



2016 Holiday Retail Survey

Results and Analysis

Summary and Key Findings

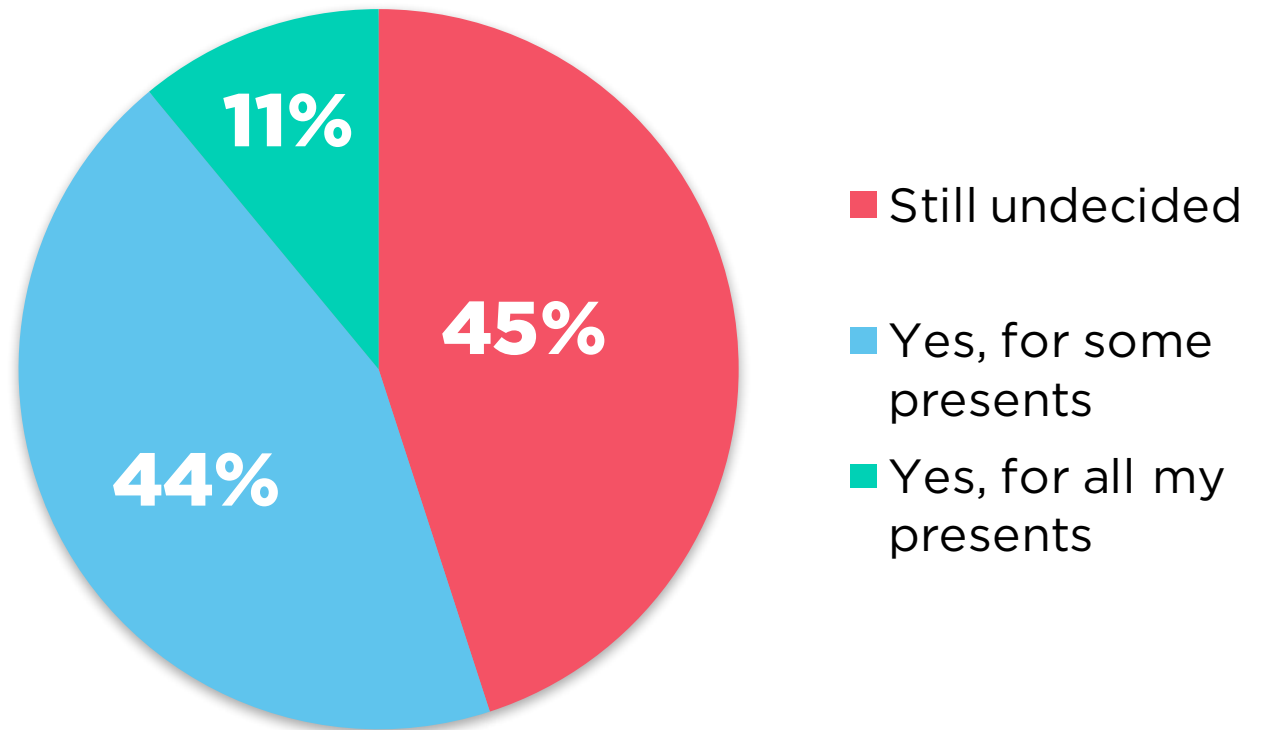
- 90% of holiday shoppers have not fully decided where they plan to shop this year.
- Online and TV advertising lead the pack in visibility, recall, and helpfulness for holiday shoppers.
- 90% of online shoppers would instead shop in a store during the holidays if a discount or promotion was offered.
- Online Research was the biggest influencer for holiday shopping in 2015.

Background & Methodology

- This Perk IQ data was collected via online survey which asked Perk & Viggle users their opinions about holiday shopping and advertisements. The survey launched on July 28th, 2016 and was in field until August 2nd, 2016.
- The survey invite went to 6,000 Perk/Viggle users. 567 Perk/Viggle users responded.
- The Holiday Retail survey sample was comprised of Adults: 47% P25-54, 65% Female, and 34% Male

