## accenture

# U.S. HOLIDAY SHOPPING

SHOPPERS ARE MAKING THEIR LIST AND CHECKING IT TWICE.

### HOLIDAY SPENDING IS ALL OVER THE MAP.

Less

Majority of U.S. shoppers will spend as much or more this year.

Seattle **\$628** 

San Francisco \$679

Los Angeles \$655

**National Average\*** 

Planned spending compared to last year:

•**\$699** Boston \$644 Detroit Minneapolis \$617— **\$754** New York City Chicago \$668 -**\$712** Philadelphia Columbus \$661 **\$727** Washington D.C. St. Louis **\$687** 

**\$649** Atlanta

**\$682** Houston **\$677** Dallas

**\$657** Austin

Higher Middle Lower

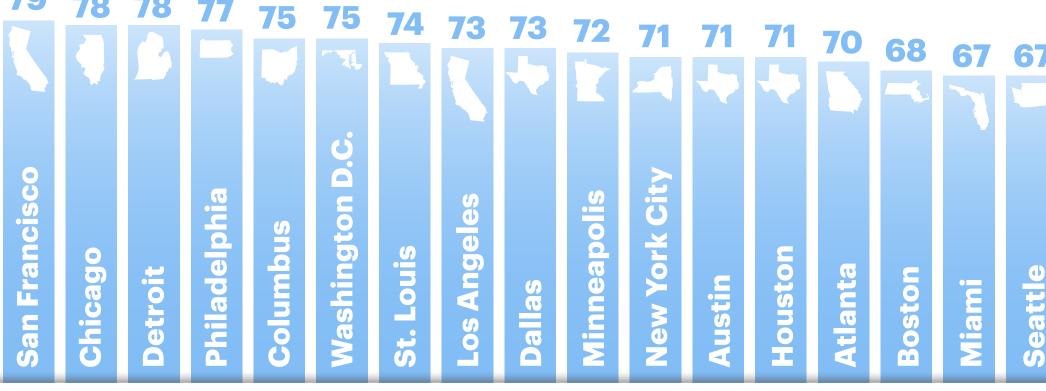


care most about price.

## YOUNG MILLENNIALS WANT TO HAVE THEIR

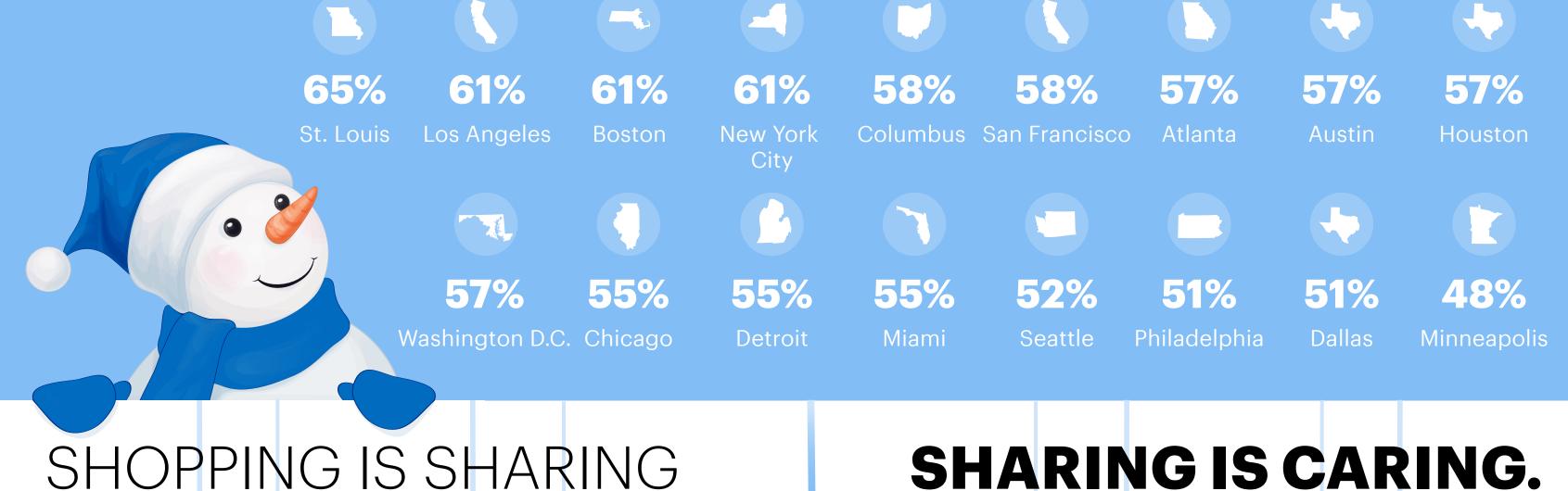
### Among motivating factors, price takes the cake.

