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2015 SAS Holiday Shopper Survey

Deck the Halls

The holiday shopping season is shaping up to be jolly for retailers this year. Even with analysts predicting a modest growth in US holiday spending this year due to consumer economic concerns, this doesn't seem to be dampening the holiday spirit of American shoppers. Sales in November and December are expected to increase 3.7 percent this year. In the UK, the forecast is similar – a projection of a 2.9 percent increase in holiday sales. Australian consumer confidence is up, leading retailers to expect a good Christmas trading period. New Zealand is forecasting a very bright holiday retail season, with a projected increase of 5.2 percent over last year. Canada is struggling with consumer confidence, and retail analysts are expecting modest growth in holiday spending this year.

In October, SAS conducted online survey research among 3,458 adult consumers from Australia, Canada, New Zealand, the UK and the US to uncover their holiday buying intentions. Here's a peek into what we found.

5 Key Holiday Shopper Insights

- Growth in holiday spending will come primarily from younger shoppers, those between the ages of 18 and 29.
- Discount stores and e-tailers (online retailers) will be the big winners this year as shoppers focus on price and bargains. They won't hesitate to look elsewhere for the specific items they want.
- Digital continues to change the face of holiday shopping as customers search for gift ideas online, compare prices, and click to buy.
- Seven in 10 shoppers will be clicking to buy online this season, but in-store shopping is still the mainstay (80 percent will shop at brick-and-mortar stores). Mobile will be used by nearly half of the online shoppers, primarily among the under-40 crowd.
- Gift cards are the No. 1 item on shoppers' lists again, just edging out toys and games.

2015 Holiday Shopper Survey Findings

Overall, shoppers will spend more this year than they did in 2014

Overall, about one in four (24 percent) holiday shoppers plans to spend more on holiday gifts than in 2014. This compares to 56 percent of shoppers who will spend the same and 17 percent of shoppers who are tightening their belts, netting out 7 percent of shoppers who plan to spend more this year. Shoppers in the US are even more likely to loosen the purse strings (29 percent versus 18 percent in other countries surveyed). In contrast, Canadian shoppers are more likely to spend less (19 percent) than to increase their holiday spending (15 percent).

Young shoppers driving increased spending in 2015

Age will play a big role in holiday spending this season. The younger the shopper, the more likely he or she is to spend more than last year. Shoppers ages 18 to 29 are 3 ½ times more likely than shoppers over 60 to spend more this year compared to 2014. As shoppers get older, they move to holding the line on holiday spending.

Friends and family first, including those with fur

Adult family members top the gift list this year, but the kids get more of the holiday shopping budget. On average, consumers are planning to spend US\$271 on the children in the family, \$221 on adult family members, and \$197 on their spouses or significant others.

Even Fido benefits this year – more than one in four (28 percent) of all holiday shoppers in our survey plan to purchase gifts for their pets. However, among pet owners, that number climbs to 44 percent. Women are twice as likely as men to put a little something under the tree for furry family members.

Discount retailers will cash in big, but e-tailers will benefit from digital

This year, two-thirds of shoppers will buy holiday gifts at discount stores. Fifty-nine percent will click to buy from e-tailers (a total of 70 percent of shoppers plan to buy online). Shoppers under 50 years old will do more of their shopping at e-tailers than older shoppers.

Department stores, once the mecca of holiday shopping, will now be visited by just over half of holiday shoppers. Price and bargains are the biggest drivers of gift buying, according to our survey, and so more buyers are trading the luster of the department stores for the low prices at discounters and the convenience of shopping and comparing prices online.

Digital shopping driven by convenience and value

It's true that the brick-and-mortar stores are still the No. 1 place for holiday shopping. Indeed, 80 percent of those in our survey will shop at stores in person. But digital is dominating across the buying cycle. Shoppers are looking for gift ideas, comparing prices, reading reviews, checking for availability and making the purchase – all online.

Convenience and the ability to search for better deals are the key drivers of online shopping. Nearly eight in 10 (78 percent) online shoppers compare prices. That said, there are few online-only shoppers. Only 11 percent of our respondents indicated that they do all of their shopping online, through PCs, laptops or mobile devices. So there is a great deal of spillover between the digital shoppers and those who visit the stores. However, it's important to note that shoppers will quickly turn to online if a store doesn't have the items they want.

