



2020 Deloitte holiday survey

Reimagining traditions
Dallas-Ft. Worth results

October 2020

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Key Dallas-Ft. Worth findings



Economic outlook: Surveyed Dallas-Ft. Worth (DFW) shoppers have a rosy view on the economy

- Surveyed DFW shoppers have an optimistic view of the economy, with 58% believing it will improve in 2021
- The majority of DFW shoppers (71%) are in similar or better financial situations than last year; however, one in three say that their household's financial situation is worse



Spending: COVID-19 related anxiety doesn't translate to cautious spend in Dallas-Ft. Worth

- Despite 51% of surveyed DFW shoppers saying they're anxious about in-store shopping this year, they expect to spend \$1,655 per household, which is an increase of 10% from 2019
- 71% of surveyed DFW shoppers plan to donate during the upcoming holiday season



In-store shopping: Aiming to avoid crowds, consumers seek out contactless solutions

- With just over half of surveyed DFW shoppers feeling anxious about shopping in-store, they expect to spend 65% of their holiday budget online, which is up from 59% last year
- Online retailers (60%) and mass merchants (51%) are the top holiday destinations for gift buying in DFW



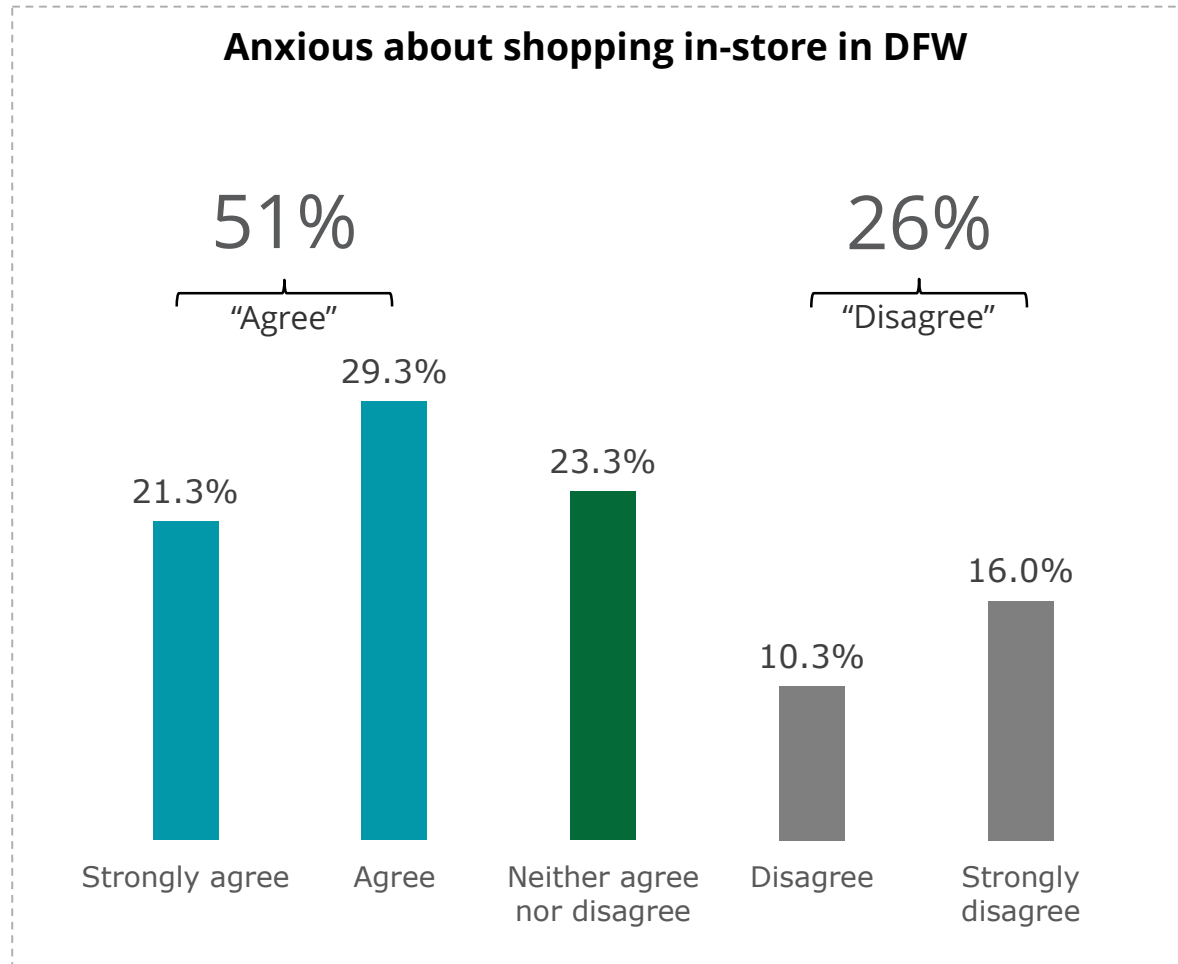
Timing: Surveyed DFW shoppers continue their annual preference for early shopping and bigger buying

- Early shoppers in DFW plan to spend the most, with an average spend of \$1,912. (i.e., those who plan to begin shopping before Thanksgiving day are expected to spend \$656 more than those who start late)
- 61% of DFW holiday shoppers plan to shop before the Thanksgiving holiday



COVID-19 impacts

Just over half of DFW respondents are still anxious about in-store shopping due to COVID-19



