

For Immediate Release

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**AMERICA'S RESEARCH GROUP HOLIDAY FORECAST #1 REVEALS
OPTIMISM IS FUELING HOLIDAY SPENDING
CONSUMERS REPORT SPENDING MORE THIS SEASON -
AT RECORD HIGH SINCE 2007
OF THOSE SPENDING MORE 54% SAY PRESIDENT TRUMP'S ECONOMIC
POLICIES ARE "DRIVING THEM TO SPEND MORE"
THAT NUMBER IS REINFORCED BY:
30.9% REPORTING THEY ARE MAKING MORE MONEY THIS YEAR
AND 27.5% REPORTING THAT THEY CHANGED JOBS THIS YEAR WITH
3 IN 4 SAYING THEY WENT TO HIGHER PAYING POSITIONS
INCREASE SEEN IN LUXURY SECTOR**

CHARLESTON, SC - According to the first America's Research Group Holiday/Christmas Forecast of the season, 33.1% of American consumers say they will spend more this season, a record high since 2007; a record low of 20.1% say they will spend less with a key reason being that families report making more money at 30.9%, a ten-year high.

Of those spending more, 54% say it is President Trump's economic policies that are driving them to spend more.

In addition to making more money, consumers report at 27.5% that they have changed jobs with three out of four reporting going to a higher paying position..

Increases in those reporting "better economic times" typically translates into increases in upscale/luxury parties during the holiday season. This is a key measure of consumer behavior because "upscale" holiday parties account for as much as 60% of luxury retail sales during the Christmas season. Statistically, these parties are defined as being "so upscale" that women in particular will purchase a new dress and/or jewelry specifically for this event or "events." This year, 13.1% report they will attend an "upscale" holiday event for which a new dress and/or jewelry will be purchased while last year that number was lower at 9.7%.

Luxury retail will reportedly also see a boost. Eleven percent of Americans report they will definitely shop at luxury retail stores this year versus 7.6 % last year and 6.1% the year before.

According to ARG Chairman, Britt Beemer, “There is greater optimism among shoppers this season and if retailers cooperate with good sales and bargains retailers will see huge increases. However, as much as consumers want to spend more money, they still want a deal so retailers need to deliver no matter what.”

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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 800 telephone interviews with consumers conducted November 1-9, 2017 at ARG headquarters in Charleston, SC. The error factor is plus or minus 3.8%. There will be one more November national survey before Thanksgiving 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.