Shopping Through the Holidays

Shoppers from around the world have already started looking for holiday gifts. Toluna used their global influencer community and QuickSurveys platform to survey more than 3,000 people across North America, Europe, and Australia* to understand shopping plans and preferences among the public.

What persuades you most to purchase one gift over another?

Getting a good deal tops sentiment when deciding to purchase one gift over another in the United Kingdom, Australia and the United States. In Spain, more people are looking to give the perfect, thoughtful gift.

Quality over quantity

42% plan to purchase gifts for only 1 – 5 people.

Social Influence

56% of Americans have made purchases directly through social media ads compared to only 35% of Australians.

Where are the sales?

More people look to brand websites than social media and e-newsletters to get information on deals and sales.

- Brand websites: 50%
- Online ads: 43%
- TV commercials: 38%
- Social media: 35%
- Email newsletters: 33%
- Magazines/Print ads: 28%

46% plan to spend the same this year as last year on their holiday shopping.

Free Shipping, Please

Shipping costs deter 76% from making online purchases.

Where do people plan to complete the majority of their holiday shopping?

40% of both US and UK shoppers plan to do most of their holiday shopping online, while more Australian shoppers plan to shop in-store.

*Survey respondents include approximately: 1000 US, 1000 UK, 500 Australian, and 600 Spanish consumers.