



**2019 pre-Thanksgiving pulse survey**  
November 2019

# Deloitte's 2019 pre-Thanksgiving pulse survey: Key findings



## **Thanksgiving period (Thanksgiving Thursday–Cyber Monday) trends**

- 79% of respondents said they plan to do their holiday shopping over the Thanksgiving period
- Shoppers are expected to spend an average of \$415 per household
- 87% of shoppers plan to shop in-store and 94% plan to shop online
- 91% of respondents said they planned to spend the same or more when compared to two months ago; with a third of them planning to spend more compared to two months ago
- When surveyed (between Oct 31 and Nov 5), 39% of respondents had not started holiday shopping



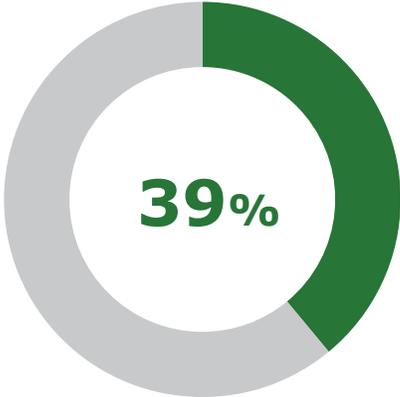
## **Top shopping days during Thanksgiving period**

- On Black Friday, 70% of consumers plan to shop in-store, and 54% plan to shop online. On Cyber Monday, 72% of consumers plan to shop online and 36% plan to shop in-store
- On Thanksgiving day, those who plan to shop before 7 p.m. plan to spend an average of \$115; however, late shoppers (those who are likely to start after 7 p.m.) plan to spend \$154
- Black Friday will be a busy day for shopping, with 82% of shoppers being active on this day
- Nearly three-quarters (73%) plan to go online or into stores on Cyber Monday
- Cyber Monday is likely to be the busiest online shopping day and accounts for over 40% of online spend

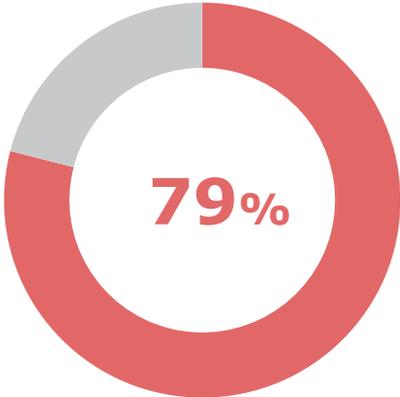
Thanksgiving period is likely to be busy, with 79% of holiday shoppers planning to spend an average of \$415

**\$415**  
**Average Thanksgiving period (Thanksgiving Thursday–Cyber Monday) spend**

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



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

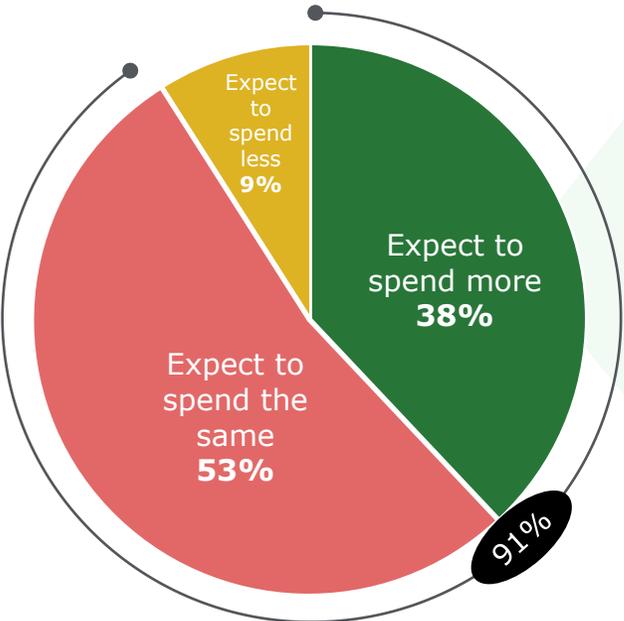


\*Budget spent as of survey fielding period (October 31–November 5, 2019)

^ Question – “Do you expect to do any shopping either online or in-store over the Thanksgiving period—including Thanksgiving Thursday, Nov 28, 2019, through the following Monday, Dec 3, 2019?” (n=1,200)

Over 90% of holiday shoppers expect to spend the same or more than they did a month or two ago\*, with gifts leading the way

**How do your holiday spending plans compare to just a month or two ago?\***  
*(Among all Thanksgiving period shoppers)*



