

For Immediate Release

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America's Research Group & Inmar Christmas & Holiday Shopping News More Consumers Done Shopping – Breaking 10 Year Record Last Minute Shoppers Hold Out For 70%-Off Deals Toy, TV, & Computer Shopping Up Apparel Shopping Home-Run This Year Wal-Mart, Target, Sam's Club: Up, Up, Up

Charleston, SC / Winston-Salem, NC (December 9, 2013) -- According to the Christmas & Holiday Shopping Forecast released today by America's Research Group and Inmar, more consumers report they have already finished their holiday shopping than any time in the last ten years. 30.8% say they are completely or 90% done. The last year that came closest to this year's record was 2008 when 25.3% said they were done.

In addition, "those who are waiting for the last minute deals say they're holding out for 70% or 60%-off sales... and 50%-off just won't cut it!" said Britt Beemer, Chairman and CEO of America's Research Group. 45.3% say they're holding out for 70%-off, 31.6% say 60%-off and only 19.9% say 50%-off will do it for them.

Wal-Mart is the number-one store where consumers are doing most of their shopping this past weekend, up to 35.7% this year versus 32% last year. "Wal-Mart is increasing their shopping levels, but Sam's Club is seeing the largest sales growth this year," reports Beemer. Wal-Mart's shopping overall is up this year from 59.6% to 64.2%; and Sam's Club is enjoying a big increase this year, up from 12.1% last year to 18.9%. Additionally, Target shopping is up from 34.8% last year to 40.9% this year. Results show mall shopping level plummeted from 28.5% last year to 24.2% this year.

Apparel shopping hits a home run this season, rising from 38.8% last year to 47% this year. "As we predicted, many parents were putting off purchasing their children's back-to-school apparel until December to save money," said Beemer.

Another big gainer this past weekend is toy shopping, up this year from 46.1% last year to 54.4%...and Wal-Mart is growing its toy market share from 41.9% to 52% this year. And the research has shown, computer and TV sales continue to surge. TV sales are up this past weekend from 7.9% to 10.5%; computers climb from 8% last year to 10.3%, while the study shows video games sales slump this week from 26.1% last year to 24.2% this year.

"This year looks to be a more planned and, perhaps more personalized, Christmas with the majority of shoppers intent on staying within budgets – that, for most, are smaller than last year," says Inmar Analytics President and EVP, John Ross. "Less expensive gifts, including food, are on many lists with 49% of shoppers using coupons in the grocery store to help stretch holiday budgets."

SURVEY RESULTS SUMMARY:

Record Number Consumers All or 90% Finished Shopping

30.8% (2013)

25.3% (2008)

Consumers who are waiting for last minute deals want 70% or 60%-Off - not 50%

45.3 % holding out for 70%-off

31.6% holding out for 60%-off

19.9% holding out for 50%-off

Wal-Mart #1 Go-To Store

35.7% (2013)

32% (2012)

Wal-Mart Toy Market Share

52.5 % (2013)

41.9% (2012)

Sam's Club Shopping Up

18.9% (2013)

12.1% (2012)

Target Shopping Up

40.9% (2013)

34.8% (2012)

Mall Shopping Down

24.2% (2013)

28.5% (2012)

Apparel Shopping Up

47% (2013)

38.8% (2012)

Toy Shopping Up

54.4% (2013)

46.1% (2012)

TV & Computer Sales Up

TVs: 10.5% (2013) vs 7.9% (2012)

Computers: 10.3% (2013) vs 7.9% (2012)

Video Games Sales Down

22% (2013)

26.1% (2012)

The ARG/Inmar research consisted of 1000 telephone interviews conducted December 6-8, 2013 at ARG headquarters in Charleston, SC. The error factor is plus or minus 3.8%. The next ARG/Inmar shopping survey will be conducted December 13-15. The surveys will continue every week through the shopping season.

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About America's Research Group

America's Research Group, one of the nation's foremost consumer research and strategic marketing firms, marked its 30th anniversary in 2009. 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 2012 American Business Award for Executive of the Year - Business Services and Company of the Year - Business Services. www.argconsumer.com

About Inmar

Inmar is a technology company that operates intelligent commerce networks. Our platforms connect offline and online transactions in real time for leading retailers, manufacturers and trading partners across multiple industries which rely on Inmar to securely manage billions of dollars in transactions. Our Promotions, Supply Chain and Healthcare platforms enable commerce, generate meaningful data and offer growth-minded leaders actionable analytics and execution with real-time visibility. Founded in 1980, Inmar is headquartered in Winston-Salem, North Carolina with locations throughout the United States, Mexico and Canada. www.inmar.com