Only 1 out of 10 shoppers know where they will shop this holiday

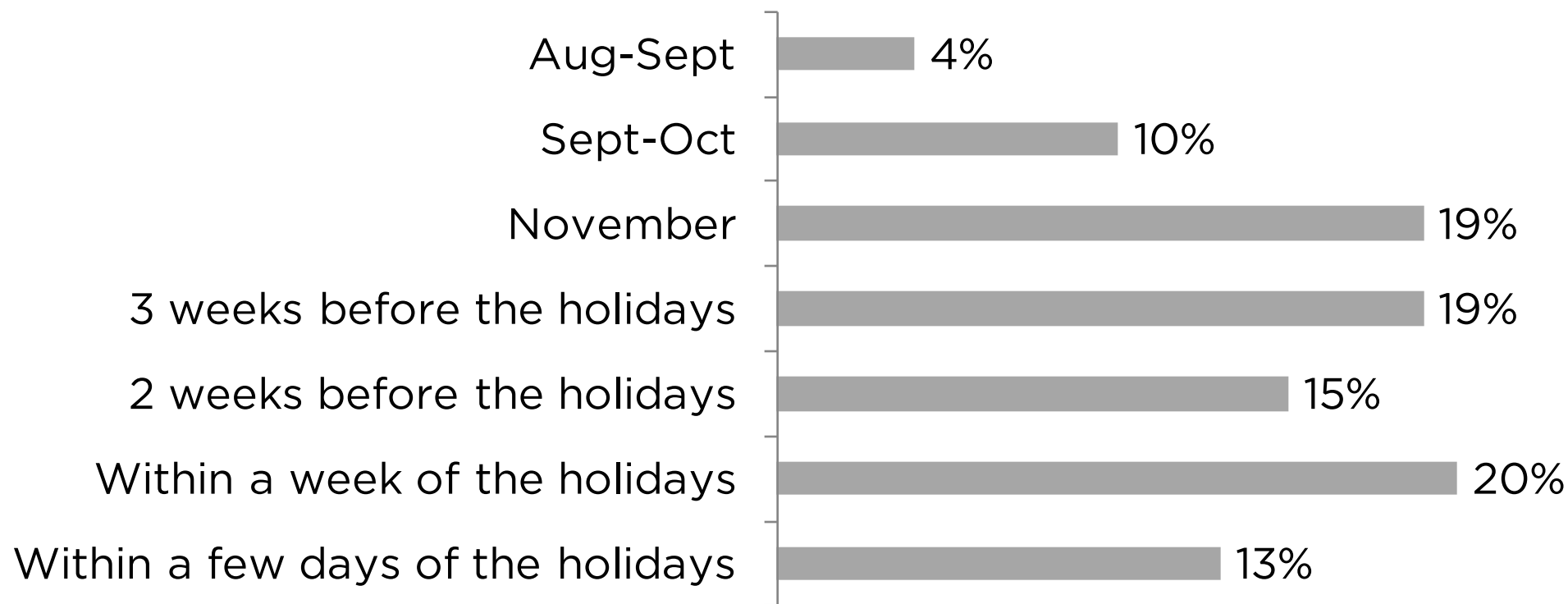
45% of shoppers don't know where they'll shop for the holidays. Another 44% have some ideas, but don't know where all their shopping will be done. Think about how your holiday messaging can help shoppers make decisions. The door is wide open!



Q: Do you know where you'll be doing your shopping this holiday season?

Over half (52%) said that their 2015 holiday shopping was finished by the first week of December

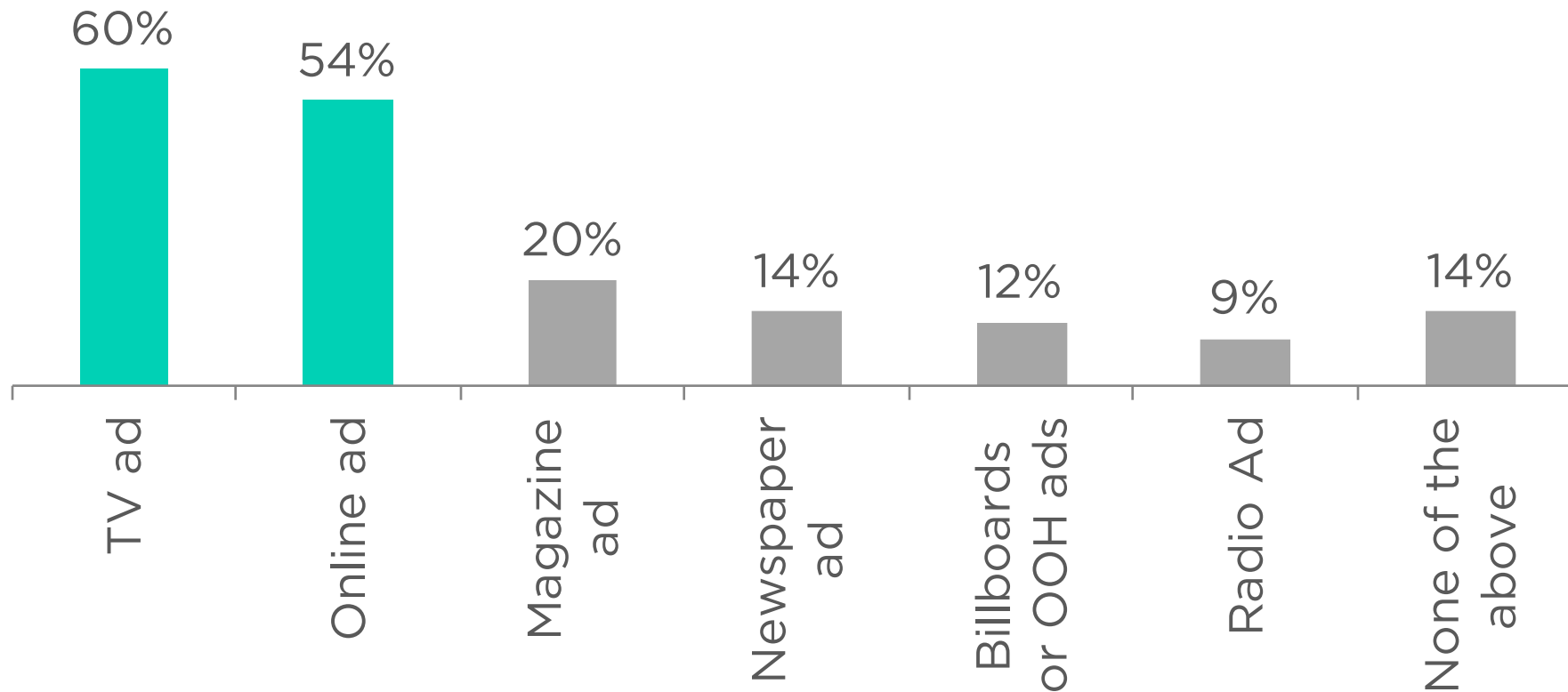
The early partridge gets the pears! Many holiday shoppers don't wait until the last minute to finish buying gifts. On the other hand, 33% of shoppers are still getting their last purchases together in the days before the holidays. Start your messaging early to hit as many shoppers as possible.



