



# AMERICAN EXPRESS SPENDING & SAVING TRACKER

**MOST AMERICANS “DEAL-AYING” HOLIDAY SHOPPING**

**ebiquity**

Data-driven insights

# GOING INTO FINAL STRETCH, A MAJORITY OF AMERICANS WILL SHOP UNTIL THE LAST MINUTE

More than seven-in-ten (73%) holiday shoppers will extend their holiday gift-giving to the last minute, and the primary reason is to wait for the best deals (44% vs. 46% in 2014). Regarding where consumers choose to make purchases, more have purchased online (51%, on average).

**73%** LAST MINUTE SHOPPING PLANS  
(vs. 79% in 2014)

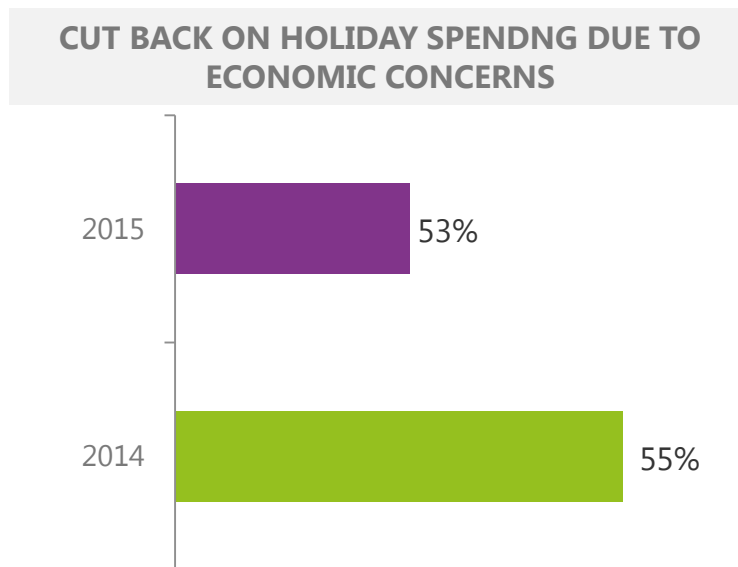
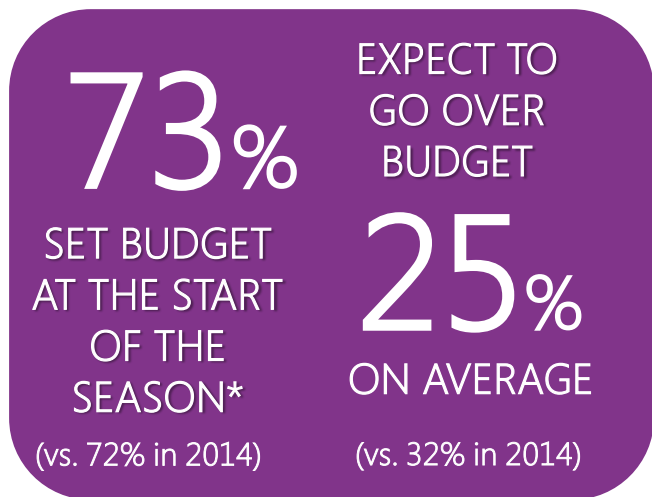
**51%** ONLINE PURCHASES SO FAR, ON AVERAGE  
**49%** IN-STORE PURCHASES SO FAR, ON AVERAGE

## REASONS TO SHOP AT THE LAST MINUTE



# MANY HOLIDAY SHOPPERS ARE CUTTING BACK AND TRYING TO STICK TO GIFTING BUDGETS

Earlier this year, 73% of Americans set a holiday budget (vs. 72% in 2014). More are intending to stick to it too - only 25%, on average, expect to exceed their allotted budget, significantly down from 32% last year. Consumers will also be saving as they are planning spending cutbacks due to economic concerns.



