Ipsos Poll Conducted for Reuters

Back-To-School/Holiday Shopping Topline 8.19.13

These are findings from an Ipsos poll conducted for Thomson Reuters from August 15-19, 2013. For the survey, a sample of 1,493 Americans 18+ were 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 2.9 percentage points. For more information about credibility intervals, please see the appendix.

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. To see more information on this and other Reuters/Ipsos polls, please visit http://polling.reuters.com/.

BACK-TO-SCHOOL/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	71%
Less than a quarter	15%
About half	5%
More than three-quarters	4%
All of it	3%
Unsure	3%

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	15%
I plan to shop about equally online and at stores	31%
I plan to shop primarily at stores	19%
I plan to shop only at stores (not online)	10%
Unsure	20%

Q3. At what type of store do you plan to do most of your holiday shopping this year? (*Asked of all except those who will shop only online, n=1,426)*

Discount Store (Wal-Mart, Target, Kmart, etc)	26%
Department store (Macy's, J.C. Penney, Nordstrom, Kohl's, Sears, etc)	8%
Specialty retailer (Toys 'R' Us, Best Buy, Zale's, etc)	4%
Warehouse Club (Costco, Sam's Club, BJs, etc)	2%
Dollar store (Family dollar, Dollar Tree, etc)	2%
Apparel store (Gap, Chico's, Abercrombie & Fitch, Old Navy, etc)	1%
A mix of stores	43%
Unsure	14%

Q4. And do you plan on doing any of your holiday shopping at a department store this year?

Yes – I will shop more at department stores this year than I did last year	10%
Yes – I will shop at department stores about as much as I did last year	46%
Yes – I will shop less at department stores than I did last year	20%
No - I will not shop at department stores	23%

Q5. What types of holiday purchases do you expect to make at department stores? *(Asked of those who plan to shop at department stores, n=1,113)*

Clothing	68%
Home items (kitchen, bedding, bath etc.)	40%
Accessories	39%
Shoes	30%
Jewelry	22%
Other	30%
None of these	6%

Q6. Thinking about your holiday spending last year compared to this year, are you planning to spend more or less on...

	Spending more this year	Spending less this year	Spending about the same	Unsure
Clothing	12%	26%	42%	19%
Electronics	11%	30%	35%	24%
Food	12%	21%	47%	20%
Toys	9%	29%	38%	23%
Jewelry	5%	35%	34%	26%

Q7. And thinking again about your holiday spending this season, how interested, if at all, are you in purchasing a...

	Very interested	Somewhat interested	Not very interested	Not at all interested	Unsure	*Very/ Somewhat interested (Net)*
Tablet	16%	22%	15%	38%	10%	*37%*
Laptop	15%	19%	15%	41%	10%	*34%*
Desktop	8%	12%	20%	51%	9%	*20%*
Ultrabook	5%	11%	19%	54%	11%	*16%*

Q8. Which tablet product are you most interested in purchasing? (*Asked of those who were very interested/ somewhat interested in purchasing a tablet, n=466)*

iPad	23%
Kindle Fire	15%
Samsung Galaxy	13%
iPad mini	7%
Microsoft Surface	6%
Google Nexus	6%
HP Slate	4%
Barnes & Noble Nook	2%
Asus Memo Pad	1%
Acer Iconia	1%
Sony Xperia	1%
Asus Transformer Pad	1%
Toshiba Excite Pure	1%
Lenovo A1000	*%
Other	3%
Unsure	16%

Q9. Please indicate whether you agree or disagree...

	Agree	Disagree	Unsure
I am choosing to shop closer to home this year, to save on gas	53%	24%	23%
Stores are offering much better prices online this year than they did last	23%	21%	56%
I am buying more items on layaway this year than I did last year	13%	62%	24%
I will be eating out more than usual during this holiday season	12%	67%	21%

Q10. When you shop in stores...

