



MasterCard

# 2013 Holiday Shopping Survey #MasterTheSeason

November 2013

To help consumers Master the Season, a new holiday shopping survey from MasterCard takes a look at consumer shopping and gifting behaviors and preferences. What we found was interesting.....

**41%** of shoppers expect to make in-person purchases more often than they did during the 2012 holiday season

Nearly one third of consumers will **use rewards to purchase gifts** for others

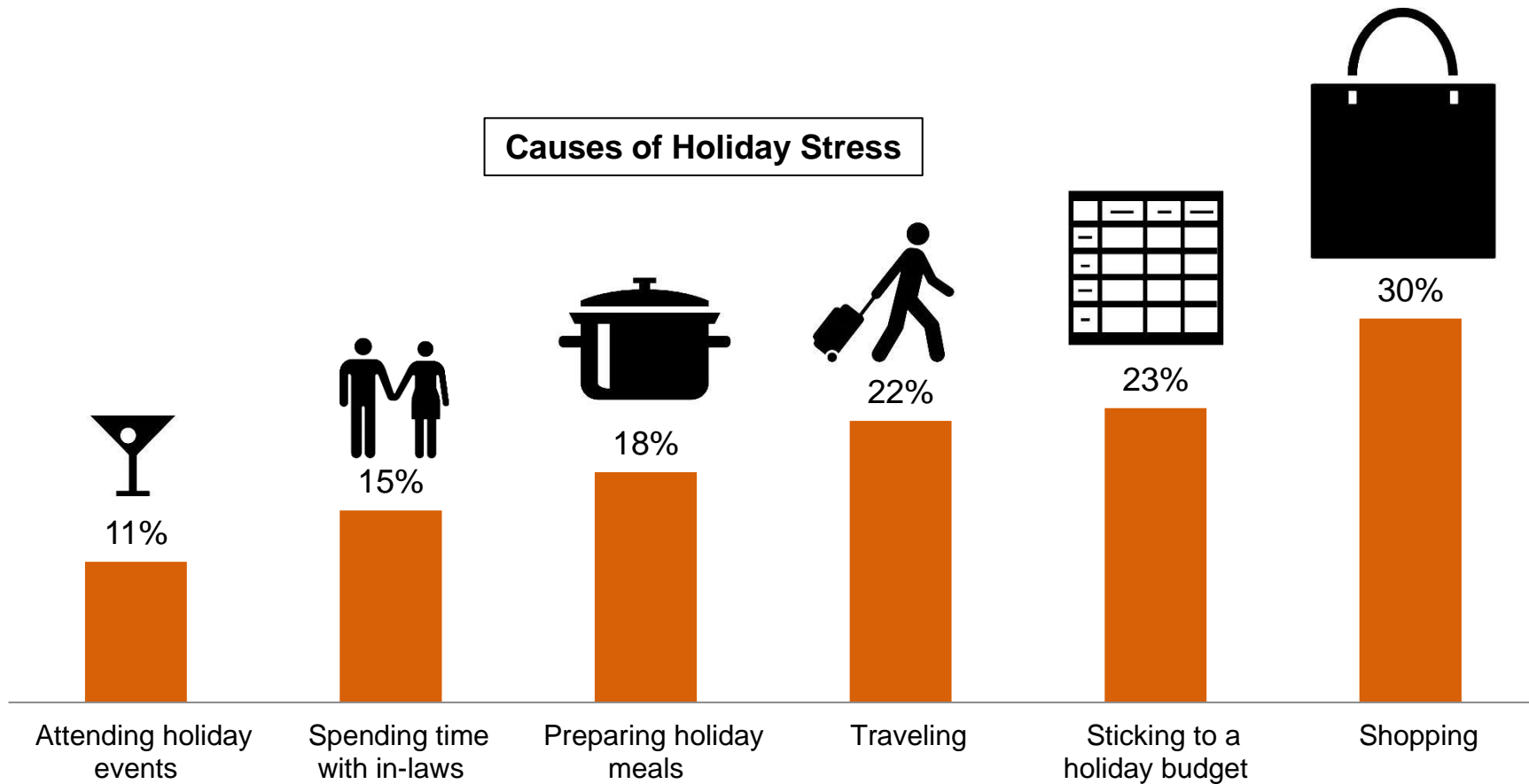
**43%** of consumers are hoping for gift cards

**Spouse is most difficult to shop for** says nearly one quarter of shoppers

Consumers are most likely to say **shopping (30%) and holiday budgeting (23%) are their top stressors**

# Shopping tops the list of holiday related stresses for Americans

More than **50 percent** of people identify shopping and holiday budgeting as their top source of stress.

