



2017 pre-Thanksgiving pulse survey
November 20, 2017

Executive Summary

- Approximately three quarters of shoppers plan to shop during the period that runs from Thanksgiving Day through Cyber Monday. Across US regions, shoppers are expected to **spend more** than last year – \$427 (+7% YoY) – with the Midwest region (\$517) spending the most.
- Similar to last year, online (91%) is expected to attract **slightly more** customer spend than in-store (85%) during the Thanksgiving period. Spending will likely differ across income and age groups.
- Approximately 90% of shoppers expect to spend the same as or more than they had planned earlier in the season, with incremental budget being allocated to **buying gifts over experiences**.
- 51% cited **traditional department stores** as their most preferred retail venue for Thanksgiving shopping.
- **GenXers** are likely to outspend (\$626 versus \$427) other generations in terms of average Thanksgiving spend—especially among high-income level households (annual income of \$100,000 and more).
- 39% of digitally savvy shoppers expect retailers to be more responsive in store by providing reliable **Wi-Fi connectivity**—38% expect to buy online while in store if better pricing and/or price matching is offered.
- **Black Friday** will have the most in-store shoppers during Thanksgiving period, with early morning shoppers (those starting before 5am) likely to outspend other shopper groups.
- **Thanksgiving Day** is expected to be one of the lightest shopping days of the period with three fourths of in-store purchases anticipated to be driven by promotions.

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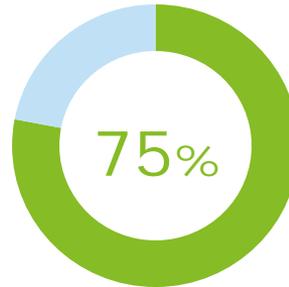


Thanksgiving period dashboard

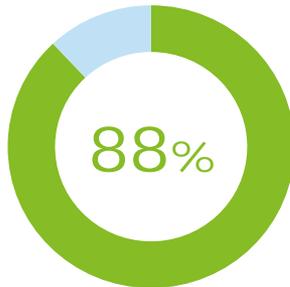
Shoppers will spend an average of \$427 during 2017 Thanksgiving period, up from \$400 in 2016

Will shop during Thanksgiving

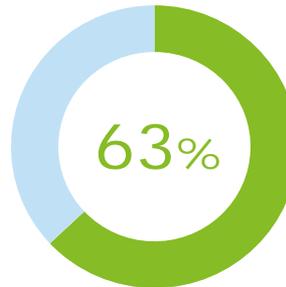
N=1,224



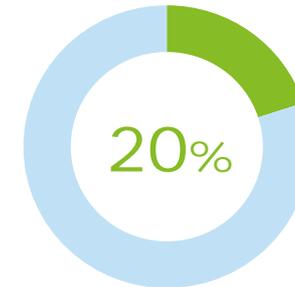
Expect spend more/same



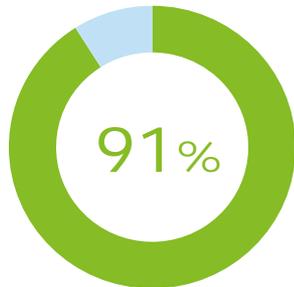
Started shopping



% of budget spent



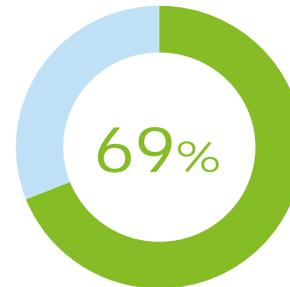
Will shop online



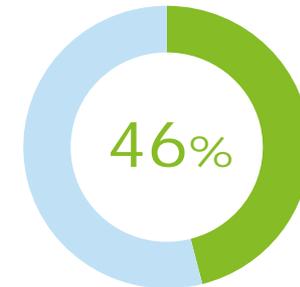
Will shop in-store



Webrooming



Showrooming

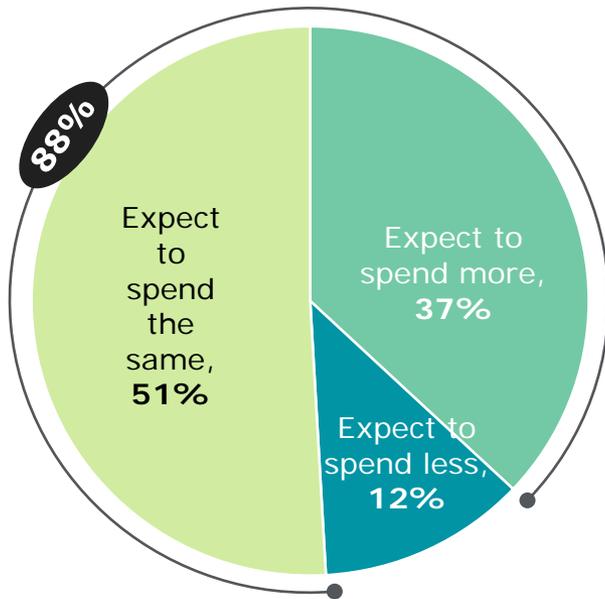


n=921

2017 holiday season to date

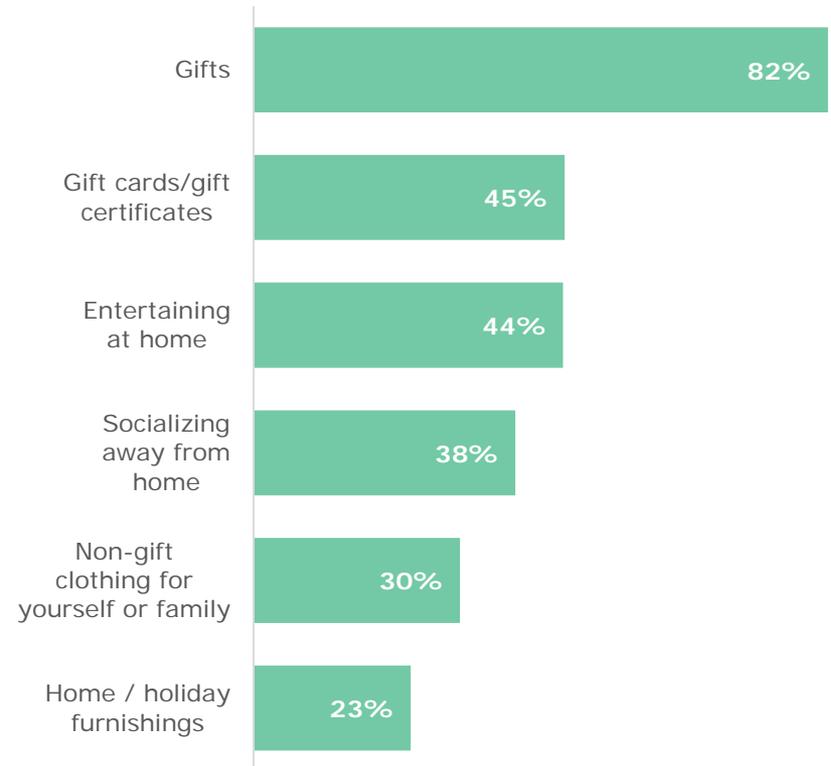
Spending plans: Almost nine in 10 shoppers expected to spend the same or more than earlier planned – with the bulk of the incremental budget going toward gifts

How do your holiday spending plans compare to just a month or two ago?



On what will shoppers spend more?

(Among 37% who plan to spend more)



