

Deloitte's 2018 pre-Thanksgiving pulse survey: Key findings

Thanksgiving Weekend Trends (Thanksgiving Thursday – Cyber Monday)

- 36% of shoppers have not yet started their holiday shopping.¹
- Shoppers are expected to spend an average of \$420 over the Thanksgiving period.
- 71% of holiday shoppers plan to shop over the Thanksgiving period.
- Of the Thanksgiving period shoppers, 89% of consumers plan to shop in-store and 91% plan to shop online.
- 88% say that compared to a month or two ago, they plan to spend the same or more (49% the same, 39% more).
- 45% of shoppers are undecided on which retailers they will shop over the Thanksgiving period.
- Consumers cite promotions and deals as the top reason to shop on Thanksgiving and Black Friday. Holiday rituals, as well as shopping with family and friends, are also important to Thanksgiving period shoppers.

Top shopping days

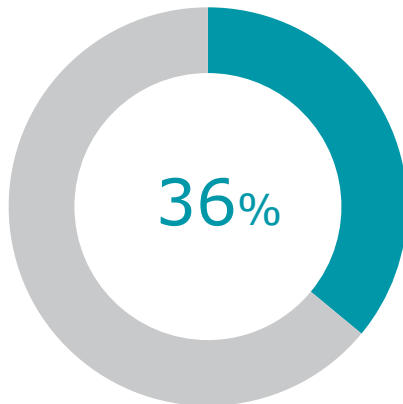
- On Thanksgiving day, the majority (60%) of shoppers plan to start before 7 p.m. – and the early shoppers plan to spend more than those who start later, at \$128 on average.
- 81% of people shopping during the holiday week plan to do so on Black Friday.
- On Black Friday, 70% of consumers plan to shop in-store, and 50% plan to shop online. On Cyber Monday, 73% of consumers plan to shop online and 40% plan to shop in-store.
- Nearly three-quarters (73%) of Thanksgiving week shoppers plan to head online or to stores on Cyber Monday.
- Cyber Monday is the day expected to capture the most shopper dollars. Nearly half (47%) of all online spend for the Thanksgiving period is expected to occur on Cyber Monday.

1. As of survey fielding period (October 31 –November 4, 2018)
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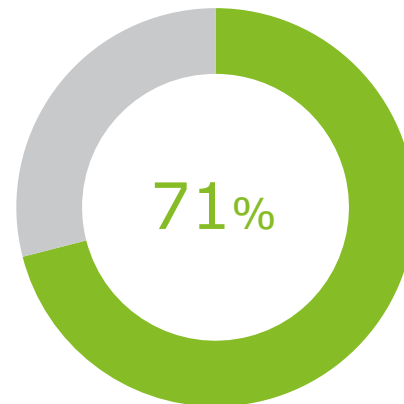
71% of consumers plan to shop during the Thanksgiving period, spending an average of \$420

**National average spend during
Thanksgiving period: \$420**

**% of shoppers who have not yet
started their holiday shopping***

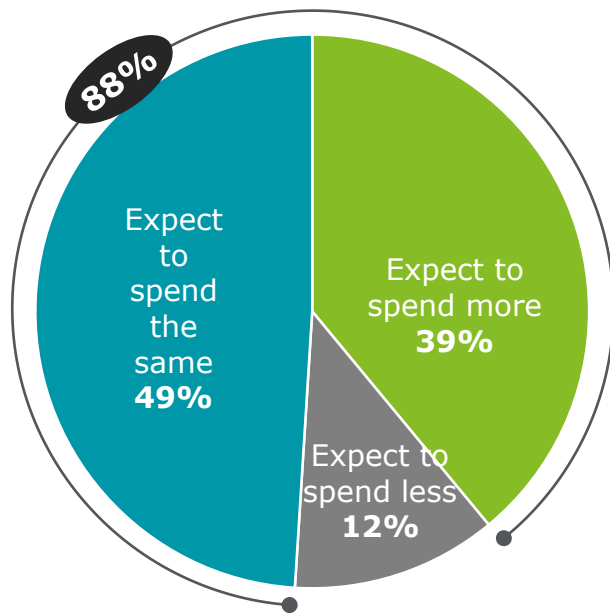


**% of shoppers who will shop
during the Thanksgiving period**

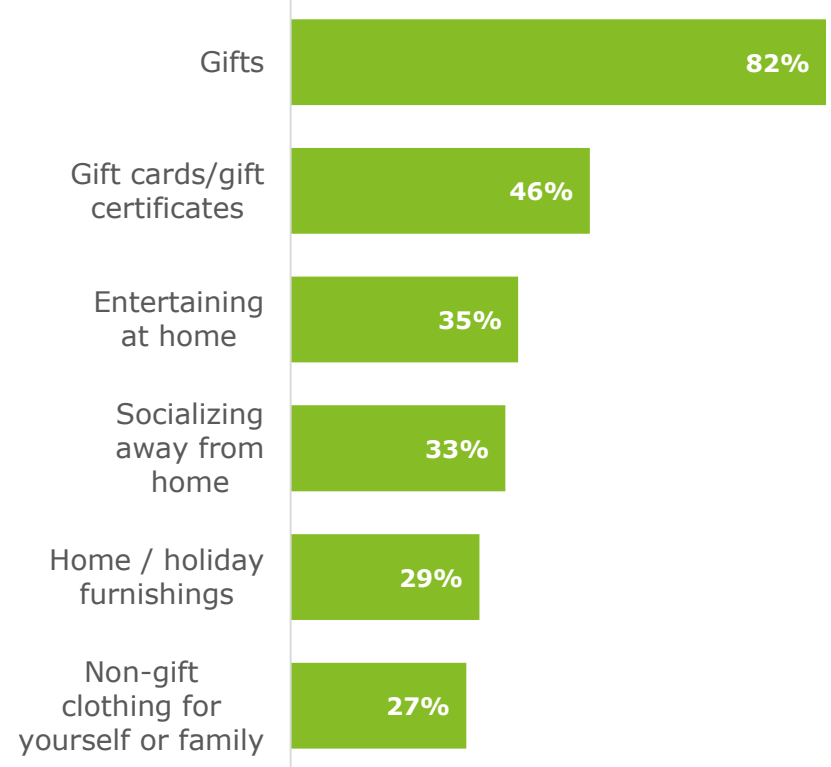


Nearly 90% of holiday shoppers expect to spend the same or more than they originally planned, with gifts leading the way

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



On what will shoppers spend more? *(Among 39% who plan to spend more)*



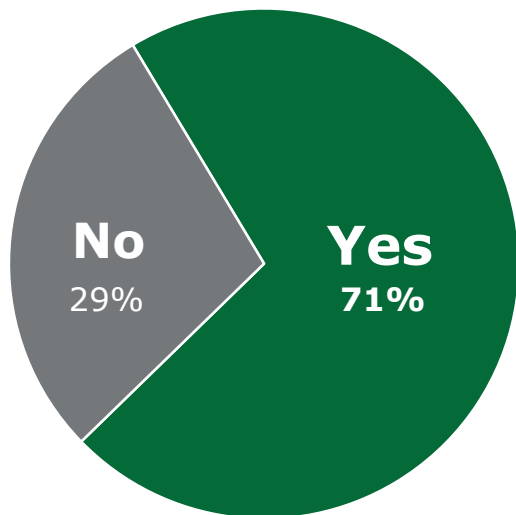
Question(1): "How do your overall holiday spending plans compare to just a month or two ago?" (N=1,200)

Question(2): "On which of the following will you spend more than you planned you would a month or two ago?" (n=472)

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Seven in ten holiday shoppers plan to shop during the Thanksgiving weekend, using a 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)*



89% plan to shop
in-store



91% plan to shop
online

Question: "Do you expect to do any shopping either online or in-store over the Thanksgiving period – including Thanksgiving Thursday through the following Monday?" (N=1,200)

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2018 pre-Thanksgiving pulse Survey



CHANNEL PREFERENCES

Online is likely to account for half of expected spend during the Thanksgiving period

2018 Share of spend

2018 Average spend

(Among all Thanksgiving period shoppers)

Online



50%

\$210

In-store



45%

\$190

Catalog/Other



5%

\$20

Question(1): Approximately how much do you plan to spend on shopping from Thanksgiving Thursday through the following Monday? (n=856)

Question(2): Approximately, what percentage of your spending during the Thanksgiving weekend is expected to be through the following shopping channels – online, in-store, catalog/other? (n=856)

