

For Immediate Release

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**AMERICA'S RESEARCH GROUP HOLIDAY FORECAST #3 REVEALS
BLACK FRIDAY WEEKEND NUMBERS:
ONLY 26% OF CONSUMERS DELAYING PURCHASES UNTIL CYBER MONDAY
56.2% SPENT THE MOST AT DISCOUNT STORES – A 15-YEAR HIGH
28.5% SHOPPED AT ONLY ONE STORE – A 15-YEAR HIGH
CONSUMERS DISAPPOINTED IN NUMBER OF EARLY BIRD SPECIALS –
AT 50.4% DOWN FROM 71.3% LAST YEAR
ONLY 23.6% SHOPPED ONLINE OVER BLACK FRIDAY WEEKEND
OF THESE 35.7% SPENT THE MOST AT AMAZON & 27.8% ON WALMART.COM**

According to the third America's Research Group Holiday Forecast of the season, conducted with consumers who said they were going to shop on Thursday or Friday, 64% bought only early bird specials, down from 73.3% a year ago. Consumers were disappointed: only 50.4% said there were a greater number of early bird specials, down from 71.3% last year. However, 92.8% reported being able to find the advertised specials, a 15-year high.

Records were also broken for those who went to one store at 28.5%, a 15-year high. 56.2% of consumers spent the most money at discount stores, another 15-year high. 53.1% got up early on Black Friday morning to shop early for Black Friday specials, up from 51.6% a year ago, which is a 10-year high.

On Thursday and Friday, 13.1% of Americans bought on Amazon, up from 9% a year ago. Of those who purchased on Amazon, 41.3% spent more with only 18.6% spending less. Of those who shopped Amazon, 52.7% were Prime members. While 76.3% of those who shopped Black Friday weekend looked at Thanksgiving Day newspaper inserts/circulars, 41.9% looked at Black Friday inserts/circulars online, an all-time high.

Among those who planned to shop over Black Friday weekend, only 23.6% shopped online during that time period. Of these same shoppers, 35.7% spent the most at Amazon and 27.8% spent the most at Walmart.com.

Among Black Friday weekend shoppers, 65.8% have not made any online purchases this year, down from last year when it was 69.2%. And only 26% of consumers said they are delaying purchases until Cyber Monday, which is consistent with 2016 and 2015.

As for mall-shopping, 69.2% of consumers did not shop a mall over Black Friday weekend, virtually identical to last year.

Item-wise, over Black Friday weekend, 17.9% bought a flat panel TV set, up from 13.5% a year ago. Walmart had a 56.3% share and Best Buy was second at 26%. 7.5% bought a computer or tablet, down from 13.3% a year ago. Walmart had a 55% share and Best Buy was second at 35%. 26.2% bought a video game, up from 21.2% a year ago. Walmart had a 64.3% share and Best Buy was second at 16.4%.

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

The ARG research consisted of 535 back-panel telephone interviews with consumers conducted November 24-26, 2017 at ARG headquarters in Charleston, SC with adults who planned to shop Black Friday weekend.

America's Research Group, one of the nation's foremost consumer research and strategic marketing firms. 2017 is ARG's 38th anniversary and the 29th year of 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.