



# Numerator

MYTHBUSTERS

**"Men don't buy gifts until the last minute."**

December 2019

# MYTH

*"Men don't buy gifts until the last minute."*



# TRUTH

Many men get their gift shopping done early.

"I get most of my gift shopping done early in the holiday season"

41.0%



Males

41.8%



Females

# Women are slightly more likely to get their gift shopping done early, but men aren't far behind.

Only about 8.9% of men save their gift shopping for late in the holiday season.

## Timing of Gift Shopping

% of households

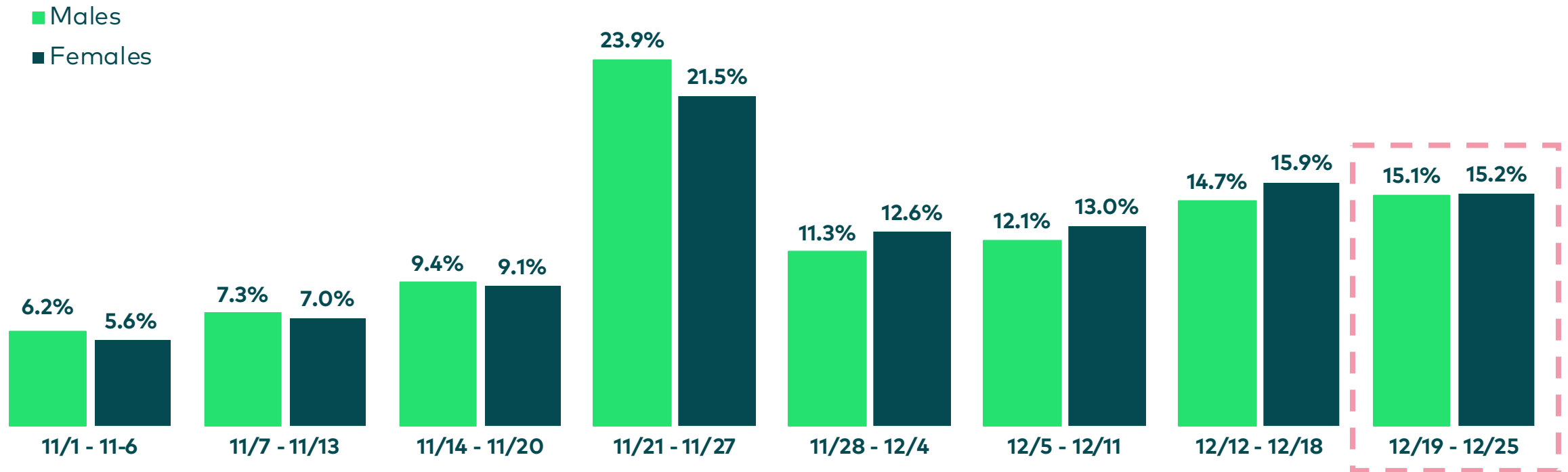


# By the week of Christmas, men and women have equal spend remaining in top gifting categories.

They each have about 15% left to spend on toys, electronics and gift cards during this final week.