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Black Friday is expected to draw the biggest in-store crowds while Cyber Monday will attract more shoppers online

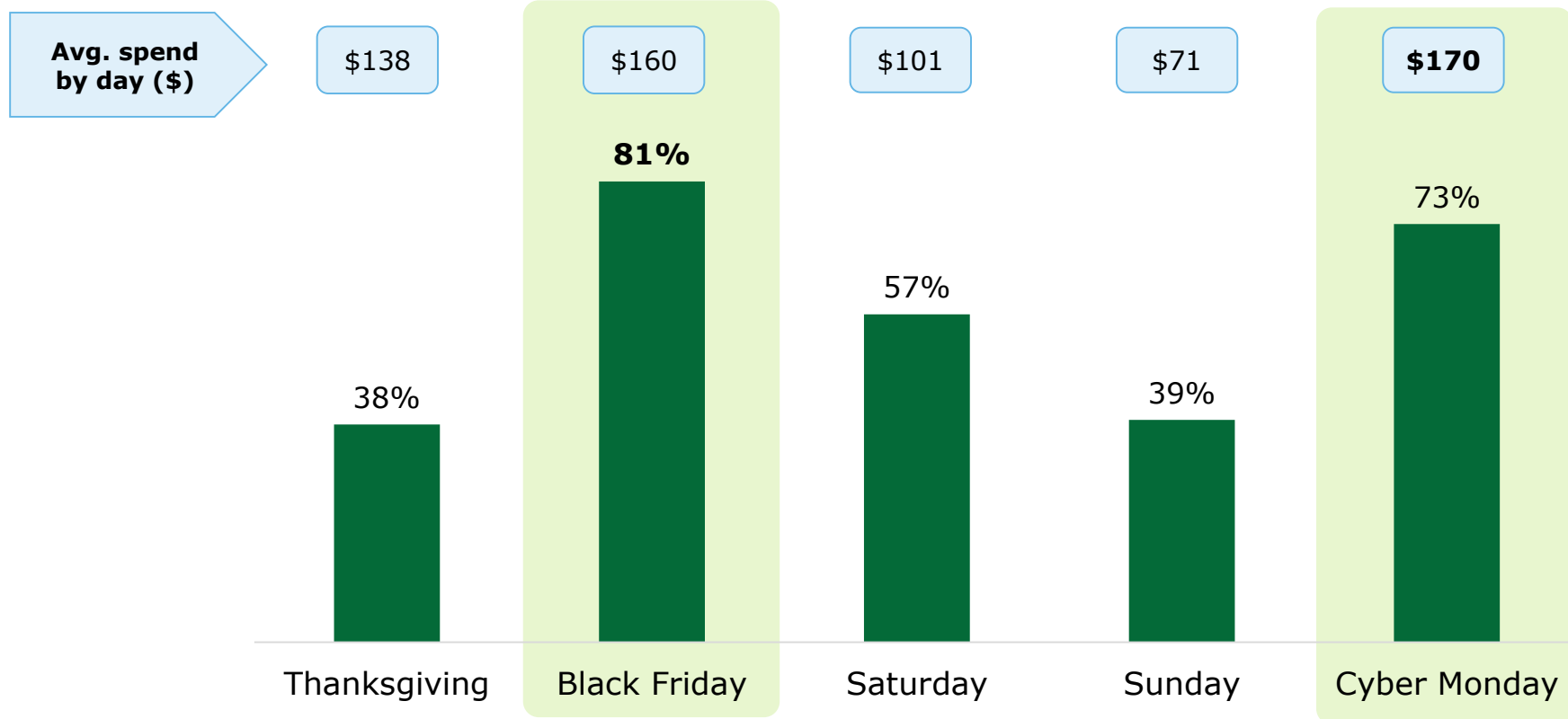


Question(1): "On what days do you expect to shop in-store?" (n= 762)
Question(2): "On what days do you expect to shop online?" (n= 775)
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While Black Friday will likely account for most shopper traffic, Cyber Monday is expected to capture the most shopper dollars

Preferred shopping days

(% of active Thanksgiving period shoppers across in-store and online)



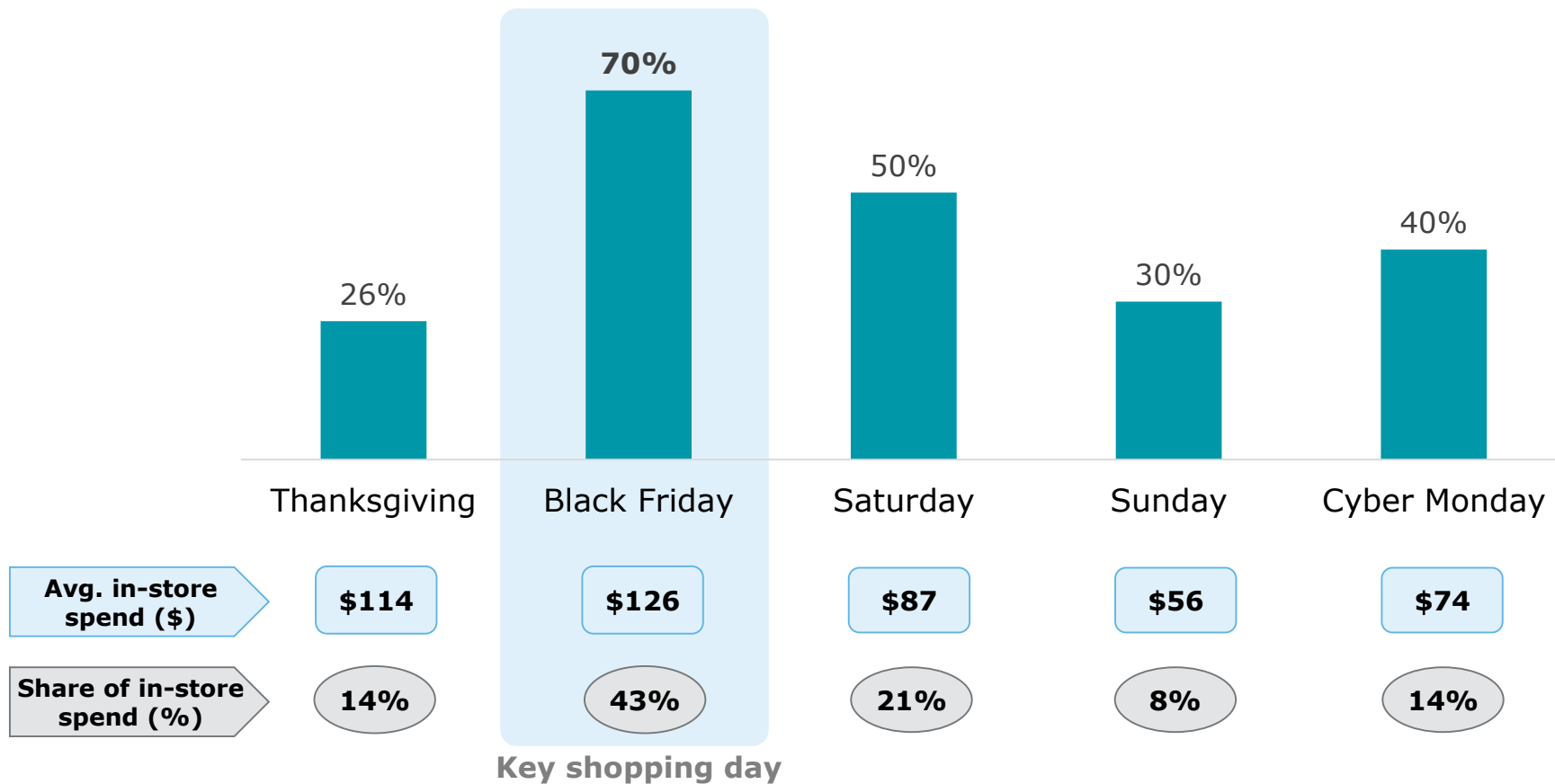
Question(1): "On what days do you expect to shop in-store or online?" (n = 856)

Question(2): "Out of your plan to spend in-store or online during Thanksgiving period, how much do you plan to spend shopping in-store or online on following days (on non-grocery items)?" (n = 856)

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In-store shopper traffic and spend at physical stores is likely to peak on Black Friday

Active in-store shoppers (%) by day
(Among in-store shoppers throughout Thanksgiving period)