**On what will shoppers spend more?^**  
*(Among the 38% who plan to spend more)*



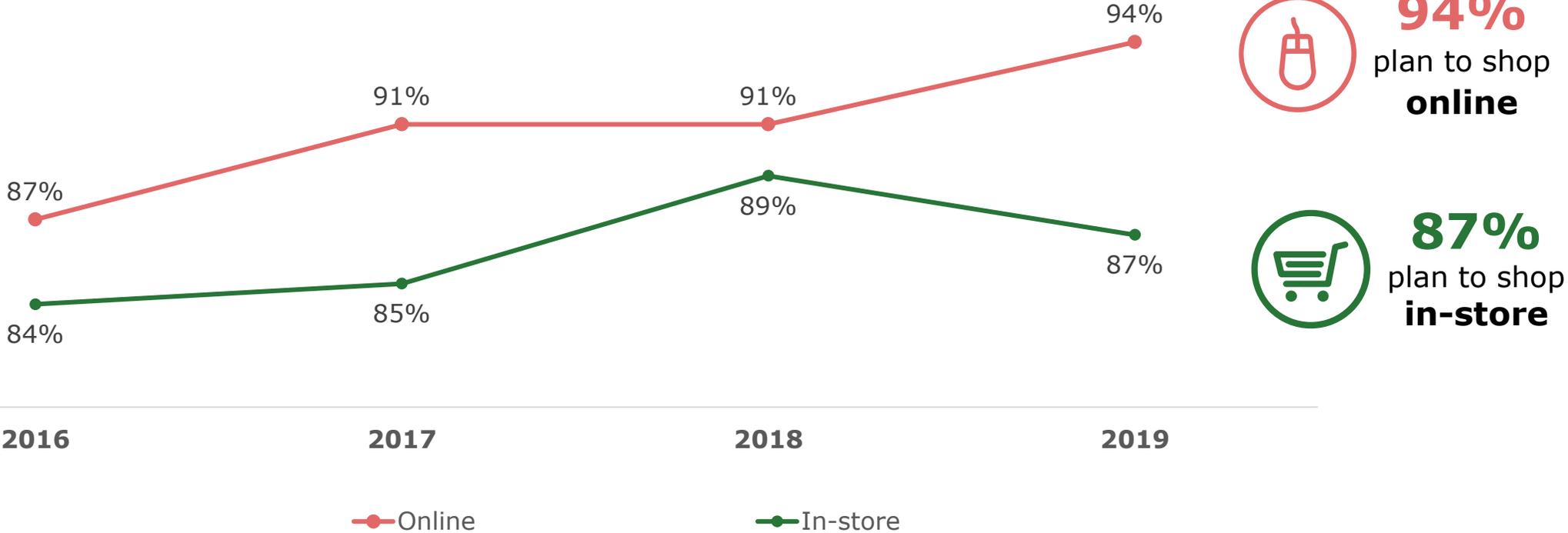
- Top reasons for spending more\*\***
- Things cost more this year (36%)
  - Personal item needs to be updated (33%)
  - More people to buy gifts for (28%)

\* Question: "How do your overall holiday spending plans compare to just a month or two ago?" (n=1,200)  
 \*\* Multiselect question  
 ^ Question: "On which of the following will you spend more than you planned you would a month or two ago?" (n=450)