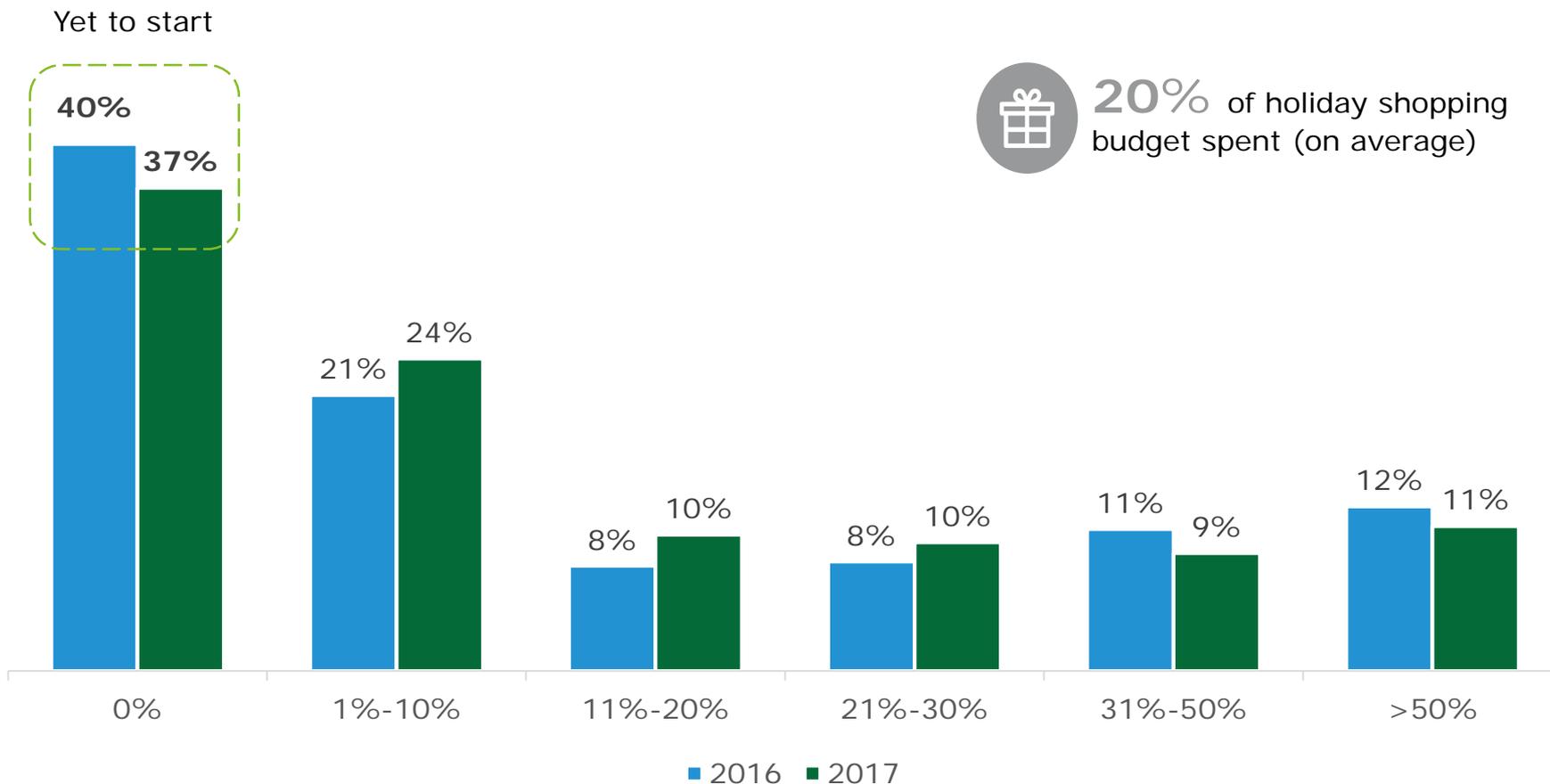
"How do your overall holiday spending plans compare to just a month or two ago?" (N=1224)

"What are the reasons you plan to spend more?" (n=455)

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Spending plans: Nearly four in 10 shoppers have not yet started their holiday shopping

% of holiday shopping completed



"How much of your holiday gift spending have you completed to date?" (N=1224)

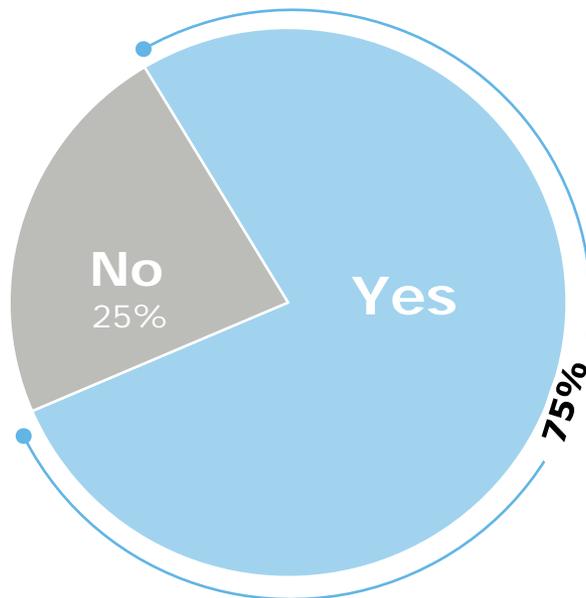
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2017 pre-Thanksgiving pulse survey

Shopping during the
Thanksgiving period

Thanksgiving shoppers: Three quarters plan to shop during the peak Holiday weekend, revealing a close mix of online and offline channels

Plan to shop during Thanksgiving period
(Thanksgiving Day through Cyber Monday)



Among shoppers who plan to shop...
(Thanksgiving Day through Cyber Monday)



85% plan to shop
in-store



91% plan to shop
online

"Do you expect to do any shopping either online or in-store over the Thanksgiving period – including Thanksgiving Thursday through the following Monday?"
(N=1,224)

Channel preference: More than half (52%) of Thanksgiving period spending is expected to occur online

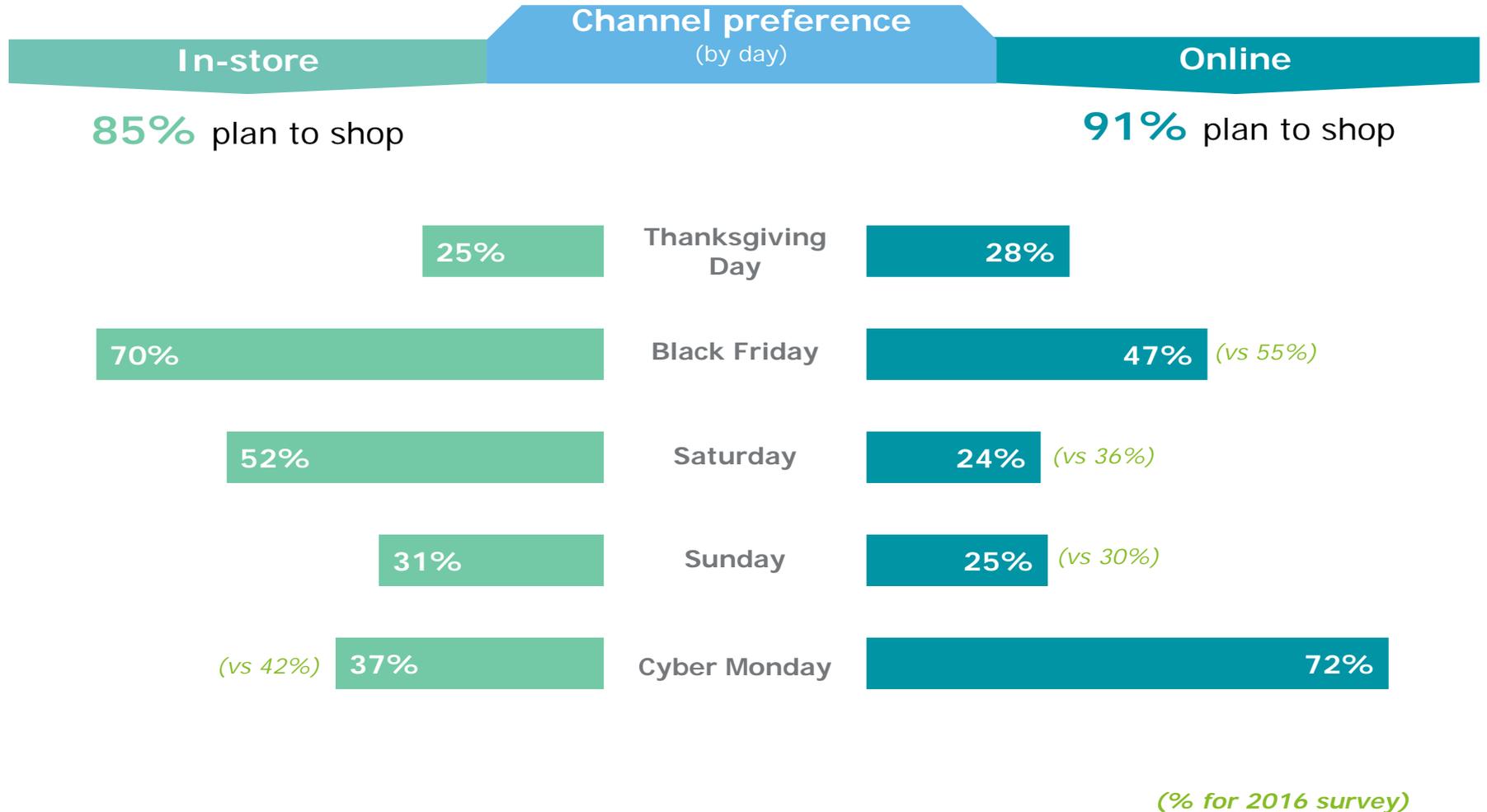
2016		Spending by channel	2017	
Average spend	Share of spend		Share of spend	Average spend
\$185	46%	in-store 	46%	\$196
\$205	51%	Online 	52%	\$220
\$10	3%	Catalog 	2%	\$11

"Percentage of your spending during the Thanksgiving weekend by channel" (n= 921)

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Channel preference: Black Friday is expected to draw the biggest in-store crowds while Cyber Monday wins online