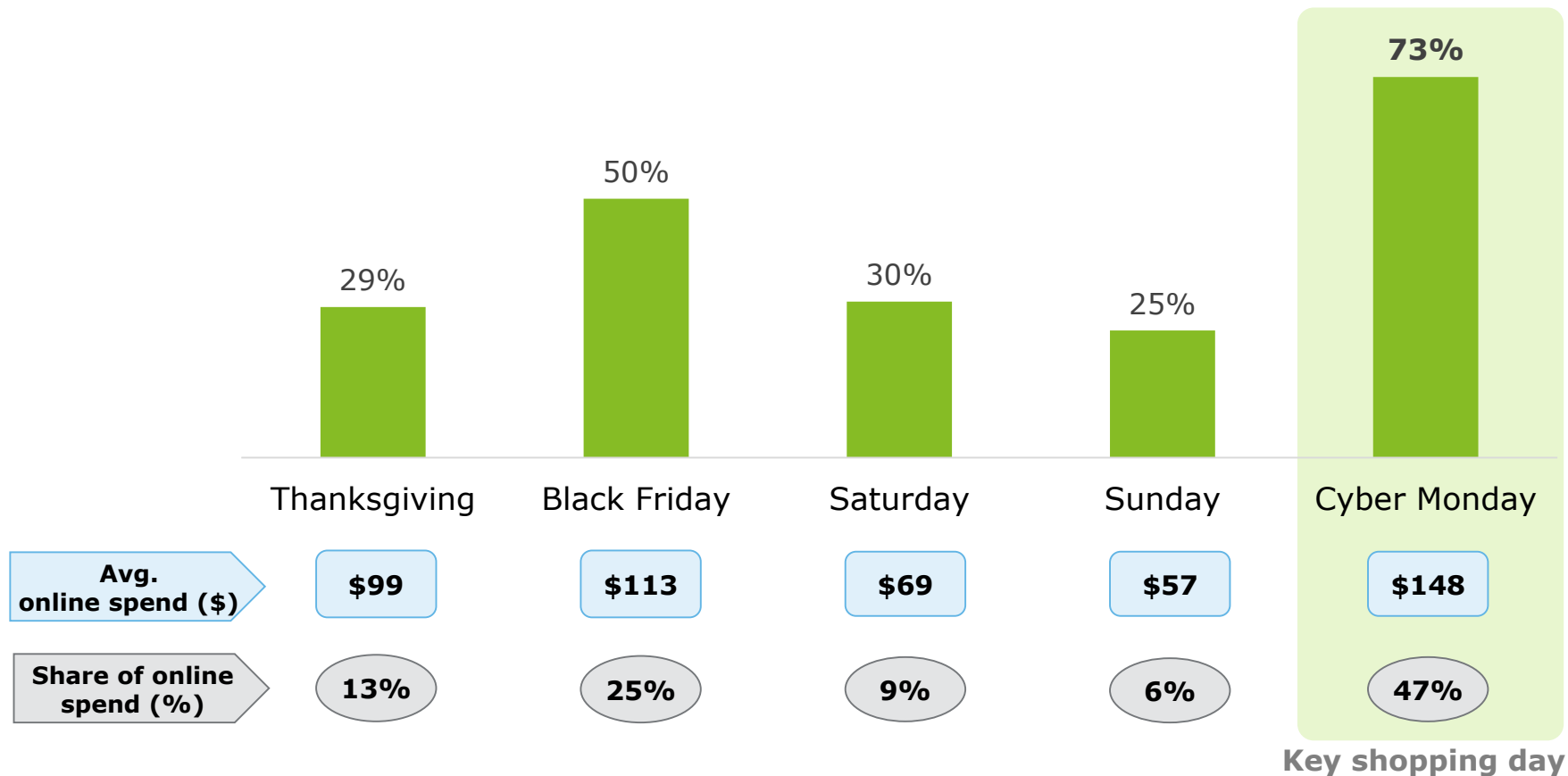
Question(1): "On what days do you expect to shop in-store?" (n= 762)

Question(2): "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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Nearly half of total online spend during the Thanksgiving period is expected to occur on Cyber Monday

Active online shoppers (%) by day
(Among online shoppers throughout Thanksgiving period)



Question(1): "On what days do you expect to shop online?" (n= 775)

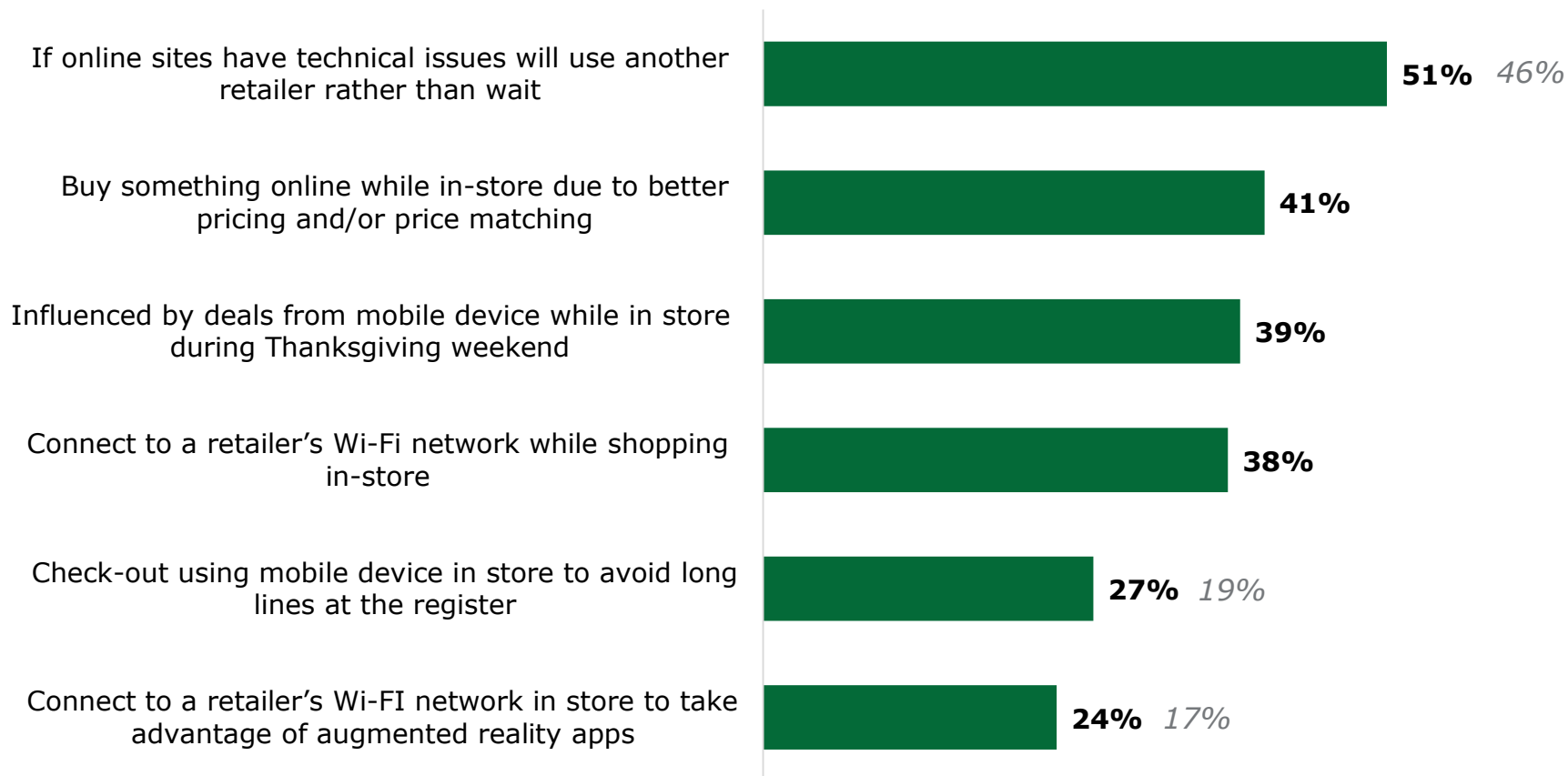
Question(2): "Out of your plan to spend online during Thanksgiving period, how much do you plan to spend shopping online on following days (on non-grocery items)?"

Convenience and price matter to Thanksgiving period shoppers

Consumers look to save time when shopping across channels, as well as take advantage of better deals online and through promotions.