Books and music, toys and games, and consumer electronics are the gifts most likely to be purchased online. About eight in 10 shoppers who are buying these items are likely to shop for them on the web.

The Mobile Crowd: 39 is the new 29

This year, a third of our respondents indicated that they would do some of their holiday shopping via mobile. But it's not just younger shoppers who are scrolling and tapping. Shoppers under 40 are just as likely to use mobile for holiday shopping as their younger counterparts. After age 40, use of mobile to shop declines significantly with each age group.

Gift cards No. 1 on shoppers' lists – again

Overall, gift cards remain the No. 1 item shoppers plan to give this year. Over the past 10 years, gift cards have seen dramatic growth and are now the holiday gift purchase of choice. Brick-and-mortar stores that offer a broad gift card selection (such as discounters and drug stores) will benefit from this trend. Digital gift cards offer online shoppers convenience, but just over half of those who plan to purchase gift cards will do so online.

The holiday staples of toys/games and apparel/accessories will show up in more than six in 10 shopping carts this year.

Consumer electronics will be purchased by 35 percent of our survey respondents, primarily those shoppers between 25 and 50. Men are more likely than women to be the buyers of electronics, sporting goods and vacations, while women are the primary shoppers in all other categories.

Charities might benefit this year if the shoppers in our survey follow through on their good intentions. One in five (18 percent) of our respondents said they are very likely to make a contribution in someone's name as part of their gift giving this year.

More patience for doorbusters than checkout lines

The holiday hoopla around doorbuster sales that has, in years past, prompted shoppers to camp out overnight for stores to open may be diminishing as retailers expand their deals to Black Friday week, and even throughout November. However, our survey did show that there is a strong relationship between the level of discount on items shoppers want and the length of time they are willing to wait. Our data suggests that shoppers, on average, will wait approximately 10 minutes for every 10 percent incremental discount for a store to open (up to 50 percent, the maximum in the survey).

However, they are less patient when checking out. Shoppers indicate they will wait an average of six minutes in the checkout line for every 10 percent their purchase is discounted. While their real-life behavior will likely show that they actually wait longer, the key point is that shoppers expect more efficiency in the checkout line. Findings like these support the strong shift to online sales over the years, where stores don't close and there are no checkout lines.

Black Friday warriors are still suiting up in the US but staying home on Thanksgiving

Compared to last year, US shoppers appear less motivated to leave the Thanksgiving dinner table and head to the mall. The percent of shoppers who plan to go out on Turkey Day is down from 27 percent last year (2014 Holiday Shopping Styles Report, SAS) to 17 percent this year. Only 38 percent of those shopping on Thanksgiving Day are going because of the deals, while 34 percent are going to share in the holiday excitement.

Black Friday remains popular with US shoppers, with nearly 40 percent planning to shop and just slightly more (41 percent) planning to shop during Black Friday week. More than one-third of US consumers plan to shop Cyber Monday. Those shopping during these times do so because they believe the best deals are happening then.

Younger shoppers will be the ones most likely to battle the crowds this year. Over half (52 percent) of US shoppers 18 to 29 are likely to shop during Black Friday week or on Black Friday (51 percent), and just under half (46 percent) on Cyber Monday. Comparatively, roughly a third of the 30-and-over shoppers will shop Black Friday Week (36 percent), Black Friday (33 percent), and Cyber Monday (34 percent).

After the holidays are over, more shopping and swapping

As shoppers bid farewell to the old year, two-thirds of them will be heading back to the stores to shop the after-Christmas sales. Nearly four in 10 will be returning or exchanging gifts, and 35 percent will be looking for gifts for next year. The vast majority of shoppers looking to return or exchange plan to do so in person at the store location sometime before New Year's Day.

2015 SAS Holiday Shopper Survey Question Responses: All Countries

This holiday season, I expect to spend ...	Less than I spent last year	17%
	Around the same as I spent last year	56%
	More than I spent last year	24%
	Not sure/don't know	3%
	Total	100%
Who is on your holiday gift list this year? Select all that apply.	Family members 18 and over	77%
	Family members under age 18	71%
	Spouse or significant other	67%
	Friends	53%
	Pets	28%
	Co-workers	17%
	Neighbors	13%
	Teachers	10%
	Service providers	9%
	Others	2%
Where do you get ideas for the gifts you give? Select all that apply.	I ask people what they want	67%
	I browse for gift ideas at stores	67%
	I search online for gift ideas	58%
	I get ideas from others	44%
	I get ideas from the media	37%
	I get ideas from retailers' emails and text messages	26%
	Other	5%
What gifts are you likely to give this holiday season? Select all that apply.	Gift Cards	61%
	Toys/Games	60%
	Apparel/Accessories	54%
	Books, Music or Movies	48%
	Cosmetics/Fragrance	39%
	Money	37%
	Jewelry	36%
	Consumer Electronics	35%
	Household Goods	34%
	Homemade Gifts/Baked Goods	34%
	Food or Beverage	32%
	Sporting Goods	22%
	Vacation/Trip	8%
Other, please specify:	4%	
How likely are you to make a charitable contribution in someone's name as part of your holiday giving?	Very likely	18%
	Somewhat likely	23%
	Neither likely nor unlikely	21%
	Somewhat unlikely	14%
	Very unlikely	24%
	Total	100%

If a brand or item you want to purchase as a holiday gift is not available in-store, are you likely to ... ?	Go online to the same store's website to find it	28%
	Go online to another retailer's website to find it	23%
	Go to different store in-person to get it	22%
	Go to another location of the same store to get it	15%
	Stay in same store and buy a different brand or item	10%
	Other	2%
	Total	100%
At which of the following types of stores are you likely to shop for holiday gifts? Select all that apply.	Discount retailers	68%
	E-tailers: online only retailers	59%
	Department stores	53%
	Specialty retailers	41%
	Warehouse retailers	28%
	Low-price dollar stores	23%
	Local boutique shops	23%
	Drug stores	18%
	Grocery stores	17%
When are you likely to shop for holiday gifts this year? Select all that apply.	My holiday shopping is already done	6%
	Black Friday Week	29%
	Thanksgiving Day	13%
	Black Friday	28%
	Cyber Monday	26%
	During the holiday shopping season (Nov. & Dec.)	71%
	The week before Christmas	23%
	Christmas Eve	5%
In general, when do you think it's the best time to shop for holiday gifts at the following types ... – Department stores (Macy's, Harrods, Big W, etc.)	Black Friday Week	18%
	Thanksgiving Day	4%
	Black Friday	15%
	Cyber Monday	4%
	During the holiday shopping season (Nov. & Dec.)	51%
	The week before Christmas	6%
	Christmas Eve	1%
	Total	100%
In general, when do you think it's the best time to shop for holiday gifts at the following types ... – Specialty retailers (Best Buy, Apple, Tiffany & Co., etc.)	Black Friday Week	17%
	Thanksgiving Day	4%
	Black Friday	22%
	Cyber Monday	9%
	During the holiday shopping season (Nov. & Dec.)	41%
	The week before Christmas	5%
	Christmas Eve	1%
	Total	100%

In general, when do you think it's the best time to shop for holiday gifts at the following types ... – Warehouse retailers (COSTCO, Sam's Club, etc.)	Black Friday Week	17%
	Thanksgiving Day	6%
	Black Friday	11%
	Cyber Monday	5%
	During the holiday shopping season (Nov. & Dec.)	54%
	The week before Christmas	6%
	Christmas Eve	1%
	Total	100%
In general, when do you think it's the best time to shop for holiday gifts at the following types ... – E-tailers: online only retailers (Amazon, eBay, etc.)	Black Friday Week	14%
	Thanksgiving Day	4%
	Black Friday	9%
	Cyber Monday	31%
	During the holiday shopping season (Nov. & Dec.)	40%
	The week before Christmas	3%
	Christmas Eve	0%
	Total	100%
In general, when do you think it's the best time to shop for holiday gifts at the following types ... – Drug stores (CVS, Boots, Lasoo, etc.)	Black Friday Week	18%
	Thanksgiving Day	6%
	Black Friday	11%
	Cyber Monday	4%
	During the holiday shopping season (Nov. & Dec.)	50%
	The week before Christmas	9%
	Christmas Eve	1%
	Total	100%
In general, when do you think it's the best time to shop for holiday gifts at the following types ... – Discount retailers (Target, Wal-Mart, etc.)	Black Friday Week	20%
	Thanksgiving Day	4%
	Black Friday	19%
	Cyber Monday	5%
	During the holiday shopping season (Nov. & Dec.)	46%
	The week before Christmas	6%
	Christmas Eve	1%
	Total	100%
In general, when do you think it's the best time to shop for holiday gifts at the following types ... – Low-price dollar stores (Hot Dollar, Dollar Tree, PoundGiant)	Black Friday Week	16%
	Thanksgiving Day	5%
	Black Friday	8%
	Cyber Monday	6%
	During the holiday shopping season (Nov. & Dec.)	54%
	The week before Christmas	10%
	Christmas Eve	1%
	Total	100%
In general, when do you think it's the best time to shop for holiday gifts at the following types ... – Grocery stores	Black Friday Week	11%
	Thanksgiving Day	9%
	Black Friday	7%
	Cyber Monday	4%
	During the holiday shopping season (Nov. & Dec.)	52%
	The week before Christmas	14%
	Christmas Eve	3%
	Total	100%

In general, when do you think it's the best time to shop for holiday gifts at the following types ... – Local boutique shops	Black Friday Week	10%
	Thanksgiving Day	3%
	Black Friday	8%
	Cyber Monday	3%
	During the holiday shopping season (Nov. & Dec.)	67%
	The week before Christmas	8%
	Christmas Eve	1%
Total		100%
What are the main reasons you do your holiday shopping during these times? – Black Friday Week	Tradition	21%
	The best deals are happening then	60%
	Most convenient time	18%
	The holiday excitement	27%
	I can get all of my shopping done at once	24%
	Best selection	24%
	Other	1%
What are the main reasons you do your holiday shopping during these times? – Thanksgiving Day	Tradition	27%
	The best deals are happening then	36%
	Most convenient time	20%
	The holiday excitement	32%
	I can get all of my shopping done at once	19%
	Best selection	24%
	Other	4%
What are the main reasons you do your holiday shopping during these times? Please select up to three reasons for each time frame (row) – Black Friday	Tradition	26%
	The best deals are happening then	64%
	Most convenient time	15%
	The holiday excitement	29%
	I can get all of my shopping done at once	19%
	Best selection	20%
	Other	2%
What are the main reasons you do your holiday shopping during these times? – Cyber Monday	Tradition	9%
	The best deals are happening then	68%
	Most convenient time	27%
	The holiday excitement	14%
	I can get all of my shopping done at once	22%
	Best selection	26%
	Other	2%
What are the main reasons you do your holiday shopping during these times? – During the holiday shopping season (November and December)	Tradition	25%
	The best deals are happening then	29%
	Most convenient time	35%
	The holiday excitement	39%
	I can get all of my shopping done at once	24%
	Best selection	24%
	Other	4%

	Tradition	21%
	The best deals are happening then	30%
	Most convenient time	25%
	The holiday excitement	35%
	I can get all of my shopping done at once	23%
	Best selection	10%
	Other	11%
	Tradition	24%
	The best deals are happening then	30%
	Most convenient time	20%
	The holiday excitement	46%
	I can get all of my shopping done at once	22%
	Best selection	13%
	Other	15%
	Total	100%
	PC/Laptop	49%
	Mobile Phone or Tablet	40%
	In-store	73%
	Over the Phone	10%
	PC/Laptop	44%
	Mobile Phone or Tablet	35%
	In-store	64%
	Over the Phone	13%
	PC/Laptop	41%
	Mobile Phone or Tablet	32%
	In-store	74%
	Over the Phone	7%
	PC/Laptop	74%
	Mobile Phone or Tablet	51%
	In-store	21%
	Over the Phone	7%
	PC/Laptop	54%
	Mobile Phone or Tablet	33%
	In-store	88%
	Over the Phone	6%
	PC/Laptop	33%
	Mobile Phone or Tablet	23%
	In-store	88%
	Over the Phone	8%
	PC/Laptop	32%
	Mobile Phone or Tablet	20%
	In-store	88%
	Over the Phone	10%

