it out	1,191	13%
I start shopping in the fall	1,932	21%
I wait until the big sales start (i.e. Black Friday)	1,200	13%
I am a last-minute shopper within the weeks prior	2,616	28%
I don't shop for these holidays	1,939	21%

Margin +/- 2%   9,221 responses from 08/18/2014 to 10/07/2014

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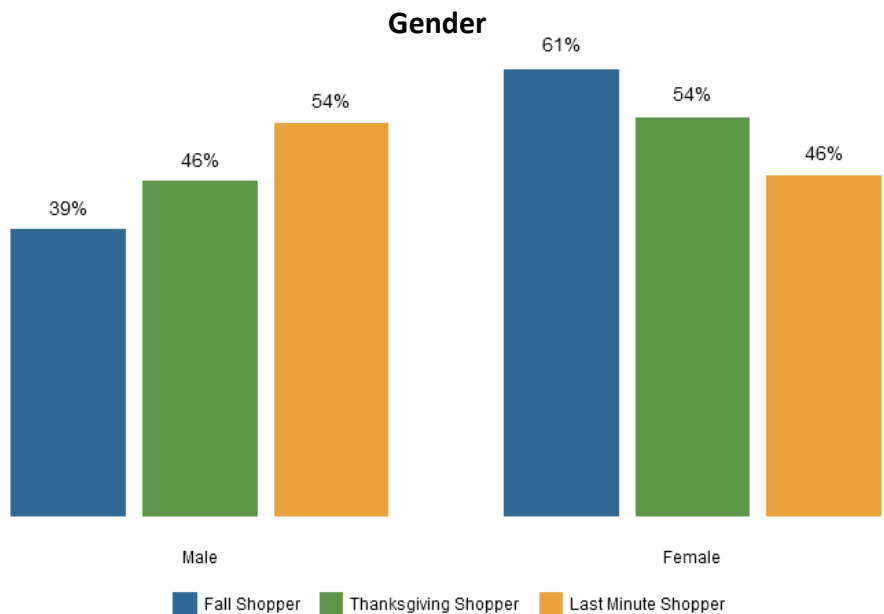
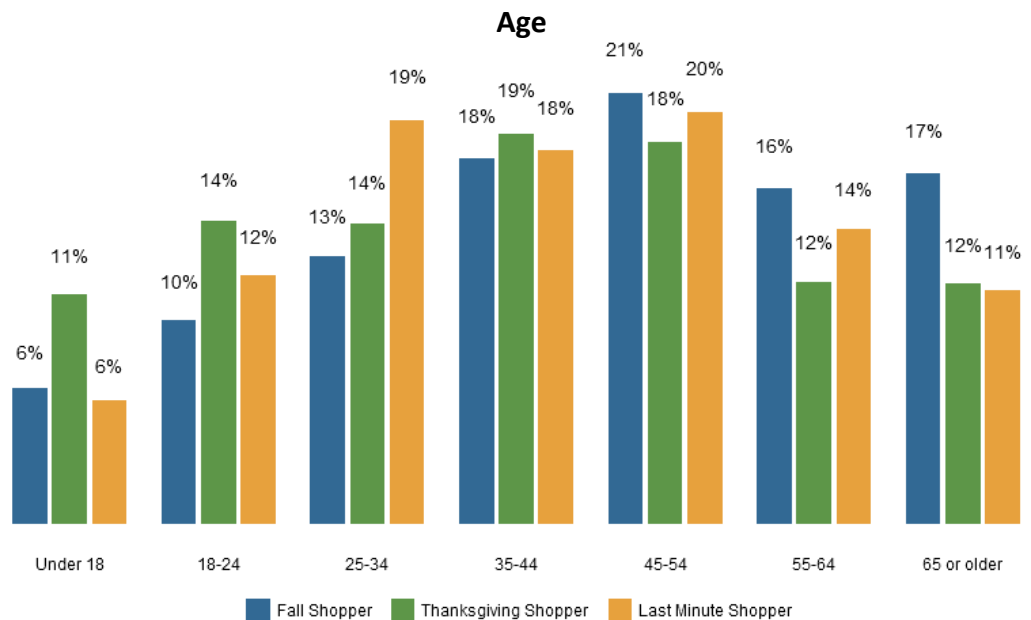# CivicScience Insight Report (continued)

Demographics:

Gender: Those who plan to shop earlier in the fall and around Thanksgiving are more likely to be women. Last-minute shoppers are 17% more likely to be men than women.

Income: All three groups have a very similar income breakdown, with the majority of all groups having a household income of $75K or under.

Age: Thanksgiving or sale shoppers are more likely to be 24 and under and are slightly more likely to be 35-44 years old. Last-minute shoppers are more likely than the other groups to be 25-34 years old and are more likely than average to be 45-54. Fall shoppers who start earlier than the other groups are more likely to be 45 years old or older.

Gender

Male	Female
Fall Shopper 39%	Fall Shopper 61%
Thanksgiving Shopper 46%	Thanksgiving Shopper 54%
Last Minute Shopper 54%	Last Minute Shopper 46%

Fall Shopper · Thanksgiving Shopper · Last Minute Shopper

Age

Fall Shopper · Thanksgiving Shopper · Last Minute Shopper

Parental Status: Fall shoppers are at least 30% more likely to have children and grandchildren than the other groups, while last-minute shoppers are more likely than the other groups to not have children. Thanksgiving shoppers are slightly more likely to have children (no grandchildren) than fall shoppers and last minute shoppers.