Shopper digital preferences during Thanksgiving period*

(Among all Thanksgiving period shoppers)



(2017 survey figures)

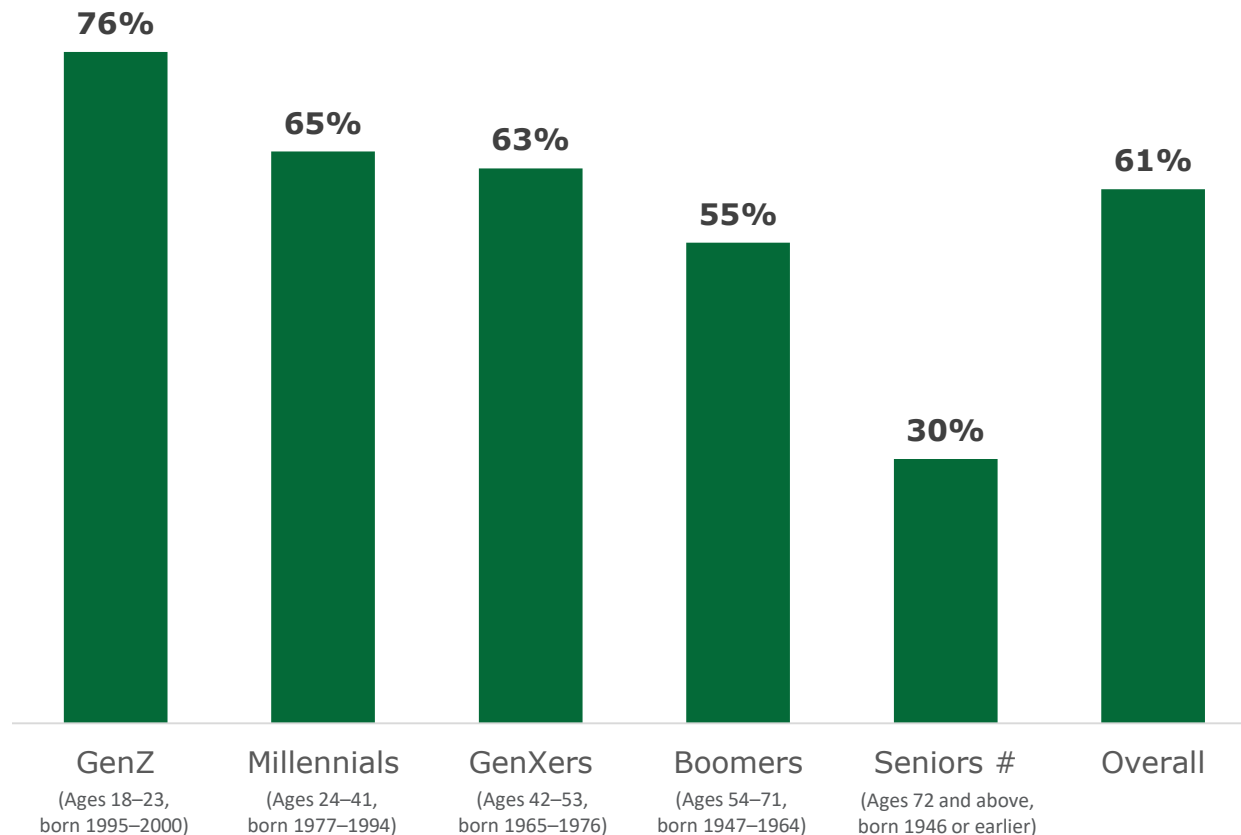
* Percentage of respondents who selected 'Agree' or 'Strongly Agree'

Question: "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=856)

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61% of shoppers are likely to visit stores with family and friends during the Thanksgiving period, a trend driven mostly by younger shoppers

Share of respondents (%) who plan to shop in-store with family/friends
(Among in-store shoppers throughout Thanksgiving period)



- Sample size less than 30 respondents

Single-select question

Question: "Do you expect to shop together with other family members or friends in-store over the Thanksgiving period?" (n=762)

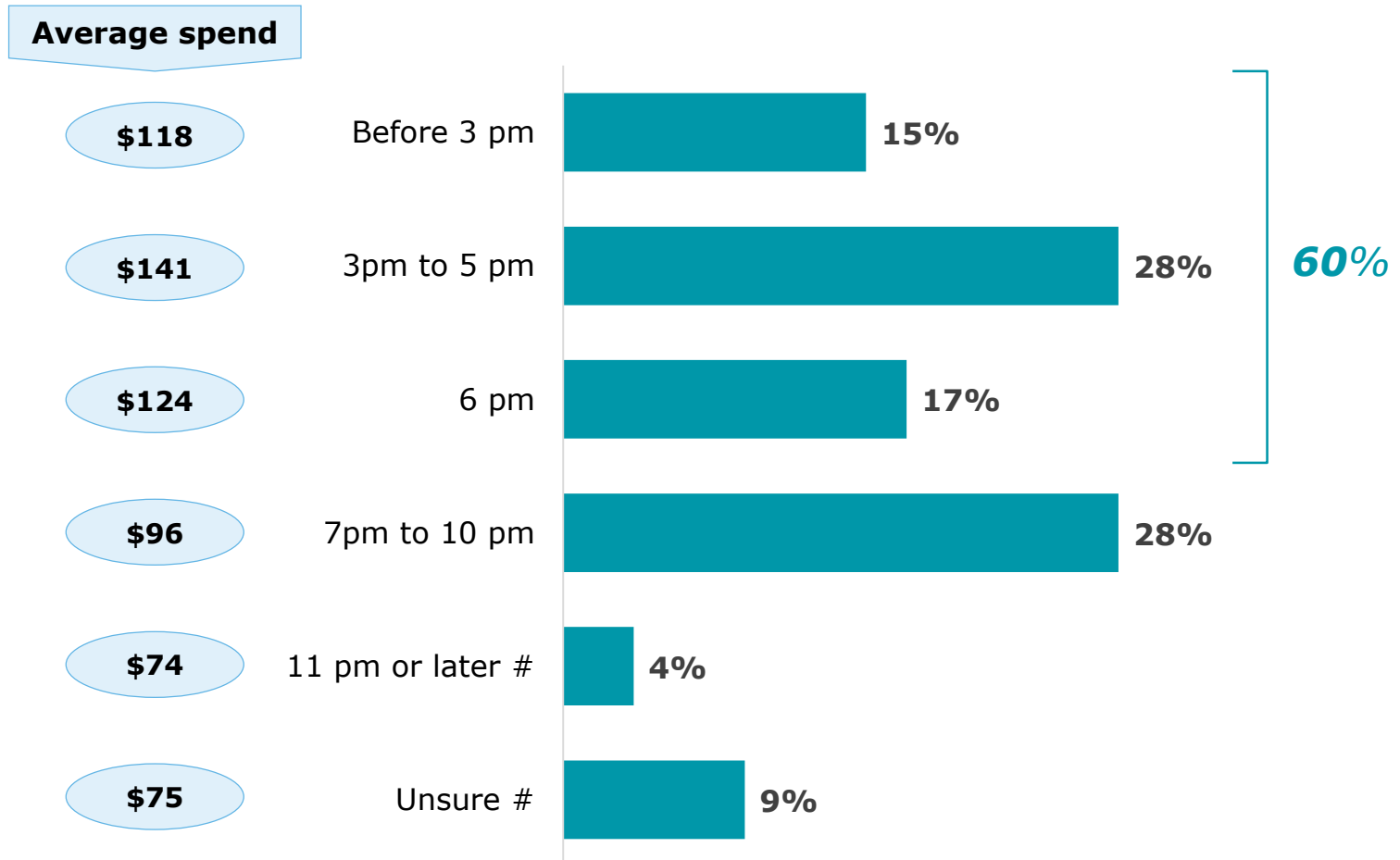
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**SHOPPING ON
THANKSGIVING DAY**

Shoppers plan to spend \$114 in-store on Thanksgiving Day, with three-fifths of shoppers who **spend the most** planning to start before 7 p.m.