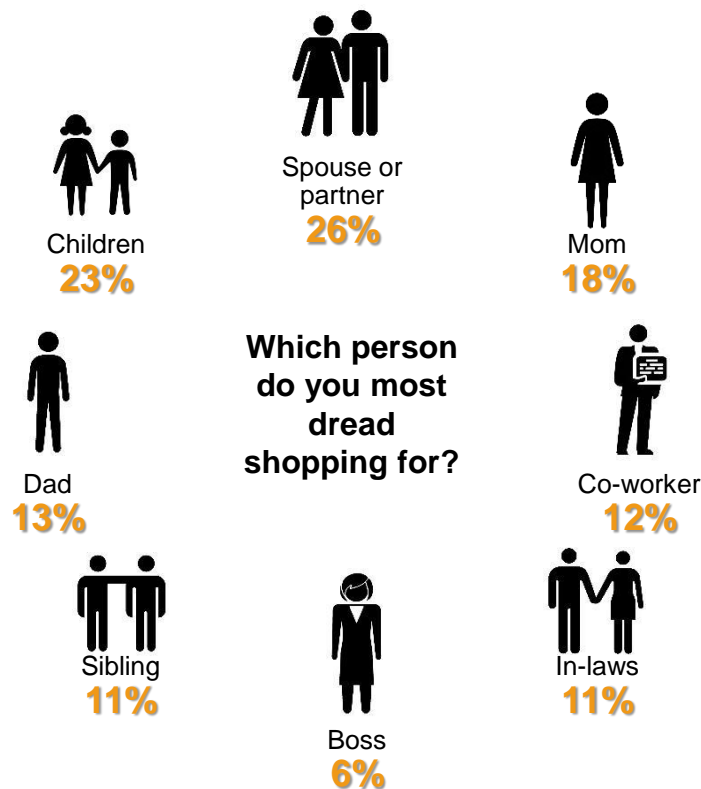


Q) Which of the following causes the most stress during the holiday season? *n=1000 (total)*

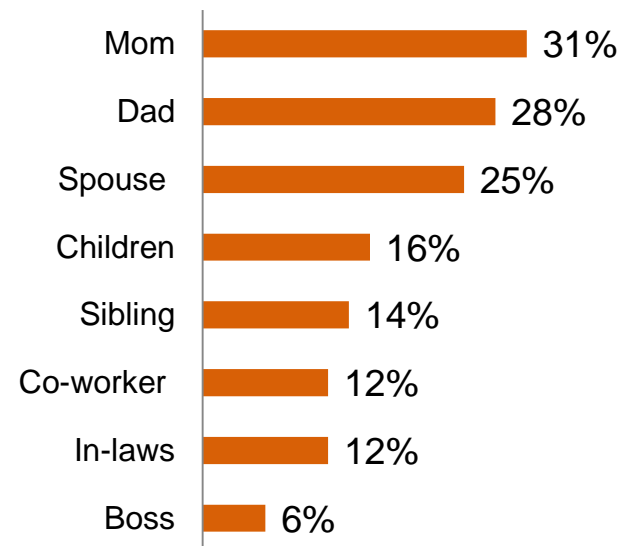
# Key Findings

- Americans are feeling the pressure of the holiday season as 86 percent have at least one cause of stress during the holiday season.
  - Although many enjoy the experience of finding the right gift for their loved ones, the most common cause of stress during the holidays is shopping (30 percent). Other holiday stressors include:
    - Sticking to a holiday budget (23 percent)
    - Traveling (22 percent)
    - Preparing holiday meals (18 percent)
    - Spending time with the in-laws (15 percent)
    - Attending holiday events (11 percent)

# Americans struggle to find the right gift for their spouse or partner



Millennials are most anxious about shopping for their parents. Approximately three in 10 Americans between 18-34 most dread shopping for their mom (**31 percent**) or dad (**28 percent**) when it comes to buying holiday gifts.



Base= Millennials

### Interesting Finding

Men are significantly more likely to dread shopping for their spouse or partner (**32 percent**) compared with women (**20 percent**).