44%

Plan to return to pre-COVID shopping based on **implementation of safety precautions** and availability of **vaccines/proven medicines** for COVID-19 in **DFW**

43%

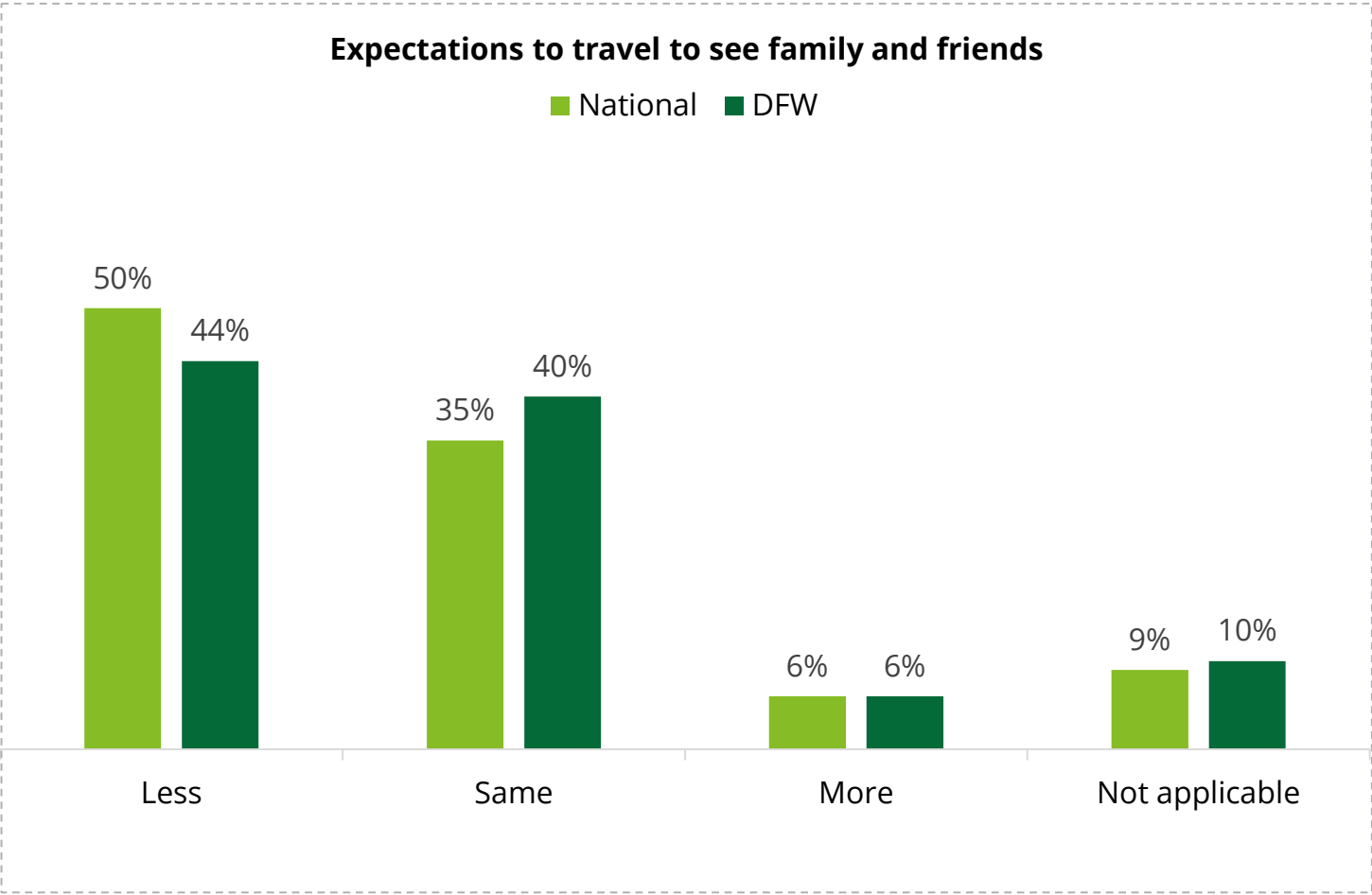
Indicate that **COVID-19 safety precautions** (e.g., contactless delivery, social distancing) are a key attribute for retailer selection in **DFW**

40%

Preference increased for specific retailer increased due to **its conduct (e.g., COVID-19 safety precautions, treatment of employees)** during the past six months in **DFW**

Question: "To what extent do you agree or disagree with the following statements? I'm anxious about shopping in-store during the holiday season due to COVID-19. "
Sample size (N) = 413

Surveyed DFW shoppers are staying closer to home for the holidays to shop and socialize



Just under 40% of surveyed DFW respondents are expected to travel 6-10 miles to purchase a gift from a retailer.