Q: When did you purchase your last gift for the 2015 holidays?

Over 50% say TV and Online Ads have given them new ideas for holiday presents

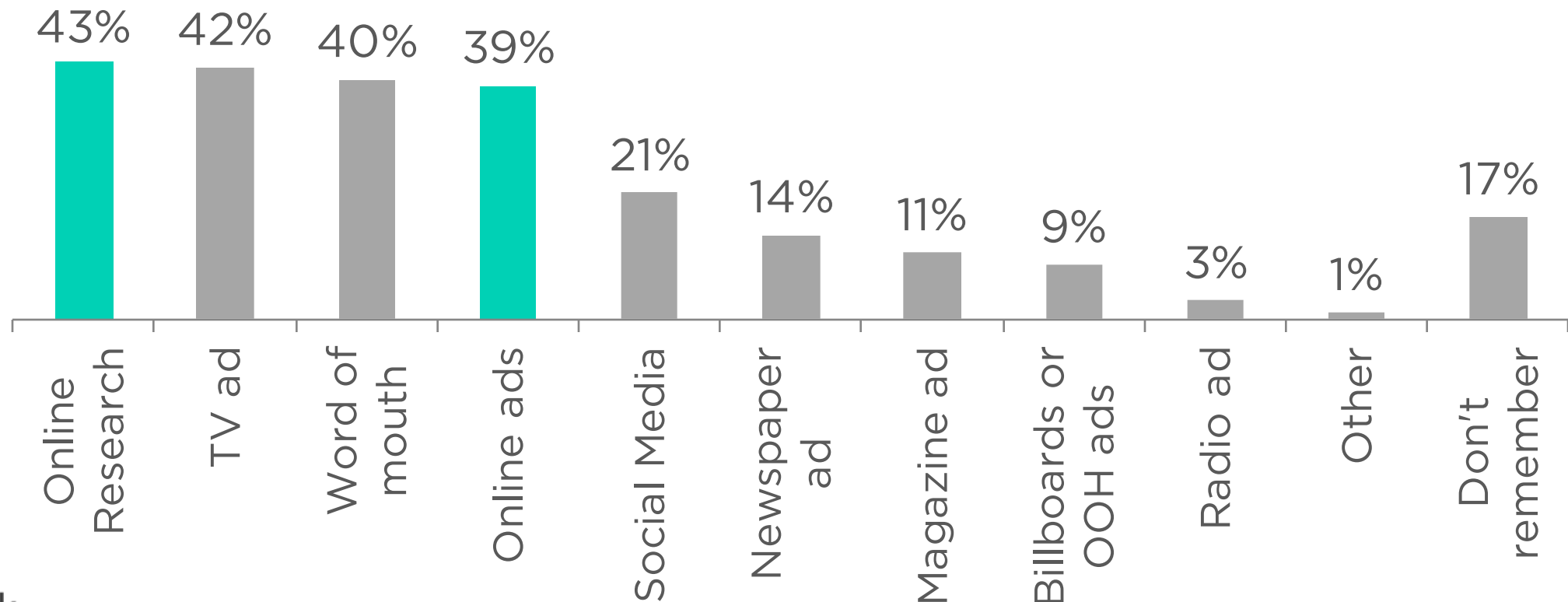
When looking for holiday shopping ideas, TV and online ads provide inspiration to 60% and 54% of shoppers respectively. These mediums allow movement and interactivity in messaging more than static advertising formats.



Q: Have any of the following advertising types ever given you a new idea for a holiday present or places to shop for a holiday present?