## 2018 Weekly Gift Spend

% of Holiday Gift Dollars by Gender

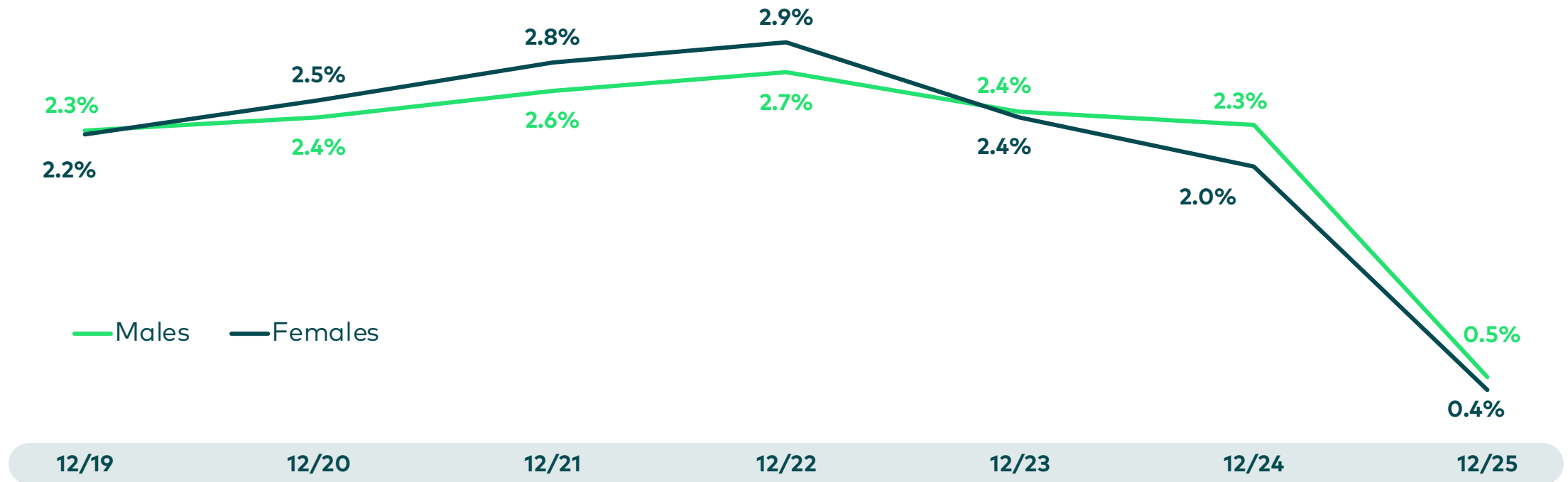


# When looking exclusively at the week leading up to Christmas, men do shop slightly later.

They spend a bit more on the day before and day of Christmas, but not significantly so.