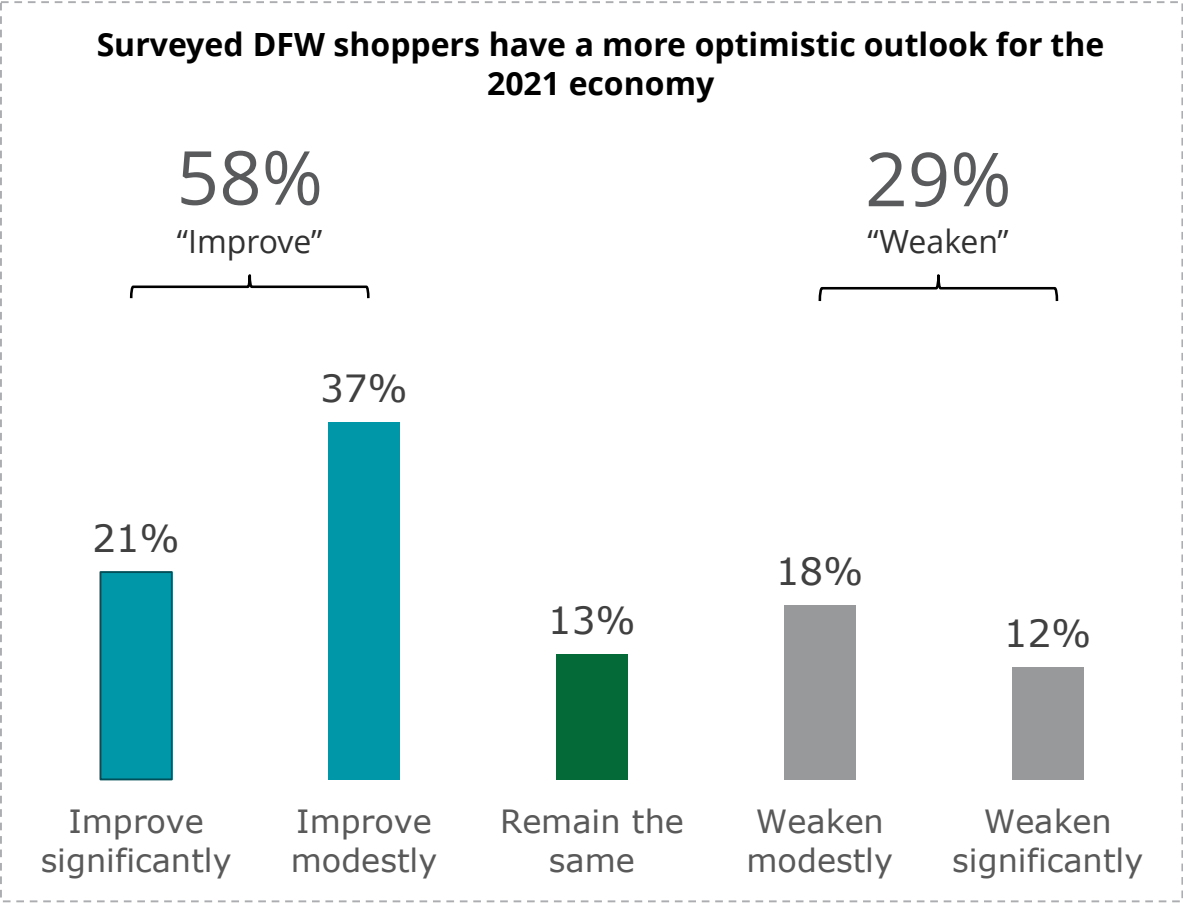
Question: Do you expect to travel more or less than last year's holiday season to see family and friends; National sample size = 4,012; Dallas sample size = 413



Economic outlook

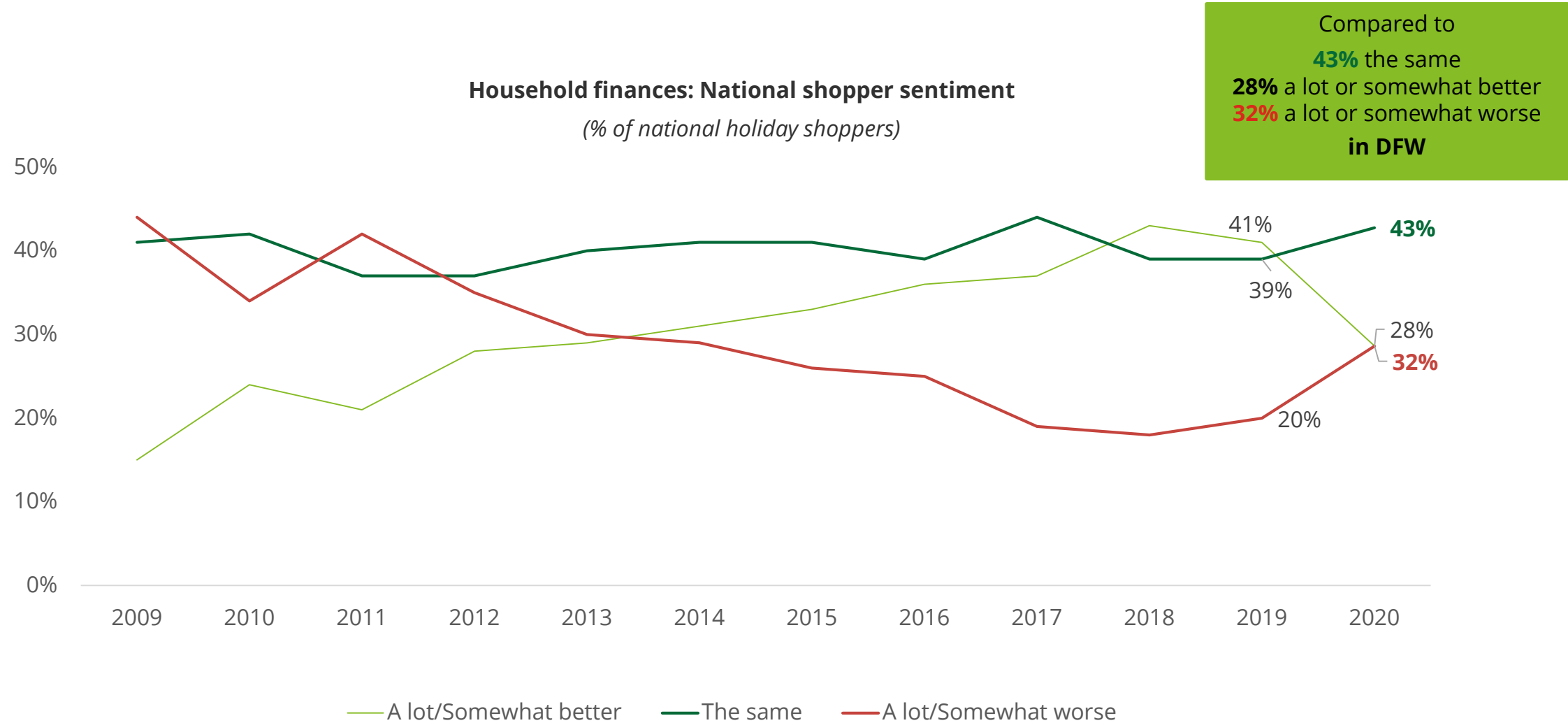
Surveyed DFW consumers have a rosy economic outlook for the next year

