

For Immediate Release

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**NEW AMERICA'S RESEARCH GROUP CHRISTMAS FORECAST REVEALS
ONLY 25.4% OF AMERICANS ARE FINISHED WITH THEIR HOLIDAY SHOPPING
LOWEST IN 13 YEARS
BIG MONDAY-TUESDAY-WEDNESDAY TO FINISH THEIR
CHRISTMAS SHOPPING EXPECTED - HIGHEST EVER AT 36.5%
NOT GETTING 60% TO 70% OFF CAUSED 55.4% TO NOT FINISH EARLIER
COMPARED TO 39.1% LAST YEAR
ONLY 27% BOUGHT A VIDEO GAME THIS SEASON - A 6-YEAR LOW
MALL SHOPPING AT AN ALL-TIME LOW - PORTENDS MALL RETAILERS
IN BIG TROUBLE**

CHARLESTON, SC - According to the latest America's Research Group Christmas Shopping Forecast, 25.4% of Americans are all done with their holiday shopping – the lowest number in 13 years. As a result, a big Monday-Tuesday-Wednesday before Christmas is expected this year – the highest ever at 36.5%. Not getting 60% to 70% off has caused 55.4% to not finish earlier – compared to 39.1% last year. 59.5% have not finished Christmas shopping for their children, another 13-year high.

The ARG Survey from just a week ago revealed more of the same: more Americans said they are planning to finish their shopping by just before December 24th - a 12-year high. Of those waiting for the last four days before Christmas to finish shopping, the magic deal number is 60% off.; 50% is “dead.”

Key results from this forecast include: Giving gift cards is down from 55.7% last year to 47.7% this year. Purchasing with major credit cards is down this year at 18.8%, a 5-year low from 2010 at 15.2%. Online purchases are at an all-time high with 51.7% purchasing this year versus 42.5% last year. Amazon is the king with a 45.1% share; Walmart is up from 6.8% last year to 10.1% this year. Only 4.6% ordered online for the first time, up from 3.6% last year.

The top three stores shopped the weekend of December 11th to 13th were Walmart at 46.8%; Target at 21.3%; and Kohl's at 11.7%. 17.9% purchased a TV this season with Walmart's share at 61.5% and Best Buy's at 14.5%. 9.5% purchased a computer this season with Walmart's share at 39% and Best Buy's at 30.5%. Only 27% bought a video game this season – a 6-year low with

Walmart's share at 60.7%. Gamestop is in second place with 9.3%; and Target is third with 7.4%.

Enclosed mall shopping is at an all-time low at 16.8%, down from 20.5% last year. As ARG Chairman and CEO Britt Beemer said, "If mall retailers cannot turn this around in the final week before Christmas retailers could experience 10% to 15% sales declines, which would be financially disastrous for them."

Mr. Beemer continued: "The expected rush on the Monday-Tuesday-Wednesday before Christmas will take place if the discounts are big enough, in which case shoppers will respond; and if not, retailers could see as many as 30% of consumers not finishing their Christmas shopping this year. It could be an all-time high."

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

Next week ARG will release its final Christmas Forecast, which will list the Winners and Losers of the Holiday season.

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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 11-13, 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 18-20, 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.