Percentage of younger millennials (ages 21-27) who ranked price as one of the most important factors:



#### MAKING IT COUNT. The majority of young millennials plan to "make their money count"

by doing business with retailers that reflect their values.



#### About half of young millennials expect retailers to be socially conscious.

Percentage of younger millennials who agree retailers have a responsibility and duty toward addressing wider social and political issues with regards to diversity:

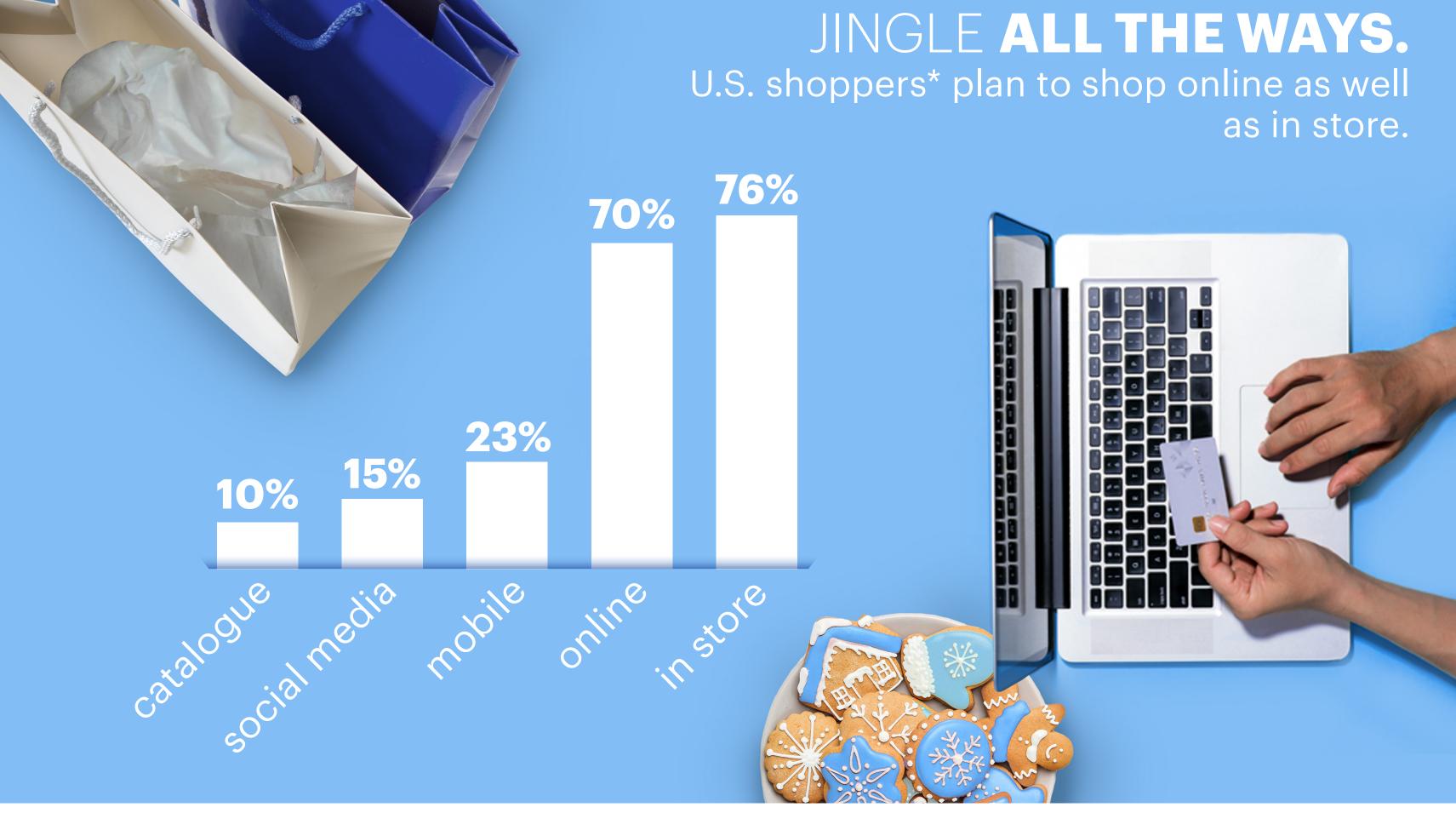
64% **63**% Houston—highest **St. Louis**—2<sup>nd</sup> highest **Atlanta**—lowest Chicago—2<sup>nd</sup> lowest

In fact, they may **choose** a socially conscious retailer over another. Percentage of younger millennials who are more likely to shop at a retailer that demonstrates awareness of such issues:

68% 67%

**Houston**—2<sup>nd</sup> highest St. Louis—highest

**Dallas**—2<sup>nd</sup> lowest Columbus—lowest



#### ALEXA, BUY MY GIFTS...? Few U.S. shoppers\* currently use virtual services to buy, but the majority is eager

to try it. **53% 52%** 