Although 35% (+16% YoY) of surveyed shoppers said they were more likely to spend less this 2020 holiday season, due to economic instability/general concern for the economy, 58% of surveyed DFW shoppers also believe the economy will improve in 2021.



Question: "In your opinion, what is the overall outlook for the U.S. economy in the year 2021, compared with today? Would you say it will likely..."
Sample size (N) = 413

The majority of DFW shoppers are in similar or better financial situations than last year; however, nearly one in three say that their household's financial situation is worse



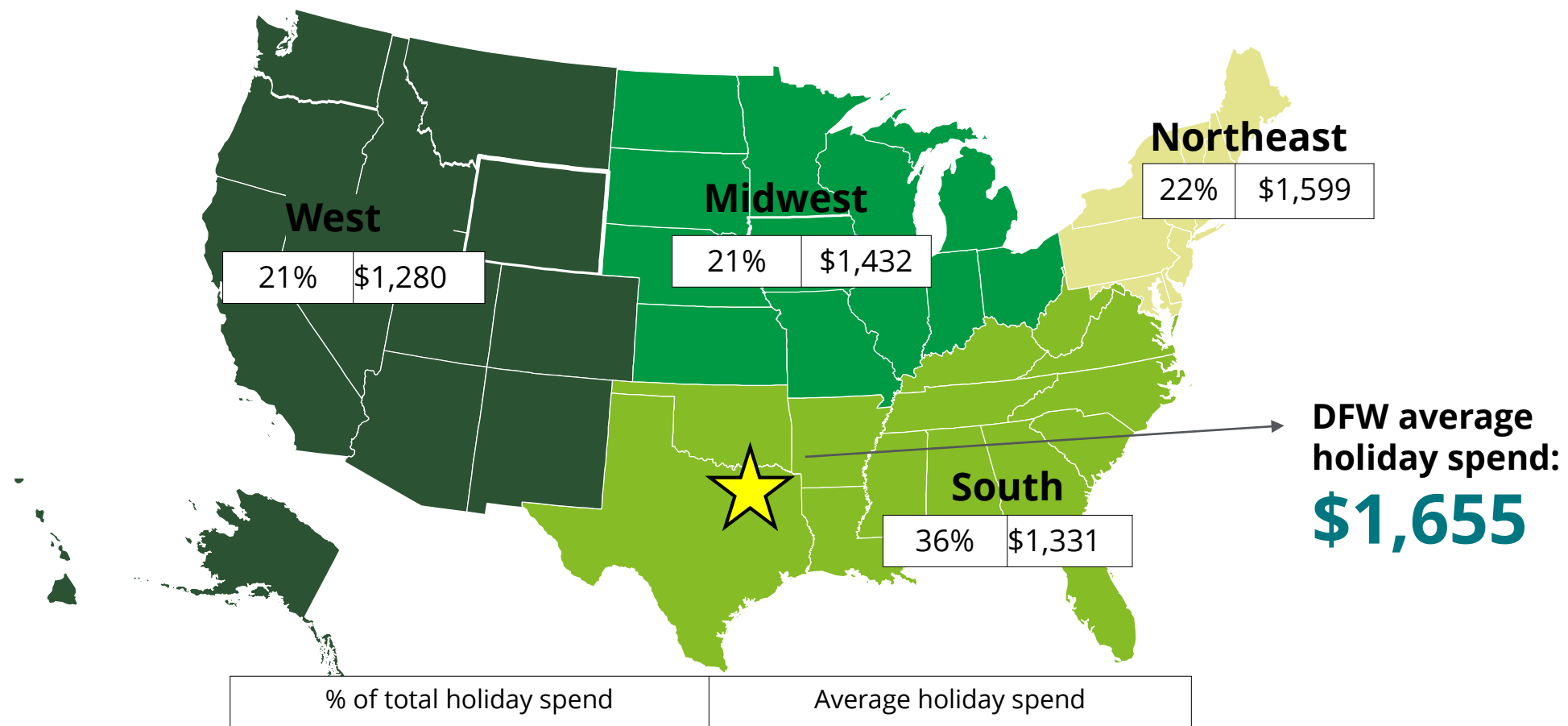
Question: "Thinking about your household's current financial situation, would you say it is..."
Sample size (N) = 4,012

