

News Release

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Release #5982

Consumers Plan to Spend About the Same as Last Year on Holiday Gifts

U.S. Households Plan to Spend an Average of \$560 this Season

NEW YORK, November 9, 2017...U.S. households plan to spend an average of \$560 on gifts this holiday season, about the same as last year, The Conference Board reports today. More consumers will be seeking bargains, and an increasing number will be shopping primarily online. Nearly 37 percent expect one-half of their purchases to be on sale or discounted.

The survey of holiday gift spending intentions, based on a probability-design random sample, is conducted for The Conference Board by Nielsen, a leading global provider of information and analytics around what consumers buy and watch. The survey was conducted for The Conference Board in October as part of the *Consumer Confidence Survey*[®].

Approximately 11 percent of consumers plan to spend more this year on holiday gifts, compared with 9 percent last year. Sixty-five percent plan to spend about the same as last year. The remaining 24 percent say they plan to spend less than last year.

“With consumer confidence close to a 17-year high, consumers are entering the holiday season in very good spirits,” said Lynn Franco, Director of Economic Indicators at The Conference Board. “However, good cheer alone is not enough to convince consumers to make a purchase. The overwhelming majority of consumers say they will be looking for bargains and incentives, with a growing number doing so online.”

The number of consumers shopping online continues to increase. Close to 37 percent plan to purchase at least half their gifts online this year, up from 34 percent last year and slightly over a quarter in 2015.

How much will you be spending on gifts this holiday season?

Total U.S.	2016	2017
Under \$100	8.9%	10.4%
\$100-\$199	12.1%	13.4%
\$200-\$299	14.1%	11.3%
\$300-\$399	12.6%	11.4%
\$400-\$499	13.1%	11.6%
\$500-\$749	15.0%	17.6%
\$750-\$999	8.9%	9.2%
\$1,000 & over	15.4%	15.2%

Based on households intending to purchase holiday gifts.

Sources: The Conference Board, Nielsen

Compared with last year, do you plan to spend...

Total U.S.	2016	2017
More on holiday gifts this year	8.8%	11.1%
The same as you did last year	64.3%	64.8%
Less than you did last year	26.9%	24.2%

What percent of your holiday gift purchases do you think will be discounted or on sale?

0%	9.3%	8.7%
1-24%	27.5%	28.9%
25-49%	28.9%	27.1%
50-74%	21.6%	22.5%
74-100%	12.7%	12.8%

What percent of your holiday gift purchases will be made online?

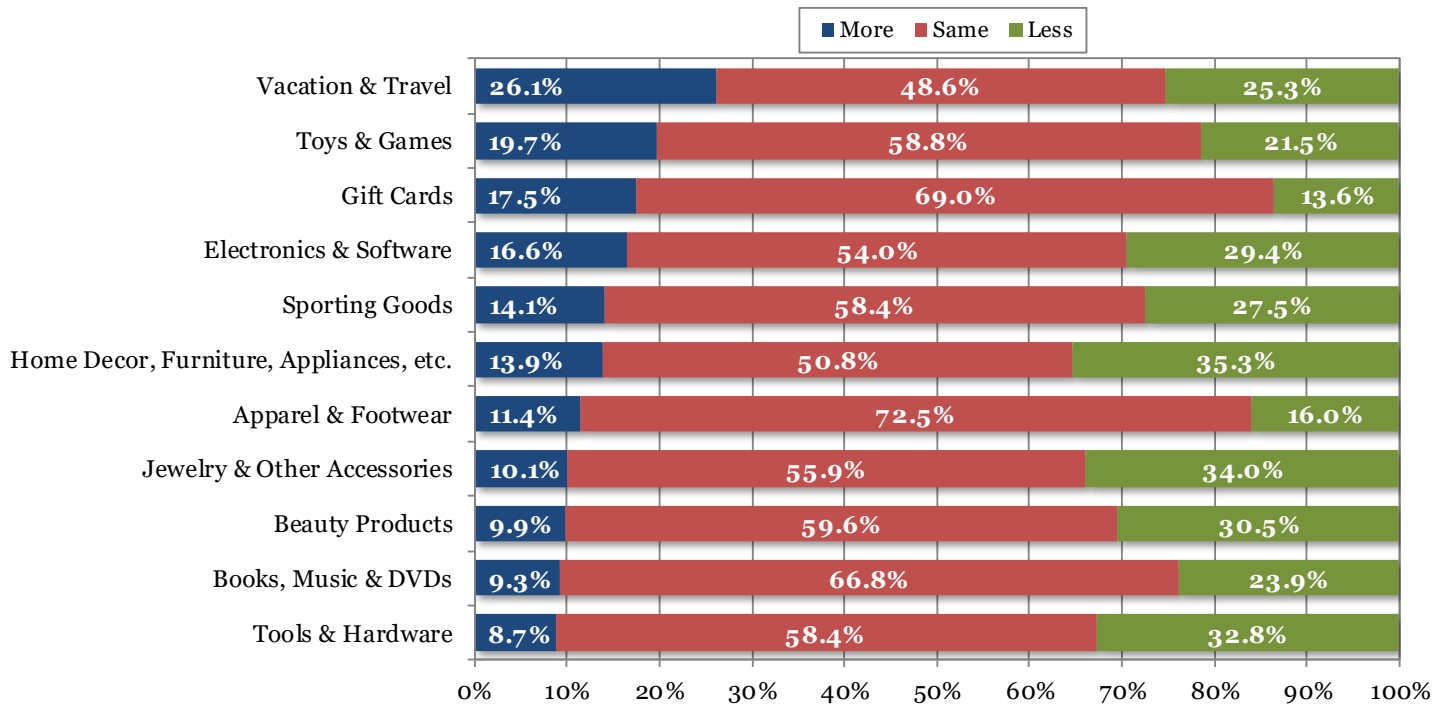
0%	23.2%	22.4%
1-24%	22.5%	20.9%
25-49%	20.8%	20.0%
50-74%	25.4%	25.0%
74-100%	8.1%	11.7%

Based on households intending to purchase holiday gifts.

Sources: The Conference Board, Nielsen

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"Compared with last year, how much will you spend on holiday gift purchases this year?"



Based on households intending to purchase holiday gifts.
Sources: The Conference Board, Nielsen

Source: The Conference Board Holiday Spending Survey, October 2017

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