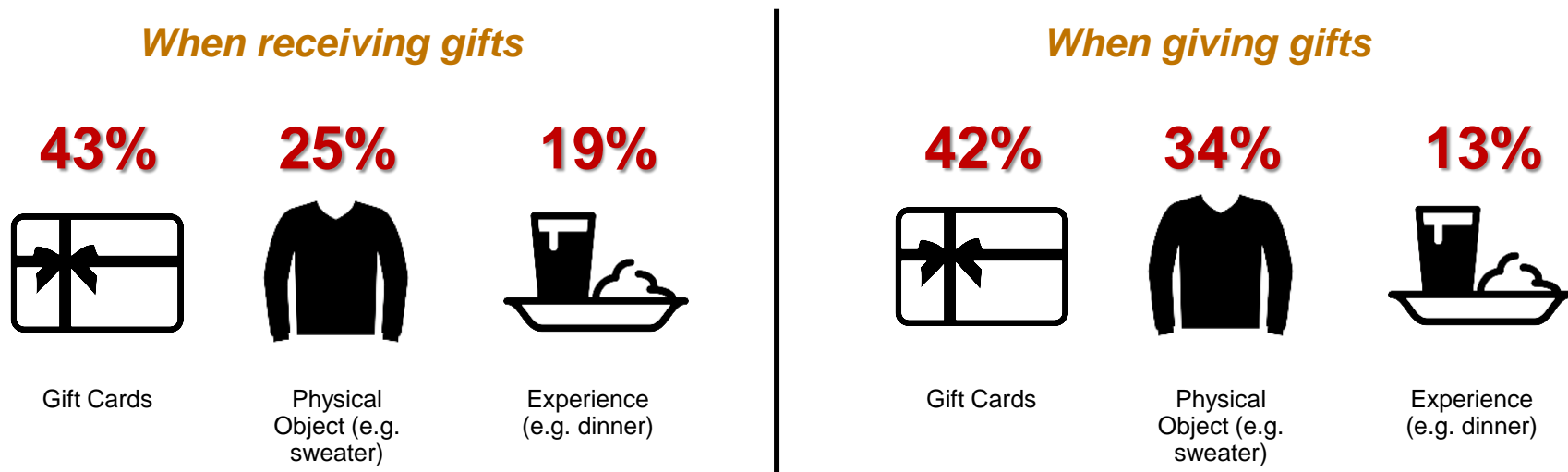
# Key Findings

## **Americans enjoy shopping for their loved ones, but that doesn't mean it's a stress free experience.**

- Americans are most likely to dread shopping for their spouse or partner (26 percent) and their children (23 percent), followed by their mom (18 percent), dad (13 percent), co-worker (12 percent), sibling (11 percent), in-laws (11 percent) or boss (6 percent).
  - Men are significantly more likely to dread shopping for their spouse or partner (32 percent) than women (20 percent).
  - Millennials are most anxious about shopping for their parents. Approximately three in 10 Americans between 18-34 most dread shopping for their mom (31 percent) or dad (28 percent) when it comes to buying holiday gifts. Compare this with their:
    - Spouse or partner (25 percent)
    - Children (16 percent)
    - Sibling (14 percent)
    - In-laws (12 percent)
    - Co-worker (12 percent)
    - Boss (6 percent)

# No need to feel guilty about giving someone a gift card

Americans most prefer to *give and receive* gift cards during the holiday season compared with physical objects or experiences:



### Interesting Finding

Millennials are much more likely to prefer receiving a physical object as a gift (**34 percent**) than other generations. Compare this with **24 percent** of Americans ages 35-44, **22 percent** 45-54, **24 percent** 55-64, and **18 percent** 65 years or older.

# Key Findings

## **Lose the guilt about giving someone a gift card for the holidays,**

- Gift cards are a win-win when it comes to giving and receiving gifts this holiday season.
  - When *receiving* a gift, 43 percent of Americans prefer to get a gift card compared with a physical object such as a sweater (25 percent) or an experience such as a dinner (19 percent).
    - Forty-seven percent of women prefer to receive gift cards compared to 38 percent of men.
    - Interestingly, Millennials are much more likely to prefer receiving a physical object as a gift (34 percent) than other generations. Compare this with 24 percent of Americans ages 35-44, 22 percent 45-54, 24 percent 55-64, and 18 percent 65 years or older.
  - Americans are also most likely to prefer gift cards when *giving* a gift (42 percent) over a physical object like a sweater (34 percent) or an experience such as a dinner (13 percent).
  - Heavy card users (those who exclusively or predominantly use their debit or credit card during the holidays) are more likely (38 percent) to give physical objects, such as a sweater or electronic device than those who spend exclusively or predominantly in cash (27 percent)

