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MYTHBUSTERS

"The Christmas Creep shifts holiday spend earlier."

November 2019

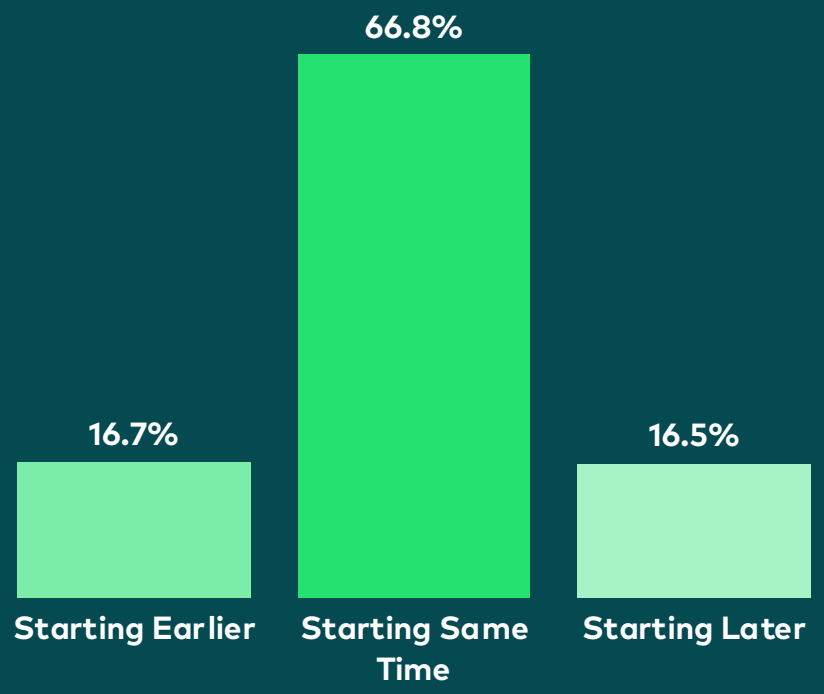
MYTH

"The Christmas Creep shifts holiday spend earlier."

TRUTH

Most consumers haven't changed their behavior.

Holiday Shopping vs. Last Year



Numerator Survey November 2019

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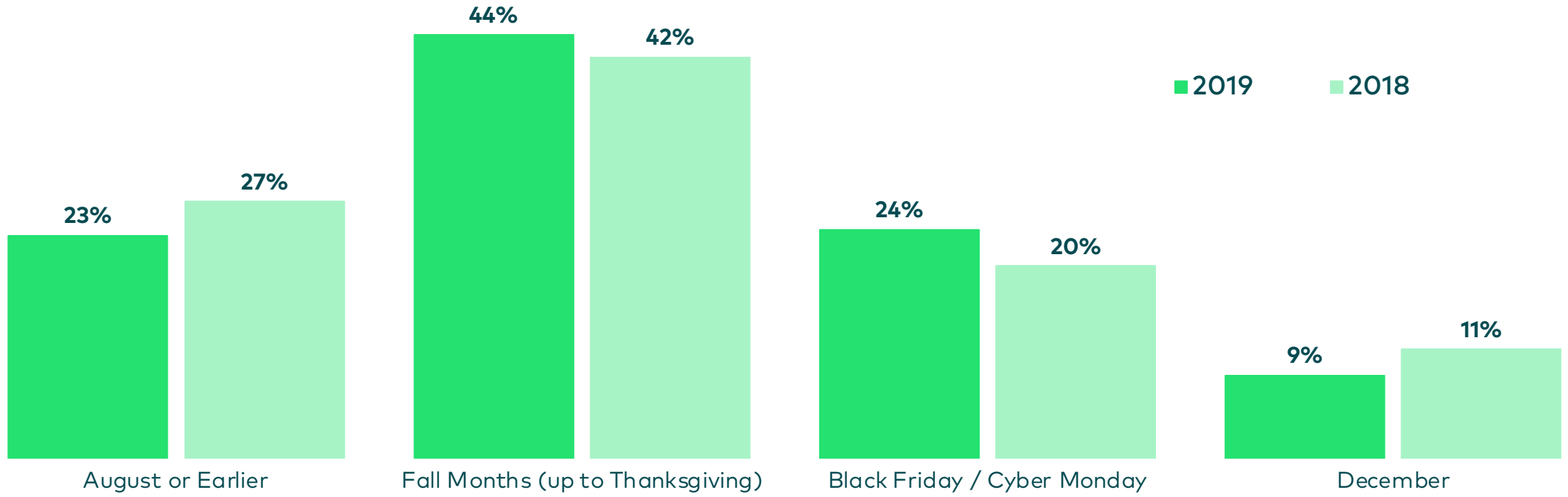
People are starting their 2019 holiday shopping around the same time they did last year.