Why do you shop for holiday gifts online? Please select up to three ...	It's more convenient	44%
	I can search for better deals	39%
	It saves time	31%
	Free shipping offers	31%
	The crowds at stores are overwhelming	27%
	It saves money	27%
	Better selection/variety	27%
	I am not limited by store hours	26%
	I'm more aware of how much I'm spending	10%
	There's too much traffic on the roads	8%
	Lack of parking at retailers	7%
	Other	2%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Apparel/Accessories	Very Unlikely	9%
	Unlikely	11%
	Neither likely nor unlikely	13%
	Likely	40%
	Very Likely	27%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Books, Music or Movies	Very Unlikely	5%
	Unlikely	4%
	Neither likely nor unlikely	9%
	Likely	41%
	Very Likely	40%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Cosmetics/Fragrance	Very Unlikely	8%
	Unlikely	13%
	Neither likely nor unlikely	14%
	Likely	36%
	Very Likely	28%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Consumer Electronics	Very Unlikely	5%
	Unlikely	5%
	Neither likely nor unlikely	12%
	Likely	43%
	Very Likely	35%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Food or Beverage	Very Unlikely	22%
	Unlikely	23%
	Neither likely nor unlikely	16%
	Likely	23%
	Very Likely	16%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Gift Cards	Very Unlikely	13%
	Unlikely	17%
	Neither likely nor unlikely	16%
	Likely	28%
	Very Likely	27%
	Total	100%

	Very Unlikely	0%
	Unlikely	0%
	Neither likely nor unlikely	0%
	Likely	0%
	Very Likely	0%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Homemade Gifts/Baked Goods	Very Unlikely	0%
	Unlikely	0%
	Neither likely nor unlikely	0%
	Likely	0%
	Very Likely	0%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Household Goods	Very Unlikely	5%
	Unlikely	9%
	Neither likely nor unlikely	19%
	Likely	45%
	Very Likely	23%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Sporting Goods	Very Unlikely	8%
	Unlikely	9%
	Neither likely nor unlikely	18%
	Likely	41%
	Very Likely	25%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Jewelry	Very Unlikely	11%
	Unlikely	12%
	Neither likely nor unlikely	17%
	Likely	35%
	Very Likely	24%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Money	Very Unlikely	0%
	Unlikely	0%
	Neither likely nor unlikely	0%
	Likely	0%
	Very Likely	0%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Toys/Games	Very Unlikely	4%
	Unlikely	4%
	Neither likely nor unlikely	12%
	Likely	40%
	Very Likely	40%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Vacation/Trip	Very Unlikely	10%
	Unlikely	6%
	Neither likely nor unlikely	13%
	Likely	33%
	Very Likely	38%
	Total	100%
How likely are you to purchase the following holiday gifts online? – Other, please specify:	Very Unlikely	0%
	Unlikely	0%
	Neither likely nor unlikely	0%
	Likely	0%
	Very Likely	0%
	Total	100%

	Never	5%
	Rarely	11%
When shopping for holiday gifts online, how often do you ...? – Make purchase decisions based on shipping dates	Sometimes	36%
	Frequently	31%
	Always	16%
	Total	100%
	Never	3%
When shopping for holiday gifts online, how often do you ...? – Make purchase decisions based on shipping costs	Rarely	8%
	Sometimes	32%
	Frequently	35%
	Always	21%
	Total	100%
	Never	31%
When shopping for holiday gifts online, how often do you ...? – Have your gift arrive already wrapped	Rarely	25%
	Sometimes	24%
	Frequently	13%
	Always	8%
	Total	100%
	Never	2%
When shopping for holiday gifts online, how often do you ...? – Ship your purchased gift to your home	Rarely	4%
	Sometimes	18%
	Frequently	34%
	Always	41%
	Total	100%
	Never	24%
When shopping for holiday gifts online, how often do you ...? – Ship your purchased gift to the recipient	Rarely	25%
	Sometimes	28%
	Frequently	15%
	Always	8%
	Total	100%
	Never	1%
When shopping for holiday gifts online, how often do you ...? – Compare prices	Rarely	3%
	Sometimes	18%
	Frequently	36%
	Always	42%
	Total	100%
	Never	2%
When shopping for holiday gifts online, how often do you ...? – Read product reviews	Rarely	5%
	Sometimes	28%
	Frequently	36%
	Always	29%
	Total	100%
	Never	5%
When shopping for holiday gifts online, how often do you ...? – Look for discount coupons online	Rarely	10%
	Sometimes	28%
	Frequently	30%
	Always	28%
	Total	100%

