Ipsos Poll Conducted for Reuters

Holiday Shopping

These are findings from an Ipsos poll conducted for Thomson Reuters from Nov. 29 – Dec 3, 2012. For the survey, a sample of 1,300 Americans ages 18+ was interviewed online. The precision of the Reuters/Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.1 percentage points for the total sample.

The data were weighted to the U.S. current population data by gender, age, education, and ethnicity. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of one per cent. Where figures do not sum to 100, this is due to the effects of rounding.

HOLIDAY SHOPPING

Q1. Thinking about all of the holiday shopping you will do for this holiday season (Christmas, Hanukkah, Kwanzaa, etc), how much of it have you already completed?

None	28%
Less than a quarter	23%
About half	18%
More than three-quarters	17%
All of it	11%
Unsure	4%

Q2. Which of the following best applies to your plans for holiday shopping this year?

I plan to shop only online (not in stores)	5%
I plan to shop primarily online	13%
I plan to shop about equally online and at stores	33%
I plan to shop primarily at stores	22%
I plan to shop only at stores (not online)	11%
Unsure	16%

Q3. At what type of store do you plan to do most of your holiday shopping this year*? (Asked of those who do at least some shopping in-store; n=1,245)*

Dollar store (Family dollar, Dollar Tree, etc)	1%
Discount Store (Wal-Mart, Target, Kmart, etc)	34%
Department store (Macy's, J.C. Penney, Nordstrom, Kohl's, Sears, etc)	10%
Warehouse Club (Costco, Sam's Club, BJs, etc)	2%
Specialty retailer (Toys 'R' Us, Best Buy, Zale's, etc)	4%
Apparel store (Gap, Chico's, Abercrombie & Fitch, Old Navy, etc)	2%
A mix of stores	36%
Unsure	11%

Q4. Thinking about your holiday spending last year compared to this year, are you planning to spend more or less on each of the following this year?

	Spending more this year	Spending less this year	Spending about the same	Unsure
Clothing	19%	32%	37%	12%
Jewelry	7%	43%	30%	21%
Electronics	18%	37%	31%	14%
Food	21%	22%	46%	11%
Toys	16%	34%	33%	17%

Q5. And thinking again about your holiday spending this season, how interested, if at all, are you in purchasing each of the following electronic items?

	Very interested	Somewhat interested	Not very interested	Not at all interested	Unsure	*Total Interested (net)*
Tablet	16%	19%	12%	45%	8%	*34%*
Laptop	17%	17%	13%	47%	7%	*33%*
Desktop	9%	11%	17%	54%	9%	*20%*
Ultrabook	7%	11%	17%	56%	10%	*17%*

Q6. Which tablet product are you most interested in purchasing? *(Asked of those very/somewhat interested in buying a tablet; n=430)*

iPad	32%
iPad mini	10%
Kindle Fire	15%
Microsoft Surface	5%
Samsung Galaxy	14%
Google Nexus	4%
Other	3%
Unsure	17%

Q7. Will you be cutting back on other holiday purchases this year in order to afford the tablet product?*(Asked of those very/somewhat interested in buying a tablet; n=430)*

Yes	22%
No	57%
Unsure	21%

Q8. What items will you be cutting back on in order to purchase the tablet product? *(Asked of those who are cutting back on other holiday purchases in order to afford a tablet; n=85)*

Clothing	27%
Jewelry	57%
Other electronics like TVs or computers	27%
Cellular phone	14%
Food	14%
Toys	32%
Durable goods like furniture or appliances	26%
Other	12%
Unsure	13%

Q9. Please indicate whether you agree or disagree with each of the following statements:

	Agree	Disagree	Unsure
Stores are offering much better prices online this year than they did last year	32%	22%	46%
I am buying more items on layaway this year than I did last year	14%	75%	11%
I am choosing to shop closer to home this year, to save on gas	61%	25%	13%
I will be eating out more than usual during this holiday season	15%	69%	16%

Q10. Where will you mainly be eating out more this holiday season? *(Asked of those who will be eating out more during this holiday season; n=168)*

Nicer, more expensive restaurants	12%
Casual, less expensive restaurants	52%
Ordering take-out or delivery foods	5%
Fast-food restaurants	20%
Other	2%
Unsure	8%

Q11. When you shop in stores, how, if at all, do you use a mobile device while shopping?

I do not use a mobile device while shopping	63%
I use a mobile device to research the products I find in-store	14%
I use a mobile device to compare prices online while in the store	16%
I use a mobile device to photograph or note down products I intend to purchase elsewhere (online or in other stores)	11%
I use a mobile device to call friends and family to discuss products I find in-store	19%
Unsure	7%

Q12. Thinking about your holiday spending this year, which, if any, of the following online retailers are you planning to shop at more this year than you did last year? *(Asked of those who plan to do at least some holiday shopping online; n=992)*

Amazon	44%
Walmart	38%
Target	25%
Best Buy	17%
Ebay	11%
JC Penny	14%
Toys 'R' Us	13%
Sears	9%
Macy's	13%
Apple	6%
Nordstrom	3%
Saks	1%
Other	9%
None of these	20%

Q13. And what are your main reasons for choosing to do some or all of your holiday shopping online? *(Asked of those who plan to do at least some holiday shopping online; n=992)*

Convenience	68%
Delivery / shipping	39%
Product availability	41%
Price comparison	48%
Selection / assortment of items	32%
Avoid sales tax	22%
Product descriptions and research	18%
Other reason	5%
Unsure	7%

Q14. Now thinking overall about your holiday shopping, approximately how much TOTAL did you spend last year on your holiday shopping?