Although more shoppers are starting in the fall months, the overall balance hasn't shifted much.

Holiday Shopping

When did you / do you plan to start your holiday shopping?



Numerator Survey, November 2019, Primary holiday planner/shopper for household or equal partner

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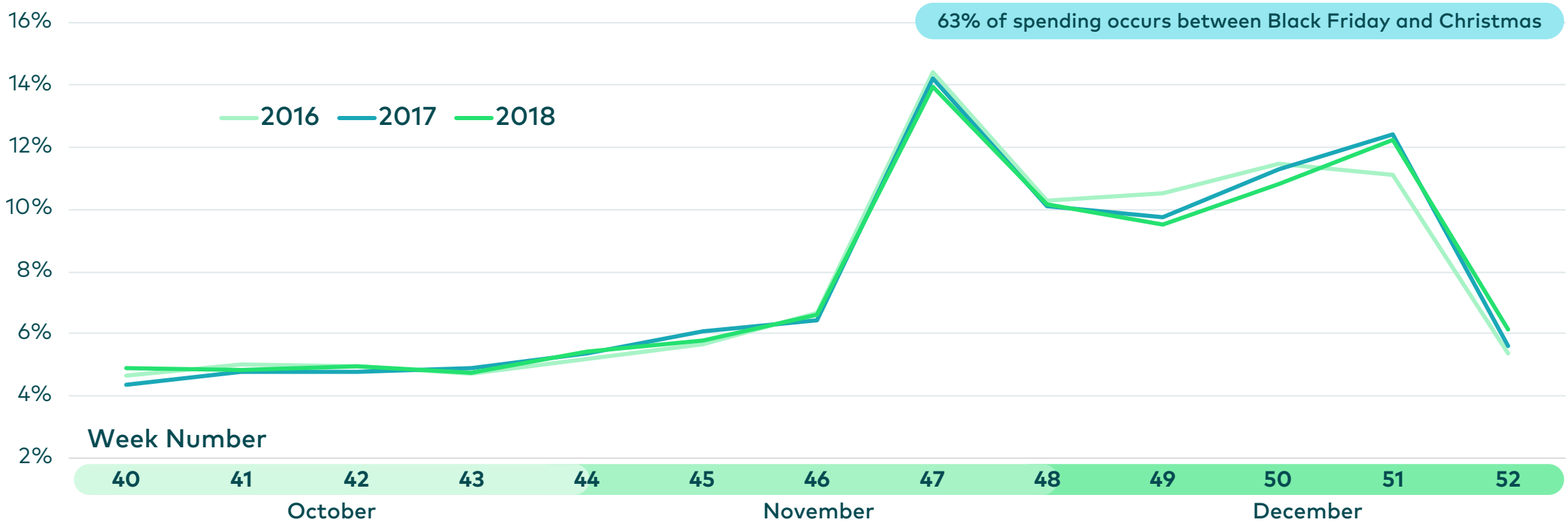
Spending distribution throughout the holiday season has been consistent the past three years.