Holiday spending detail



Surveyed DFW shoppers plan to spend \$1,655 on average this holiday season, which is above the national average by about 16%

National average holiday spend: \$1,387



Note: Average spend based on shoppers from each region – South (n = 1,513), Northeast (n = 763), Midwest (n = 825), and West (n = 911)
National sample size (N) = 4,012; Dallas sample size = 413

Experiences lead the charge when it comes to holiday spending in DFW

\$1,655 Average amount surveyed DFW shoppers expect to spend per household during the holiday season






80% of total holiday spend will be with retailers while the balance will be spent on socializing away from home

Sample size (N) = 413

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Retail, clothing, and accessories are likely to attract most holiday season spend in DFW

Average amount to be spent on **retail categories** during year-end holiday season is **\$1,074**

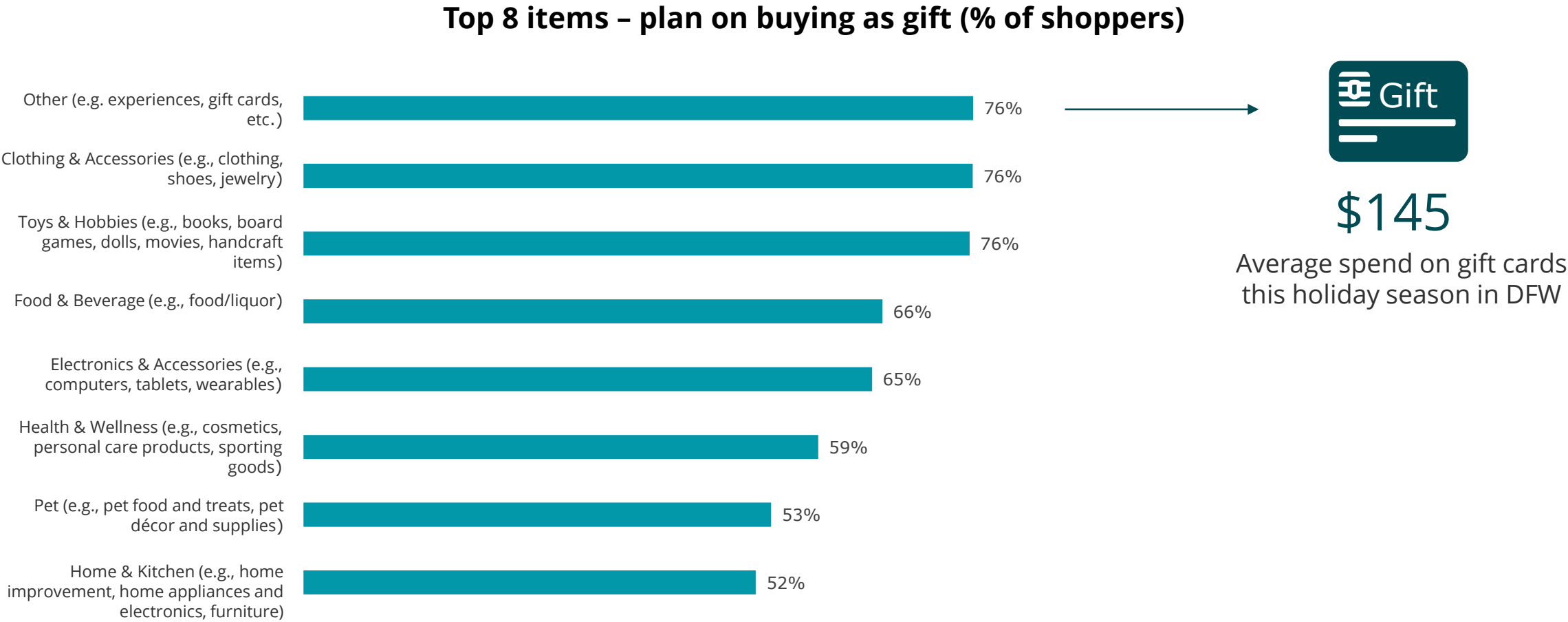
Category FBHW	Share of total holiday spend at retail	Share of total holiday spend at retail in DFW	Average category spend*	Average category spend in DFW	% of shoppers purchasing	% of shoppers purchasing in DFW
 Clothing & Accessories (clothing, shoes, jewelry, etc.)	21%	18%	\$253	\$250	74%	76%
 Gift cards and other (gift cards, data plans, money, subscription products, etc.)	19%	10%	\$242	\$145	72%	76%
 Food & Beverage (e.g., food, meal preparation kits, and liquor)	14%	12%	\$200	\$196	65%	66%
 Electronics & Accessories (computers, tablets, wearables, etc.)	13%	19%	\$195	\$307	60%	65%
 Toys & Hobbies (books, board game, dolls, movies, handcraft items, etc.)	13%	19%	\$163	\$267	74%	76%
 Home & Kitchen (home improvement, home appliances and electronics, furniture, etc.)	8%	8%	\$158	\$172	49%	52%
 Health & Wellness (e.g., cosmetics, personal care products, sporting goods)	7%	6%	\$114	\$117	55%	59%
 Pet (e.g., pet food and treats, pet décor and supplies)	5%	7%	\$90	\$148	50%	53%

