

friends and family and look forward to the start of the new year. And many people have already started their holiday shopping.

Spreading holiday cheer this year means spreading out holiday spending

As US consumers anticipate the season of lights and laughter, they are embracing the holiday spirit in a new way—with a mix of cheer and caution that reflects the economic uncertainty around us.

## Consumers already have their shopping lists out...

There's a new group of shoppers this year—organized consumers. They're already busy shopping, looking to stretch their dollars so they can make holiday wishes come true.

**45**% are shopping

at different times this year to **score the** lowest prices

1 in 6

shopped early to take advantage of last year's postholiday sales and discounts

of consumers started holiday shopping in August...

in-store or online:

Here's what they've spent

19% **→\$100** 

...and they have festive feelings

84%

are looking forward to the holidays

**53**% are eager to

spend time with friends and loved ones

Plan to treat themselves

**39**%

and others



popular gift to give? **Gift** 

What's the most

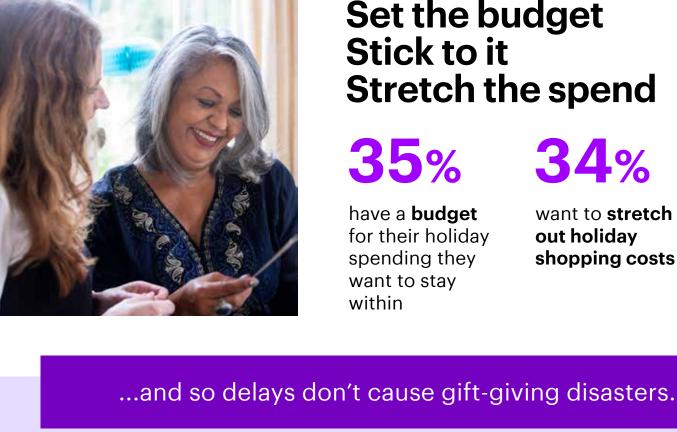
cards



precision. They are making strategic choices, so personal finance strains don't dampen their holiday spirit...

The goal?

But consumers are mindfully merry, planning with



## Set the budget Stick to it Stretch the spend **35**%

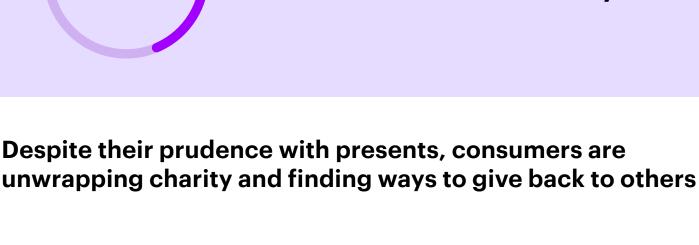
have a **budget** for their holiday spending they

want to stay within

out holiday shopping costs

want to **stretch** 

are shopping to get what they



Despite their prudence with presents, consumers are

need in time for the holidays

**27**% **31**%

plan to **donate** 

**more** than they

did last year

a charity campaign

plan to make

non-cash gifts like

donating products to a food bank or toys to

And when shopping for the season, consumers are willing to deck the malls if the in-store experience is right

say **special services** are pleased to see say retailers are can entice them to retailers making doing more to bring self-checkout shop with one them into the store

available in stores

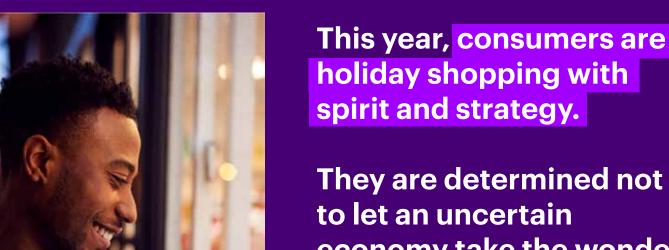
retailer over another

bonus to retailers with physical stores?

they have ordered Could shoppers' interest in experiences deliver a holiday

to pick up items

Easy in-store pickup, memorable moments, and convenient and engaging store layouts can go a long way toward bringing shoppers into stores—and keeping them there.



They are determined not

to let an uncertain economy take the wonder out of the most wonderful time of the year.