Sales begin to pick up in November, spiking the weeks of Black Friday and week before Christmas.

Holiday Spend Trends

% of spending by week, top gifting categories*



Numerator Insights, 2016-2018 *Apparel, Electronics, Toys, and Party & Occasions

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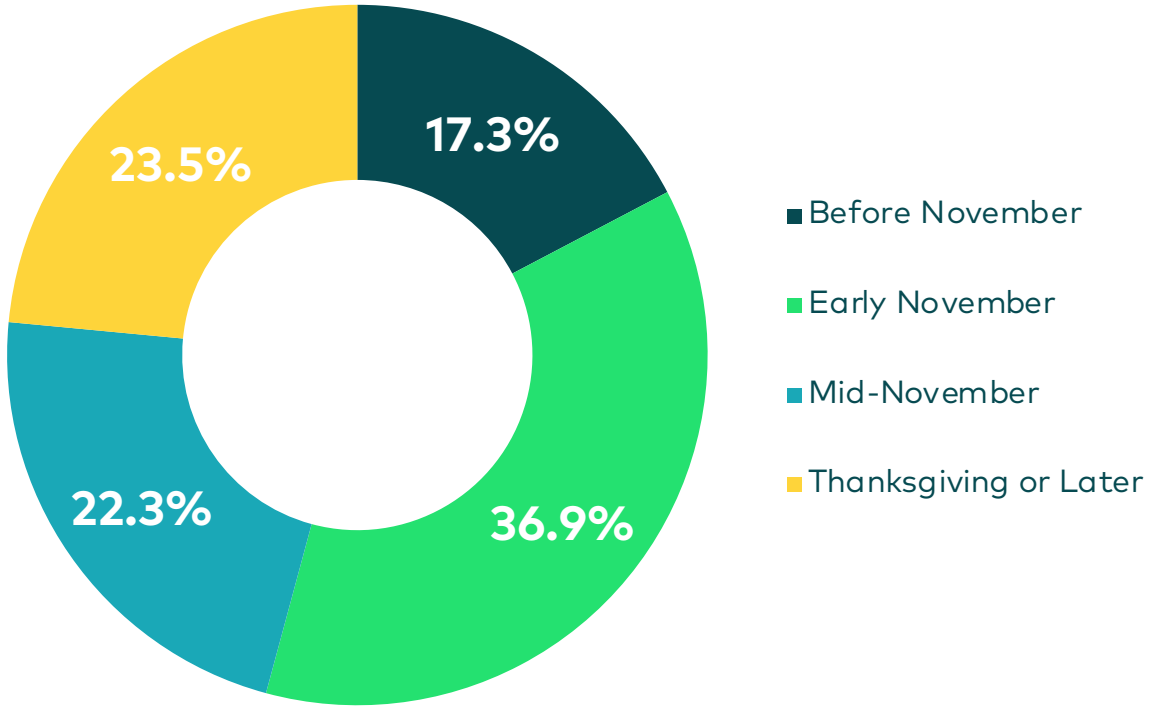
Only about half of consumers have noticed ads starting earlier this year, and most don't care.

Overall, most consumers think holiday ads should begin early to mid-November.

Holiday Advertising Preferences

When do you think stores/brands should start advertising holiday products?



52%

Think stores and brands are advertising earlier this year

59%

Don't mind if holiday ads start running early

Numerator Survey, November 2019, Primary holiday planner/shopper for household or equal partner