Education: Education among the three groups is fairly similar. 45% of fall shoppers have a secondary degree, compared to 47% of Thanksgiving shoppers and 48% of last-minute shoppers.

In the next part of this report, we'll highlight some of the psychographic (attitudes, behaviors) attributes that over-index among these three different holiday shopper segments.

Shopping habits:

- Fall shoppers are 20% more likely than the general population to do all or the majority of their non-grocery shopping online.
- Thanksgiving shoppers are at least 28% more likely than the others to always consult online reviews before making purchases.
- When shopping for electronics or media, Thanksgiving shoppers are more likely than the other groups to say brand is more important than price. In fact, Thanksgiving shoppers are 33% more likely to say this than fall shoppers, 17% more likely than last-minute shoppers, and 87% more likely than the general population.
- Thanksgiving shoppers are the most likely to be brand loyal. They are 48% more likely than the general population to say they are "very" brand loyal.
- Thanksgiving shoppers are more likely than the general population and other groups to follow fashion trends, try new products before others, and tell others about new products.

Social Media:

- When compared to the other two shopping groups, fall shoppers are 92% more likely to use Twitter, but they are only slightly more likely than the general population to use Twitter.
- Thanksgiving shoppers are 33% more likely to use Instagram than the general population.
- When looking at individual platforms or influence, last-minute shoppers are 25% more likely to use Pinterest than the general population and even more likely than the other groups.
- Last-minute shoppers are more likely to use Snapchat. They are 83% more likely than the general population to use the popular app.
- Overall, all three shopping groups are less likely than the general population to use Facebook.

Technology Usage:

- Fall shoppers are more likely than the others to own an e-Reader.
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- Thanksgiving and last-minute shoppers are 12% more likely to own a smartphone than the general population.
- Thanksgiving shoppers are 13% more likely than the general population to own a tablet.
- Last minute shoppers are only 11% more likely to regularly watch TV shows online than the general population and 2.5X as likely as the other shopping groups.

Money Manager:

- Fall shoppers are more likely than the other groups to be tightwads and say they have difficulty spending money. 45% of fall shoppers consider themselves tightwads, vs. 32% of Thanksgiving shoppers and 37% of last-minute shoppers.
- On a related question, fall shoppers are at least 18% more likely than the other groups and general population to say they are diligent savers.
- Thanksgiving shoppers are more likely to say they are spendthrifts, meaning they have difficulty controlling their spending. 43% of Thanksgiving shoppers consider themselves spendthrifts, vs. 23% of fall shoppers and 37% of last-minute shoppers.
- Overall, Thanksgiving shoppers are more likely to do online banking and use their mobile to do banking. They also are more likely to follow markets and the economy than the other groups.

Recap:

Marketing/advertising in the fall should be geared more towards middle-aged women, keeping in mind that 72% are 35+ years old and over half (54%) are over 45 or older. 62% have children or grandchildren who they will most likely be shopping for, 28% say they buy a few high-quality items they know their grandchildren want, while 21% enjoy giving them a lot of gifts/money and spoiling them. This fall shopping group has an average household income, with 63% having a household income of $75K or under. When it comes to social media, 52% are on Facebook, which is less than the general population, however, they are more likely than the general population and other groups to be on Twitter. 51% say TV ads influence their purchasing behavior most (vs. Internet ads or social media comment feeds), and they are more likely than the other groups to watch the news each week. Lastly, fall shoppers are more likely to consider themselves tightwads and have trouble spending money.

Marketing around Thanksgiving, Black Friday and Cyber Monday should be focused slightly more on women. 59% have a household income of $75K or under, so this group has a slightly higher income than fall shoppers. Although the Thanksgiving or sale shopper is more likely to be 24 and under and slightly more likely to be 35-44 years old, the majority (51%) are 25-54 years old. There is a parental status split; 39% have children, but no grandchildren and 39% are not parents. 41% of Thanksgiving shoppers have school-aged children living with them, which is about 37% more likely than the general population and other groups. Overall, shopping seems to be important to this group. They are more likely to be brand loyal and are more likely to consider themselves spendthrifts. Thanksgiving shoppers are 35% more likely than average to always consult online reviews prior to making purchases. They are more likely to be early adopters and tell others about new products. Instagram is more popular among this group than the other shoppers. Digital devices are slightly more popular among this group of individuals, more specifically, smartphones and tablets.

Marketing during the week or two before the holidays will see a very different shopper in stores. Men are more likely to start their shopping during this time (this probably comes as no big surprise to retailers). Last-minute shoppers are more likely than the other groups to be 25-34 years old and are more likely than average to be 45-54. 35% have children, which is slightly more than average, however, 43% do not have children or grandchildren, which is more than the other groups. Last-minute shoppers are more likely to use Snapchat; they are 83% more likely than the general population to use the app. When it comes to regularly watching TV shows online, they are 2.5X as likely as the other shopping groups to watch online. Last-minute shoppers are more likely to say they watch NBC network the most among other major TV networks. Among the three shopping groups, last-minute shoppers are the most likely to be employed.

With this data, and more available, retailers will be able to target their ads and promotions throughout the holiday season and pinpoint who will be shopping and when. Each shopper – fall, Thanksgiving, and last minute, all have different profiles and behaviors when it comes to shopping and spending. If you would like to dig deeper into the data, please contact us.

About the CivicScience Methodology: