

For Immediate Release

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**NEW AMERICA'S RESEARCH GROUP CHRISTMAS FORECAST REVEALS
WINNERS AND LOSERS OF THE RETAIL SEASON
ONE RETAILER – WALMART – IN 90% RANGE
DID THE BEST JOB HAVING CUSTOMER BASE RETURN THIS SEASON
BIG DROP TO 70% RANGE WITH AMAZON AND TARGET
UNDERPERFORMING GROUP INCLUDES GAP, BARNES & NOBLE, COSTCO**

CHARLESTON, SC – December 23, 2014 – According to the America's Research Group (ARG) Christmas Shopping Forecast, the sixth and last of the season, which includes the Retail Winners and Losers of the Season, only one retailer, Walmart, landed in the 90% “Elite Retailer” spot, having done the best job of getting their total customer base to return this season.

The underperforming retailers, the Losers of the Season, included Gap at 47.5%; Barnes & Noble at 53.9%; Sam’s Club at 54%; Costco at 55.6%; Home Depot at 56.9%; Toys R Us at 59.5%; and T.J. Maxx at 59.4%. “While retailers such as Sam’s Club, Costco and Home Depot have year-round sales that can make up for an underperforming holiday, retailers like Barnes & Noble that are dependent on Christmas are in trouble,” said ARG Chairman/CEO Britt Beemer.

After Walmart at 93.1%, the next group of retailers, the “Good Retailers,” included Dollar Tree at 77.8%; Target at 76.4%; Amazon at 72.8%; and Big Lots at 72.4%.

In the 60% range, the “Average Retailers,” are Sears at 67.2%; Best Buy at 65.2%; Macy’s at 65.1%; CVS at 64.4%; JC Penney at 64.2%; Walgreens at 64%; Ross at 63.9%; American Eagle at 63.2%; and Lowe’s at 62.4%.

“When you look at the top retailers, they are either discount stores or dollar stores reflecting where the consumer mindset is today, which is go for a big bargain or don’t spend at all,” said Britt Beemer.

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

The ARG research consisted of 1000 telephone interviews with consumers conducted December 19-21, 2014 at ARG headquarters in Charleston, SC. The error factor is plus or minus 3.8%.

America’s Research Group, one of the nation’s foremost consumer research and strategic marketing firms, marked its 35th anniversary in 2014. 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.