Source: Deloitte survey | National sample size (N) = 4,012; Dallas sample size = 413

*Average spend includes only respondents who will purchase the above mentioned category or item

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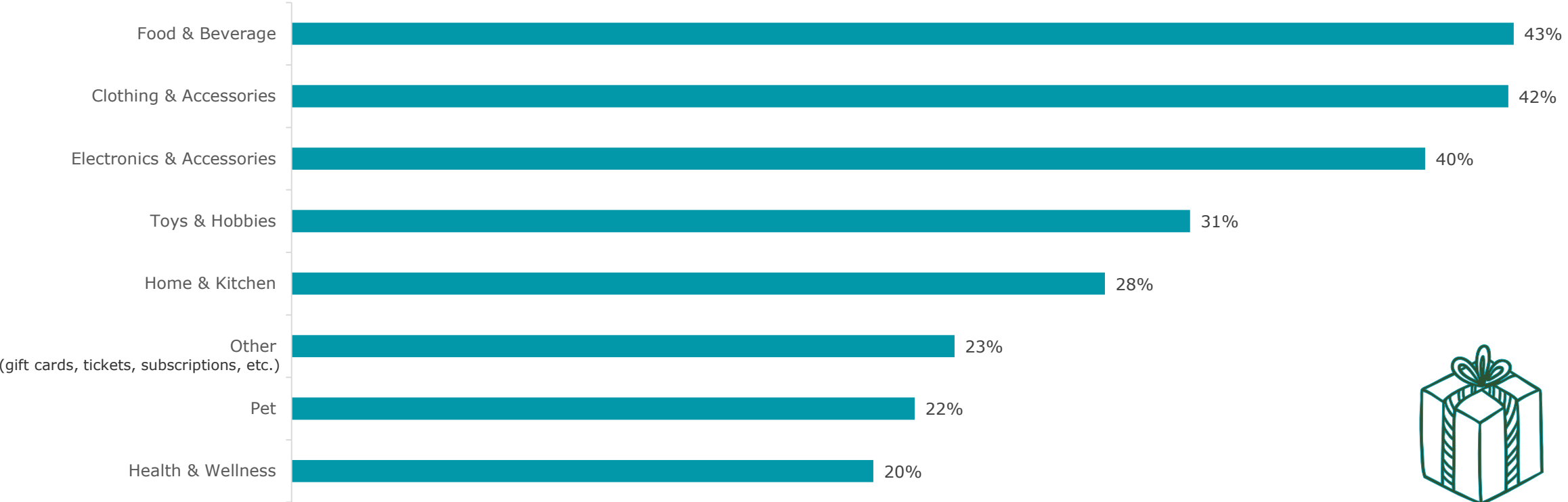
Experiences and gift cards are likely to be the top purchased gifts this year for surveyed shoppers in DFW



Question: “What percentage of your total holiday budget, excluding entertaining at home and socializing away from home spend, do you expect to spend on the following categories?”
Sample size (N) = 413

Half of surveyed DFW shoppers likely to purchase gifts for themselves while holiday shopping

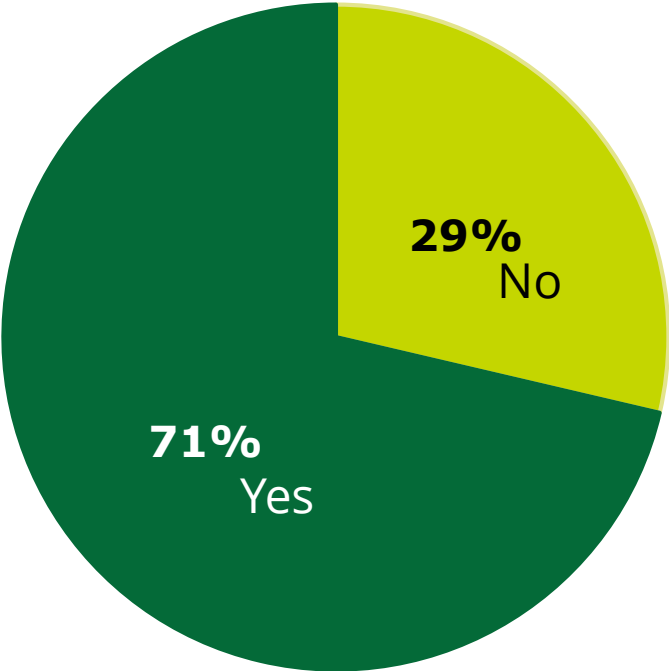
Top 8 items people plan to buy for themselves (% of shoppers)



Question: "And which of the following are you planning to buy for yourself?"
Sample size (N) = 413

Most surveyed DFW shoppers plan to donate during the upcoming holiday season

Holiday donating in DFW...



