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33rd annual "Holiday Survey" of consumer spending intentions and trends.

Nov. 05, 2018

Fast and free shipping return as holiday shopper favorites, according to Deloitte's 33rd annual "[Holiday Survey](#)" of consumer spending intentions and trends.

### **Free consistently trumps fast when it comes to shipping preferences**

- For the second consecutive year, 88 percent of survey respondents prefer free shipping over receiving their holiday packages faster (12 percent).
- The majority (61 percent) of holiday shoppers report they will buy items that qualify for free shipping this season. For free shipping, two-thirds (66 percent) are willing to wait 3-7 days for their merchandise.
- More than 3 in 5 people surveyed (62 percent) define "fast shipping" as two days or less, up from 54 percent in 2017. One-quarter (25 percent) define three to four-day delivery as fast shipping, down from 35 percent in 2017.
- Among the reasons for shopping in stores, 47 percent of respondents said it was to "avoid shipping costs." Their No 1. reason to shop online is "convenience" (77 percent) followed by "free shipping" (72 percent).

### **No lumps of coal for retailers impacted by past data breaches; most shoppers willing to trade personal information for discounts**

- Of the 77 percent of shoppers who are concerned about retailers who experienced breaches, nearly all (91 percent) say they would continue to shop those same retailers. Almost half (46 percent) indicate they would return if the retailer acted to regain their trust, and one-third (34 percent) say they would change their method of payment. Only 7 percent said they would never shop at that retailer again.

- More than half of consumers are comfortable sharing basic demographic

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## **Shopping on PCs and tablets flattening, while mobile continues to accelerate**

- More than two-thirds (67 percent) of smartphone shoppers plan to use their phones to make a purchase, up from 59 percent last year.
- This holiday season, 76 percent of respondents say they'll use their desktop or laptop to shop, making it the most preferred device, but that number fell from 83 percent in 2017. Tablets remain relatively flat, at 22 percent, compared with 20 percent last year.
- Newer technology has yet to capture attention; just 5 percent of people surveyed said they'd use voice assistant for shopping, 5 percent for social commerce, and 4 percent said they'd engage in virtual reality technology.

## **Younger generations more likely to gravitate toward discount shopping days and sustainable products**

- More than half (54 percent) of Generation Z (ages 18–23) and millennials (ages 24–41) (53 percent) say they'll rely on Black Friday compared with only 37 percent of seniors. Those numbers are higher for Cyber Monday, where 63 percent of Generation Z and 62 percent of millennials indicate they're sticking with Cyber Monday shopping as in the past.
- Younger shoppers appear more willing to consider a higher price tag for social responsibility at checkout. Nearly 9 in 10 (87 percent) of Generation Z and three quarters (75 percent) of millennial shoppers are willing to pay more for sustainable products. By comparison, almost half (47 percent) of baby boomers and 41 percent of seniors are not willing to pay extra.

“The same percentage of shoppers prefer fast shipping over free compared with last year, but perceptions about delivery speed have changed considerably,” said [Rod Sides](#), vice chairman, Deloitte LLP and US retail and distribution leader. “The

expectation for delivery has become two days or less. Fast and free used to be

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