

Background & Methodology

Conducted 400 surveys per state

- Fielding took place September 28, 2016 – October 6, 2016
- Utilized a proprietary online market research panel
- Total is weighted by gender and age within state

Key Measures

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

1. Do you plan to purchase gifts during the 2016 holiday season?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	400	400	400	400	400	401	400	400	400	400
Yes	90%	89%	93%	94%	93%	94%	94%	95%	91%	92%
No	10%	11%	7%	6%	7%	6%	6%	5%	9%	8%

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

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	359	357	371	374	372	376	376	380	364	368
September or earlier	10%	13%	7%	10%	13%	12%	14%	12%	14%	13%
October	22%	24%	23%	27%	22%	21%	21%	19%	27%	24%
November	44%	44%	51%	39%	44%	47%	44%	45%	40%	43%
The first two weeks of December (December 1 - 14)	21%	18%	17%	20%	19%	16%	17%	20%	16%	17%
The last two weeks of December (December 15 - 31)	3%	1%	2%	4%	2%	4%	4%	4%	3%	3%

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
<i>Base (n=)</i>	359	357	371	374	372	376	376	380	364	368
Cyber Monday (November 28th)	49%	54%	54%	47%	48%	48%	50%	49%	52%	51%
Black Friday (November 25th)	48%	55%	56%	42%	47%	51%	47%	47%	49%	52%
Thanksgiving Day/Gray Thursday (November 24th)	19%	20%	20%	14%	17%	19%	20%	12%	16%	20%
Small Business Saturday (November 26th)	19%	21%	27%	22%	22%	20%	20%	22%	20%	22%
Green Monday (December 12th)	15%	16%	15%	10%	12%	10%	8%	12%	12%	8%
Super Saturday (December 24th)	11%	6%	13%	6%	8%	7%	7%	7%	6%	4%
Christmas/First Day of Hanukkah (December 25th)	4%	2%	2%	1%	1%	1%	1%	<1%	2%	1%
None of the above	24%	20%	20%	32%	26%	27%	29%	29%	25%	25%

4. Based on your current feelings toward the economy, which of the following best describes your spending plans for the 2016 holiday season?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	359	357	371	374	372	376	376	380	364	368
I plan on spending more for gifts this year than last year	18%	16%	19%	11%	15%	15%	9%	11%	10%	9%
I plan on spending the same for gifts as last year	65%	61%	61%	67%	64%	66%	66%	65%	64%	71%
I plan on spending less for gifts this year than last year	17%	23%	20%	22%	21%	19%	25%	24%	26%	20%

5. Which statement best describes your plan for purchasing gifts online or in-stores during the 2016 holiday season?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	359	357	371	374	372	376	376	380	364	368
Plan to purchase gifts online only (100% online)	5%	6%	4%	4%	4%	2%	4%	5%	4%	2%
Plan to purchase more gifts online than in-store (more than 50% online)	34%	37%	37%	34%	32%	29%	32%	29%	32%	40%
Plan to purchase an equal amount of gifts online and in-store (50% online / 50% in-store)	33%	37%	32%	32%	33%	35%	34%	37%	30%	31%
Plan to purchase more gifts in-store than online (more than 50% in-store)	21%	14%	19%	22%	23%	24%	21%	21%	26%	21%
Plan to purchase gifts in-store only (100% in-store)	7%	6%	8%	8%	8%	10%	9%	8%	8%	6%

6. Which method(s) do you plan to use to purchase your 2016 gifts? (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	359	357	371	374	372	376	376	380	364	368
Computer/Laptop	76%	77%	76%	75%	75%	70%	75%	73%	76%	74%
In-person (store)	72%	73%	79%	79%	78%	81%	77%	79%	79%	79%
Smart Phone	30%	33%	33%	30%	28%	30%	31%	33%	28%	29%
Tablet	24%	25%	25%	20%	21%	20%	21%	27%	19%	20%
Mail/Catalogs	10%	10%	10%	13%	11%	11%	7%	9%	12%	13%
Other	1%	1%	1%	1%	<1%	1%	0%	0%	<1%	1%