Online Research was the biggest influencer for holiday shopping in 2015, followed closely by TV Ads, Word of Mouth, and Online Advertising

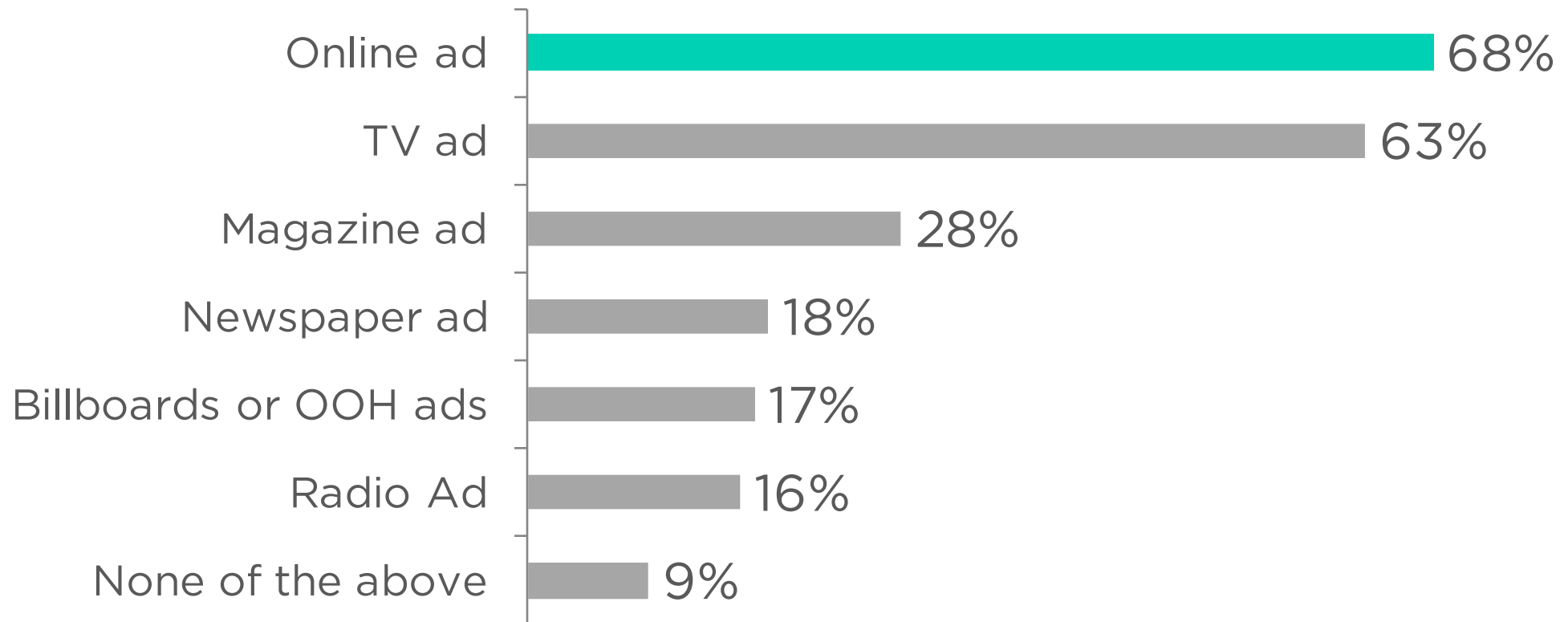
The web had a big impact on what and where shoppers bought gifts last year. Both self-directed online research and brand-created online advertising topped the list, with 4 out of 10 people citing its influence. We expect online formats, both earned and owned, to exert even more influence this year.



Q: Did any of the following influence you to buy certain holiday presents or decide on places to shop for gifts during the 2015 holiday season?