38%

Plan to donate cash or gift cards/certificates

32%

Plan to donate used items

22%

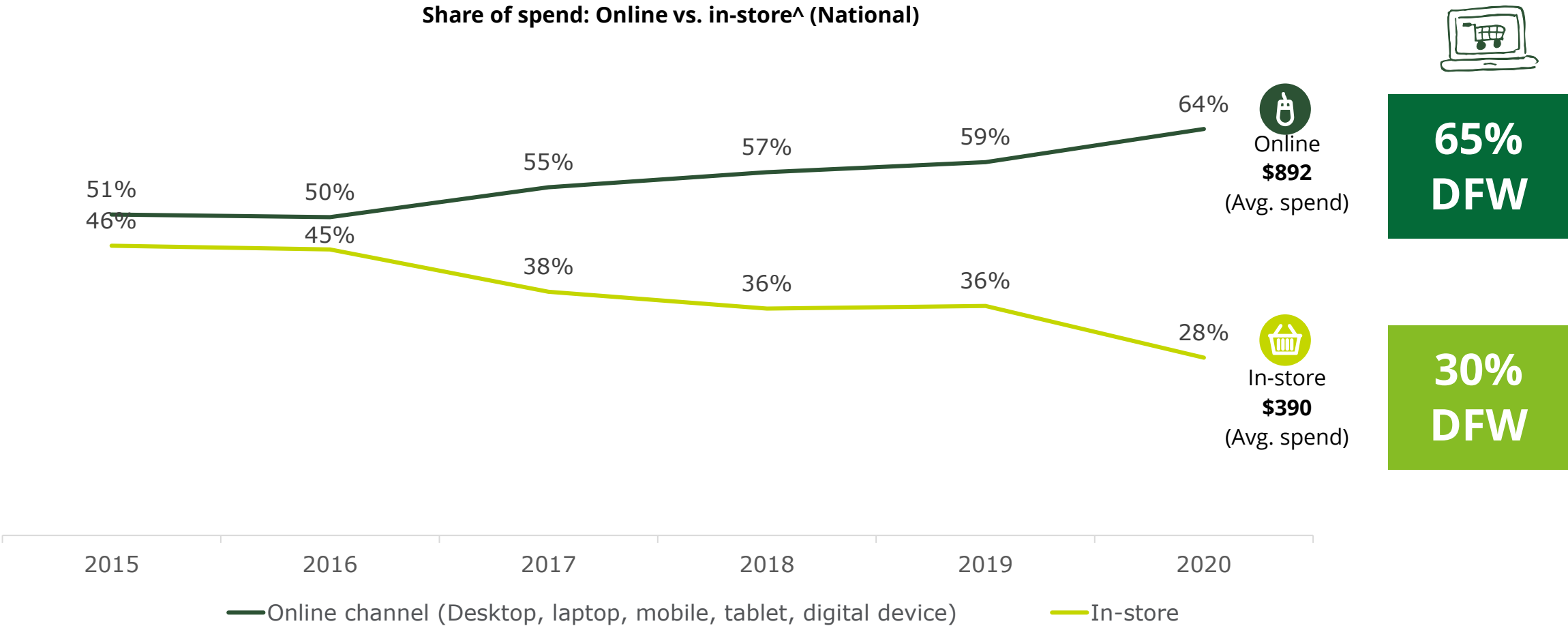
Plan to donate newly purchased items from this season

Question: "How are you planning to give to charity or donate during upcoming holiday season?"
Sample size (N) = 4,012; Dallas (N)= 413



Preferred channels and formats

For surveyed shoppers in DFW, share of spend continues to shift online, consistent with national shoppers



Question: What percentage of your total holiday budget do you expect to spend..? Sample size = 3814; Dallas = 413
Note: Other retail channels (e.g., catalogue or direct mail promotion) not included in the chart (Share of spend = 3% in 2015; 5% in 2016; 7% in 2017; 7% in 2018; 5% in 2019 and 7% in 2020)
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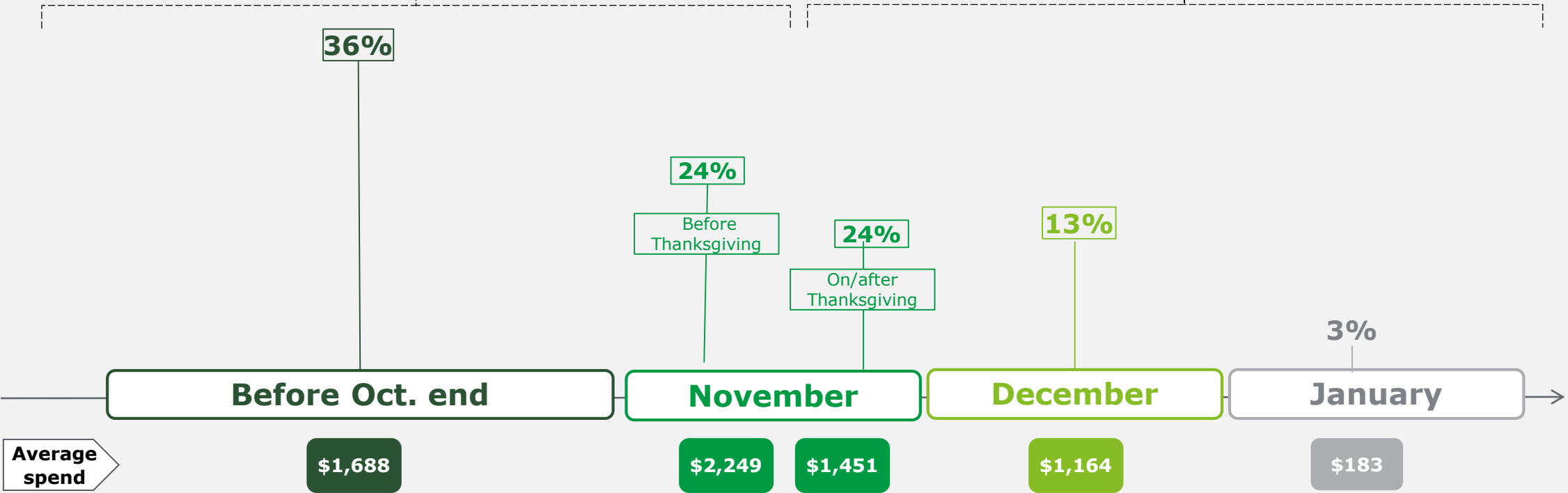