"On what days do you expect to shop in-stores?" n= 781; "On what days do you expect to shop online?" n= 839

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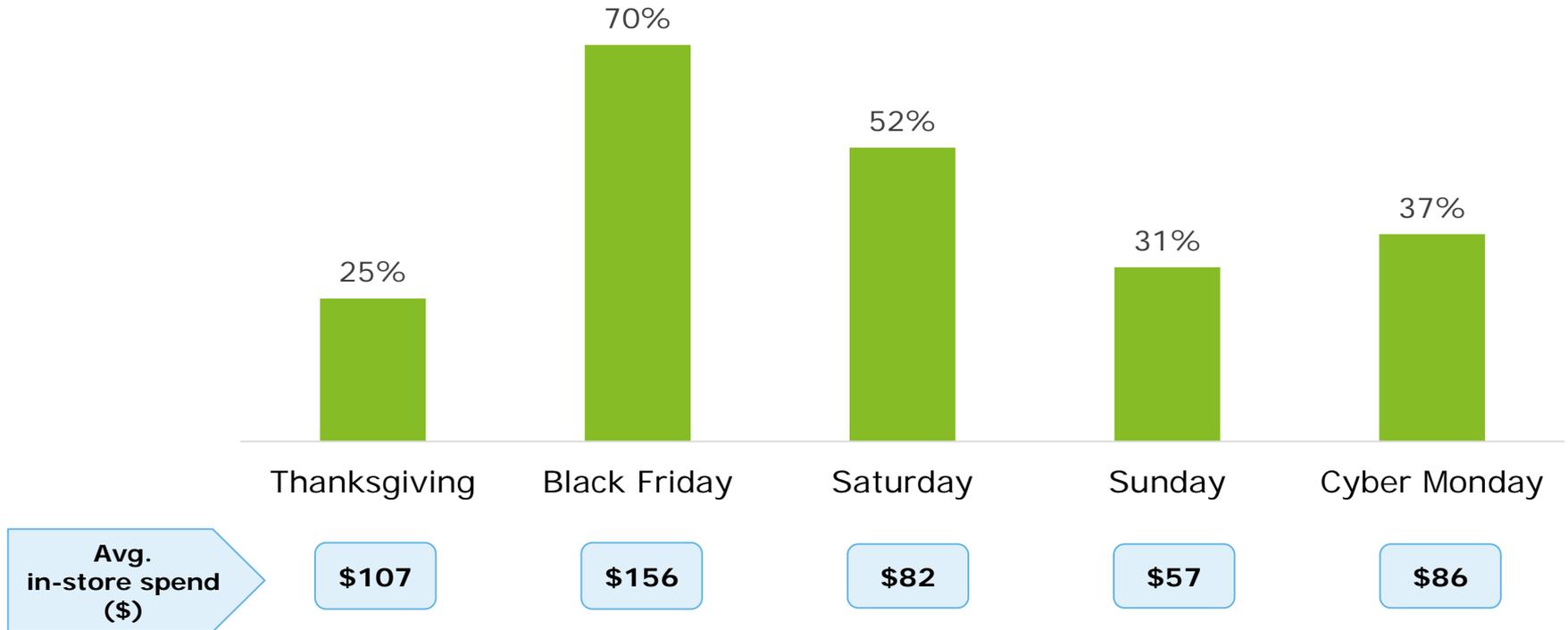
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In-store shopping: Shopper traffic and spend at physical stores will peak on Black Friday

Preferred shopping days

(Among in-store shoppers throughout Thanksgiving period)



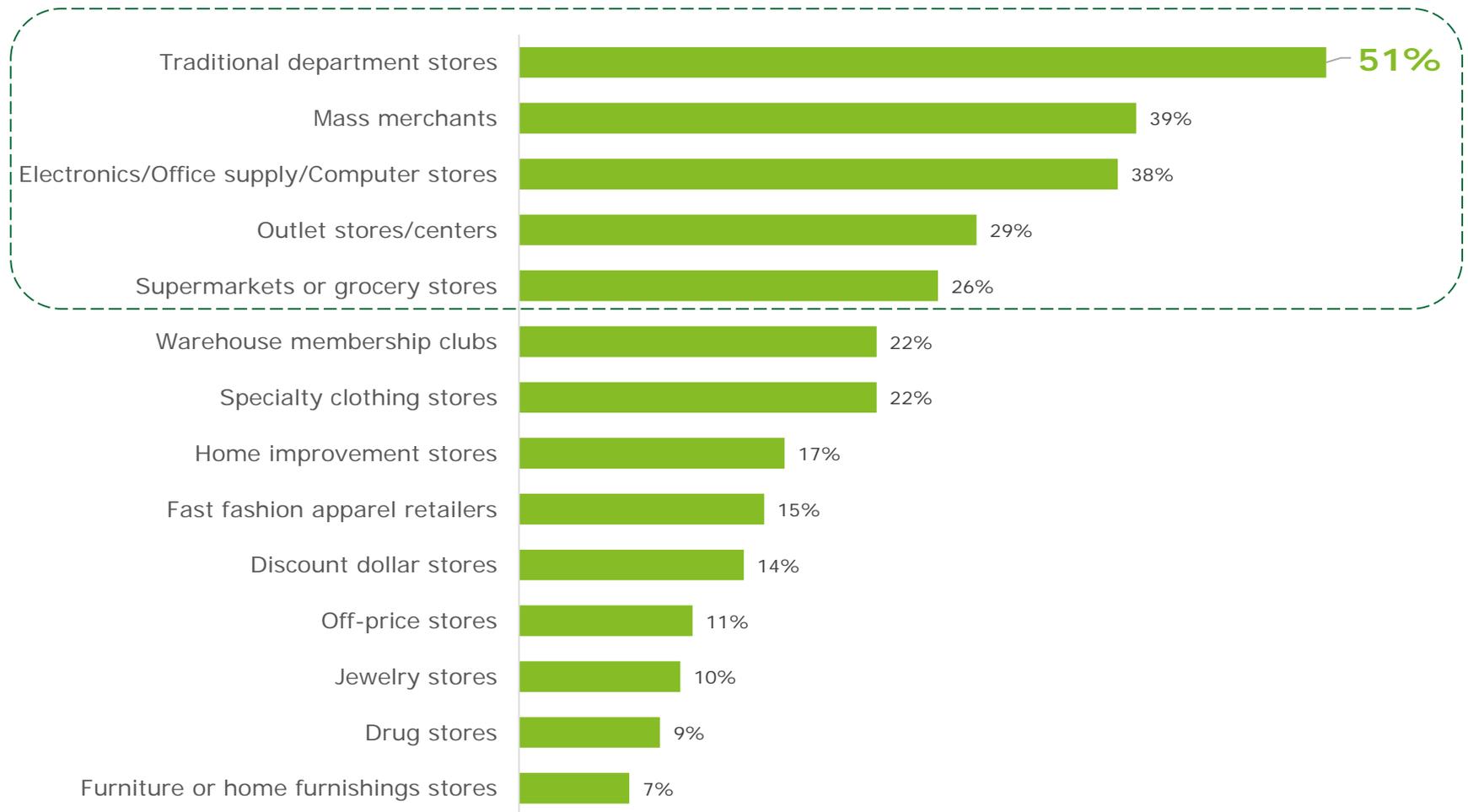
"On what days do you expect to shop in-store?" (n= 781)

"Out of your plan to spend in-store during Thanksgiving period, how much do you plan to spend shopping in physical stores on following days (on non-grocery items)?"

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Traditional department stores dominate as the in-store shopping venue of choice during this peak weekend

Most preferred retail venues for Thanksgiving shopping



"At which of the following types of retailers will you likely shop during this Thanksgiving period?" (n=779)

Shopping items: Clothing and electronics dominate Thanksgiving weekend shopping lists

Popular Thanksgiving items *(By number of shoppers who plan to buy)*



65%

Clothing & Accessories
(e.g. clothing, shoes, jewelry)



55%

Electronics & Accessories
(e.g. computers, smartphone, gaming consoles, wearables)



47%

Toys & Hobbies
(e.g. books, board games, dolls, movies, handcraft items)



38%

Food & Beverage
(e.g. confectionary, meal kits, liquor)



31%

Home & Kitchen
(e.g. home improvement, home appliances and electronics, furniture)