Thanksgiving Day shopping start time and spend
(Among in-store shoppers on Thanksgiving Day)



- Sample size less than 30 respondents

Question: "What time do you expect to go to the store on Thanksgiving Day?" (n= 199)

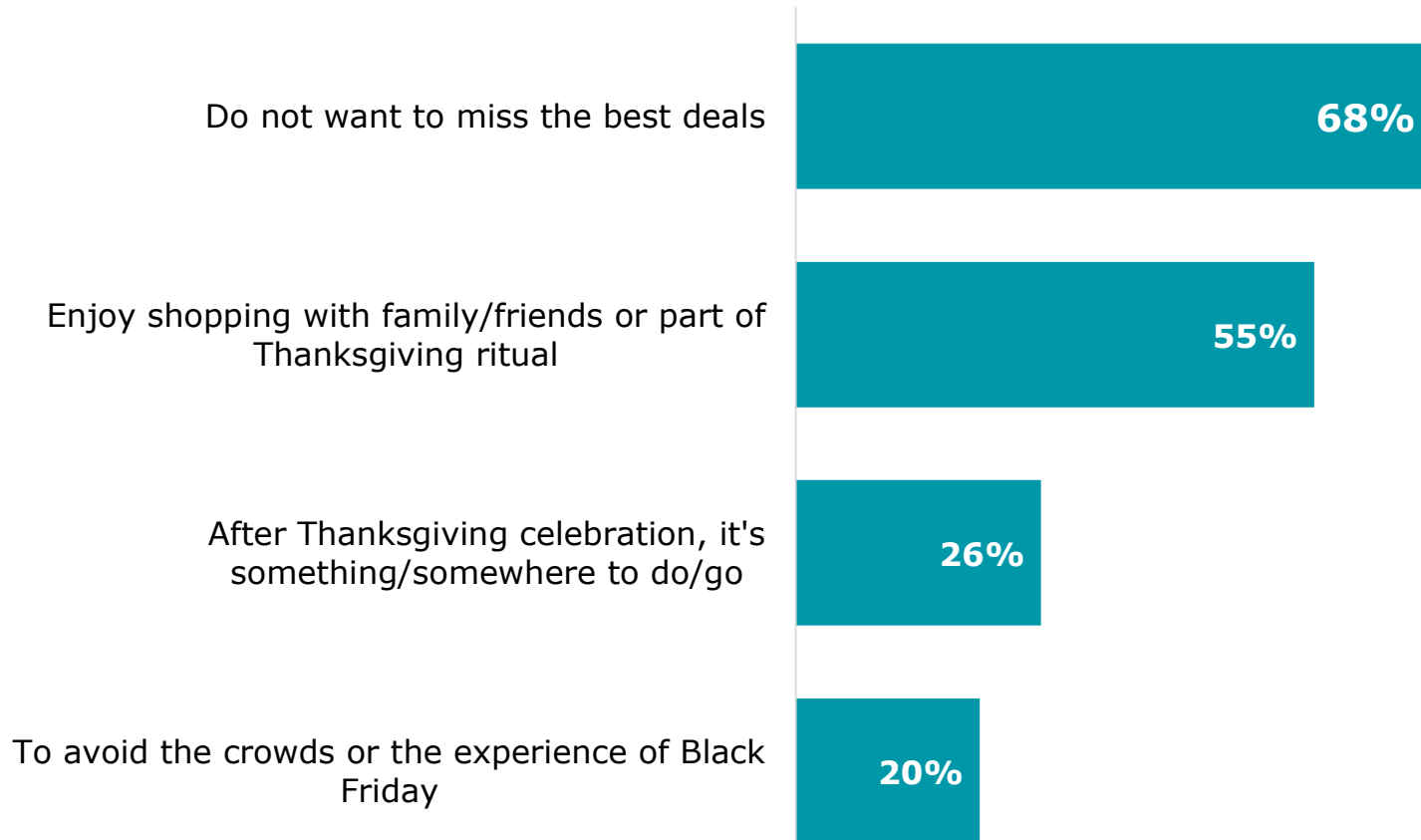
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Deals and promotions draw shoppers in-store on Thanksgiving

On Thanksgiving Day, more than two-thirds of holiday shoppers plan to shop in-store to benefit from promotions

Why shoppers plan to shop in-store on Thanksgiving Day

(Among in-store shoppers on Thanksgiving Day)



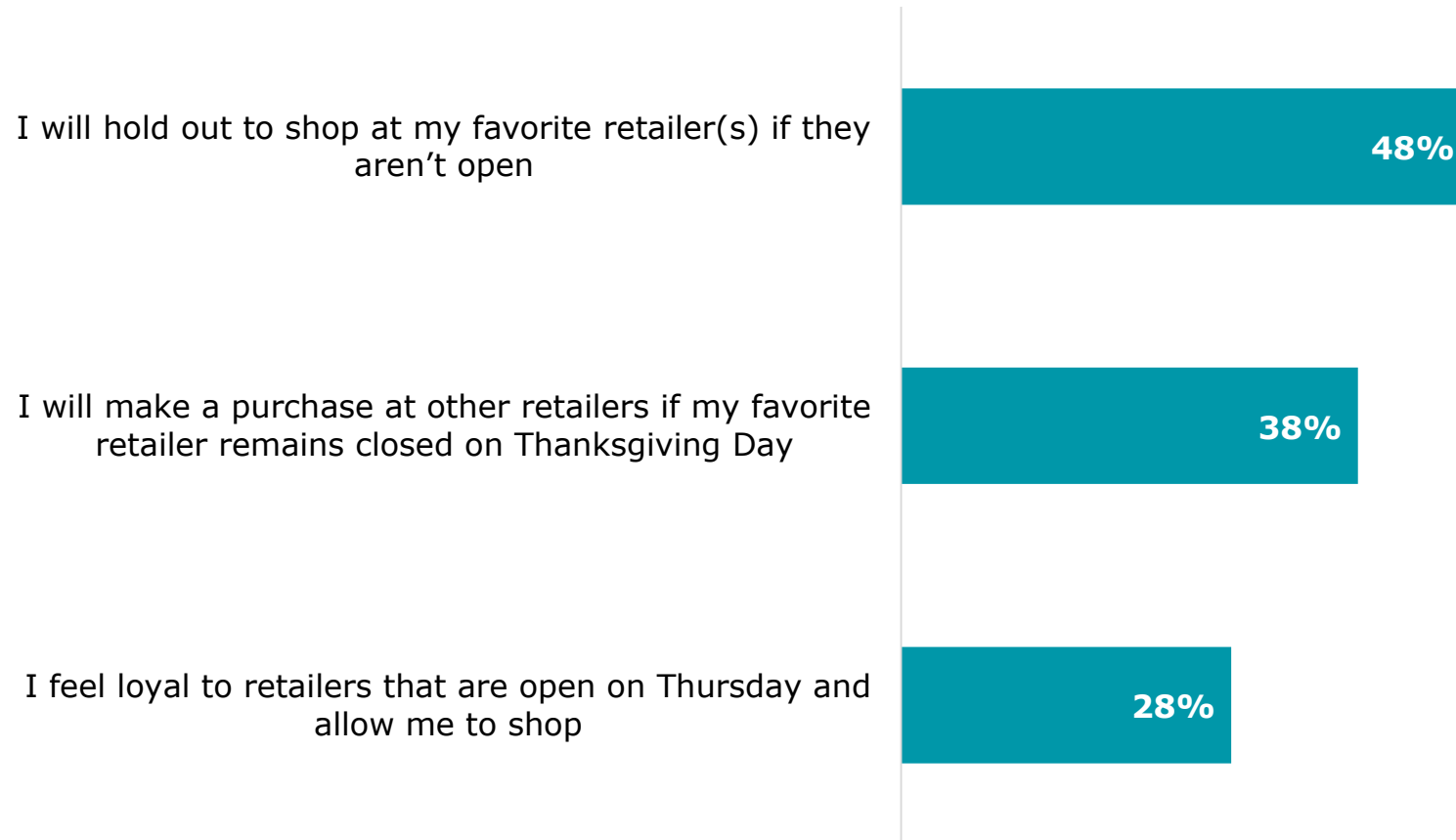
Multi-select question

Question: "Why will you be shopping in-store on Thanksgiving Thursday?" (n= 199)

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Almost half of the shoppers will hold back on shopping if their favorite retailers are closed on Thanksgiving Day

Attitudes toward shopping on Thanksgiving Day* (Among all Thanksgiving period shoppers)