7. Please indicate in which of the categories below, if any, you will shop for gifts for others during the 2016 holiday season. (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	359	357	371	374	372	376	376	380	364	368
Apparel	68%	71%	75%	63%	68%	67%	68%	64%	72%	73%
Gift cards (store or digital) / gift certificates	60%	59%	64%	65%	59%	62%	63%	66%	60%	63%
Toys	39%	43%	52%	49%	48%	48%	47%	46%	47%	51%
Jewelry	38%	36%	41%	24%	27%	25%	26%	27%	33%	30%
Books	37%	40%	41%	41%	39%	44%	44%	37%	39%	43%
Consumer electronics	28%	33%	27%	26%	29%	27%	26%	29%	27%	23%
Sporting goods	25%	22%	26%	27%	26%	31%	29%	29%	26%	26%
DVDs / Blu-rays / videos	23%	29%	33%	34%	29%	40%	37%	30%	29%	36%
Video games	22%	24%	31%	25%	21%	23%	26%	24%	25%	21%
Music	20%	19%	23%	16%	17%	22%	19%	20%	17%	22%
Pets / pet supplies / accessories	20%	19%	24%	18%	22%	22%	19%	22%	22%	22%
Tools / home improvement	19%	19%	16%	20%	19%	24%	21%	24%	21%	20%
Home Decor/furniture	17%	22%	18%	18%	17%	20%	19%	17%	20%	19%
Computer hardware / software	17%	15%	14%	13%	15%	13%	10%	12%	13%	12%
Appliances	11%	11%	10%	8%	9%	8%	8%	9%	9%	9%
Event tickets	9%	12%	14%	8%	11%	14%	12%	7%	10%	15%
Travel (trips or gift cards/vouchers for travel purchases)	8%	8%	8%	7%	8%	9%	8%	7%	8%	8%
Flowers	8%	6%	6%	2%	5%	3%	2%	4%	5%	3%
Vehicles	2%	2%	2%	1%	0%	1%	2%	1%	1%	1%
Other	4%	5%	5%	5%	6%	6%	6%	4%	4%	3%

8. Which type of gift do you want receive most this holiday season? (Select one answer)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	351	351	368	371	367	375	372	377	361	366
Gift cards / Gift certificates	28%	24%	24%	28%	28%	29%	31%	30%	31%	26%
Cash / Money	20%	28%	21%	22%	22%	20%	24%	23%	24%	21%
Clothes / Shoes	10%	11%	14%	7%	9%	11%	8%	7%	9%	9%
Vacation / Travel	10%	9%	13%	8%	9%	9%	5%	7%	10%	12%
Electronics	6%	6%	7%	7%	6%	6%	5%	5%	7%	8%
Jewelry	4%	5%	3%	3%	3%	2%	3%	3%	2%	2%
Appliances / home decor / furniture	4%	3%	3%	5%	5%	5%	5%	6%	4%	6%
Video game system / video games	3%	2%	3%	2%	2%	2%	2%	3%	1%	2%
Other	3%	4%	3%	4%	5%	5%	6%	3%	5%	6%
Nothing, don't want any gifts this holiday season	12%	8%	9%	14%	11%	11%	11%	13%	7%	8%

9. Approximately, how much in total do you expect to spend on gift shopping during the 2016 holiday season? Please enter a numeric dollar amount.

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	352	352	364	374	368	372	371	374	357	364
<i>Mean Dollar Amount</i>	\$870	\$829	\$973	\$730	\$833	\$778	\$826	\$923	\$815	\$806

10. Please indicate the approximate percentage of your total holiday shopping you expect to spend using the following payment methods during the 2016 holiday season.

<i>(Mean %)</i>	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	359	357	371	374	372	376	376	380	364	368
Credit card	52%	43%	50%	44%	51%	49%	47%	48%	38%	51%
Debit card / check	26%	31%	23%	32%	28%	29%	32%	32%	37%	27%
Cash	20%	23%	24%	23%	19%	20%	19%	19%	23%	20%
Other payment method	2%	3%	3%	2%	2%	2%	2%	1%	3%	2%

Respondent Profile

Gender

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	400	400	400	400	400	401	400	400	400	400
Male	48%	48%	48%	49%	48%	49%	49%	51%	48%	49%
Female	52%	52%	52%	51%	52%	51%	51%	49%	52%	51%

Age

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	400	400	400	400	400	401	400	400	400	400
18-34	27%	32%	31%	30%	29%	30%	31%	35%	29%	29%
35-44	16%	18%	17%	15%	15%	16%	16%	15%	17%	15%
45-54	17%	18%	18%	17%	18%	18%	17%	16%	18%	18%
55-64	16%	16%	16%	17%	18%	17%	17%	16%	17%	18%
65 or older	24%	16%	18%	21%	20%	19%	19%	18%	19%	20%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from September 28, 2016 – October 6, 2016. A total of 400 residents in each state completed the survey, with between 357 - 380 planning to purchase gifts during the 2016 holiday season. State results have a margin of error between ± 5.0 - ± 5.2 percentage points. Responses are weighted by gender and age to ensure reliable and accurate representation of the adult population (18+) among each state.