Nearly 7 in 10 say Online Ads would be useful in helping think of new gift ideas

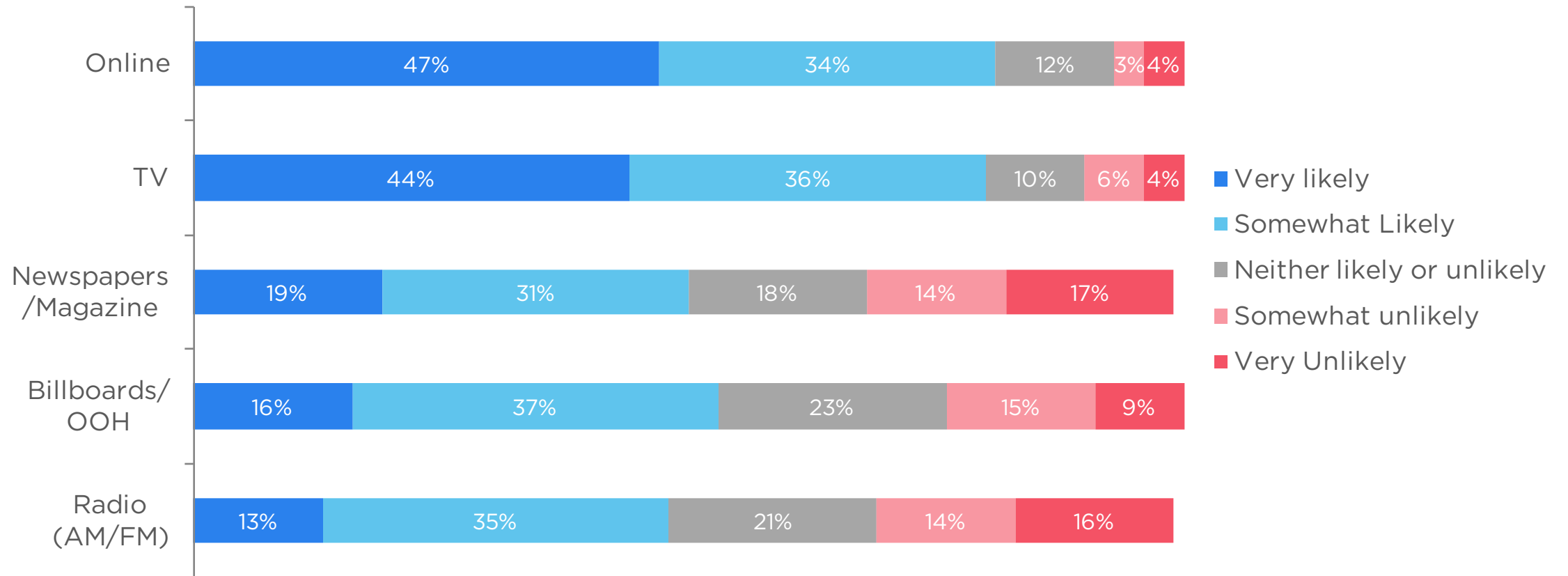
Where do shoppers look for holiday gift ideas? The internet! If online ads are in your holiday 2016 promotion plans, your shoppers expect them to be helpful. Clearly convey information about your products and promotions to meet expectations.



Q: Which ads would be useful in helping you think of new gift ideas or decide on where to do your holiday shopping?

47% are very likely to notice ads online for holiday deals and promotions

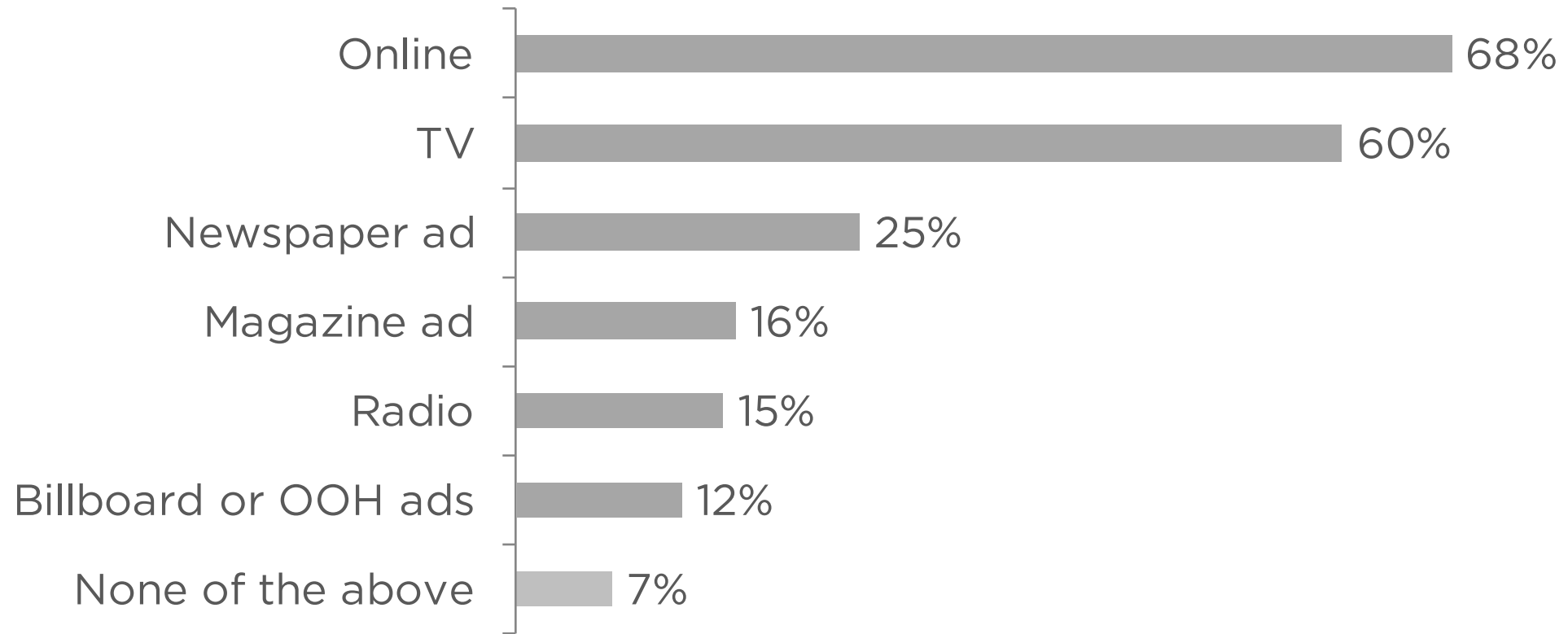
If you want shoppers to notice your holiday deals, take your ads to the internet. Only 7% are unlikely to notice online ads for holiday promotions, compared to 33% who say the same for newspaper ads.