* Percentage of respondents who selected 'Agree' or 'Strongly Agree'
Question: "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=856)
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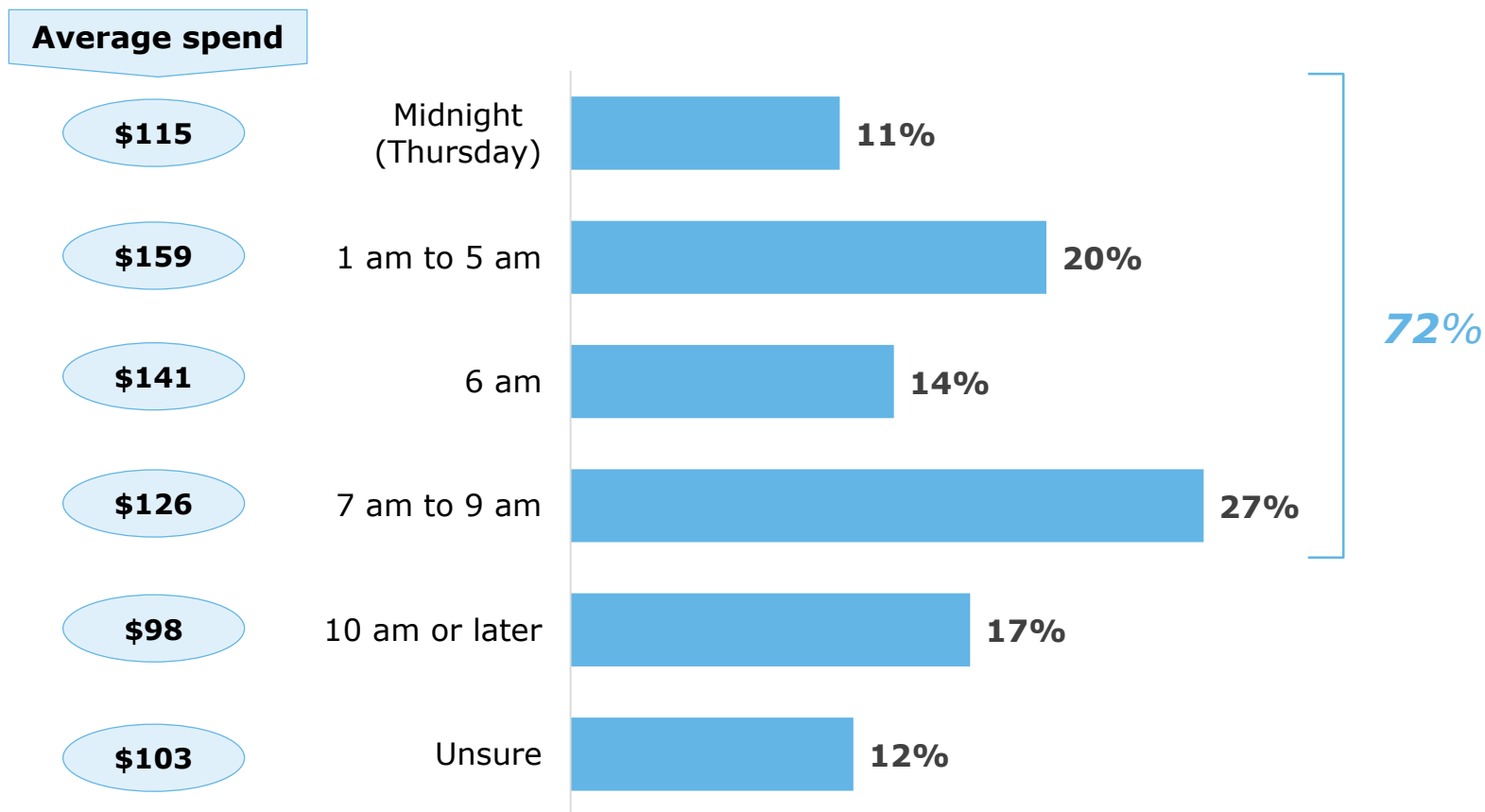
**SHOPPING ON
BLACK FRIDAY**

Shoppers are likely to spend \$126 on average in-store on Black Friday, with early morning shoppers outspending others

By 9 a.m., nearly three-quarters of consumers have already started shopping

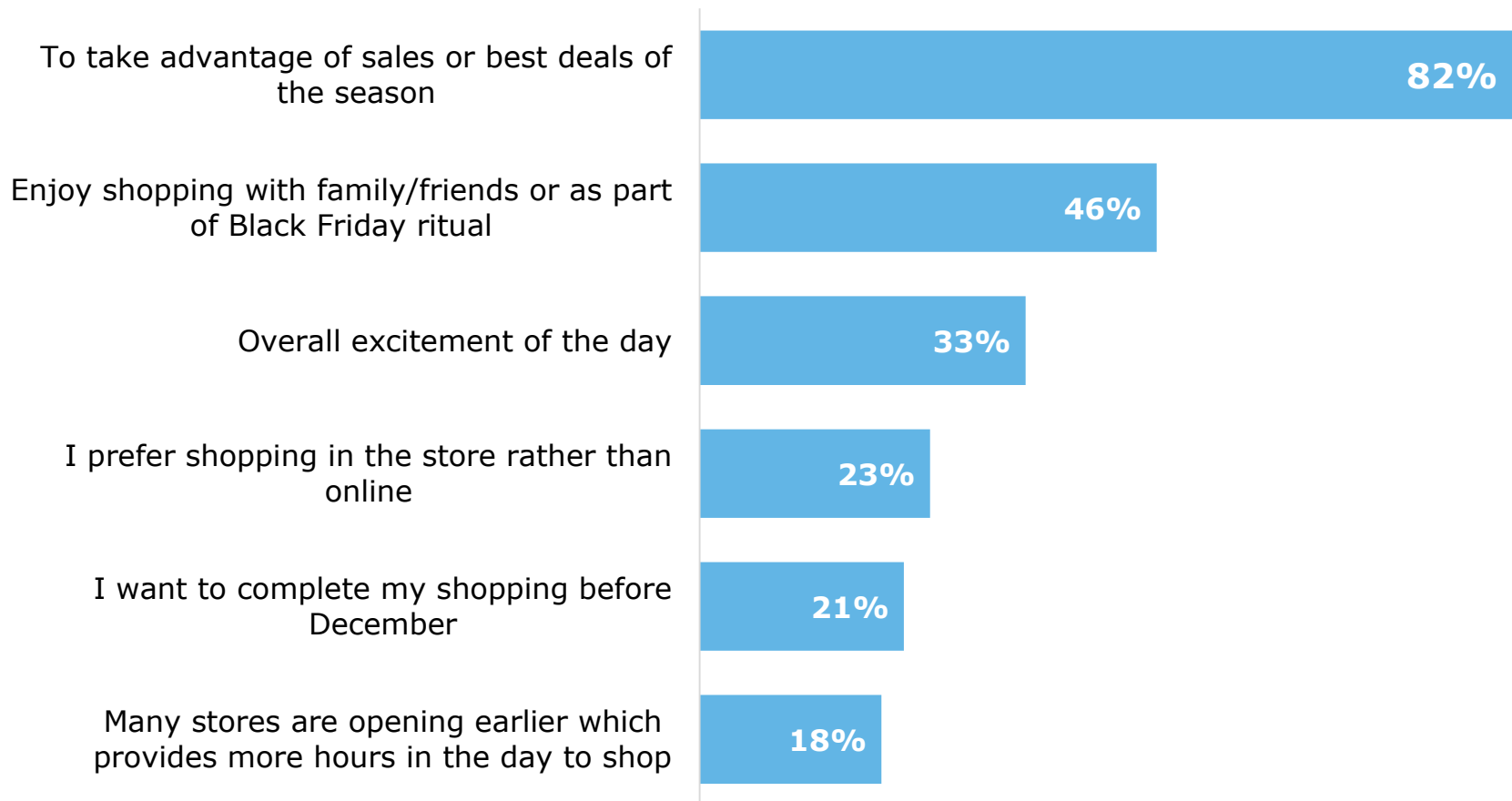
Black Friday shopping start time and spend

(Among in-store shoppers on Black Friday)



Deals and promotions remain a major driver of foot traffic in-stores on Black Friday