THANKSGIVING DAY THROUGH CYBER MONDAY:  
**CHANNEL PREFERENCES**

# Online continues to garner more traffic than in-store during the Thanksgiving period

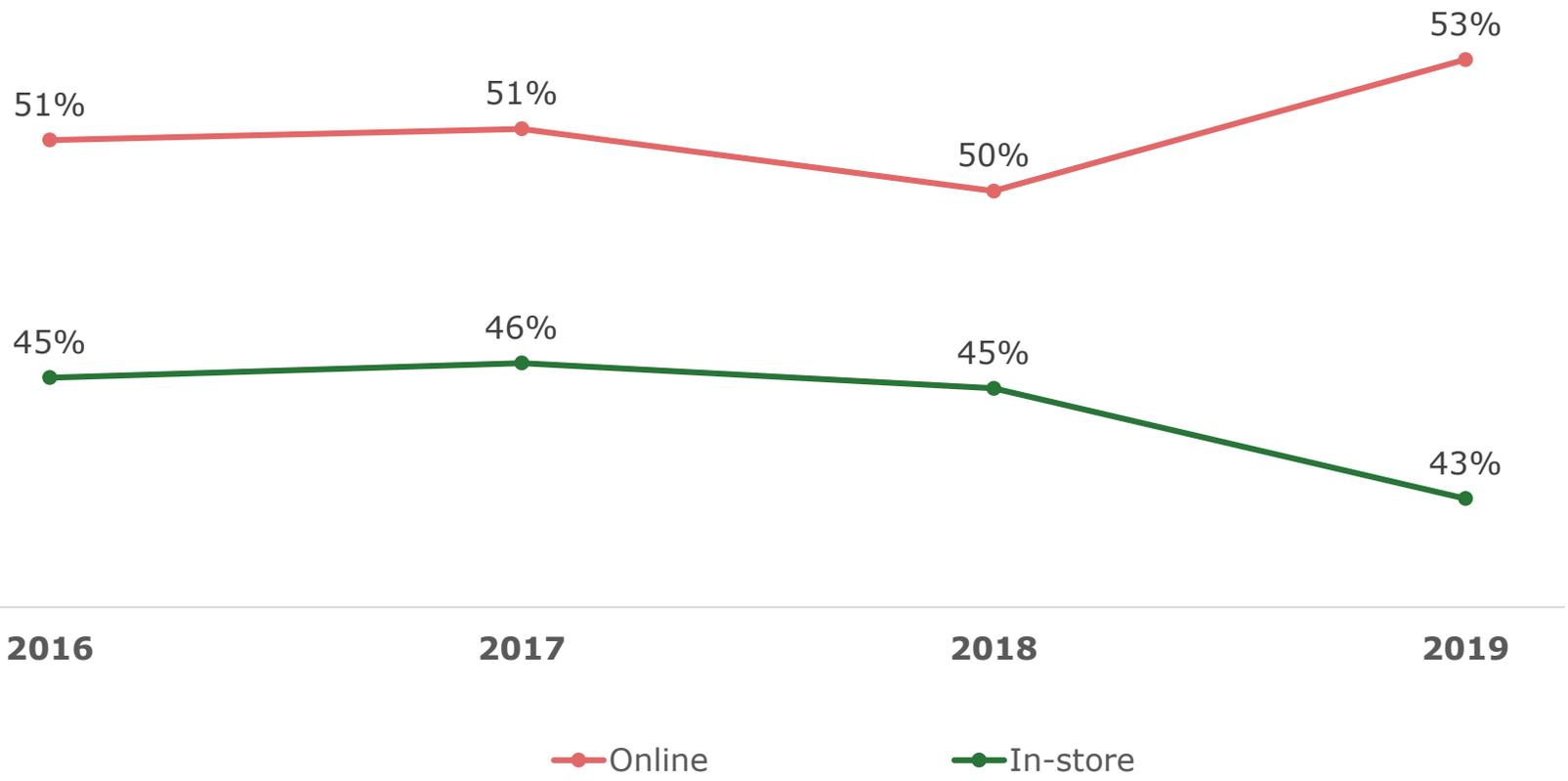
**Thanksgiving period: Shopper participation (%) by channel**  
*(Among all Thanksgiving period shoppers)*



Question: "Which of the following channels will you use for shopping during the Thanksgiving period (Thanksgiving Thursday through the following Monday)?" (n=947)

# With share of spend, online continues to grow as in-store loses share

**Share of spend by channel: Online vs in-store<sup>^</sup>**  
(Among all Thanksgiving period shoppers)



**\$234**

(Avg. spend 2019)



**\$204**

(Avg. spend 2019)

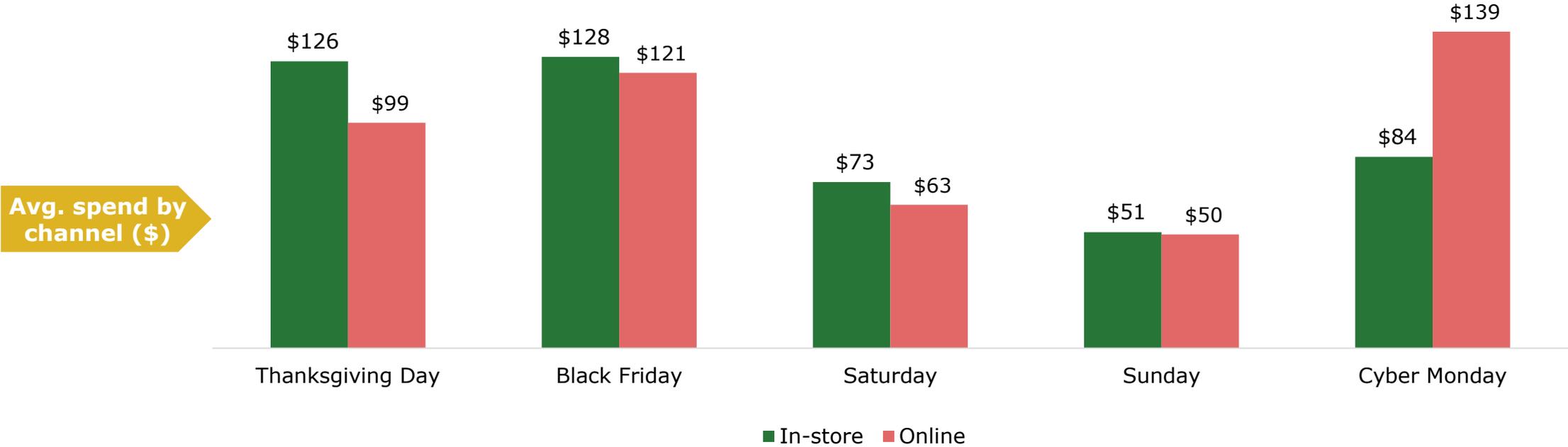
<sup>^</sup> Other retail channels (e.g., catalog or direct mail promotion) not included in the chart (Share of spend = 4% in 2016; 3% in 2017; 5% in 2018; and 4% in 2019)