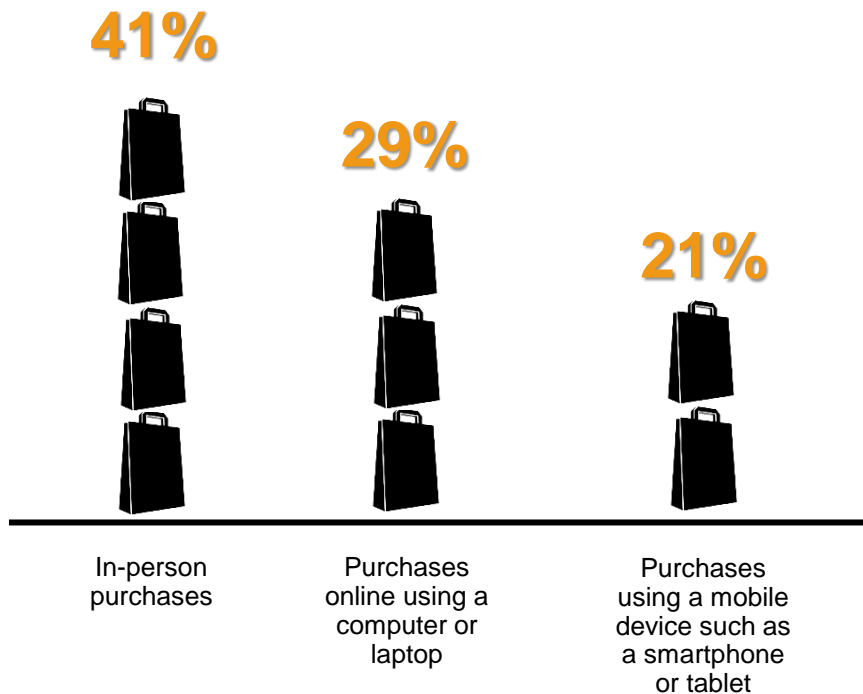


# Millennials and heavy card users are taking advantage of online purchasing, but in-store shopping remains appealing



Don't underestimate the in-store experience for shoppers; four in 10 (**41 percent**) Americans expect to make in-person purchases more often than they did during the 2012 holiday season.

## Will do more of in 2013 compared to 2012 Holidays



### Interesting Finding

Millennials are much more willing to embrace mobile technology when shopping. About one-third (**36 percent**) of those ages 18-34 expect to make purchases using a mobile device such as a smartphone or tablet more often than they did when holiday shopping in 2012 compared with the following age groups:



- 35-44 (**25 percent**)
- 45-54 (**11 percent**)
- 55-64 (**16 percent**)
- 65 or more (**7 percent**)

# Key Findings

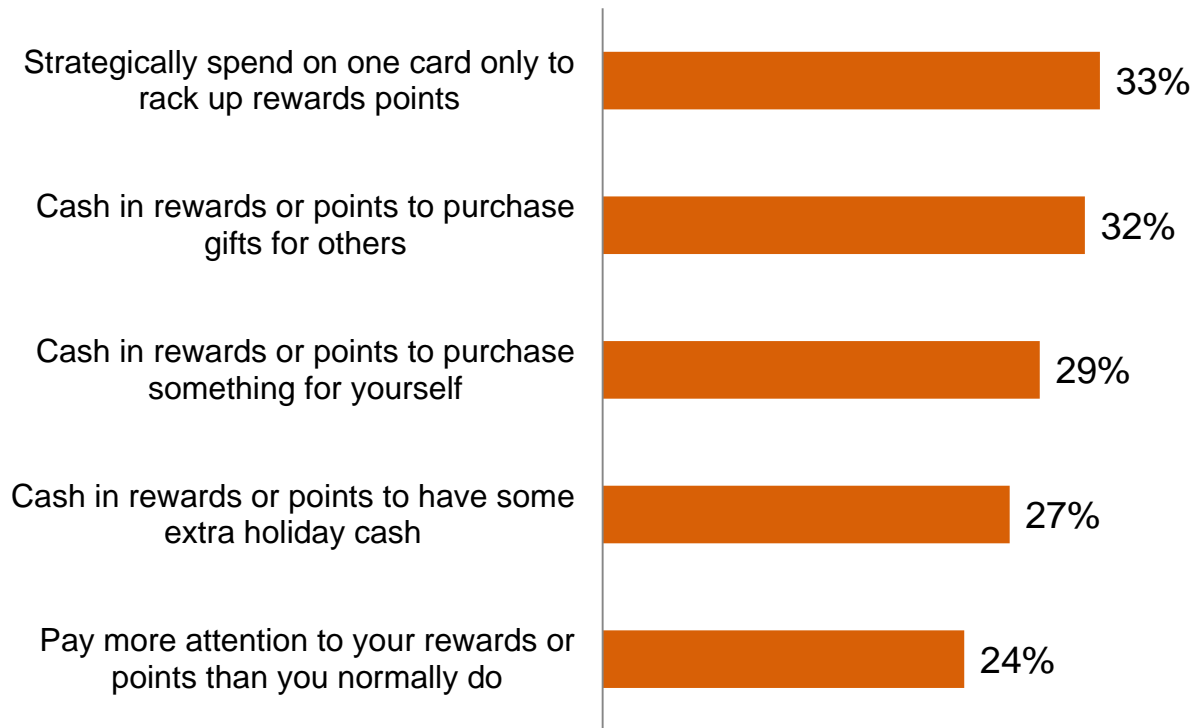
## **Millennials and heavy card users are taking advantage of online purchasing, but in-store shopping remains appealing.**