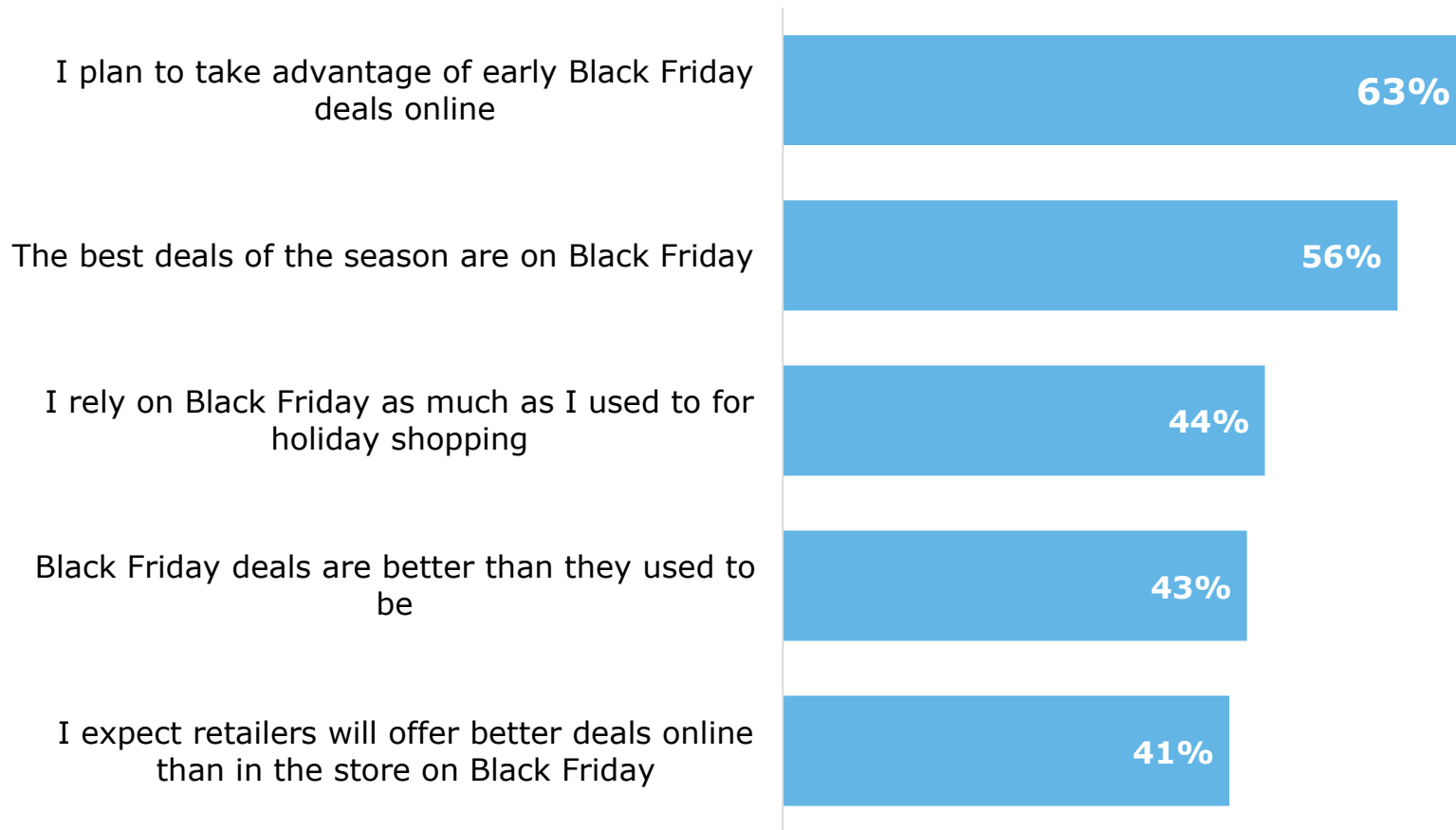
Why shoppers plan to shop in-store on Black Friday *(Among in-store shoppers on Black Friday)*



Multi-select question
Question: "Why will you be shopping in-store on Black Friday?" (n= 531)
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Over half of Thanksgiving period shoppers associate Black Friday with the best deals of the season

Attitudes toward shopping on Black Friday* (Among all Thanksgiving period shoppers)



* Percentage of respondents who selected 'Agree' or 'Strongly Agree'
Question: "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=856)



SHOPPING PREFERENCES

Clothing, electronics, and toys are likely to top Thanksgiving period shopping lists this season

Popular Thanksgiving Categories

(Among Thanksgiving period shoppers buying each category)



72%

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



57%

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



57%

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



36%

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



31%

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



31%

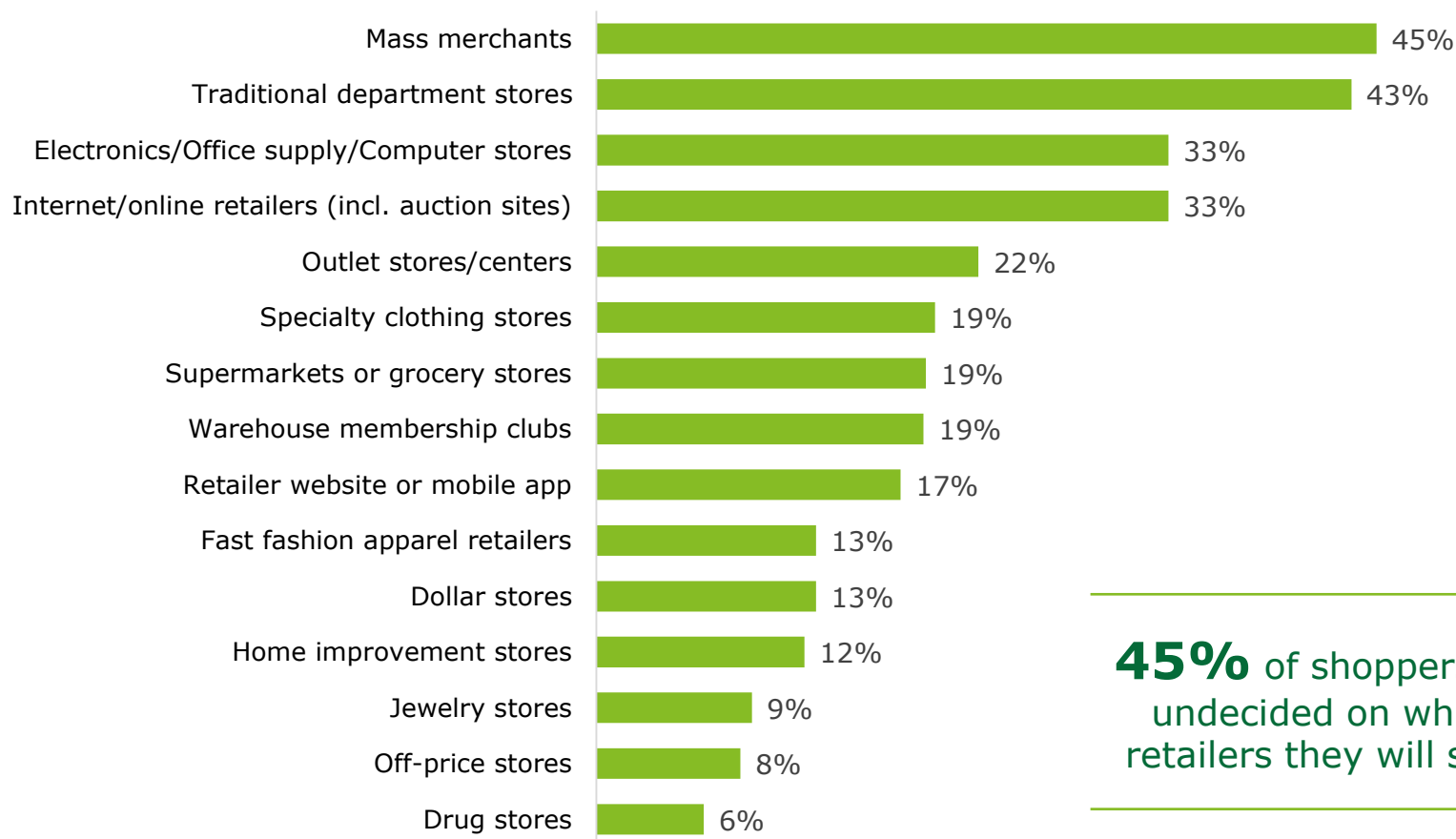
Health & Beauty
(e.g. cosmetics, personal care products, sporting goods)

Among **in-store shoppers**, mass merchants and traditional department stores are likely to be the most preferred venue

However, online retailers also play a role for consumers who plan to shop in-store.

