

**For Immediate Release**

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**NEW AMERICA'S RESEARCH GROUP CHRISTMAS FORECAST REVEALS  
CHANGE IN CONSUMER MOOD  
ONLY 32.3% EXPECT BIGGER DEALS ON BLACK FRIDAY WEEKEND –  
ALL TIME LOW!  
MORE AMERICANS CUT BACK TO ONE LARGE GIFT – HIGHEST SINCE 2010  
17.1% OF PARENTS REPORT HARDER TO FIND NEW TOYS  
MORE BUYING FOR FEWER PEOPLE & DEAL FEVER AT ALL TIME HIGH  
ATTITUDE SHIFT WITH AMERICANS SAYING “NOT MUCH NEW”**

CHARLESTON, SC - November 4, 2015 – According to the first America's Research Group Christmas Shopping Forecast of the season, the mood of the American consumer is surprisingly gloomy. “It’s not as upbeat as I would have thought,” said Britt Beemer, Chairman and CEO. According to the survey, only 32.3% expect bigger deals on Black Friday weekend, an all-time low, with 39.5% in a wait-and-see mode.

Key survey results include: More Americans buying one large gift and the rest mostly small ones at 54.6%, the highest since 2010. 17.1% of parents feel it is harder to find new toys this year and over half, 52.6%, will be “forced” into buying more video games. With over half of Americans saying there is nothing new, Americans spending \$500 or less this year jumped to 28.4% versus 17.3% last year; and those spending over \$1000 is at 26.7% this year versus 33.7% last year. More Americans are buying for fewer people this year, at 23%, for five or less compared to only 14.3% last year. Additionally the lower-priced gift range of \$26 -\$35 is up this year to 21.8% where it was only 18.1% last year.

Deal “fever” has reached “fever pitch”: More Americans, at 76.3%, want 60% off, a four-year high; and more Americans, at 67.2%, want 70% off, a five-year high. As for Black Friday weekend, of those shopping then, 71.1% say it’s very likely they will go for the early bird specials, up from 69.6% last year. And of those purchasing a big ticket item that weekend, 58.7% say it will be the first thing they buy – a five-year high.

Moreover, an early bird special is no longer an “assumed” category. Best Buy has been cutting back on big early bird specials. It is also potentially “in trouble” with the survey showing that 25.4% are spending less there this year versus 22.3% last year and 43% saying they no longer shop there versus 28.1% last year.

An attitude of “not much new” is a big theme among Americans, signally a psychological shift. Over half, at 50.2% believe there is “not much new” this year. Of those feeling that way, 57.8% spend less due to “fewer new items”, which is an all-time high.

The “hot” toy is not a toy – it is videogames, with 43% saying they will buy mostly video games versus 33.7% last year.

Finally, Amazon per this survey has 15.6% of Americans saying they will shop there versus 24% last year.

“This season more than any in the last few years, retailers control their own destinies. If they have the right deals and/or offers, we could see an explosion in Black Friday sales.”

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***For media on deadline, please call Britt Beemer directly at 843-345-0939***

The ARG research consisted of 1000 telephone interviews October 30 – November 1, 2015 with adults at ARG headquarters in Charleston, SC. The error factor is plus or minus 3.8%. The next ARG shopping survey will be conducted November 13-15, 2015. The surveys will continue every week through the shopping season.

America’s Research Group, one of the nation’s foremost consumer research and strategic marketing firms, marks its 36<sup>th</sup> anniversary in 2015 and its 25<sup>th</sup> of doing these Christmas Surveys. CEO Britt Beemer is a key resource and advisor to leading brands and top retailers. He is author of *The Customer Rules*, published by McGraw-Hill. Britt Beemer is a winner of the American Business Award for Executive of the Year - Business Services and Company of the Year - Business Services.