	Never	9%
	Rarely	17%
	Sometimes	42%
	Frequently	20%
	Always	12%
	Total	100%
When shopping for holiday gifts online, how often do you ...? – Find it helpful when retailers make suggestions based on your previous searches or purchases	Purchase another brand on the same website	15%
	Go to a different website to get your desired brand/item	64%
	Go to the same store as the website (if it exists) in-person to get your desired brand /item	19%
	Other	3%
	Total	100%
If a particular website indicated that a brand/item was out-of-stock, would you...?	Very Unlikely	16%
	Unlikely	18%
	Neither likely nor unlikely	29%
	Likely	28%
	Very Likely	9%
	Total	100%
The Holidays are over. Everyone has their gifts. Now what? Based on previous holidays, how I ... – Return or exchange a gift	Very Unlikely	8%
	Unlikely	9%
	Neither likely nor unlikely	20%
	Likely	40%
	Very Likely	23%
	Total	100%
Based on previous holidays, how likely are you to ... – Shop the after holiday sales	Very Unlikely	23%
	Unlikely	21%
	Neither likely nor unlikely	21%
	Likely	22%
	Very Likely	13%
	Total	100%
Based on previous holidays, how likely are you to ... – Shop for gifts for next year	Very Unlikely	18%
	Unlikely	17%
	Neither likely nor unlikely	28%
	Likely	27%
	Very Likely	10%
	Total	100%
Based on previous holidays, how likely are you to ... – Donate unwanted gifts to charity	Very Unlikely	20%
	Unlikely	18%
	Neither likely nor unlikely	27%
	Likely	26%
	Very Likely	9%
	Total	100%
Based on previous holidays, how likely are you to ... – Give unwanted gifts to someone else	Very Unlikely	36%
	Unlikely	24%
	Neither likely nor unlikely	19%
	Likely	15%
	Very Likely	7%
	Total	100%
Based on previous holidays, how likely are you to ... – Sell unwanted gifts online	Very Unlikely	36%
	Unlikely	24%
	Neither likely nor unlikely	19%
	Likely	15%
	Very Likely	7%
	Total	100%

When would you be most likely to return or exchange holiday gifts?	The day after Christmas	16%
	The week between Christmas and New Year's Day	53%
	After New Year's Day	31%
	Total	100%
How are you most likely to return your gift items?	By mail (UPS, FedEx, USPS)	12%
	In person, at store location	88%
	Other, please specify:	0%
	Total	100%
Gender	Male	35%
	Female	65%
	Prefer not to answer	0%
	Total	100%
What is the highest level of education you have completed?	Less than High School	2%
	High School	38%
	2-year College Degree	22%
	4-year College Degree	25%
	Master's Degree	9%
	Doctoral Degree	1%
	Professional Degree (JD, MD)	3%
	Total	100%
What's your employment situation?	Employed full-time	43%
	Employed part-time	16%
	Full-time student	6%
	Not currently employed	15%
	Retired	14%
	Other	6%
	Total	100%
What is your total annual household income?	Under \$25,000	16%
	\$50,000 to \$99,999	31%
	\$25,000 to \$50,000	29%
	\$100,000 to \$149,999	10%
	\$150,000 to \$199,999	3%
	\$200,000+	2%
	Prefer not to answer	8%
	Total	100%
Age groups	18 to 24	14%
	25 to 29	16%
	30 to 39	25%
	40 to 49	16%
	50 to 59	13%
	60 to 69	11%
	70 or older	5%
	Total	100%
In which country do you currently reside?	Australia	17%
	Canada	9%
	New Zealand	6%
	United Kingdom	9%
	United States	59%
	Total	100%

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