Americans show their love through gifts 81 percent of individuals plan on shopping for gifts this holiday season, budgeting an average of $610 primarily for...

Consortum of America

CONSUMER HOLIDAY SPENDING TRENDS
Findings are from an online survey of 2,484 panelists administered in October 2018. Panelists are from a sample of US adults matched to the US Census population in terms of age, gender, household income and region.

AVERAGE TRAVEL BUDGET AVERAGE GIFT BUDGET

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Travel Budget</th>
<th>Gift Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z (&lt;23)</td>
<td>$328</td>
<td>$24 (23 – 40)</td>
</tr>
<tr>
<td>Millennials (23 – 40)</td>
<td>$1,280</td>
<td>$1,252</td>
</tr>
<tr>
<td>Gen X (41 – 53)</td>
<td>$1,252</td>
<td>$1,252</td>
</tr>
<tr>
<td>Baby Boomers (54 – 72)</td>
<td>$1,088</td>
<td>$1,328</td>
</tr>
<tr>
<td>Seniors (73+)</td>
<td>$1,328</td>
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</tr>
</tbody>
</table>

70% Tangible gifts
21% Gift cards
5% Experiences
4% Cash

Grandparents spoil family with gifts Seniors budgeted nearly $300 more than the next highest spending group, Gen X.

How much do consumers plan to spend on holiday travel?

Gen Z is scouring sites and banking on budget travel 63 percent of Gen Z travelers plan to look for deals, setting their travel budgets way lower than other generations.

How much do consumers plan to spend on holiday travel?

Americans prioritize holiday travel to see family 41 percent of consumers plan to travel for the holidays, averaging a budget of $1,200 for travel alone.

How much do consumers plan to donate?

Americans plan to extend the giving spirit Over half (55%) of those surveyed plan to make a donation this holiday season.

What type of store do consumers plan to spend the most at?

What do consumers plan to donate?

18% Gifts
16% Time
39% Money

Americans plan to extend the giving spirit

What do consumers plan to do?

51% Family gatherings in store and online
29% for stores
30% Online

Where do consumers plan to shop?

Traditional department store popularity dips for gift hunting

Consumers primarily plan to shop at big box and online retailers for holiday gifts.

How much do consumers plan to spend on holiday travel?

Gen Z is most likely to do their holiday shopping over Thanksgiving and Cyber Monday after Black Friday.

What type of store do consumers plan to spend the most at?

40% Big box retailers
40% Online
11% Department stores
5% Small businesses
4% Wholesale clubs

29% In-store
30% Online
41% Evenly between in-store and online

How do consumers plan to offset travel costs

Gen Z is scouring sites and banking on budget travel

Consumers won’t settle for full fares 83 percent of individuals plan to offset travel costs through various methods.

18% Special deals or last minute
48% Tour packages
15% Points or miles

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