Most preferred retail venues for Thanksgiving shopping

(Among consumers who will shop in-store throughout Thanksgiving period)



45% of shoppers are undecided on which retailers they will shop



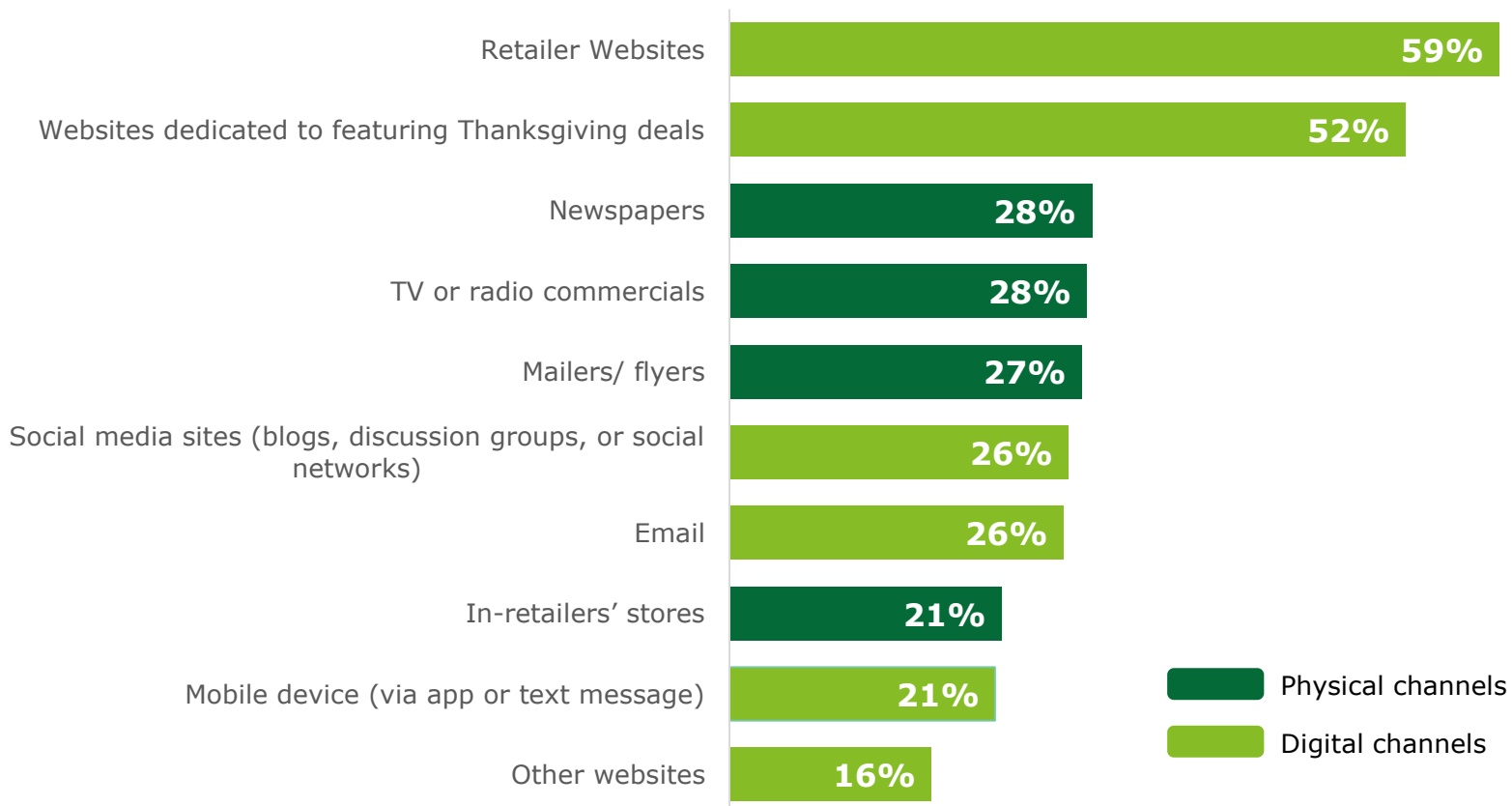
**RESEARCH TO
PREPARE FOR SHOPPING**

Brand matters, as retailer websites top the list of likely information sources

Digital channels are likely to be the primary information source for shoppers during the Thanksgiving period

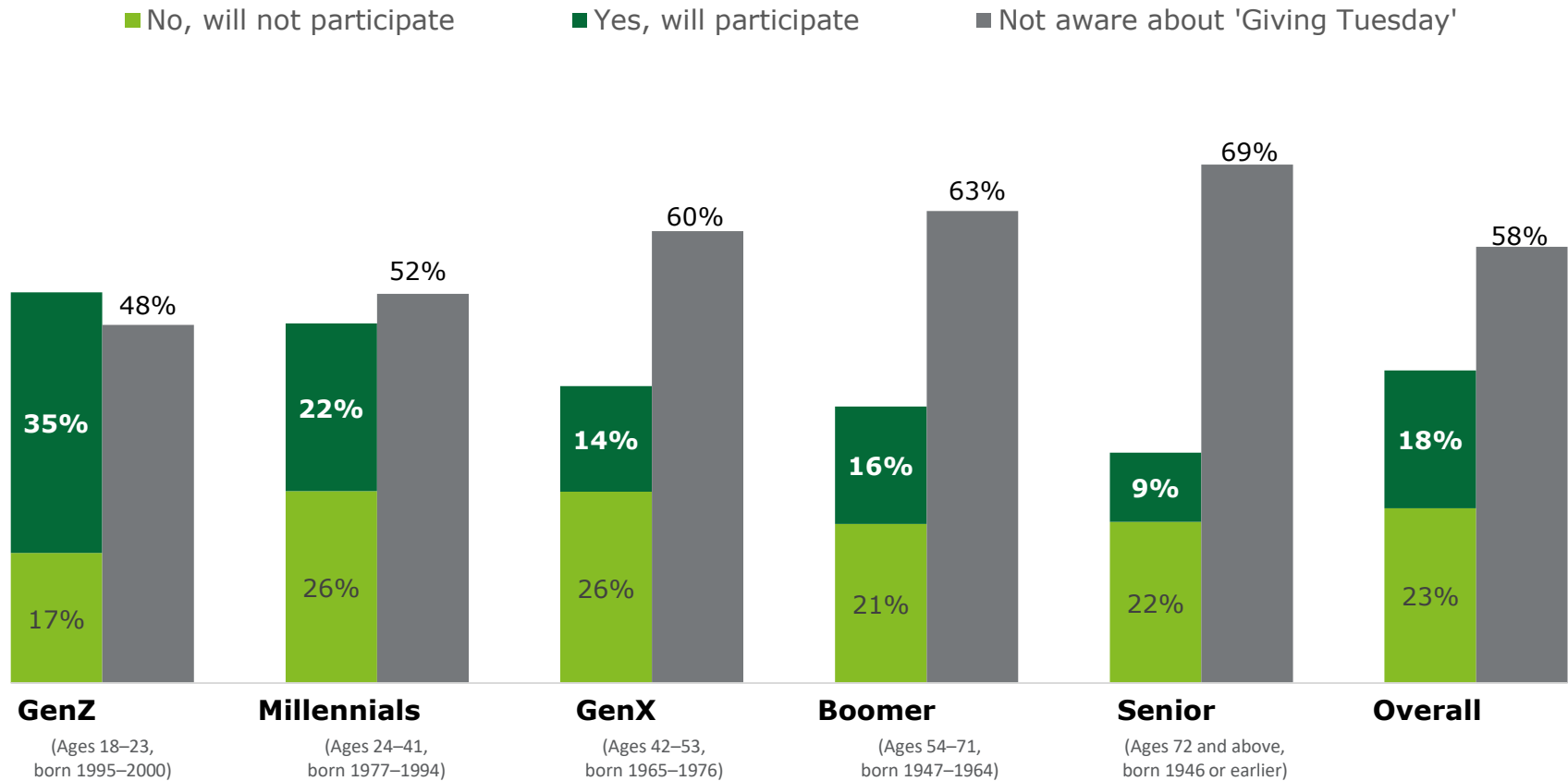
Where online shoppers expect to obtain information about Thanksgiving period

(Among consumers who will shop online during Thanksgiving period)



While awareness about 'Giving Tuesday' might be low across generations, younger shoppers are most likely to participate

Are you planning to participate in 'Giving Tuesday' this year? (% of shoppers)



Question: Are you planning to participate in 'Giving Tuesday' (on 27th Nov, a global day dedicated to making charitable donations through a non-profit organization or program) this year? (N=1,200)

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2018 pre-Thanksgiving pulse Survey

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About the survey

Survey Methodology

The survey was developed by Deloitte and conducted online by an independent research company between October 31 –November 4, 2018.

It polled a national sample of 1,200 adults (age 18+) aligned with the US Census for age and household 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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