

V E R N O N
RESEARCH GROUP

Holiday Shopping

February 2021

Purpose and Methodology

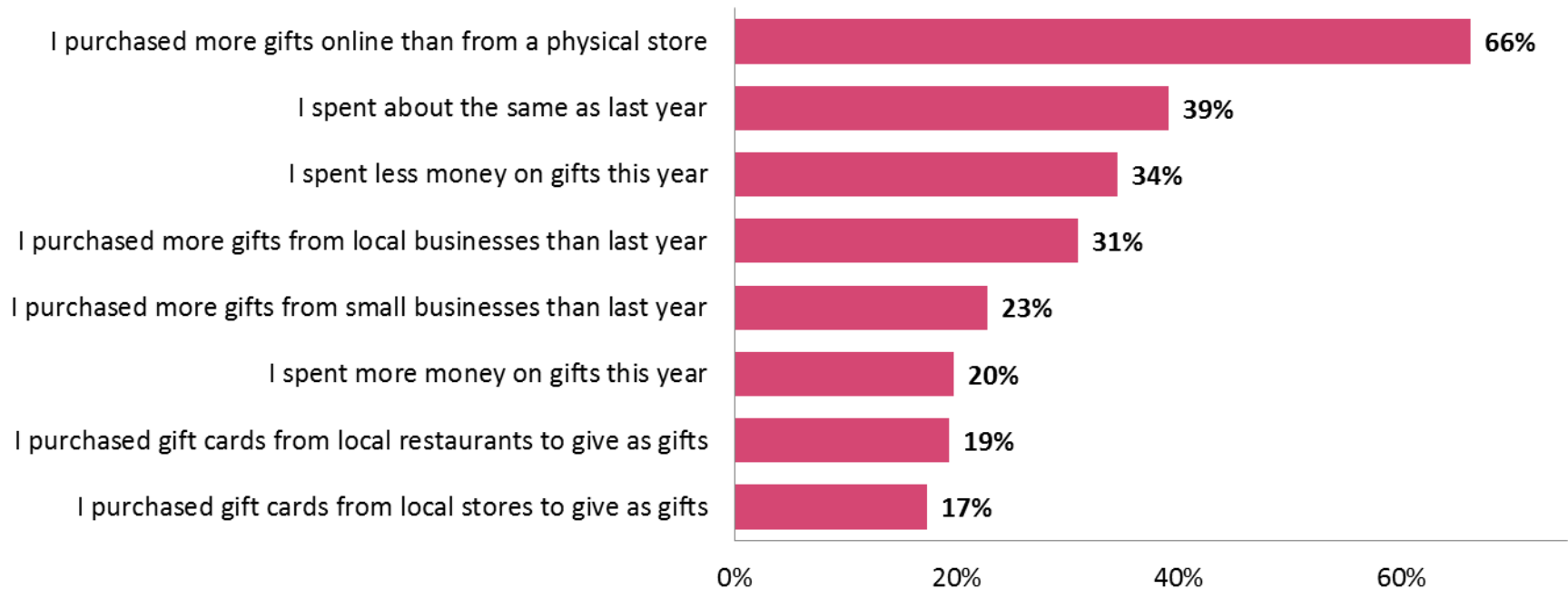
- ▼ An online survey study was completed in order to measure holiday shopping behaviors.
- ▼ Panelists from our Iowa Opinion Panel (IOP) were polled in January 2021.
- ▼ A total of 1,894 IOP members – mostly residing in Iowa, some from adjacent states – completed the survey.

Holiday Shopping

Most participants reported purchasing more gifts online than from physical stores, but 20% reported increasing expenditures in general, and nearly a third (31%) reported increasing gift purchasing from local businesses.

N = 1,894

In thinking about your holiday purchases this past season, which of the following behaviors were true for you?



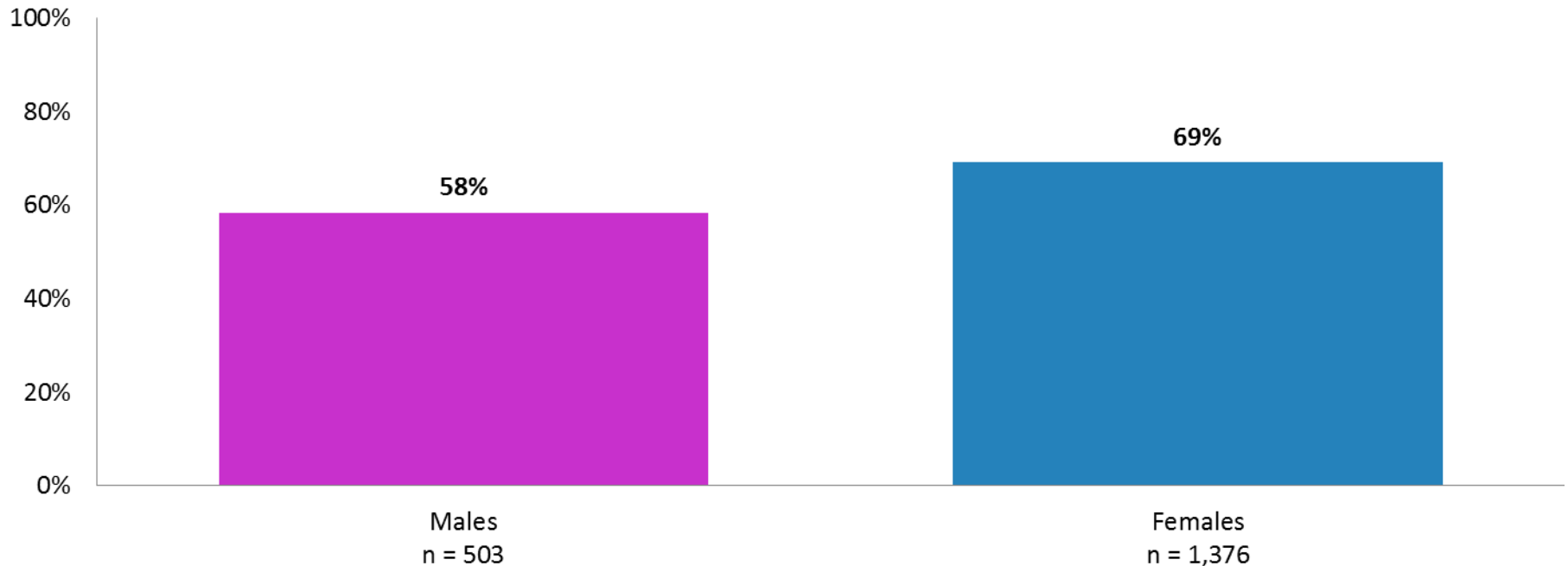
Segmentations

- ▼ The results were examined for differences based on gender, location, age, and household income
- ▼ Any statistically significant differences are shown on the following slides
- ▼ Age had the most differences of these variables

Holiday Shopping by Gender

Women were even more likely than men to make purchases online versus a physical store.

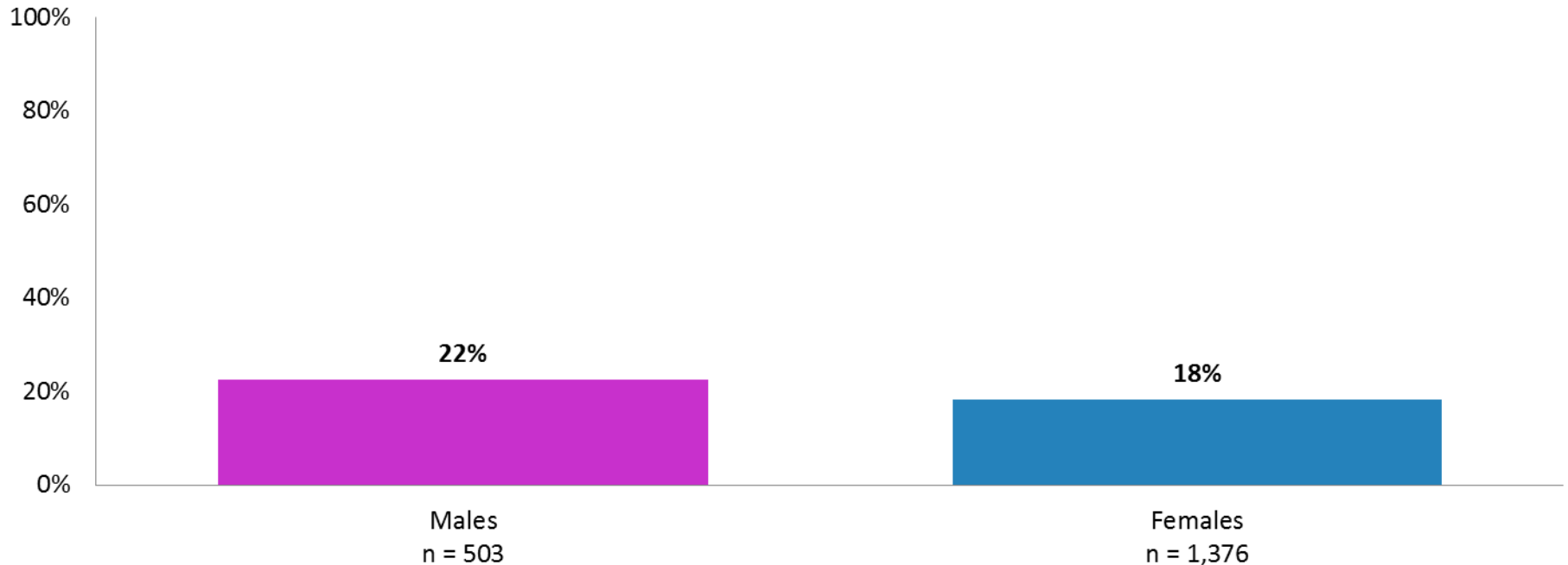
I purchased more gifts online than from a physical store



Holiday Shopping by Gender

Men were slightly more likely than women to purchase restaurant gift cards.

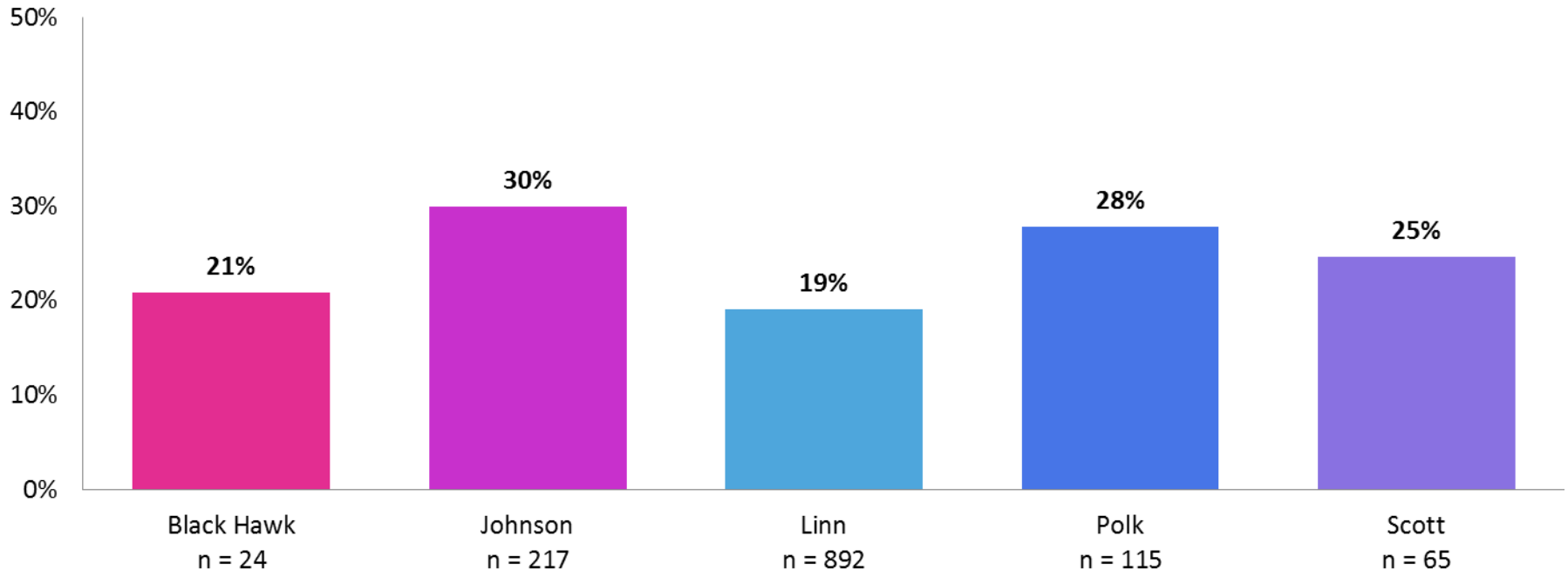
I purchased gift cards from local restaurants to give as gifts



Holiday Shopping by County

Johnson County residents were more likely than Linn County residents to report an increase in purchases from small businesses.

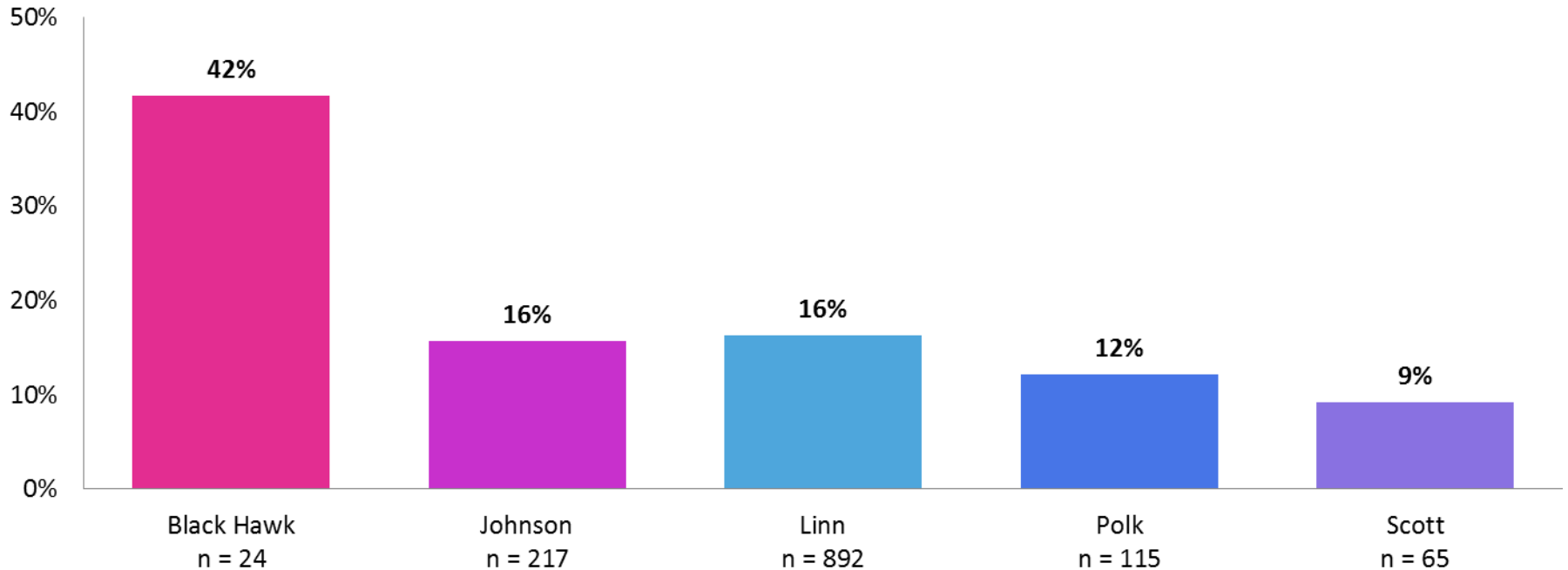
I purchased more gifts from small businesses than last year



Holiday Shopping by County

Black Hawk County residents were more likely than others to report purchasing local restaurant gift cards.

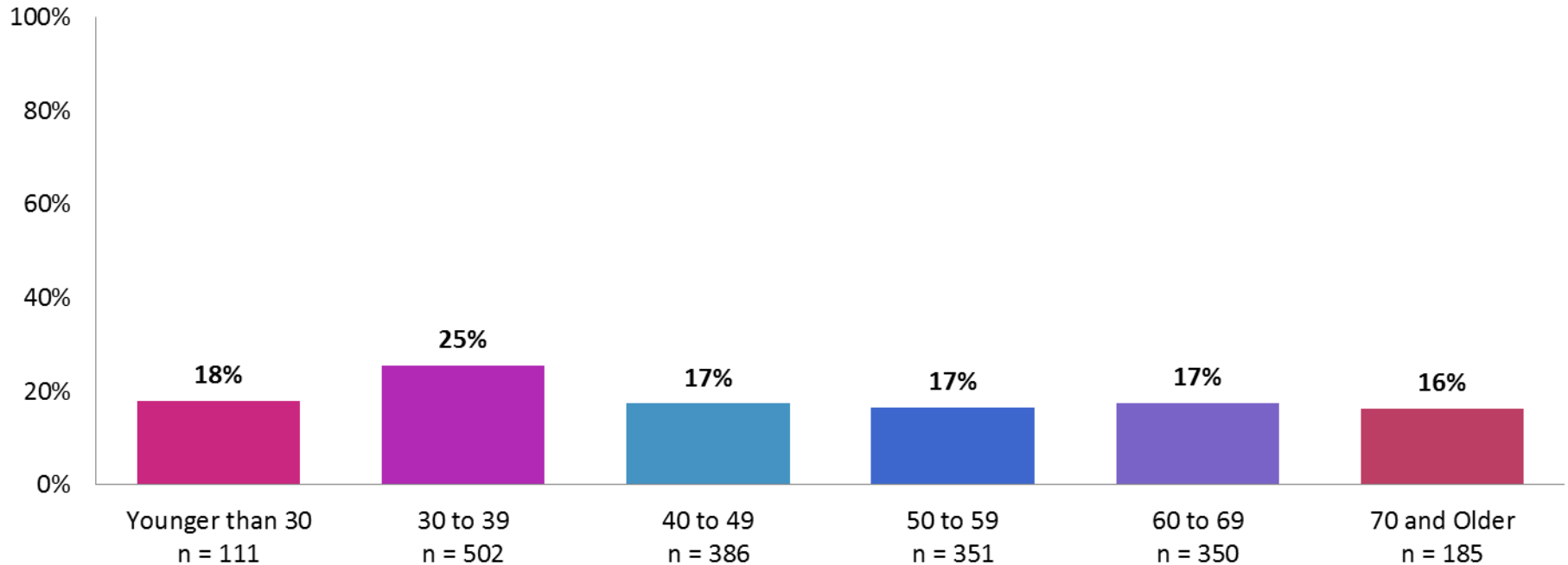
I purchased gift cards from local restaurants to give as gifts



Holiday Shopping by Age

As you will see in a few of these charts, the participants in their 30s stand out. In this case, they were more likely to have purchased gift cards from local restaurants.

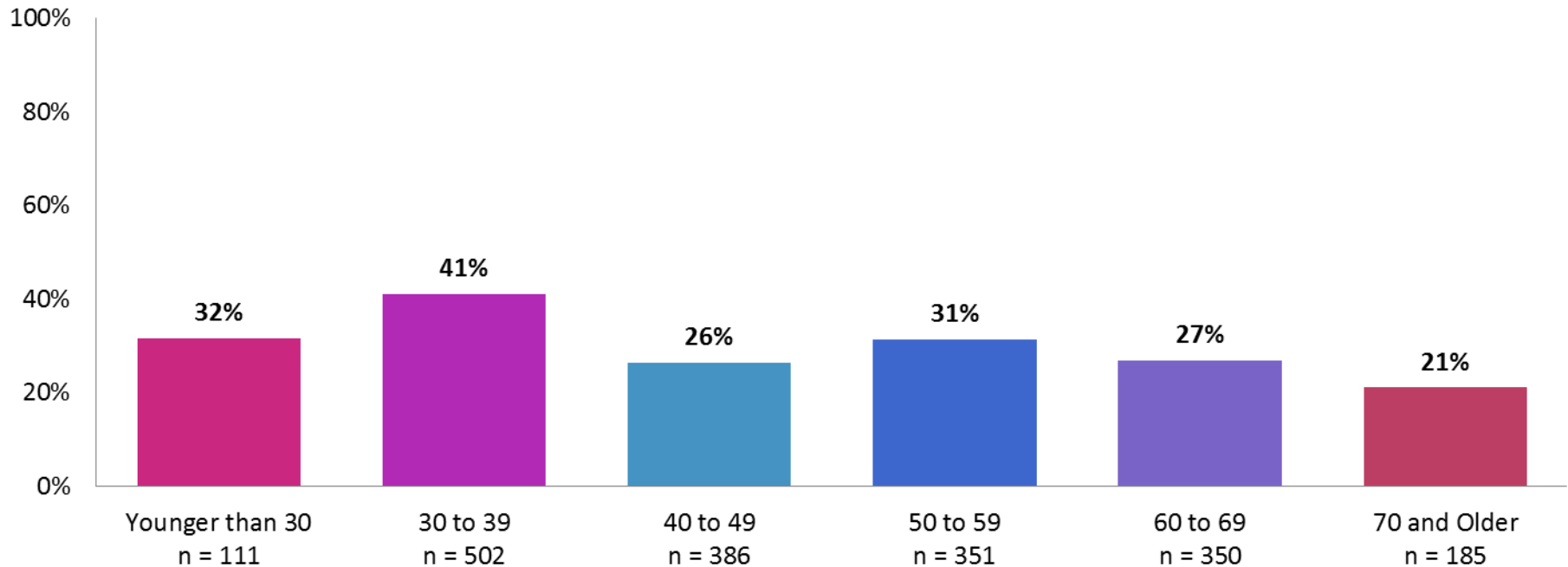
I purchased gift cards from local restaurants to give as gifts



Holiday Shopping by Age

There was a trend for increased purchasing from local businesses to be less likely as age increased.

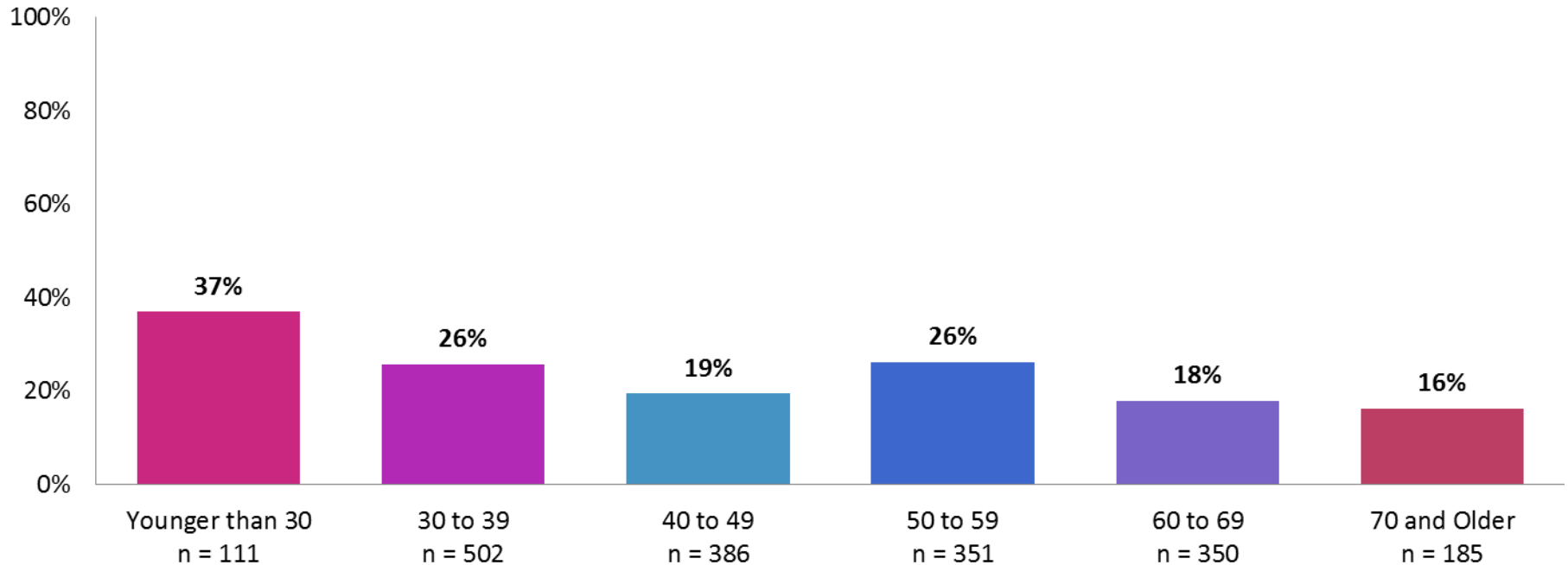
I purchased more gifts from local businesses than last year



Holiday Shopping by Age

There was a trend for increased purchasing from small businesses to be less likely as age increased.

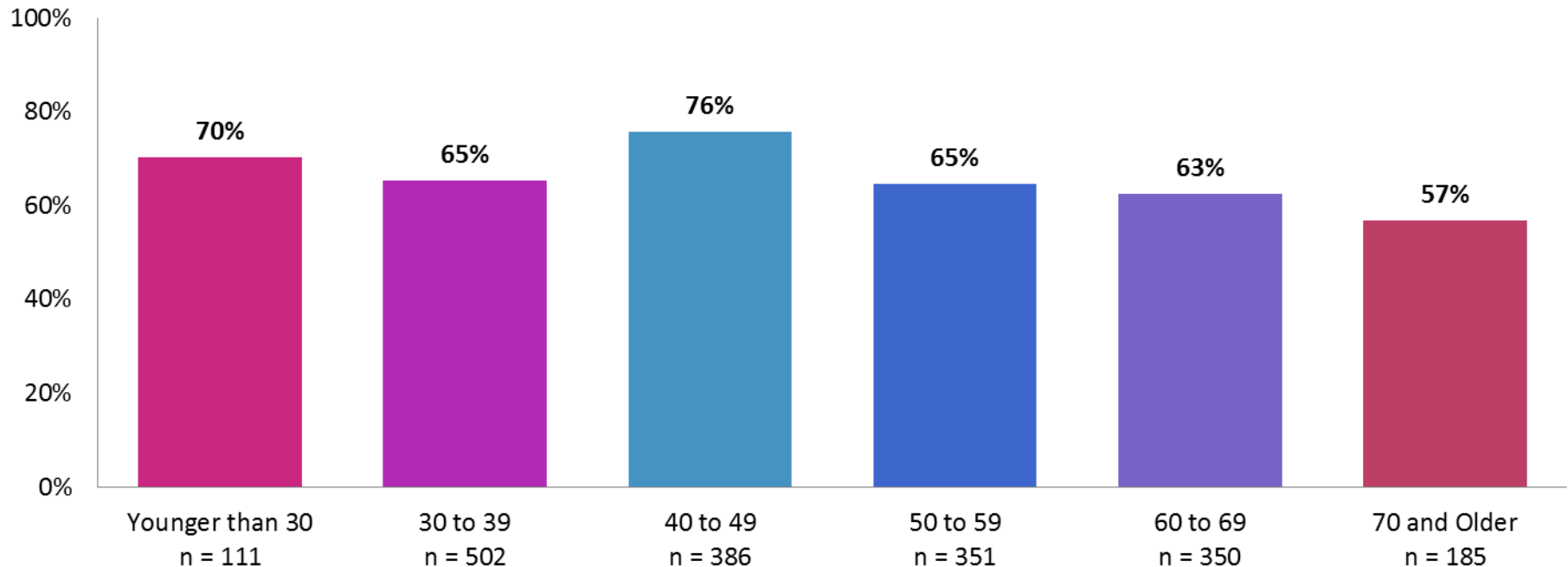
I purchased more gifts from small businesses than last year



Holiday Shopping by Age

As age increased, participants were less likely to report purchasing more online than from a physical store. There was a spike of online purchasing among members in their 40s.

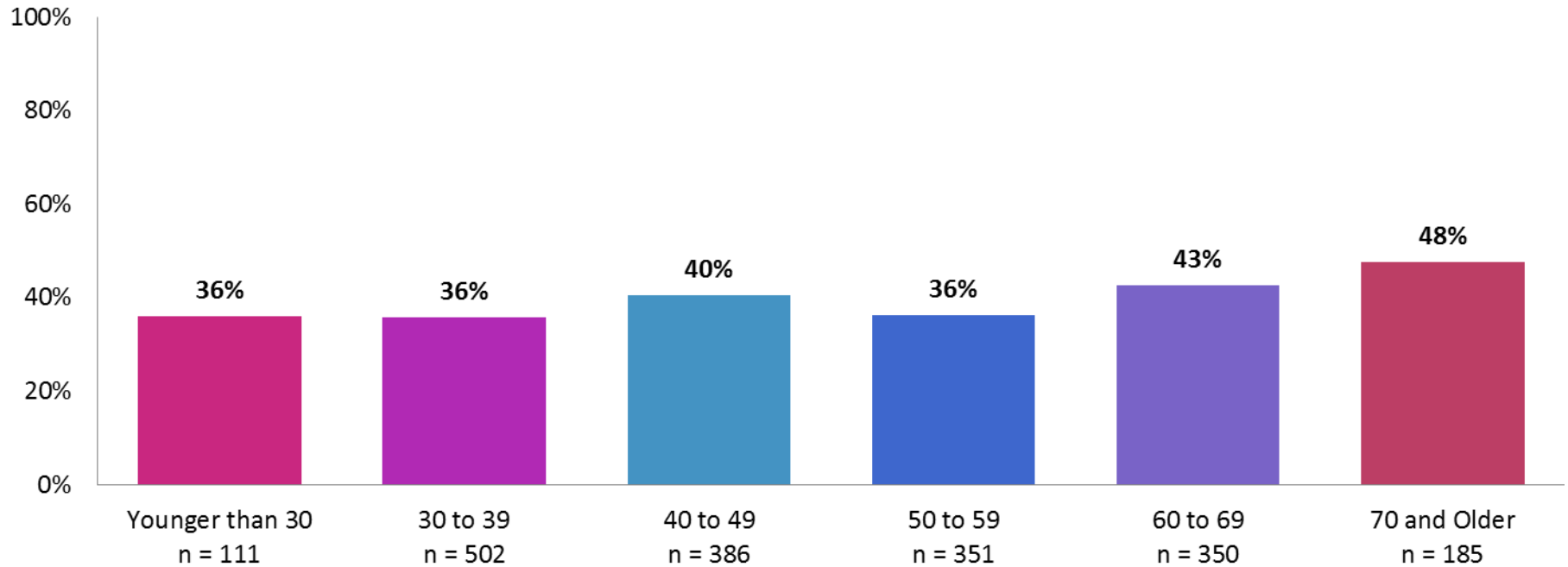
I purchased more gifts online than from a physical store



Holiday Shopping by Age

As age increased, participants were more likely to report spending the same as they had last year.

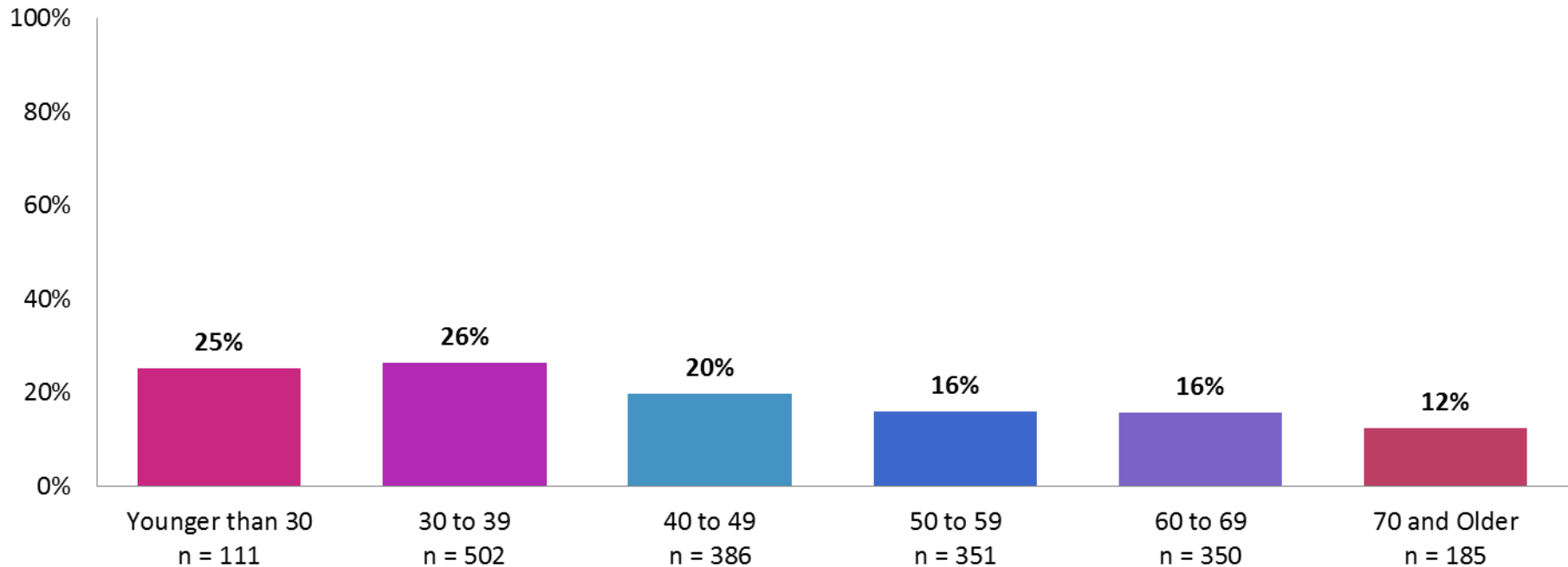
I spent about the same as last year



Holiday Shopping by Age

As age increased, participants were less likely to report spending more than they had last year.

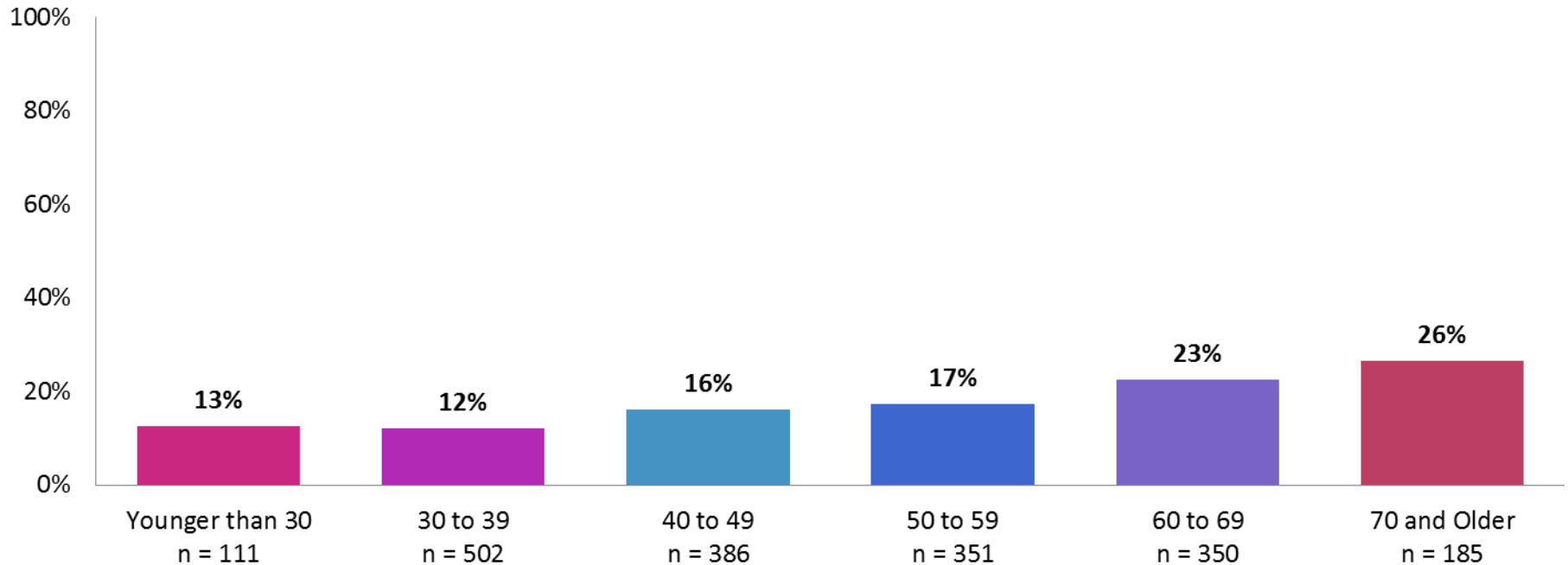
I spent more money on gifts this year



Holiday Shopping by Age

As age increased, participants were more likely to report purchasing gift cards from local stores.

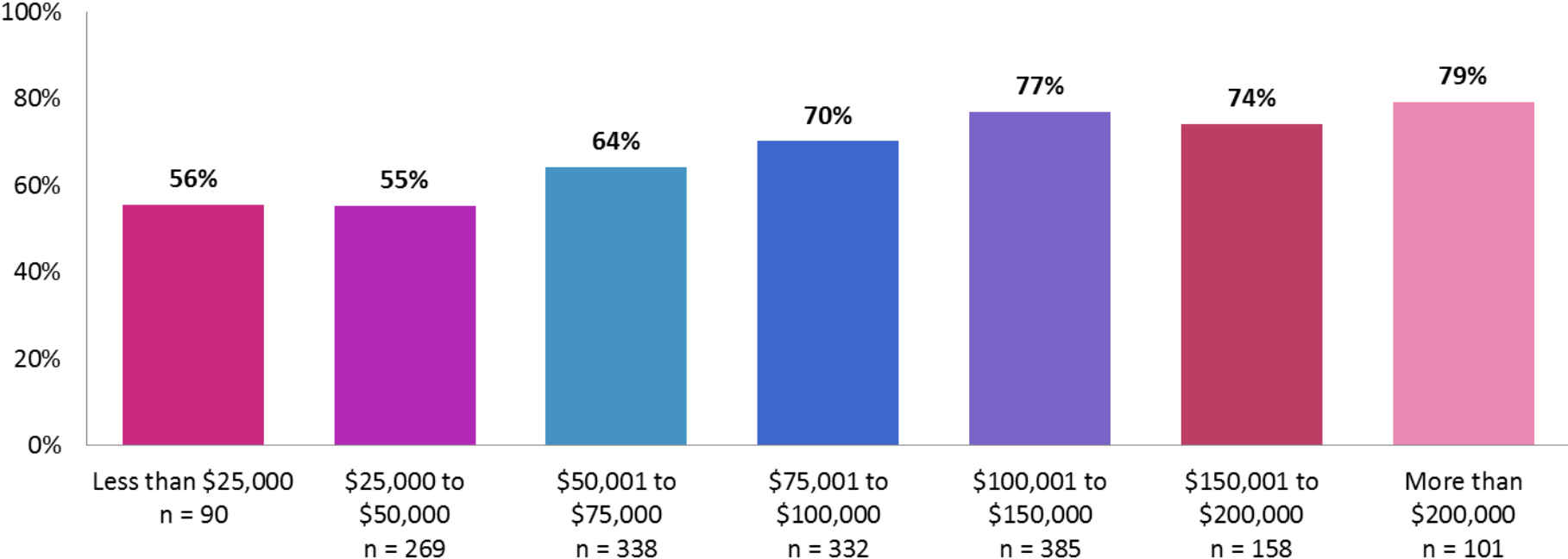
I purchased gift cards from local stores to give as gifts



Holiday Shopping by Household Income

As income increased, participants were more likely to favor online purchasing.

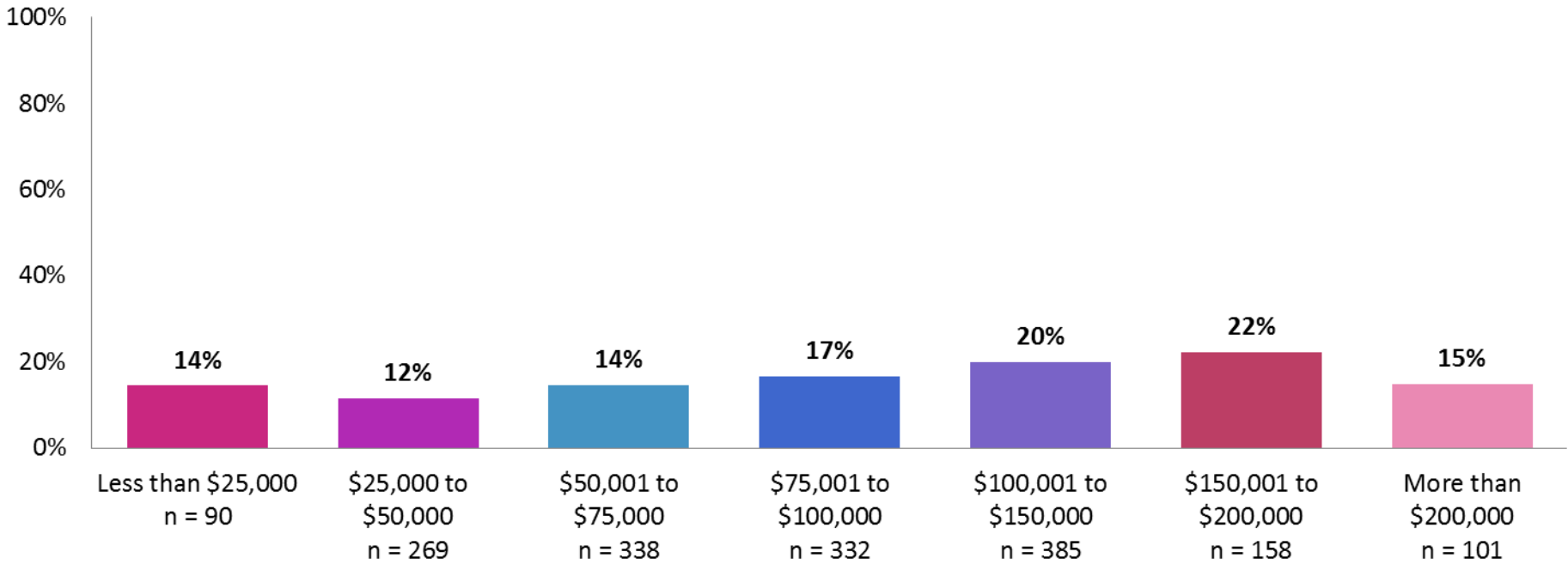
I purchased more gifts online than from a physical store



Holiday Shopping by Household Income

There was a trend to purchase more local restaurant gift cards as income increased.

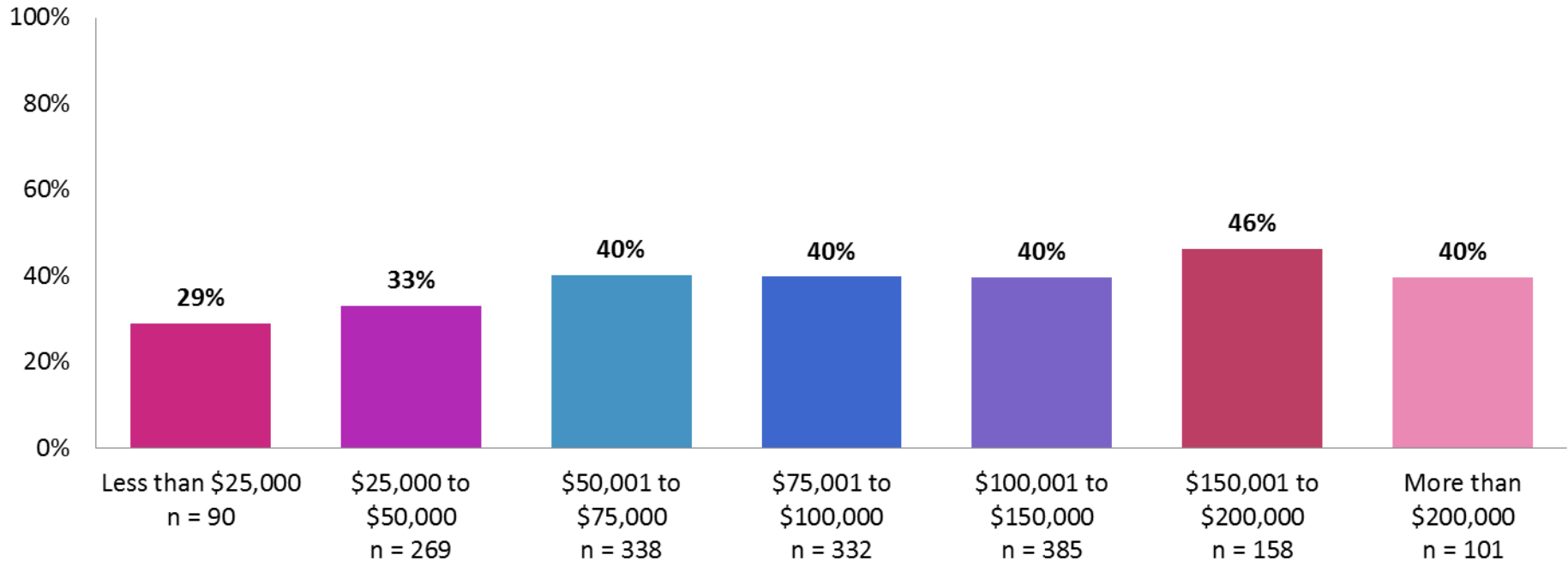
I purchased gift cards from local restaurants to give as gifts



Holiday Shopping by Household Income

There was a trend to report unchanged spending from last year as income increased.

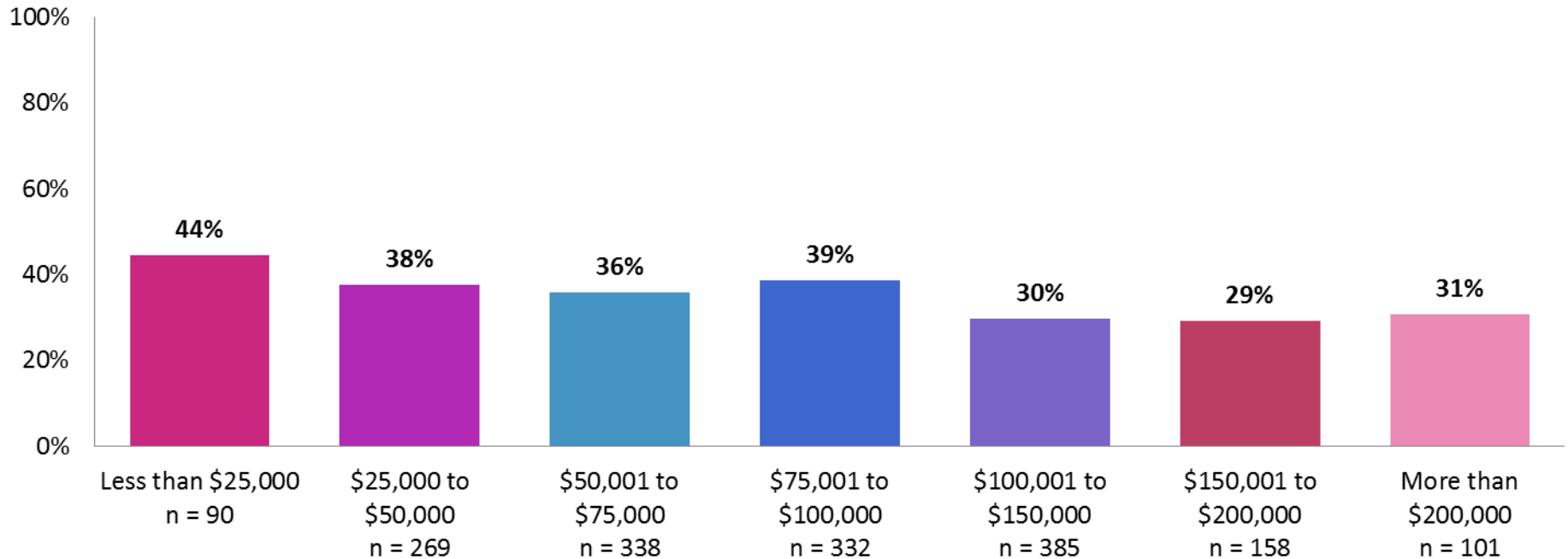
I spent about the same as last year

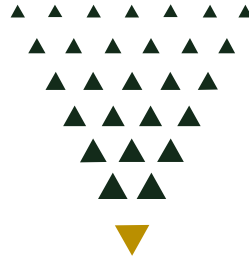


Holiday Shopping by Household Income

There was a trend to report less holiday spending as income decreased.

I spent less money on gifts this year





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