Q: Did any of the following influence you to buy certain holiday presents or decide on places to shop for gifts during the 2015 holiday season?

68% recall seeing an online ad for deals or promotions

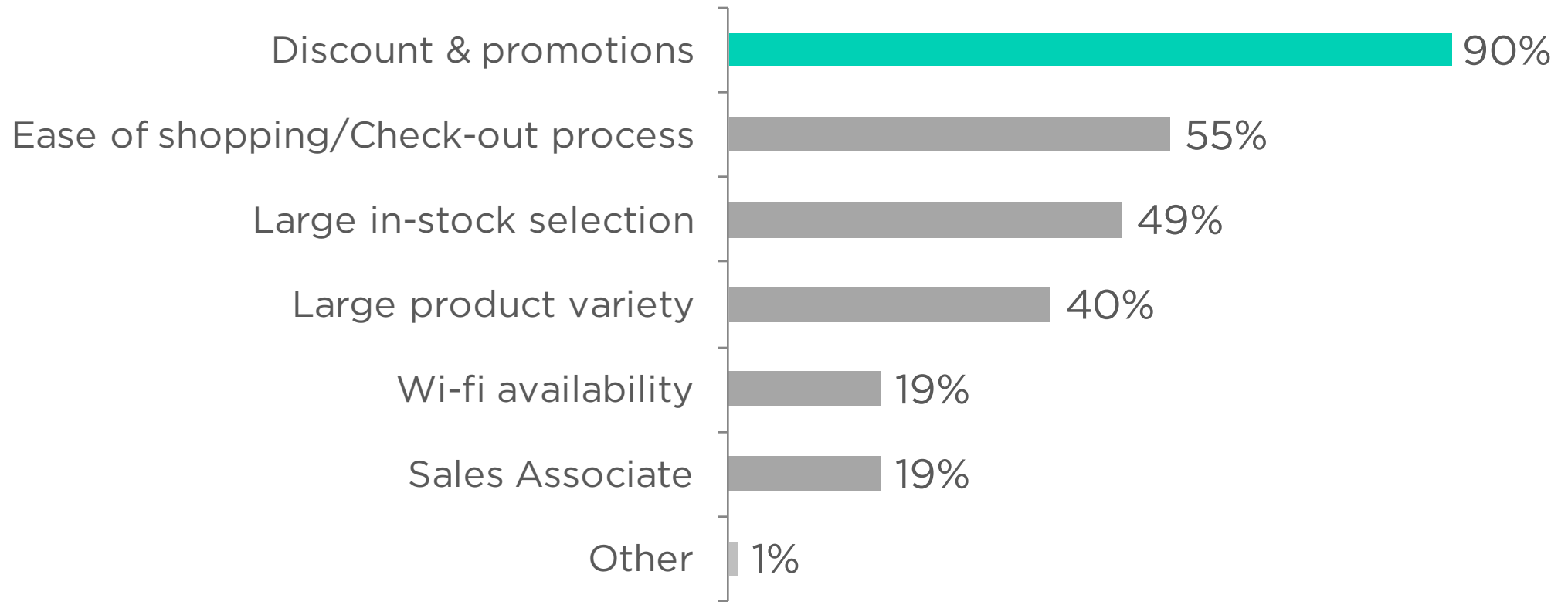
If you want shoppers to notice your holiday deals, promote them on the internet. Two out of three people recalled seeing ads for in-store or online deals and promotions online.



Q: Where do you recall seeing an advertisement for in-store or online deals and promotions?