Question(1): "Approximately how much do you plan to spend on shopping from Thanksgiving Thursday through the following Monday?" (n=947)

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=947)

# Average online spend during Thanksgiving period is likely to peak on Cyber Monday

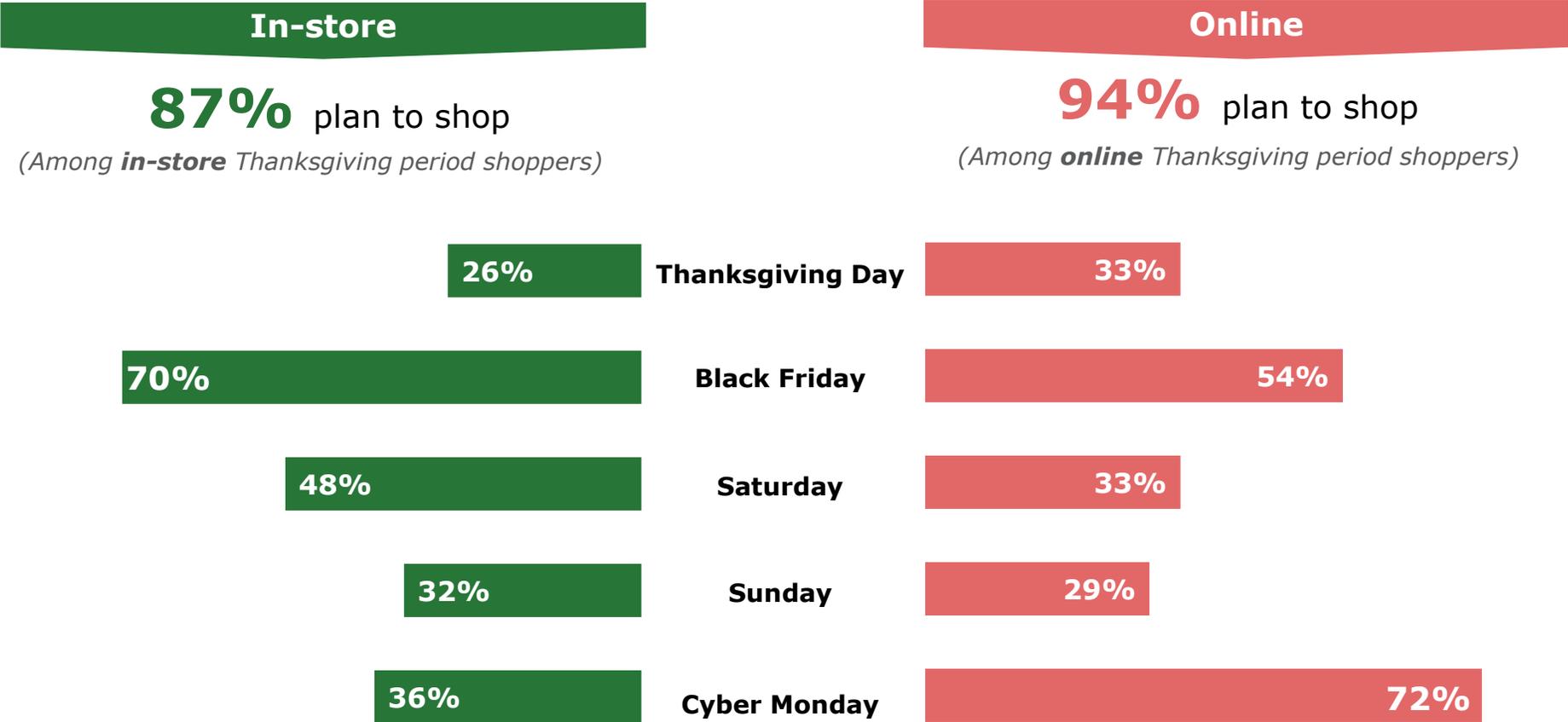
**Average spend by shopping day: In-store vs. online**  
*(Among all Thanksgiving period shoppers)*