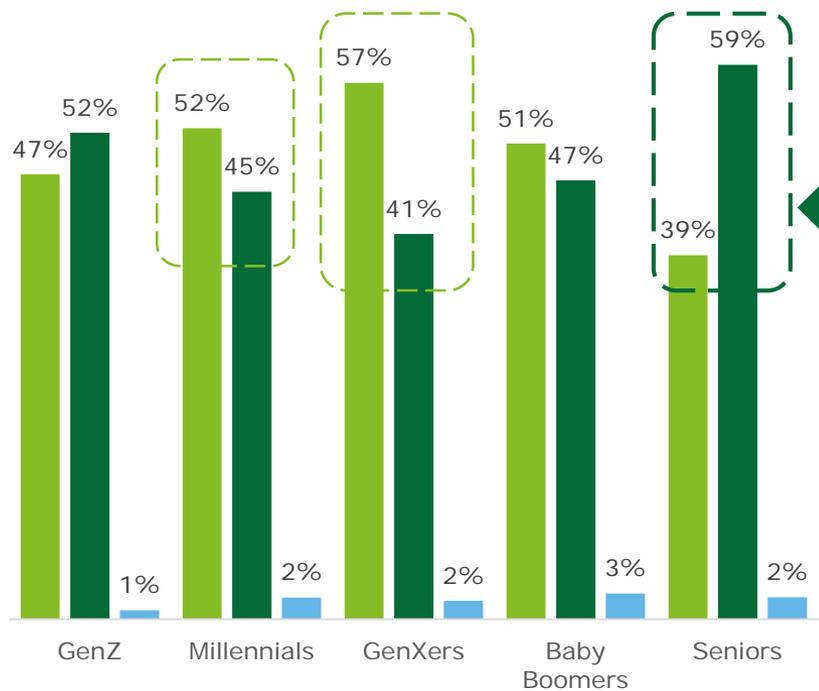
29%

Health & Beauty
(e.g. cosmetics, personal care products, sporting goods)

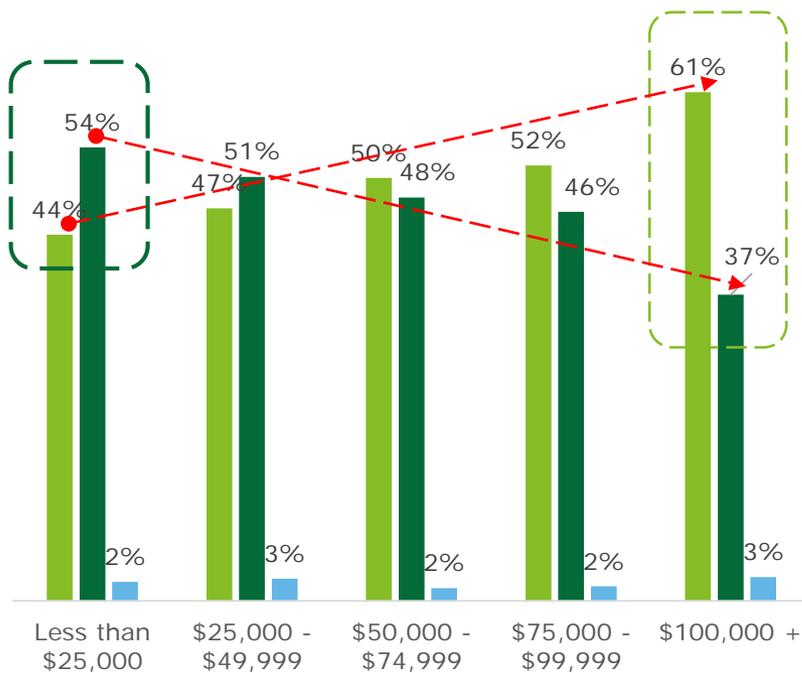
"Which of the following do you plan to buy during this Thanksgiving period (Thanksgiving Thursday through the following Monday)?" (n=921)

Channel preference: Online and in-store channel spend vary across age and household income groups

Percentage of Thanksgiving period spend by age group



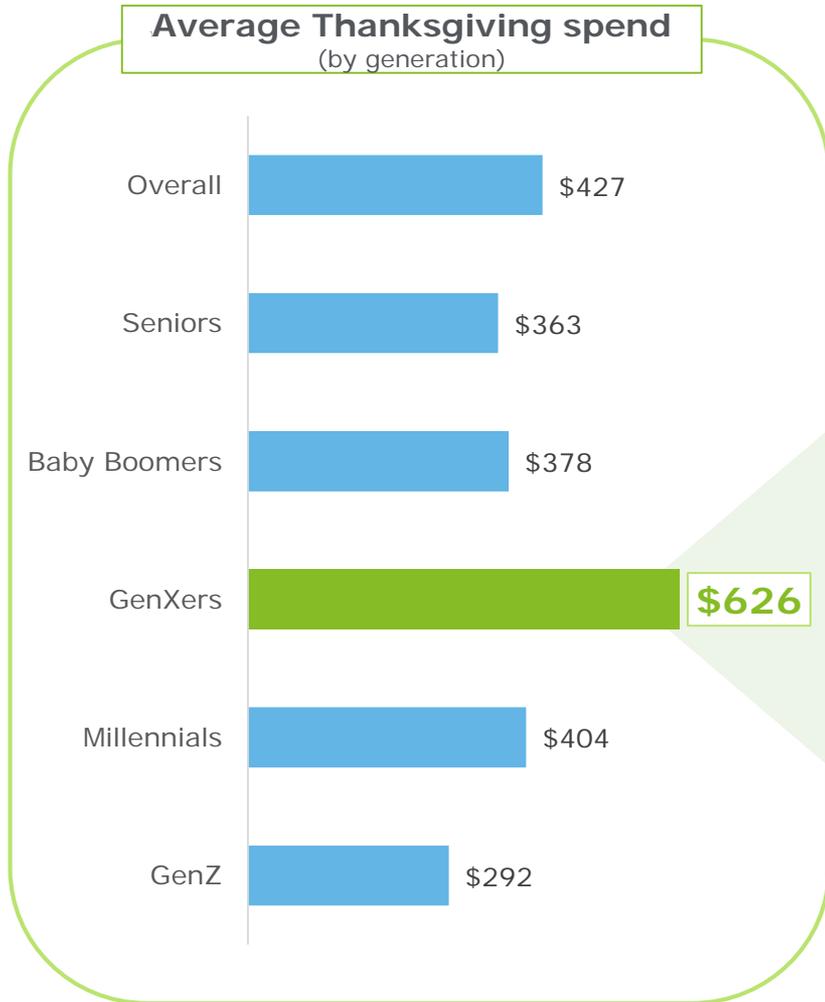
Percentage of Thanksgiving period spend by household income



■ Online ■ In-store ■ Other

Spend by generation: GenXers expected to outspend other generation shoppers

Spend within the age group correlates to income



GenXers' spending by HHI*

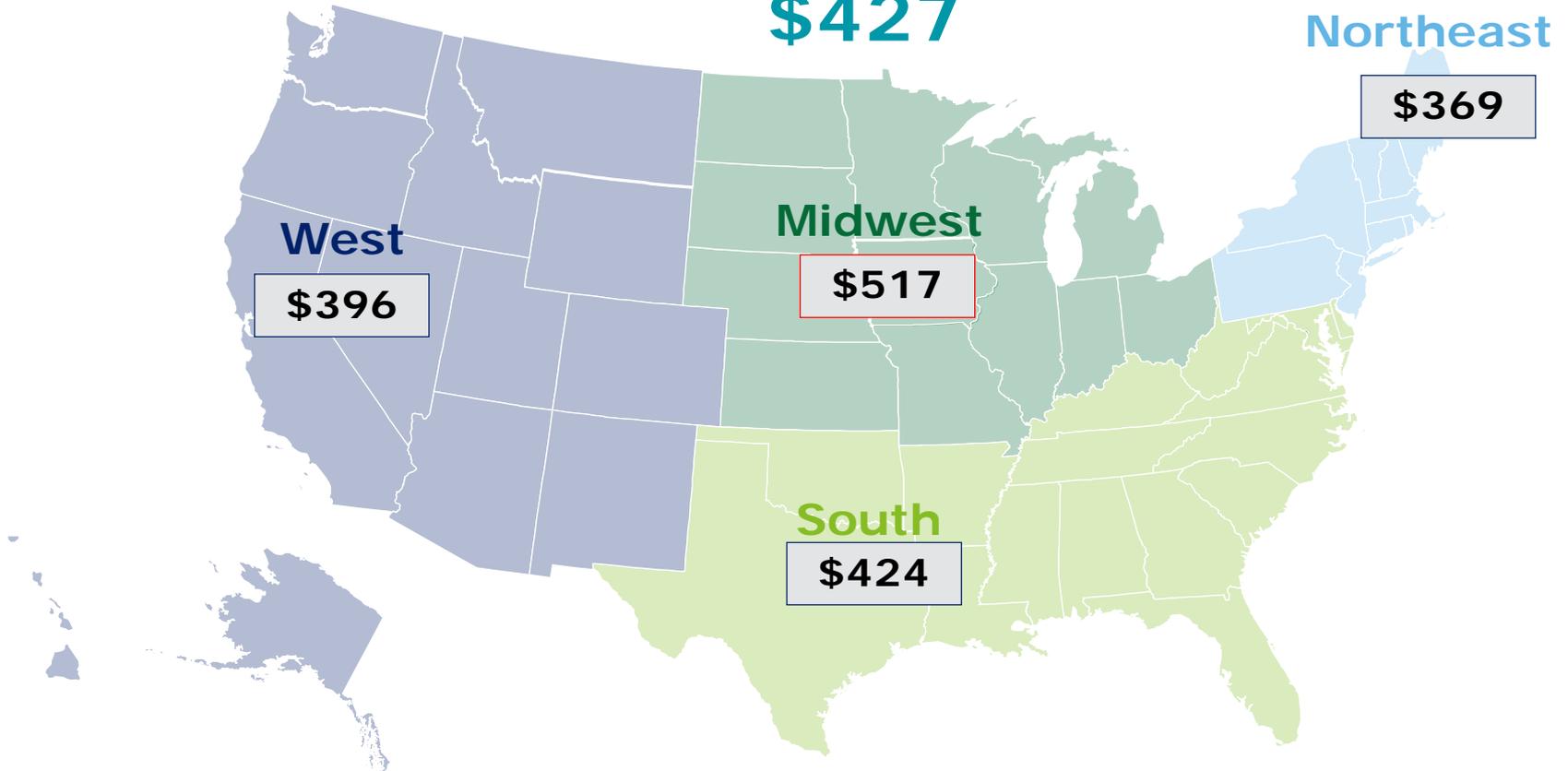
Household income	Avg. Spend
Less than \$25,000	\$216
\$25,000 - \$49,999	\$458
\$50,000 - \$74,999	\$466
\$75,000 - \$99,999	\$631
\$100,000 +	\$915

*Household income

Spend by region: Shoppers from Midwest likely to spend more than other regions

National average spend:

\$427



Legend:

Average spend by region

Shoppers expect retailers to be responsive in terms of online engagement and commerce

Shopper digital preferences during Thanksgiving period

(Among all shoppers)

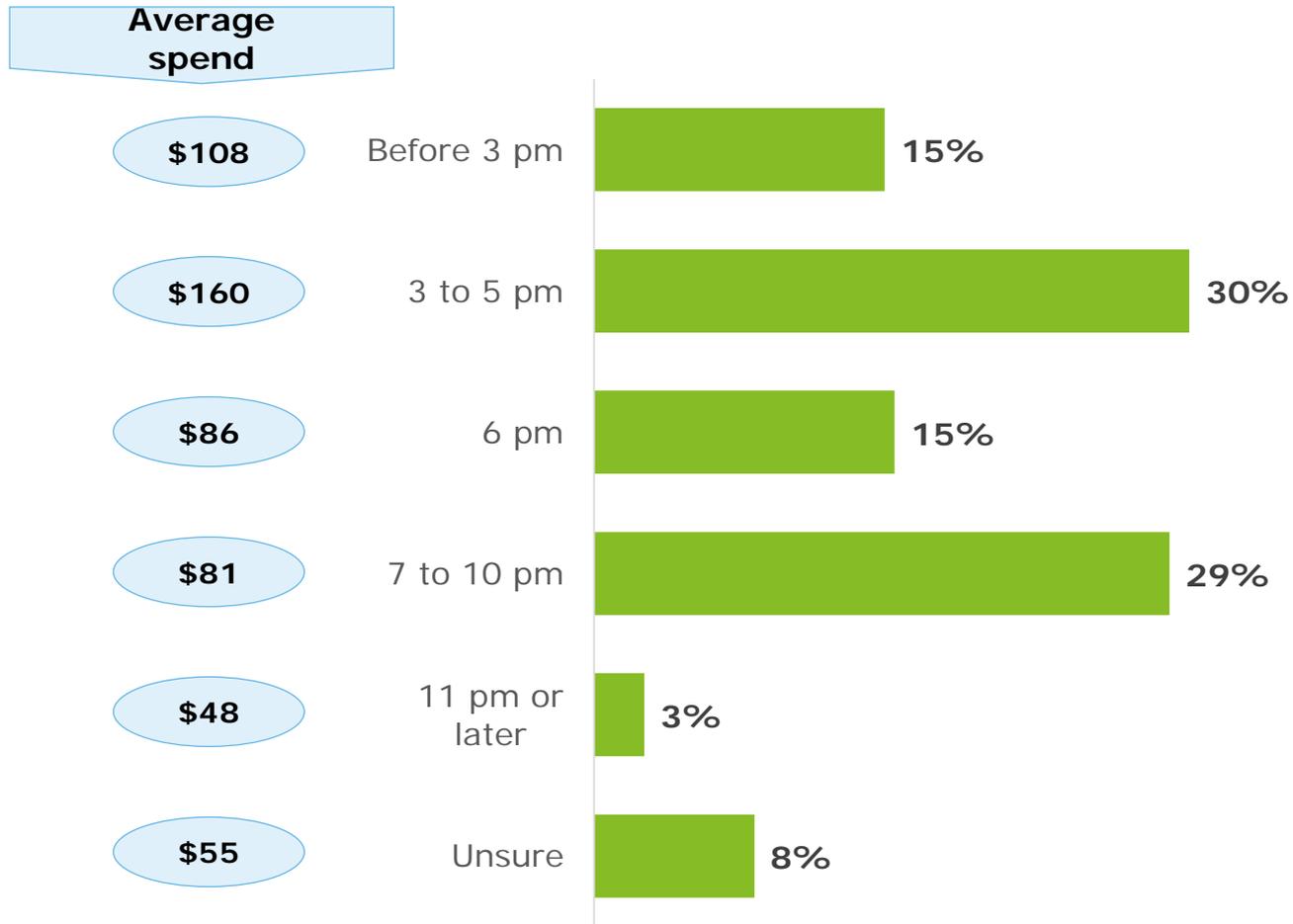


"Using a scale of 1 through 5, where 1 means "Strongly disagree" and 5 means "Strongly agree", please state how much you agree with the following:"
(n=921)

Thanksgiving Day and Black Friday

Thanksgiving Day: Shoppers will spend \$107 (Avg.) on Thanksgiving day and the 45% of shoppers who **spend the most** plan to start before 5pm

Thanksgiving Day shopping start time and spend
(By number of shoppers on Thanksgiving Day)



"What time do you expect to go to the store on Thanksgiving Day?" (n= 198)

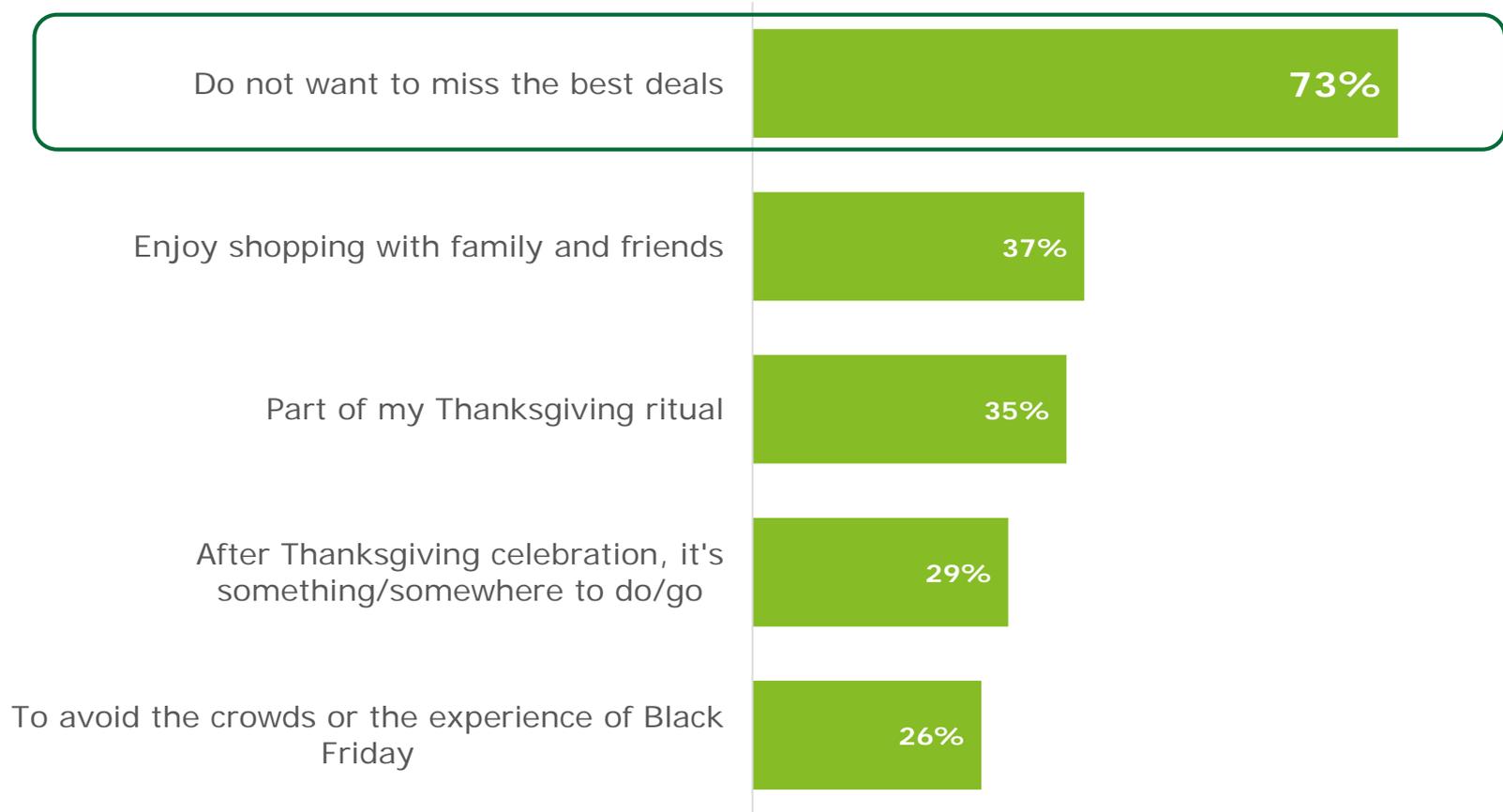
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Thanksgiving Day: Nearly three quarters of shoppers plan to shop in-store due to the **promotions** offered on the lightest shopping day of the period

