

AFFLUENTS

and the Holidays

Travel

Among those traveling:

82% will drive own car

29% will fly

70% of Millennials

will travel for the holidays*, more than other generations (Total Affluents 58%)

19%

plan to purchase a luxury vacation during this holiday season

*Net of Thanksgiving/Christmas/Chanukah/Kwanzaa/New Year's

Holiday Spending

39% will spend \$1,000+ on holiday shopping

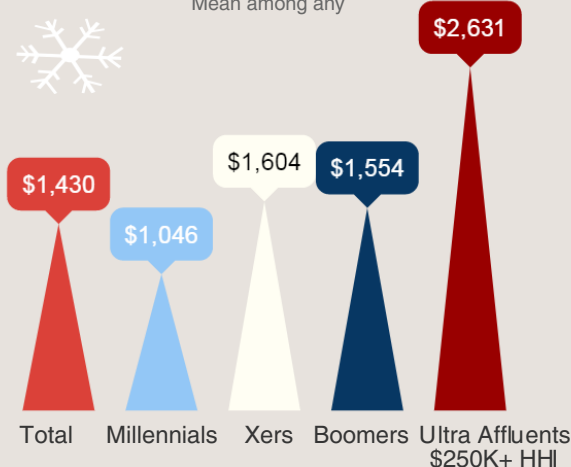
58% of all holiday purchases will be made online*

*Via computer, tablet and/or smartphone



Average Planned Spend

Mean among any



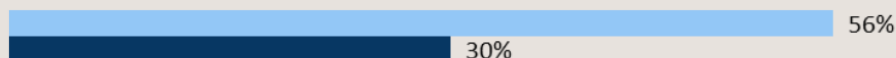
Ideas & Inspiration

Which of the following do you do for ideas and inspiration while shopping or planning to shop for the holidays?

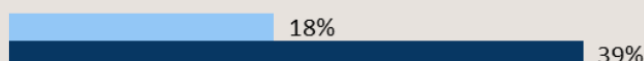
Browse online retailers



Research items online



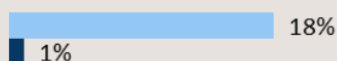
Browse catalogs



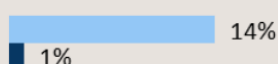
Browse print magazines



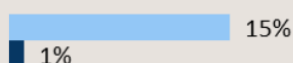
Social media: friends/fam



Read blogs



Social media: celeb/brands



Millennials

Boomers

Source: Q4 2016 Ipsos Affluent Barometer, fielded Nov 9-21 among 752 adults 18+ with household income \$100,000+. The Barometer is part of the Ipsos Affluent Survey USA program.

For more than 40 years, the Ipsos Affluent Survey has tracked the lifestyles, purchase patterns and media habits of Affluent Americans. More than 250 subscribing organizations use the study to support business applications such as ad sales, media planning, consumer insights, market sizing, and target marketing.

For more information, contact Ashley.Hoskinson@Ipsos.com; 347-330-8064 (Agencies & Advertisers) or Donna.DenBraven@Ipsos.com; 646-313-6143 (Publishers).



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