Question(1): "On what days do you expect to shop in-store or online?" (n=947)

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 nongrocery items)?" (n=947)

# In-store traffic to peak on Black Friday; Cyber Monday will see maximum online activity



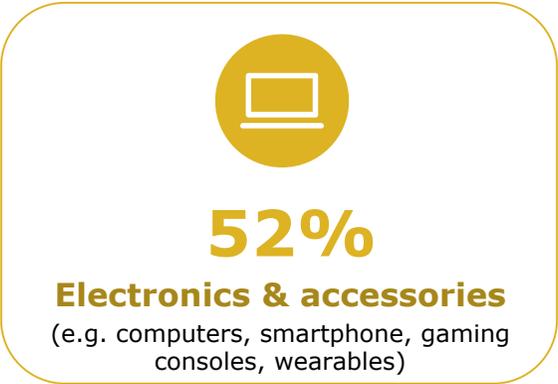
Question(1): "On what days do you expect to shop in-store?" (n=821)  
Question(2): "On what days do you expect to shop online?" (n=892)

THANKSGIVING DAY THROUGH CYBER MONDAY:  
**SHOPPING PREFERENCES**

# Clothing, electronics, and toys are likely to top Thanksgiving shopping lists

## Popular Thanksgiving categories

(Among all Thanksgiving period shoppers)



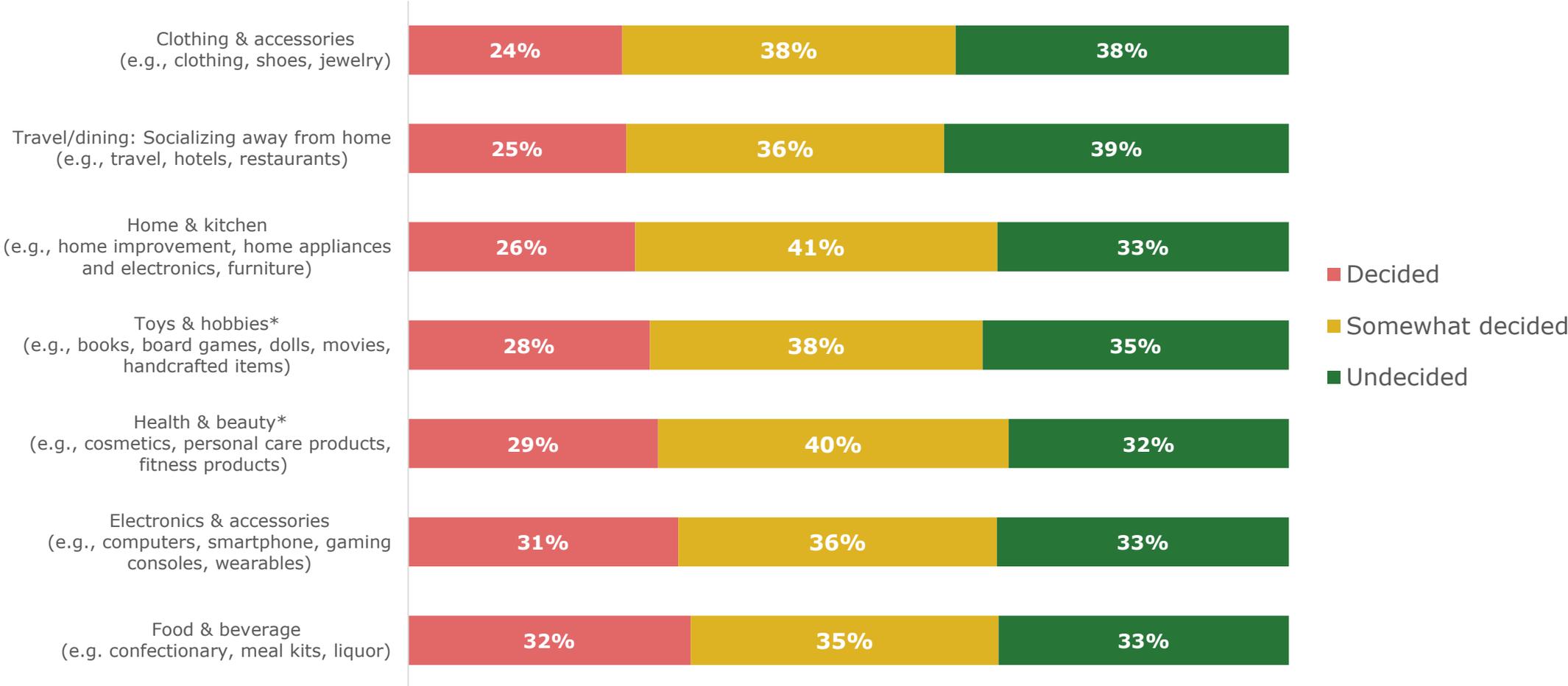
**24% of Thanksgiving period shoppers will be into travel/dining - socializing away from home (e.g., travel, hotels, restaurants)**

