

BDO CONSUMER BEAT SURVEY

MONEY, TIME OR CONVENIENCE:

WHAT'S THE GREATEST HOLIDAY GIFT?



Consumers want it all this holiday season: cost savings, convenience, reliable delivery and brand quality. But when push comes to shove, how do they prioritize?

Findings from the first **BDO Consumer Beat Survey** reveals that household income, age, education, geography and family size all play a role in individuals' thresholds that guide shopping decisions:



Amazon is the first-stop holiday shop

More than 1-in-4 respondents plan to purchase the majority of holiday gifts on Amazon, followed by 21% who choose big box retailers

37% of high-income consumers (those with household incomes of \$100k+) intend to make the majority of their holiday purchases on Amazon—**42% above the average for all respondents**



Most shoppers would rather save money than time

71% of consumers would **rather wait in line for 45 minutes for 50% off a \$50 gift** than order from a kiosk in-store for full price

83% would take the time to travel 15 minutes to retrieve a \$75 gift from the store **before paying an extra \$10 to have it shipped to their home**



Higher-income consumers are more frugal and risk-averse

Respondents in households with incomes of \$100k+ are **more willing to travel 30 minutes for the lowest amount of savings** on a \$100 gift compared to those in lower income households

Unless a discount were offered, 79% of high-income consumers **would not venture away from a familiar store** to purchase a \$100 gift at a new retailer, compared to the overall average of 68%



Parents will go to greater lengths to uphold the magic of the holidays

75% of respondents with kids would **spend extra on shipping** to ensure on-time delivery for a \$40 gift, compared to 61% of those without kids

33% of respondents with children at home plan to spend more money on holiday gifts this year, **compared to 18% of those without**



Millennials are willing to foot the bill for on-time delivery

73% of Millennials (ages 18-36) say they would **pay extra for shipping** for a \$40 gift to ensure on-time delivery, compared to 58% of Baby Boomers

28% of respondents aged 18-34 would pay an extra \$10 to have a \$75 gift shipped in time for a holiday party, **instead of traveling 15 minutes to retrieve it from the store**. Just 8% of 55-64 year-olds would make the same choice

For more information, visit www.bdo.com/blogs/consumer-business-compass

Methodology: BDO's Consumer Beat Survey was conducted in October 2017 using ORC International's CARAVAN® omnibus among a sample of 1,020 U.S. adults age 18 and older.

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People who know Retail & Consumer Products, know BDO.

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