Want shoppers in your stores? Offer discounts and promotions

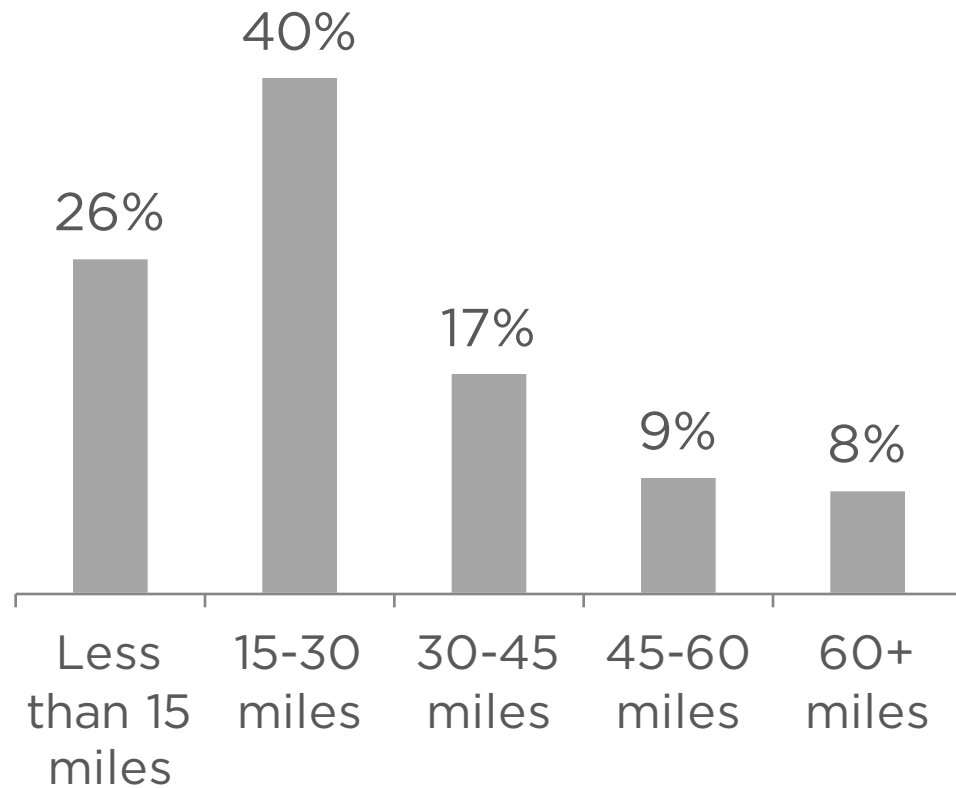
Shoppers are on the hunt for deals this year. If in-store sales are your goal, use discounts to bring shoppers to brick and mortar. 90% of online holiday shoppers are willing to change their shopping plans and head to the store for a sale.



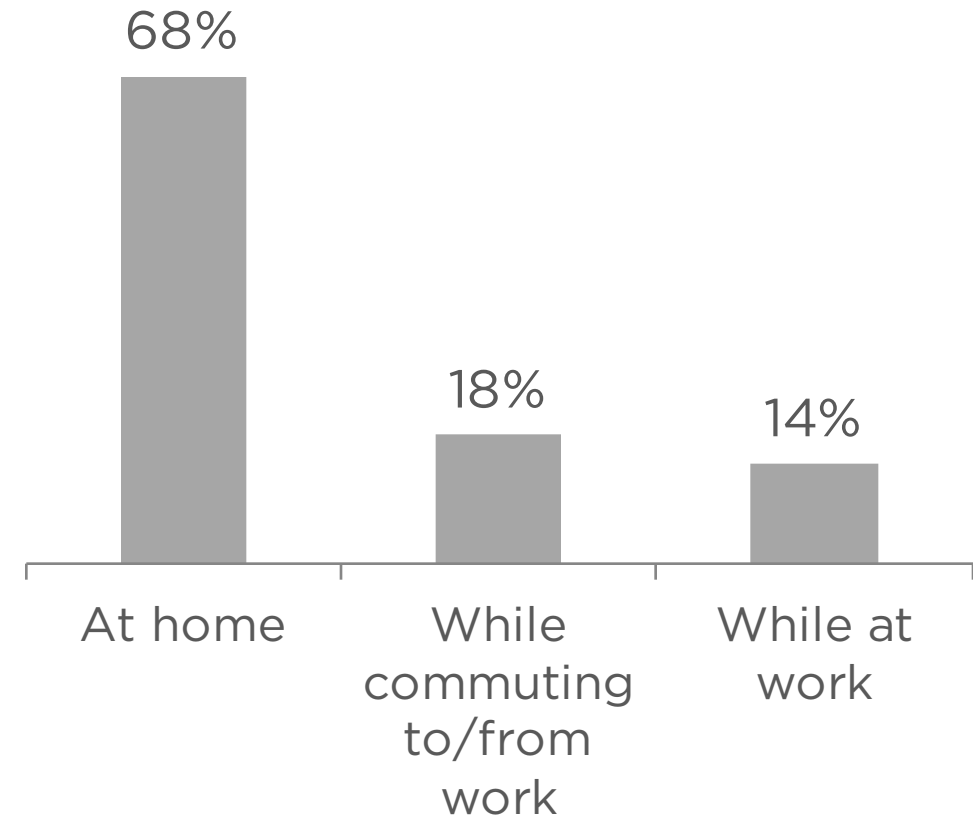
Q: If you plan on shopping exclusively online this upcoming holiday season, what would convince you to shop in a store?

1 in 3 are willing to travel upwards of 30 miles to buy holiday presents

Q: What is the farthest distance you would travel to buy presents this upcoming holiday season?