- Don't underestimate the in-store experience for shoppers; four in 10 (41 percent) Americans expect to make in-person purchases more often than they did during the 2012 holiday season.
  - Compare this with 29 percent who expect to make purchases online using a computer or laptop more often, or 21 percent who expect to make purchases using a mobile device more often.
    - This is especially true among women, as nearly half (46 percent) expect they will make in-person purchases more often than they did during the 2012 holiday season, compared with 36 percent of men who say the same.
  - Millennials, however, are much more willing to embrace mobile technology when shopping. About one-third (36 percent) of those ages 18-34 expect to make purchases using a mobile device such as a smartphone or tablet more often than they did when holiday shopping in 2012 compared with the following age groups:
    - 35-44 (25 percent)
    - 45-54 (11 percent)
    - 55-64 (16 percent)
    - 65 or more (7 percent)
  - Americans who prefer electronic payments to cash are much more likely embrace online shopping during the holidays.
    - Forty percent of heavy card users (those who exclusively or predominantly use their debit or credit card during the holidays) expect to make purchases online using a computer or laptop more often than they did during the 2012 holiday season. Only 15 percent of those who exclusively or predominantly use cash expect to do the same.

# Americans plan to take advantage of their rewards program this holiday season



Americans are going to be strategic with their rewards plans this holiday season by spending all on one card (**33 percent**) and paying closer attention to their rewards than they normally do (**24 percent**).



## Interesting Finding

Americans who exclusively or predominantly spend on their credit card when making holiday-related purchases are much more likely to strategically spend on one card only to rack up rewards points than those who exclusively or predominantly spend using debit cards or cash (**56 percent** versus **29 percent** or **20 percent** respectively).



# Key Findings

## Americans find many benefits in using their credit and debit cards this holiday season.

- Over half of Americans who use their debit or credit card for holiday purchases (56 percent) plan to take advantage of their rewards program this holiday season.
  - One-third say they plan to strategically spend on one card only to rack up rewards points (33 percent) and cash in rewards or points to purchase gifts for others (32 percent). Other ways they plan to take advantage of their rewards programs include:
    - Cashing in rewards or points to purchase something for themselves (29 percent)
    - Cash in rewards or points to have some extra holiday cash (27 percent)
    - Pay more attention to their rewards or points than they normally do (24 percent)
  - Millennials are more willing to turn in their points for spending money than those who are older. One-third of those ages 18-34 (34 percent) plan to cash in rewards or points to have some extra holiday cash. Compare this with those between ages:
    - 35-44 (22 percent)
    - 45-54 (26 percent)
    - 55-64 (27 percent)
    - 65 or older (20 percent)
  - Americans who exclusively or predominantly spend on their *credit card* when making holiday purchases are much more likely to strategically spend on one card only to rack up rewards points than those who exclusively or predominantly spend using debit cards or cash (56 percent versus 29 percent and 20 percent respectively).

# Survey Background

## Summary

- A survey of Americans to understand their shopping and spending habits during the 2013 holiday season.

## Methodology

- This report presents the findings of a telephone survey conducted among two national probability samples, which, when combined, consists of 1,026 adults, 507 men and 519 women 18 years of age and older, living in the continental United States. Interviewing for this CARAVAN® Survey was completed on October 24-27, 2013. 676 interviews were from the landline sample and 350 interviews from the cell phone sample.
- All CARAVAN® interviews are conducted using ORC International's (ORC) computer assisted telephone interviewing (CATI) system. The margin of error is +/- 3.1 percentage points.