\* At the start of the holiday season (September 2015) – consumers revealed whether they had a budget for gift giving this holiday season

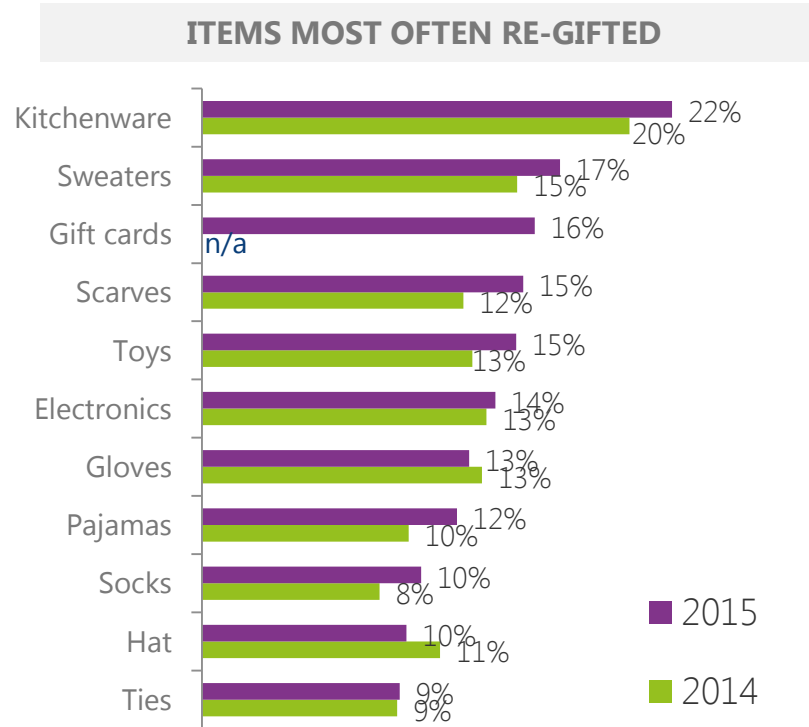
Q.. How much have you or do you expect to go over budget this year? BASE: Total Holiday Shoppers with a planned budget

Q.. Which of the following cost more than you budgeted for holiday shopping this year? BASE: Total Holiday Shoppers who expect to go over budget

Q. How have economic concerns affected your holiday spending this year?

# MOST AMERICANS FIND RE-GIFTING SOCIALLY ACCEPTABLE

More than three-in-four (76%) consumers find re-gifting to be socially acceptable. An average of five gifts last year. The most often re-gifted is kitchenware (22%), followed by sweaters (17%).



Q.17 Is re-gifting socially acceptable over the holiday gift giving Season? BASE: Total Respondents  
Q.N5 What types of items do you most often re-gift? BASE: Total Respondents who would re-gift  
Q.18-1 Thinking about the gifts you received last holiday season - how many of them did you re-gift to someone else?  
BASE: Total Respondents who re-gifted last holiday season

# MOST CONSUMERS PLAN TO SHOP THE DAY AFTER CHRISTMAS AND WILL SPEND \$186, ON AVERAGE

More than one-third (38%) among those who plan to shop the day after Christmas say it is to take advantage of post-holiday sales to buy things for themselves.

**66%** EXPECT TO SHOP ON DECEMBER 26  
(64% in 2013)

**\$186** AVERAGE EXPECT TO SPEND THE DAY AFTER CHRISTMAS  
(\$192 in 2014)



Q.14 Which of the following are reasons you would go shopping the DAY AFTER Christmas, if at all? BASE: Total Holiday Shoppers

Q.15 How much do you plan to spend on shopping the DAY AFTER Christmas? BASE: Total Holiday Shoppers who will shop the day after Christmas

Q.14 Which of the following are reasons you would go shopping the DAY AFTER Christmas, if at all? BASE: Total Holiday Shoppers

# ABOUT THE AMERICAN EXPRESS SPENDING & SAVING TRACKER

## METHODOLOGY

The [American Express Spending & Saving Tracker](#) research was completed online among a random sample of 1,508 adults, including the general U.S. population, as well as an affluent demographic defined by a minimum annual household income of \$100,000. Interviewing was conducted by Ebiquity between November 17 and 19, 2015. The results reported have an overall margin of error of +/- 2.5 (overall) and +/- 2.6 (holiday shoppers) at the 95 percent level of confidence.

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