Question: "Which of the following do you plan to buy during this Thanksgiving period (Thanksgiving Thursday through the following Monday)?" (n=947)

# Across categories, more than a third of shoppers are undecided on where to shop

## Shoppers' decisiveness about buying destinations during Thanksgiving period

(Among all Thanksgiving period shoppers)



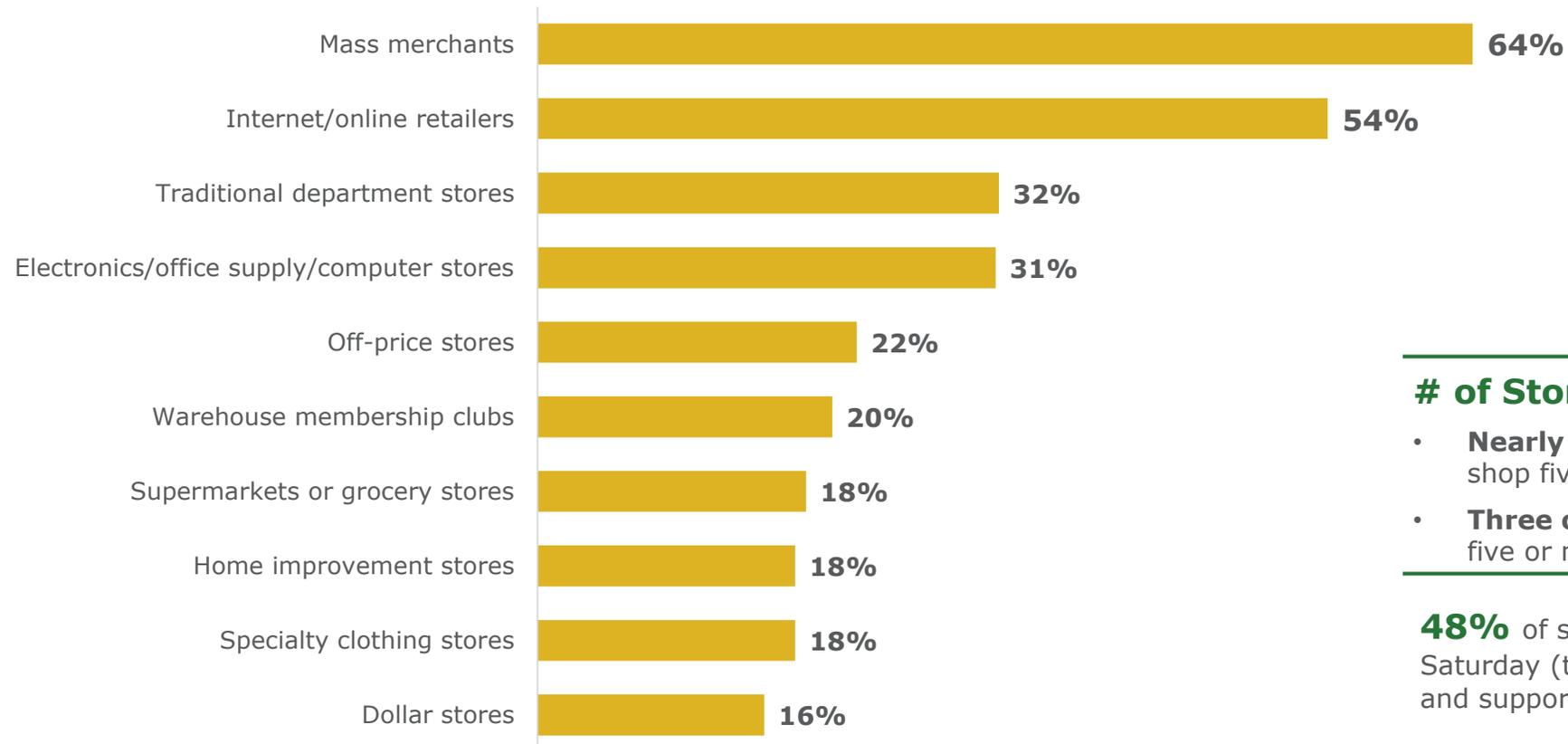
Question: "Have you decided on which retailer you would visit for the following categories during this Thanksgiving period?" (n=947)