I do not use a mobile device while shopping	58%
I use a mobile device to call friends and family to discuss products I find in-store	17%
I use a mobile device to compare prices online while in the store	16%
I use a mobile device to research the products I find in-store	15%
I use a mobile device to photograph or note down products I intend to purchase elsewhere (online or in other stores)	13%
Unsure	9%

Q11. And what are your main reasons for choosing to do some or all of your holiday shopping online...*(Asked of all those who do at least some of their shopping online, n=1,349)*

Convenience	64%
Price comparison	56%
Product availability	47%
Delivery/shipping	41%
Selection/assortment of items	38%
Product descriptions and research	26%
Avoid sales tax	24%
Other reason	6%
Unsure	11%

Q12. 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	21%
$250-$499	22%
$500-$999	24%
$1,000-$2,500	8%
More than $2,500	2%
Unsure	12%

Q13. And thinking overall about your holiday shopping, approximately how much TOTAL do you anticipate spending this year?

Less than $100	12%
$100-$249	20%
$250-$499	23%
$500-$999	18%
$1,000-$2,500	8%
More than $2,500	2%
Unsure	17%

Q14. When making a purchase, do you typically know where the item is made?

Yes, always	15%
Yes. sometimes	54%
No	31%

Q15. Does where an item is made have an impact on your purchase decisions?

Yes - I prefer to buy items made in certain places	23%
Yes - I prefer to avoid items made in certain places	27%
No	50%

Q16. Compared to a year ago, would you say that knowing where an item is from has become more or less influential on your purchase decisions? *(Asked of all those who said where an item was made had an impact=799)*

More influential	43%
About the same	55%
Less influential	2%

Q17. Do you have any school aged children in your household?

Yes	32%
No	68%

Q18. Thinking about your back-to-school spending this year, do expect to spend more or less this year compared with last year? *(Asked of only those with school-aged children, n=381)*

I expect to spend more this year	31%
I expect to spend less this year	21%
I expect to spend about the same	33%
I'm not doing any back-to-school shopping	7%
Unsure	6%

Q19. Which of the following do you expect to buy for back-to-school this year... *(Asked of those with school-aged children who will do back-to-school shopping, n=352)*

Clothing	87%
Pens/pencils/writing utensils	80%
Notebooks	71%
Binders	66%
Backpack	62%
Calculator	28%
A laptop	17%
Mobile/smart phone	9%
A tablet	7%
None of these	3%

Q20. At what type of store do you plan to do most of your back-to-school shopping this year? (*Asked of all except those who will shop only online, n=352*

Discount Store (Wal-Mart, Target, Kmart, etc)	52%
Department store (Macy's, J.C. Penney, Nordstrom, Kohl's, Sears, etc)	6%
Specialty retailer (Best Buy, Staples, etc)	6%
Warehouse Club (Costco, Sam's Club, BJs, etc)	3%
Dollar store (Family dollar, Dollar Tree, etc)	4%
Apparel store (Gap, Chico's, Abercrombie & Fitch, Old Navy, etc)	2%
A mix of stores	24%
Unsure	2%

Q21. Which of the following best applies to your plans for back-to-school shopping this year?

I plan to shop only online (not in stores)	4%
I plan to shop primarily online	4%
I plan to shop about equally online and at stores	23%
I plan to shop primarily at stores	34%
I plan to shop only at stores (not online)	29%
Unsure	7%

Q22. Which of the following influences your decisions about what to buy for back-to-school..... *(Asked of those with school-aged children who will do back-to-school shopping, n=352)*

Sales/special offers	54%
Recommendations from my child's teacher/school	48%
What is available in the store where I shop	40%
What my child asks for	34%
Recommendations from other parents	7%
None of these	5%

Q23. Thinking now about the economy, to what extent, if at all, is it affecting your back-to-school spending plans? *(Asked of those with school-aged children who will do back-to-school shopping, n=352)*

Because of the economy I am spending less this year	44%
Because of the economy I am spending more this year	11%
The economy is not affecting my back-to-school spending plans	35%
Unsure	10%

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.*