

For Immediate Release

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**NEW AMERICA'S RESEARCH GROUP CHRISTMAS FORECAST REVEALS
MORE AMERICANS DONE WITH THEIR CHRISTMAS SHOPPING AT 24.5 % -
A 12-YEAR HIGH
MORE ARE WAITING UNTIL DECEMBER 24TH – A 12-YEAR-HIGH
OF THAT GROUP, 45.4% WAITING FOR 60% OFF – 50% IS “DEAD”
GIFT CARD NUMBERS DOWN AT 33.7% NOT BUYING ANY
CYBER MONDAY NUMBERS DOWN AT 27.8% VERSUS 32.1% LAST YEAR**

CHARLESTON, SC - According to the latest America's Research Group Christmas Shopping Forecast, more Americans are waiting until December 24th to finish their Christmas shopping, a 12-year high and more are all done – another 12-year high. Of those waiting until December 24th, the magic deal number is now 60% off. 50% is now “dead.”

Key survey results include: Gift card purchases are down this year at 31.7% not planning to buy any compared to 23.2% not purchasing gift cards last year. There were fewer Cyber Monday shoppers this year at 27.8% compared to 32.1% last year. 70% of those interviewed say they are going to stay within their Christmas budget. The category of \$26-\$35 for how much Americans are spending for most of their gifts is up slightly this year at 22.2% compared to 19.7% last year.

As for hot products, TV sales are double this year compared to last year at 14.4% compared to 7.5%. Of those purchasing a TV since Cyber Monday, Walmart is in first place with 43.8%; Sam's Club is in second with 2.8%; Target in third with 12.5%; and Best Buy is fourth at 4.2%. Video game purchasing is up this year at 27.5% - a high topped only by 2010. Walmart is up in video game purchases at a 63.3% share this year compared to a 50.2% share last year.

Mall traffic is much lower at 19.9% - an all-time low.

Deal “fever” has reached an even higher pitch. Of those shopping Thanksgiving Weekend, those spending more is up from 34.9% last year to 48.4% this year with all of that spending driven by deals.

Online continues to be up with half of those interviewed - at 49.5% - saying they normally buy items on the Internet during the Christmas season. Amazon is still the 800-pound gorilla. Of

those who normally buy items on the Internet during the Christmas season, 51.1% have spent the most money on Amazon with Walmart second with a 12.9% share.

As CEO and Chairman of ARG Britt Beemer said: “The next wave will come when online retailers offer free shipping and brick and mortar stores offer 60% and 70% off with the same deals available online. The next wave is usually the weekend before Christmas.”

ARG holds the position that retail sales for the season will be down from -.8% to -1.5%.

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

The ARG research consisted of 1000 interviews of adults across America conducted December 4-6, 2015 at ARG headquarters in Charleston, SC. The error factor is plus or minus 3.8%. The next ARG shopping survey will be conducted December 11-13, 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 36th anniversary in 2015 and its 25th 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.