\*Decimals were rounded up adding to just over 100%

# Mass merchants are likely to be the most preferred venue, followed by online retailers

## Top 10 preferred retail venues for Thanksgiving shopping

(Among all Thanksgiving period shoppers)

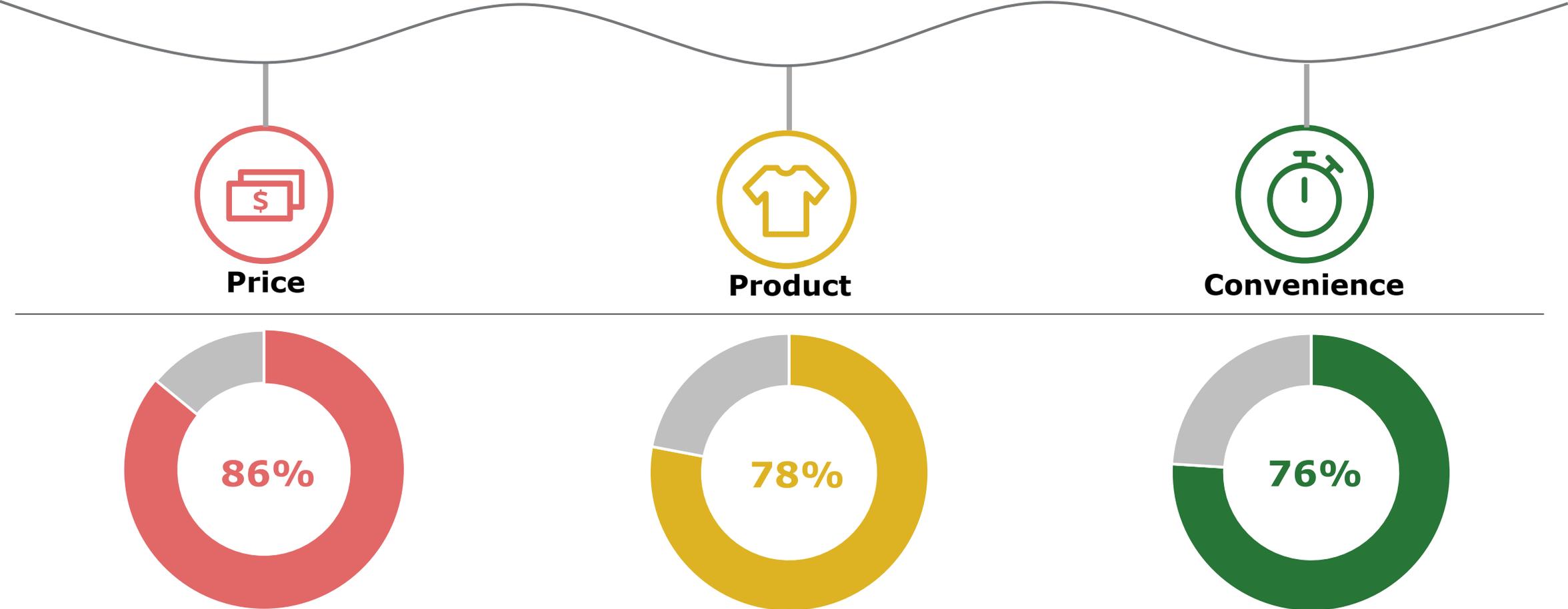


### # of Stores and websites

- **Nearly a quarter** (23%) will shop five or more stores
- **Three out of 10** (30%) will shop five or more websites

**48%** of shoppers plan to shop on Saturday (the day after Black Friday) and support local retail businesses

# Price, product, and convenience play a key role in how customers select a retailer for Thanksgiving shopping



Question: "How important are each of the following attributes while selecting a retailer during holiday shopping?" (n=947)

# Shopper expectations vary by channel, but experience remains the common theme

## What do shoppers want from retailers to improve their shopping experience?

### Across channels

-  Better deals/lower prices
-  Better advertising/more information on deals
-  Product availability/avoid stock-outs