Holiday season timing

Early DFW shoppers say they'll spend more

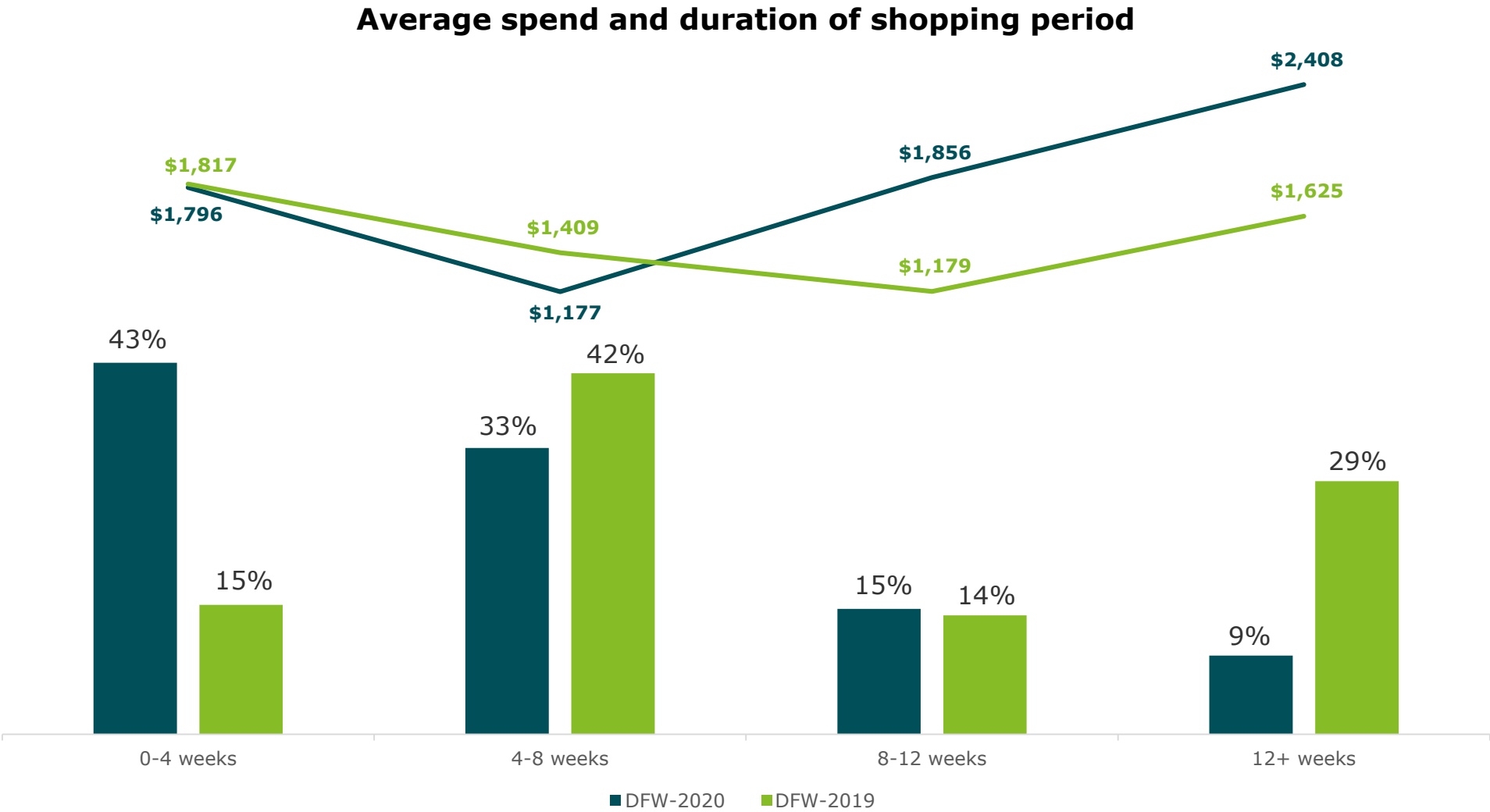
61% plan to begin shopping before Thanksgiving
(Average spend = \$1,969)

38% plan to begin shopping on Thanksgiving or later
(Average spend = \$933)



Question: "When are you likely to begin your holiday shopping this year?"
Sample size (N) = 391
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Most surveyed DFW shoppers plan to complete their holiday shopping over a 0-4 week window





About the survey

This survey was commissioned by Deloitte and conducted online by an independent research company between September 9-15, 2020. It polled a national sample of 4,012 consumers and has a margin of error for the entire sample of plus or minus one to two percentage points and a local sample of 413 consumers with a margin of error of plus or minus 4.1 percentage points.

About the Deloitte Consumer Industry Center

The Deloitte Consumer Industry Center (the Center) is the research division of Deloitte LLP's Consumer industry practice. It provides a forum for industry insights, thought leadership, and groundbreaking research to help companies in the automotive, consumer products, retail, transportation, and hospitality and services sectors solve their most complex industry challenges.

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