## Gift Spend Week of Christmas

Daily % of Holiday Gift Dollars

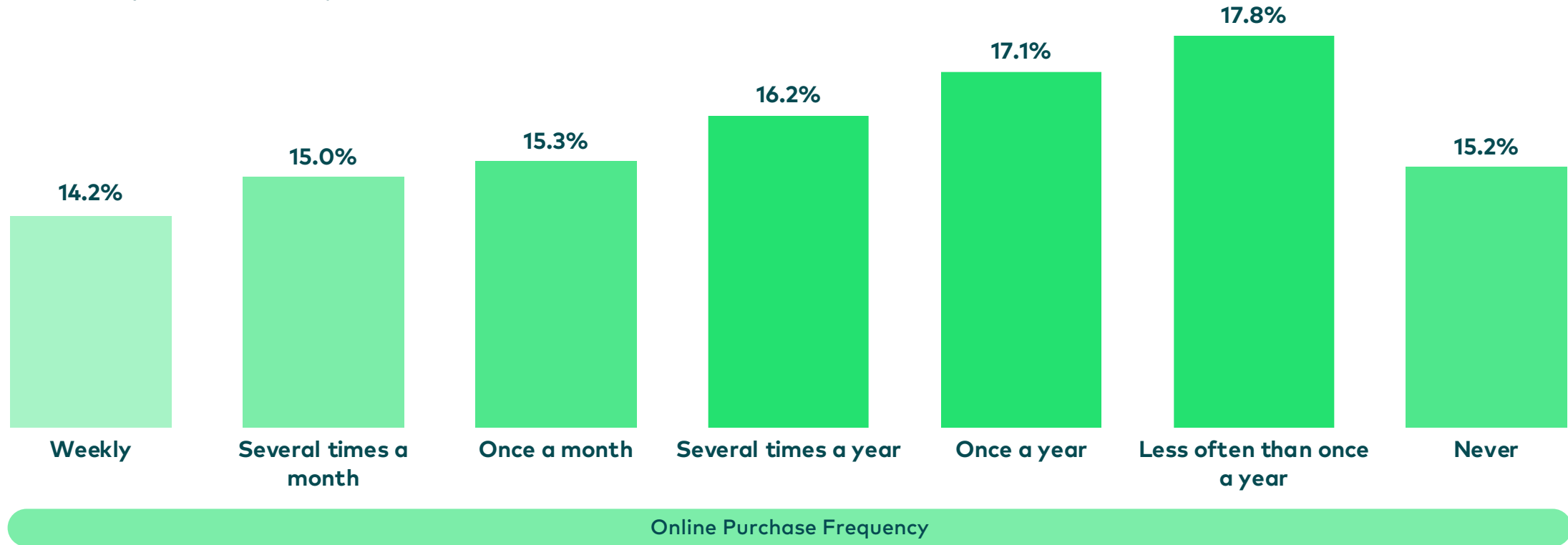


# Online order frequency was a stronger predictor of last-minute gift shopping than gender.

Heavy online shoppers had more of their gift shopping done by the week of Christmas.

## Gift Spend Week of Christmas

% of Holiday Gift Dollars spent 12/18–12/25

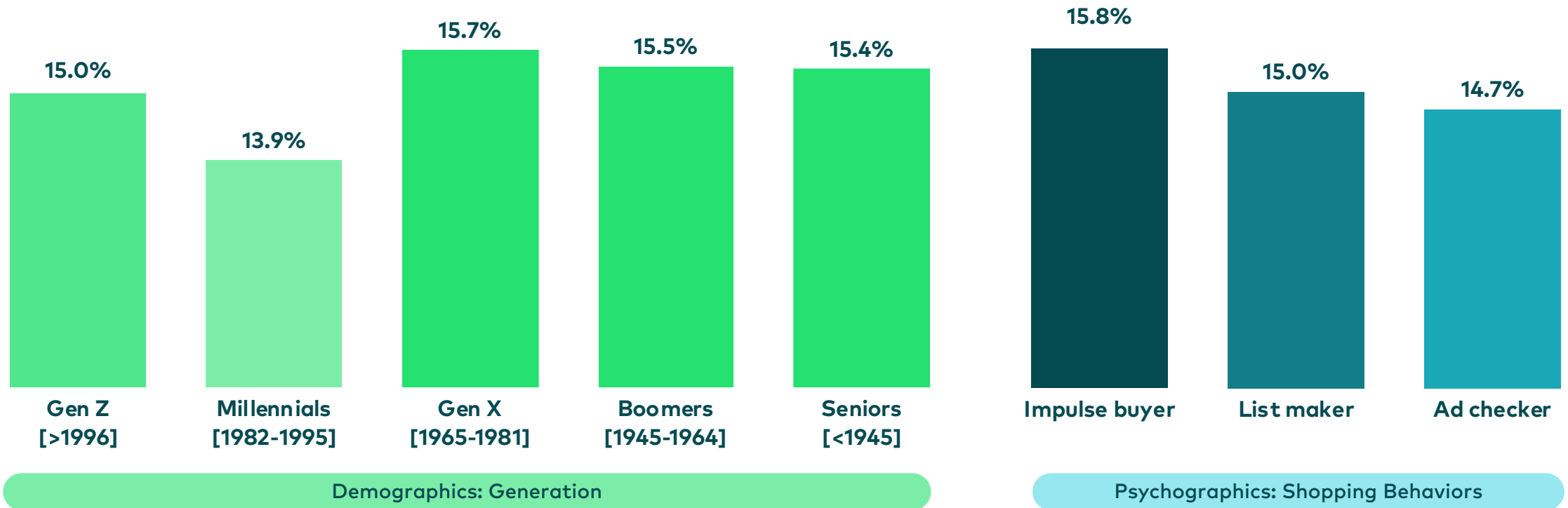


# Generation and shopping behaviors were also good predictors of last-minute gift shopping.

Gen X'ers and impulse buyers spent the most in top gift categories the week of Christmas.

## Gift Spend Week of Christmas

% of Holiday Gift Dollars spent 12/18–12/25



**Most men don't procrastinate their holiday gifting.**

**Other demographic and psychographic breakouts were stronger predictors of last-minute gift shopping.**

**Questions we can help to answer this holiday season and beyond:**

- Which demographic and psychographic segments are most telling for your brand, and how do you reach them?
- Do your buyers differ during the holiday season versus rest-of-year?
- How can you capture more holiday sales and get new customers to buy again?



Any other myths you want us to bust?  
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