Why shoppers plan to shop in-store on Thanksgiving Day?

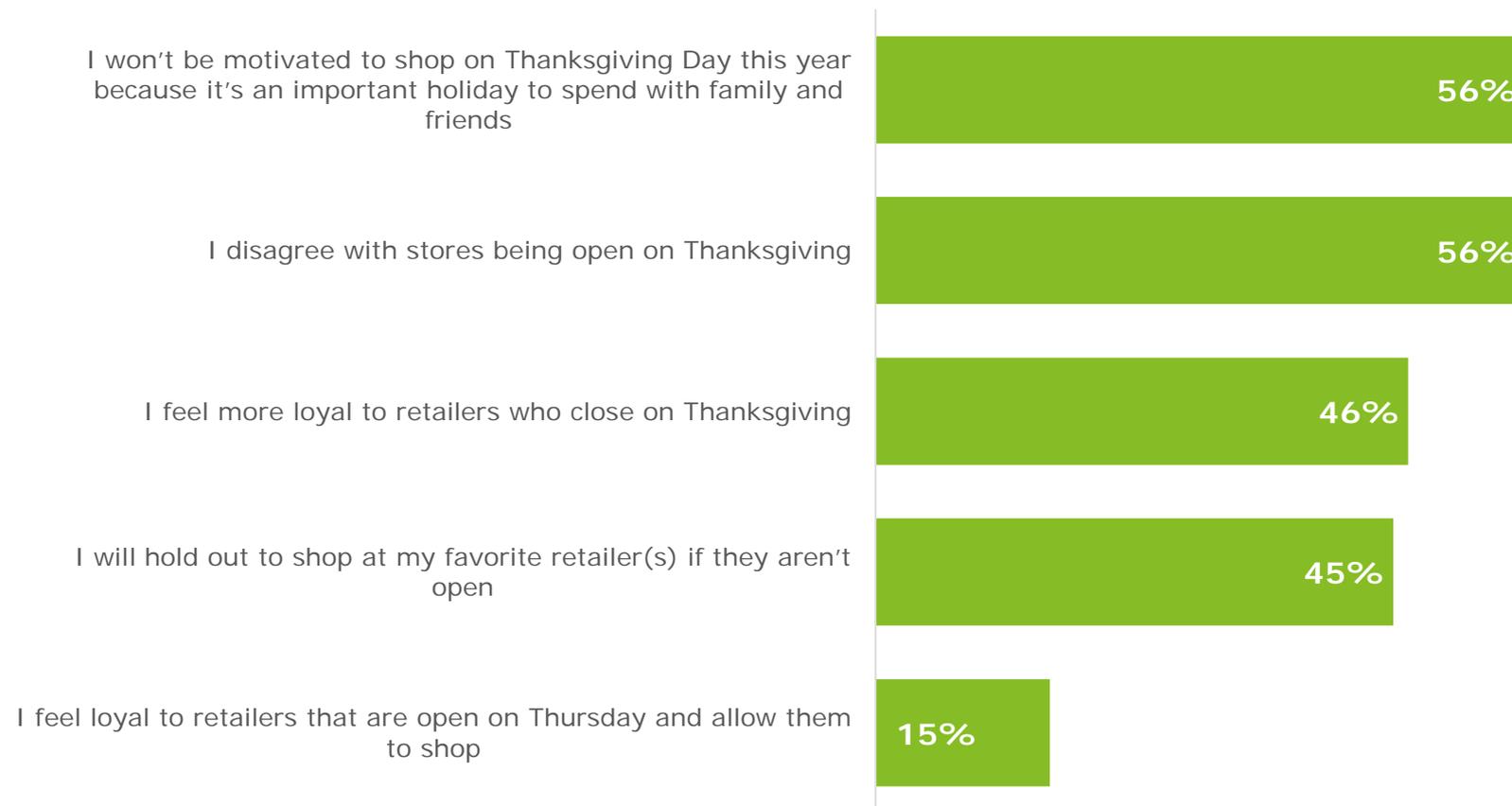


"Why will you be shopping in-store on Thanksgiving Thursday?" (n= 198)

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Thanksgiving Day: Six in 10 shoppers prefer to spend Thanksgiving Day with their family and believe stores should not be open

Attitudes toward shopping on Thanksgiving Day

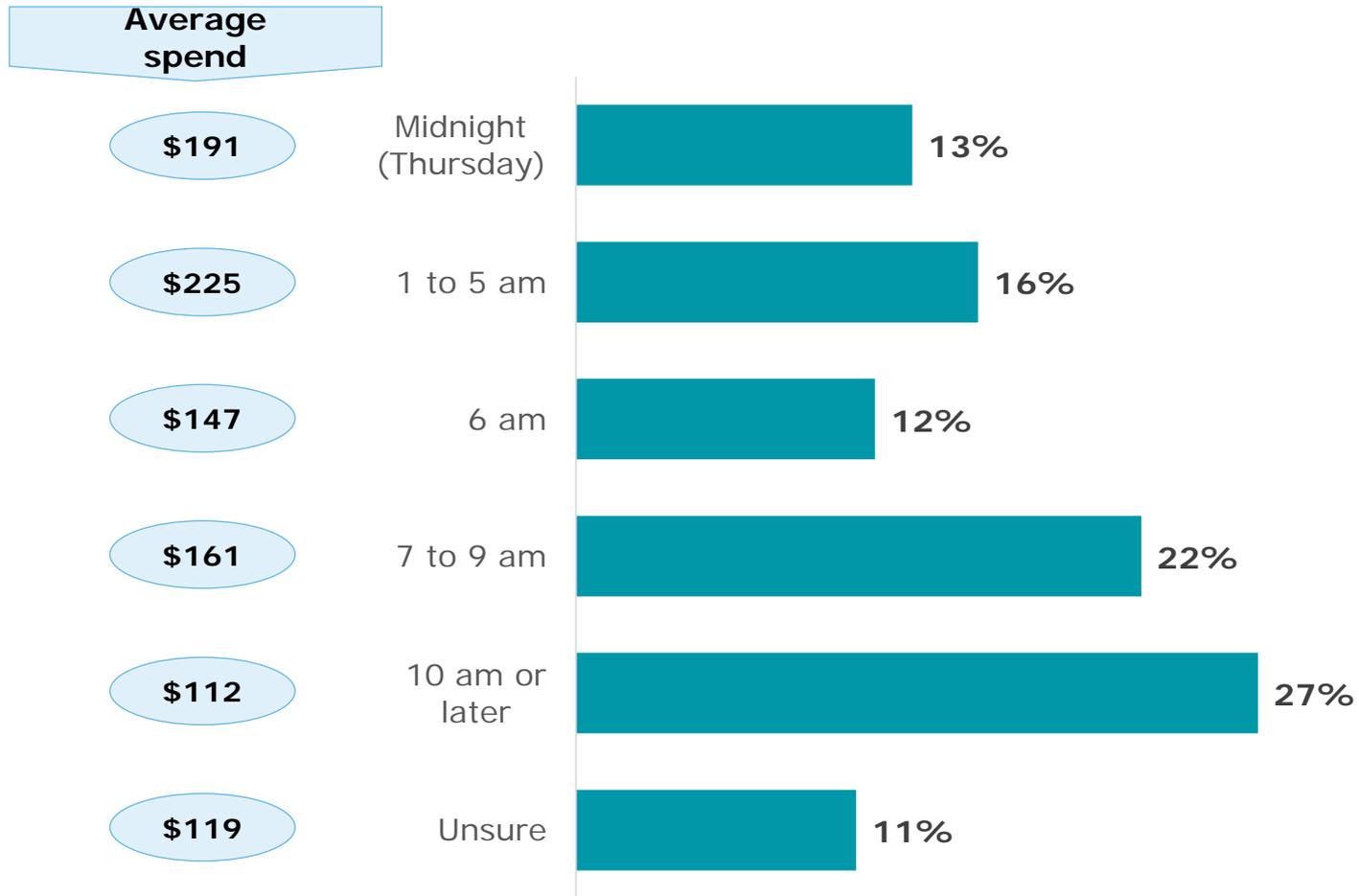


"Using a scale of 1 through 5, where 1 means "Strongly disagree" and 5 means "Strongly agree", please state how much you agree with the following:" (n=921)

