

# Podcast | Shopping for Cookies and Smartwatches

eMarketer's 'Do You Have a Second' Podcast

## AUDIO

### eMarketer Editors

eMarketer's "Do You Have a Second?" is a mini-podcast that offers a quick hit of the latest digital data. Today, we're talking about cookies—who's baking and who's buying—millennials' attitudes about kindness (and what that might mean for shopping), and wearable device growth.

#### How Much Are US Internet Users Budgeting to Spend on Holiday Gifts in 2018?

% of respondents, by age

	18-24	25-34	35-44	45-54	55-64	65+	Total
<\$50	11%	7%	6%	9%	3%	7%	7%
\$50-\$100	24%	15%	9%	14%	14%	19%	15%
\$101-\$250	31%	23%	23%	20%	32%	23%	25%
\$251-\$500	22%	28%	30%	31%	31%	27%	28%
\$501-\$1K	9%	18%	22%	21%	17%	20%	19%
>\$1K	3%	9%	10%	5%	3%	4%	6%

Note: n=1,497

Source: CPC Strategy, "The 2018 US Holiday Shopping Forecast" conducted by Survata, Oct 11, 2018

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