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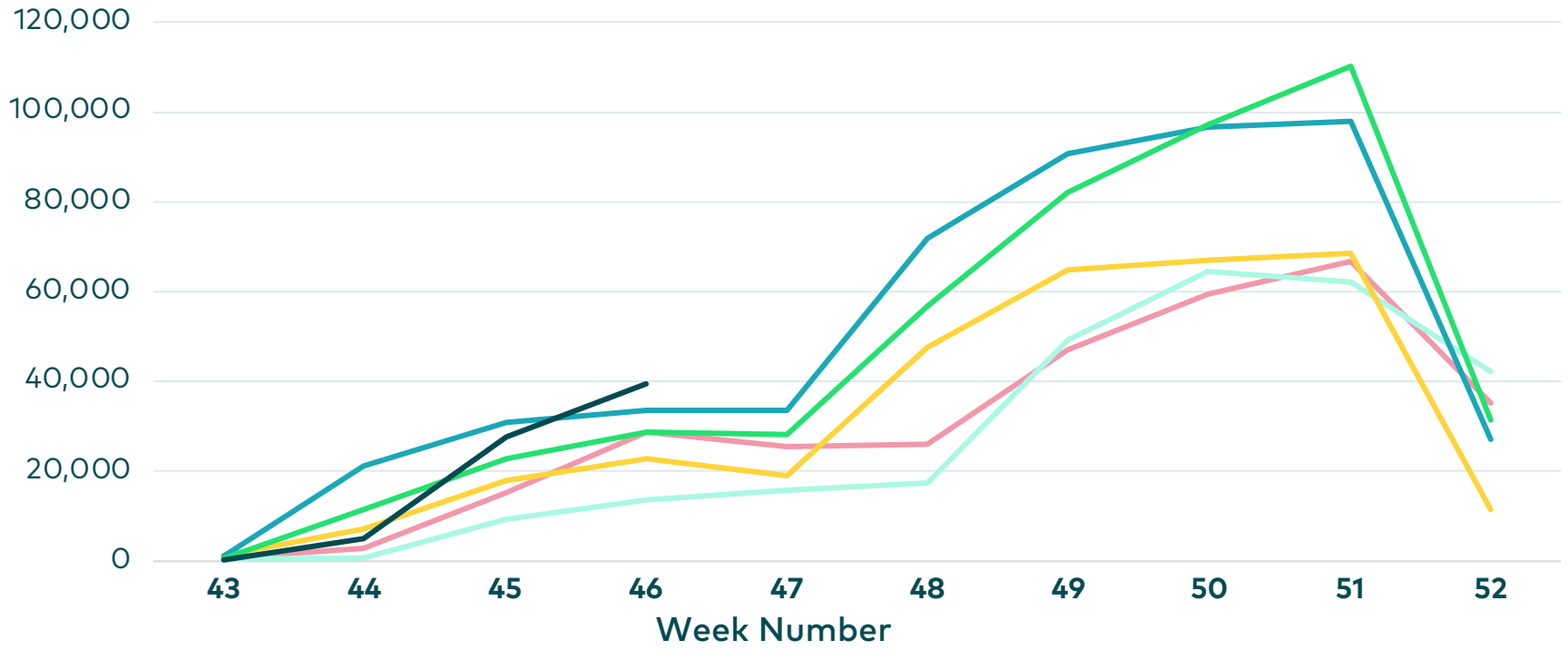
Bonus Insight:
Holiday TV ads do not appear to be shifting earlier.

Brands were advertising earlier and more vigorously in 2017, but as occurrence volumes continued to rise year-over-year, we saw a return to later start dates in 2018 & 2019.

Holiday TV Advertising

Occurrences by week, TV ads mentioning Christmas



First Holiday Ads

Earliest TV ad mentioning Christmas each year

2014	Sept 1
2015	Sept 1
2016	Aug 17
2017	Aug 27
2018	Oct 1
2019	Oct 12

Numerator Ad Intel, August through December 2014–2019

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The Christmas Creep hasn't shifted holiday spending habits.

Despite a perception of earlier ads, consumers have not changed their holiday shopping behavior.

Questions we can help to answer this holiday season:

- How do your holiday ad campaigns stack up against your competitors'?
- Are your buyers more likely to purchase your brand if you catch their attention early?
- When and where are your buyers most likely to encounter and to purchase your brand this holiday season?

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Any other myths you want us to bust?

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