Black Friday: Shoppers will spend \$156 (Avg.) on Black Friday, with early morning shoppers outspending other shoppers

Black Friday shopping start time and spend

(By number of shoppers on Black Friday)



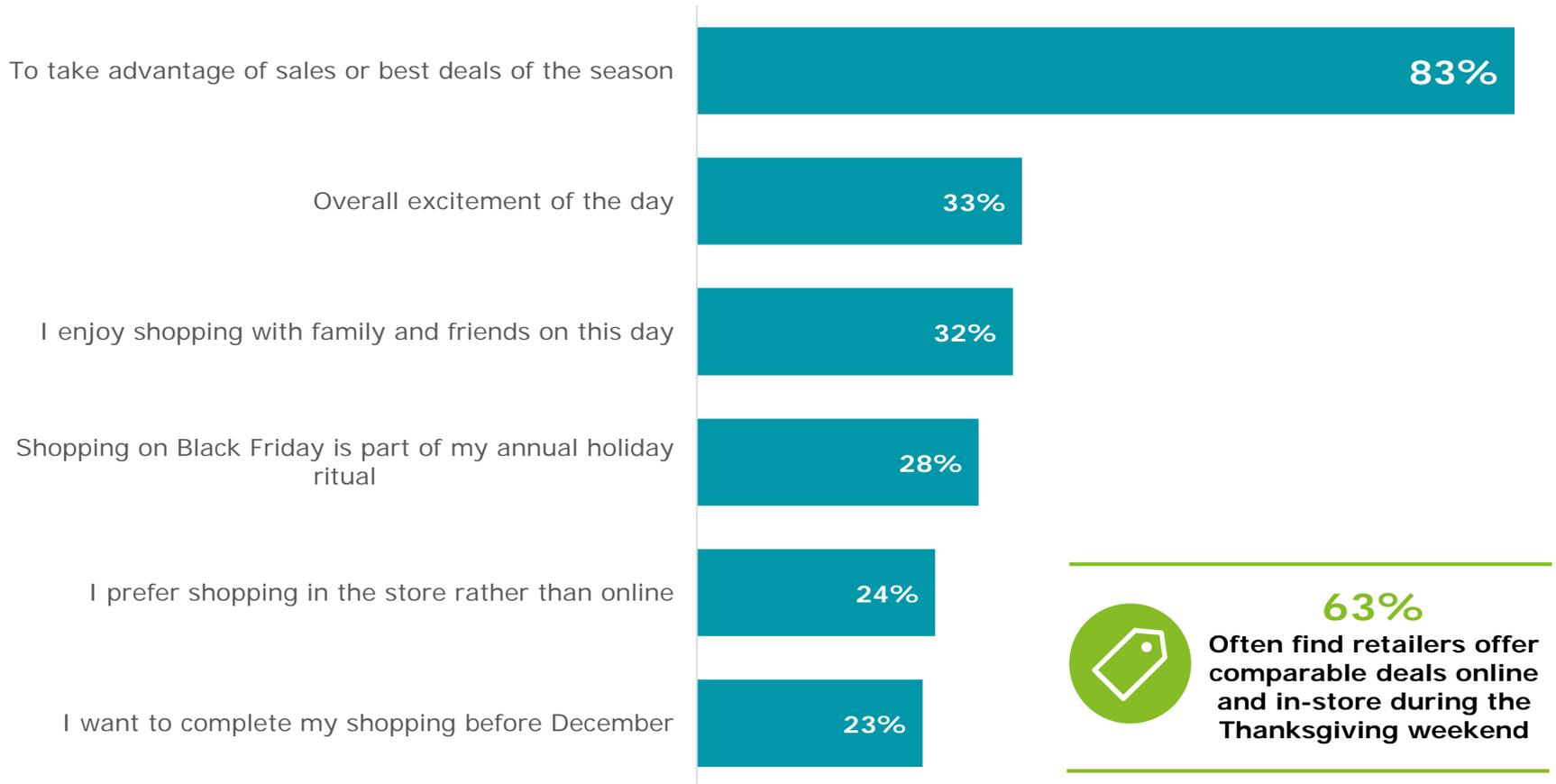
"What time do you expect to go to the store on the Friday after Thanksgiving day ("Black Friday")? (n= 549)

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Black Friday: Shoppers expect the best promotions of the season

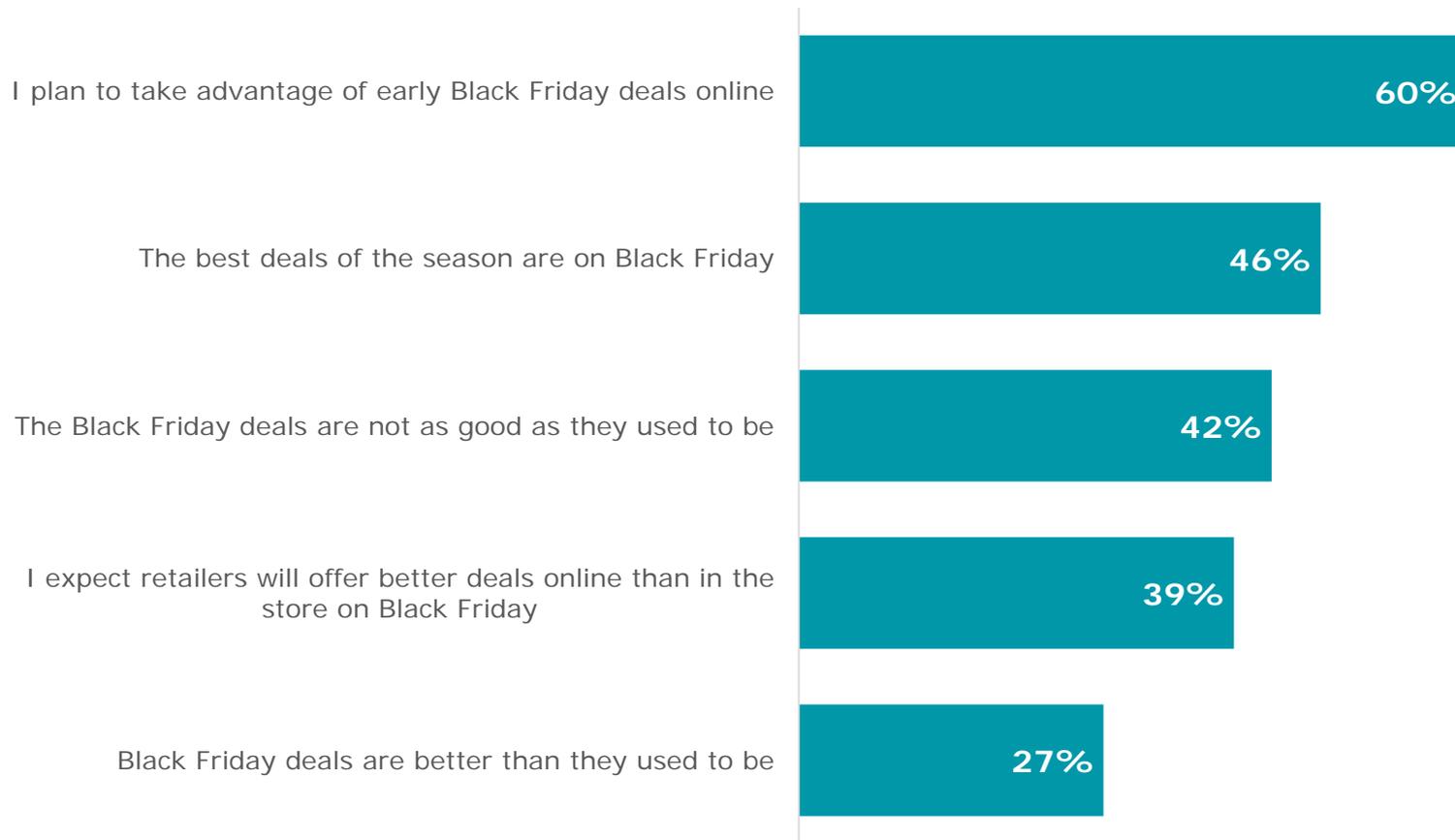
Why shoppers plan to shop in-store on Black Friday