Less than $100	12%
$100-$249	20%
$250-$499	26%
$500-$999	19%
$1,000-$2,500	10%
More than $2,500	2%
Unsure	10%

Q15. And thinking overall about your holiday shopping, approximately how much TOTAL do you anticipate spending this year?

Less than $100	14%
$100-$249	22%
$250-$499	22%
$500-$999	18%
$1,000-$2,500	8%
More than $2,500	3%
Unsure	12%

Q16. Did Hurricane Sandy cut into your holiday shopping budget at all?

No	91%
Yes – a little	6%
Yes – a great deal	3%

BLACK FRIDAY SHOPPING

Q17. On Thanksgiving Day, did you shop… (Select all that apply)

In a store	23%
Online or on a mobile device	14%
Neither	69%

Q18. Was this the first time you shopped in-store on Thanksgiving Day? *(Asked of those who shopped in-store on Thanksgiving, n=225)*

Yes	34%
No	66%

Q19. Did you shop on Black Friday this year (midnight on Thanksgiving through the following day, Friday)?

Yes	27%
No	73%

Q20. How much of your holiday shopping did you complete on Black Friday? *(Asked of Black Friday shoppers, n=353)*

None	11%
Less than a quarter	53%
About half	17%
More than three-quarters	13%
All of it	5%
Unsure	3%

Q21. Where did you shop on Black Friday? (Select all that apply) *(Asked of Black Friday shoppers, n=353)*

Discount store	34%
Apparel store	24%
Electronics store	30%
Department store	52%
Jewelry stores	7%
Warehouse club	9%
Toy Store	16%
Other [anchor]	18%

Q22. Did you stay within your budget when shopping on Black Friday? *(Asked of Black Friday shoppers, n=353)*

Yes, I spent less than budgeted	39%
Yes, I stayed right on budget	47%
No, I went a little over budget	11%
No, I went a lot over budget	2%

Q23. How much did you spend on Black Friday? *(Asked of Black Friday shoppers, n=353)*

Less than $50	17%
$50-$99	25%
$100-$199	21%
$200-$299	13%
$300-$399	8%
$400-$499	6%
$500-$999	6%
$1,000 or more	4%

Q24. Compared to Black Friday last year, would you say that you …? *(Asked of Black Friday shoppers, n=353)*

Spent more this year	27%
Spent less this year	35%
Spent about the same	23%
I didn't shop on Black Friday last year	10%
Unsure	4%

Q25. Did you find everything you wanted when holiday shopping on Black Friday? *(Asked of Black Friday shoppers, n=353)*

Yes	60%
No	40%

Q26. Would you say that the deals and promotions offered on Black Friday were…? *(Asked of Black Friday shoppers, n=353)*

Better than last year	26%
Worse than last year	22%
The same as last year	38%
Not sure/Didn't shop on Black Friday last year	14%

Q27. On Black Friday, how long did it take you to...? (Select all that apply) *(Asked of Black Friday shoppers, n=353)*

	Find a parking spot	Check out at the store where you did most of your shopping	Plan your shopping agenda/strategy
No time at all	30%	17%	33%
5 minutes or less	27%	15%	12%
6 - 9 minutes	11%	12%	12%
10 - 19 minutes	6%	15%	13%
20 – 29 minutes	4%	13%	6%
30 minutes – 1 hour	4%	13%	6%
Over an hour	6%	7%	10%
Not applicable	12%	7%	8%

Q28. As you may know, a number of federal tax and fiscal policies are scheduled to expire in 2013. The end of these policies, referred to as a 'fiscal cliff', will result in generally higher tax rates and fewer tax breaks. Is the impending "fiscal cliff" of tax increases and federal spending cuts affecting your holiday spending plans at all?

No, it is not affecting my holiday spending plans	61%
Yes - because of the fiscal cliff I am spending less this year	20%
Yes - because of the fiscal cliff I am spending more this year	2%
Unsure	17%

How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ\, i.e., Y|θ~Bin(n,θ), where n is the size of our sample. In this setting, Y counts the number of "yes", or "1", observed in the sample, so that the sample mean ($\bar{y}$) is a natural estimate of the true population proportion θ. This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian [1] statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one's knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution (π(θ/y)~β(y+a,n-y+b)), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on . Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that a=1 and b=1 and . Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \mp \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2

[1] *Bayesian Data Analysis, Second Edition, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003*
[2] *Kish, L. (1992). Weighting for unequal Pi . Journal of Official, Statistics, 8, 2, 183200.*