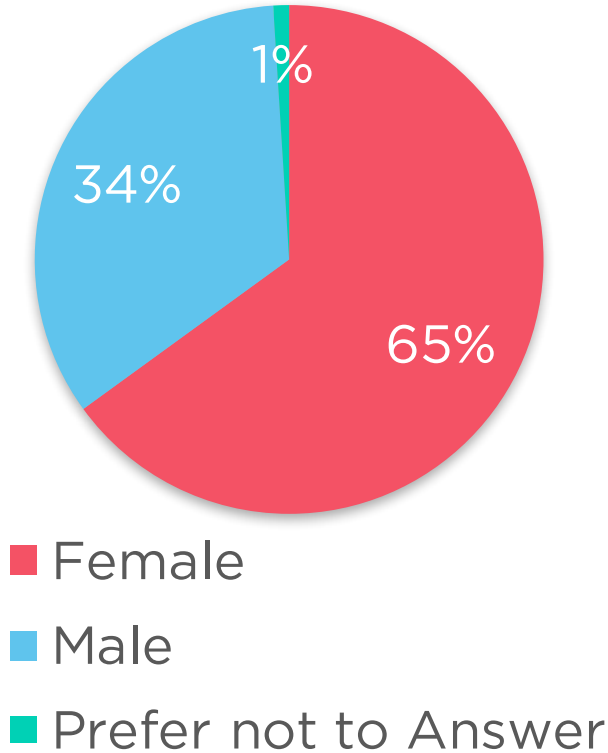


Q: Of the following options, when are you most likely to be thinking about the holiday shopping you need to do?

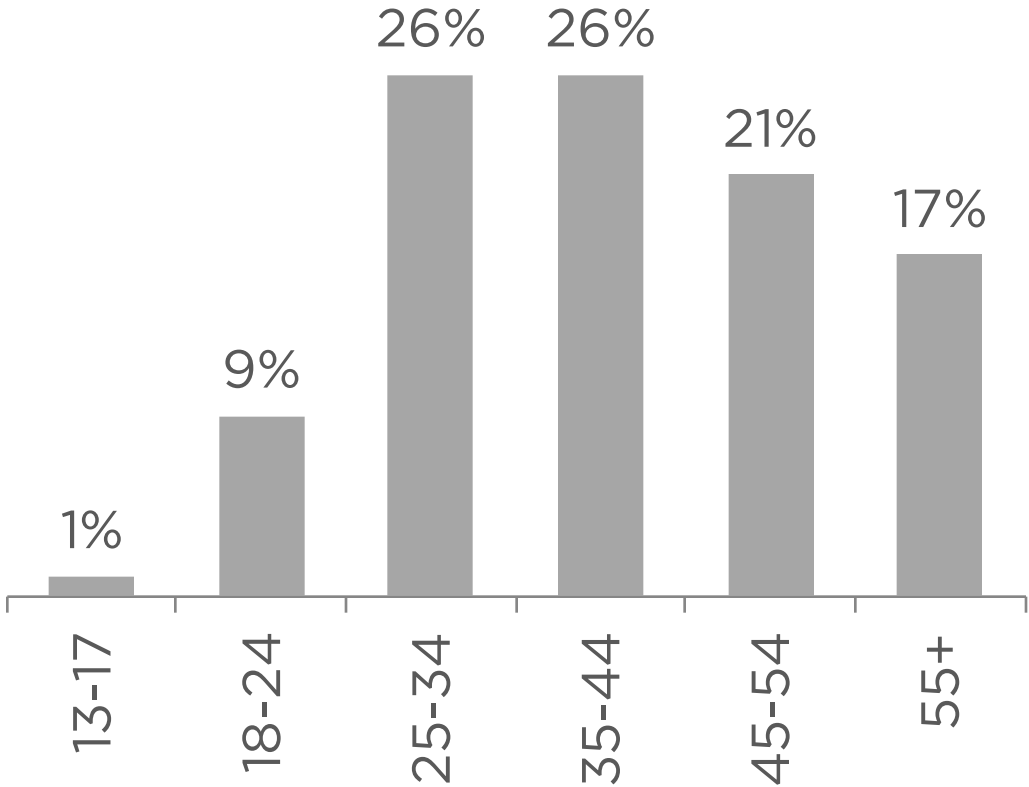


Demographics

Gender

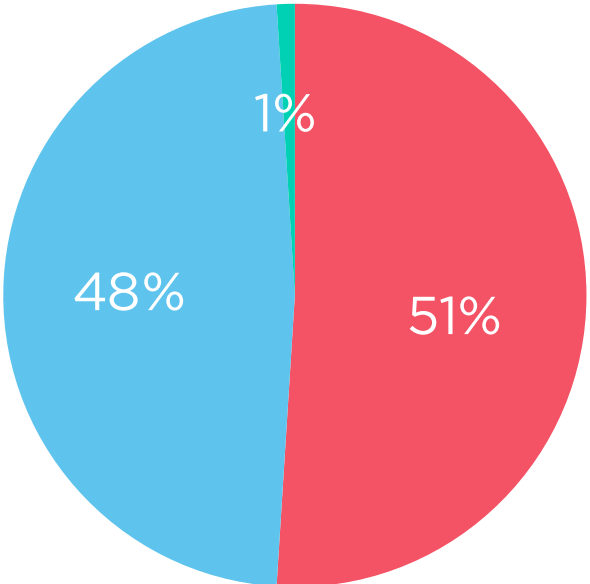


Age



Demographics

Do You Have Children?



■ Yes ■ No ■ I'm currently expecting

Household Income