"Using a scale of 1 through 5, where 1 means "Strongly disagree" and 5 means "Strongly agree", please state how much you agree with the following:" (n=921)

Black Friday: Majority of shoppers plan to use early day deals available online

Attitudes toward shopping on Black Friday



"Using a scale of 1 through 5, where 1 means "Strongly disagree" and 5 means "Strongly agree", please state how much you agree with the following:" (n=921)

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Shoppers prefer to avoid shipping delays and stock-outs rather than delay purchases for better promotions

57% Plan to complete online holiday purchases **early** this year to **avoid shipping delays**

50% Are likely **purchase earlier** in the holiday season to **avoid out of stock on desired items**

34% Are likely to **purchase later** in the holiday season because they anticipate **better promotions**

"Using a scale of 1 through 5, where 1 means "Strongly disagree" and 5 means "Strongly agree", please state how much you agree with the following:" (n=921)

Percent of respondents who agree/strongly agree

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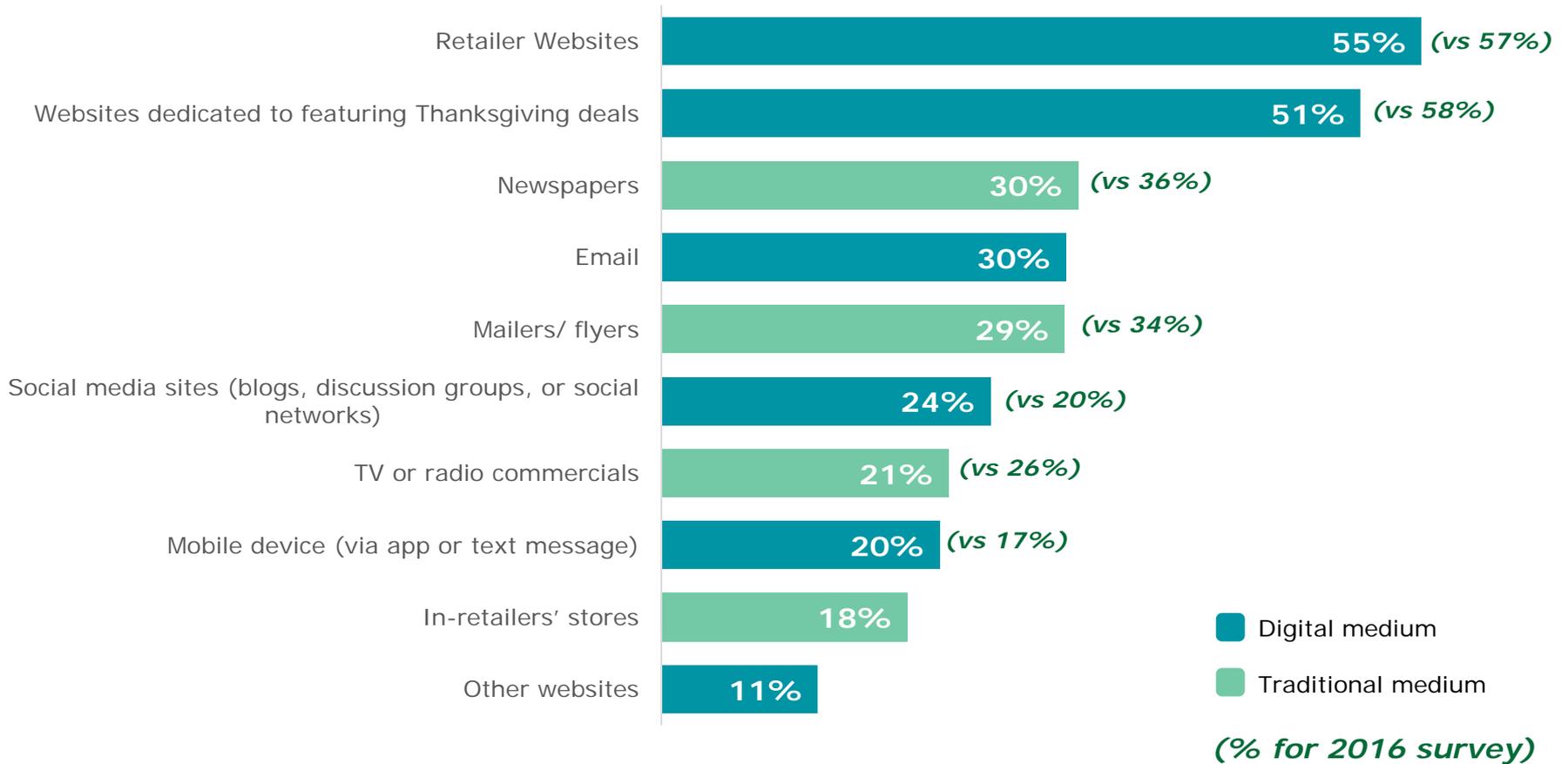
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Research to prepare for
shopping

Research avenues: Digital remains the primary information source for shoppers

Where shoppers expect to obtain information about Thanksgiving period

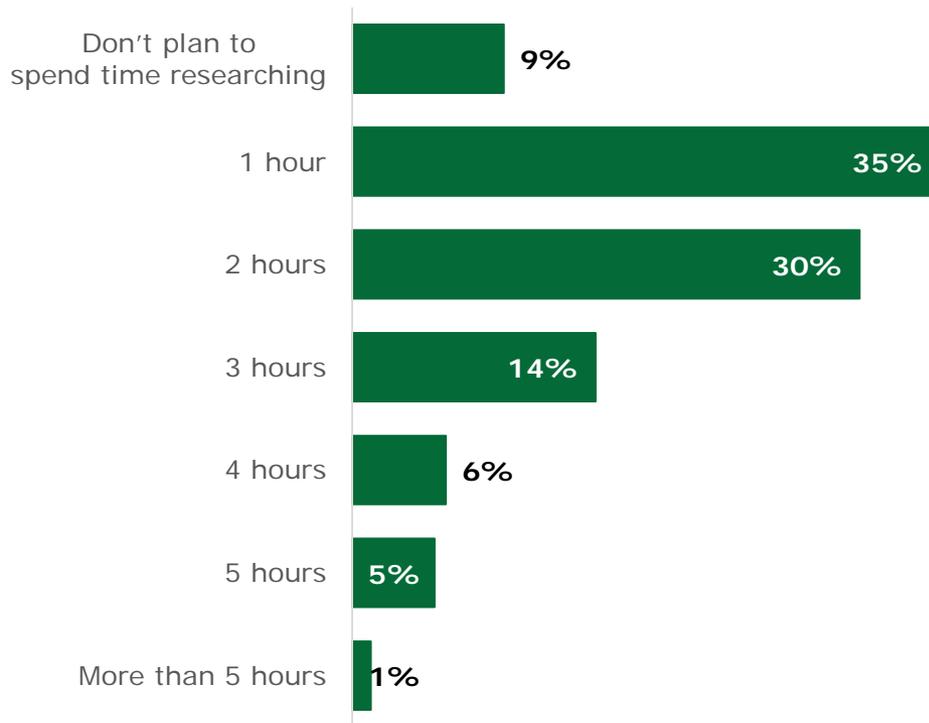


"Where do you expect to obtain information about Thanksgiving weekend?" (n= 921)

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Research time: Most plan to spend less than two hours researching online deals

Time spent researching deals



3.8 — average number of venues consumers expect to shop

64% — of in-store shoppers plan to go with their family or friends

2.2 hours — average time spent on researching Thanksgiving period deals

"How much time would you say you spend researching on these deals (before visiting retailer or retail website, or, before making a purchase)?" (n= 900)

"Do you expect to shop together with other family members or friends in-store over the Thanksgiving period?" (n= 781)

"How many different (physical) retail stores are you planning on visiting in person over the Thanksgiving period?" (n=780)

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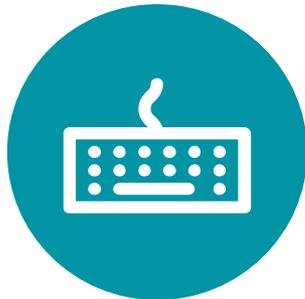
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Cross-channel shopping: Webrooming expected to be more popular than showrooming during Thanksgiving period

Cross-channel shopping behavior

Percent of respondents who agree/strongly agree



Webrooming

... first look at items online, then go to a store to see the item, then make purchase at store

69%



Showrooming

... first go to a store to look for an item, then search online for the best price, and then purchase online

46%

"I plan to research online before shopping in-store on the Thanksgiving weekend" (n=921)

"I plan to research products in the store before buying them online over the Thanksgiving weekend" (n=921)

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About the survey

This survey was developed by Deloitte and conducted online by an independent research company between November 8 – 10, 2017.

It polled a national sample of 1,224 adults (age 18+) aligned with the US Census for age and income who plan to shop during the holiday season and has a margin of error for the entire sample of plus or minus three percentage points.

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