### In-store

-  Ease of checkout/more cash registers
-  Staffing/more employees or associates
-  Organized store layout/product aisles
-  Crowd management/shopper safety

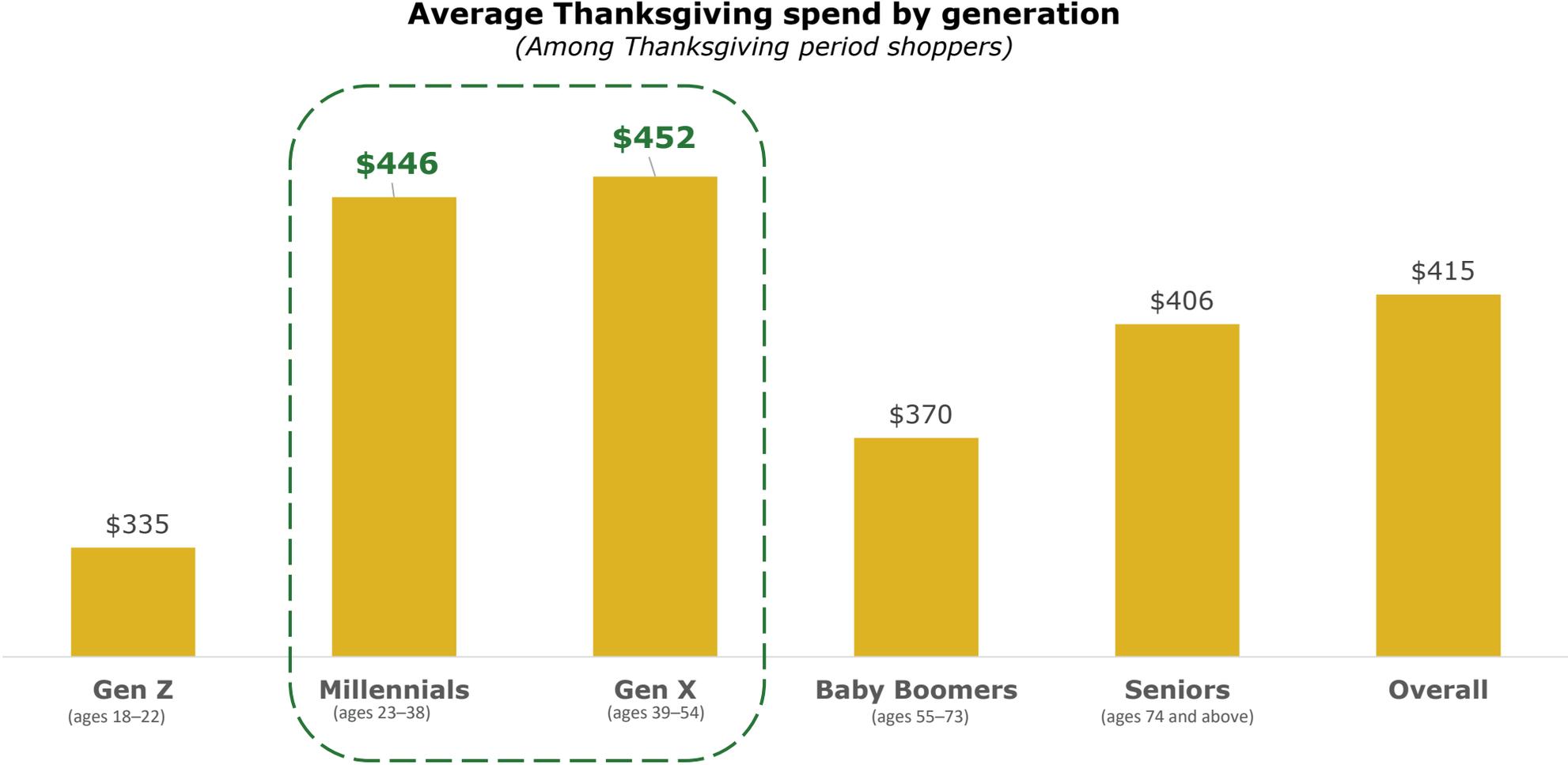
### Online

-  Websites capable of handling high traffic
-  Better experience and layout of websites
-  Free or fast delivery and return options

Question: "What can retailers do to make your Black Friday/Cyber Monday/Thanksgiving period shopping better?" (n=1,200)

THANKSGIVING DAY THROUGH CYBER MONDAY:  
**BY GENERATION**

# Millennials and Gen X shoppers likely to spend the most on Thanksgiving day through Cyber Monday

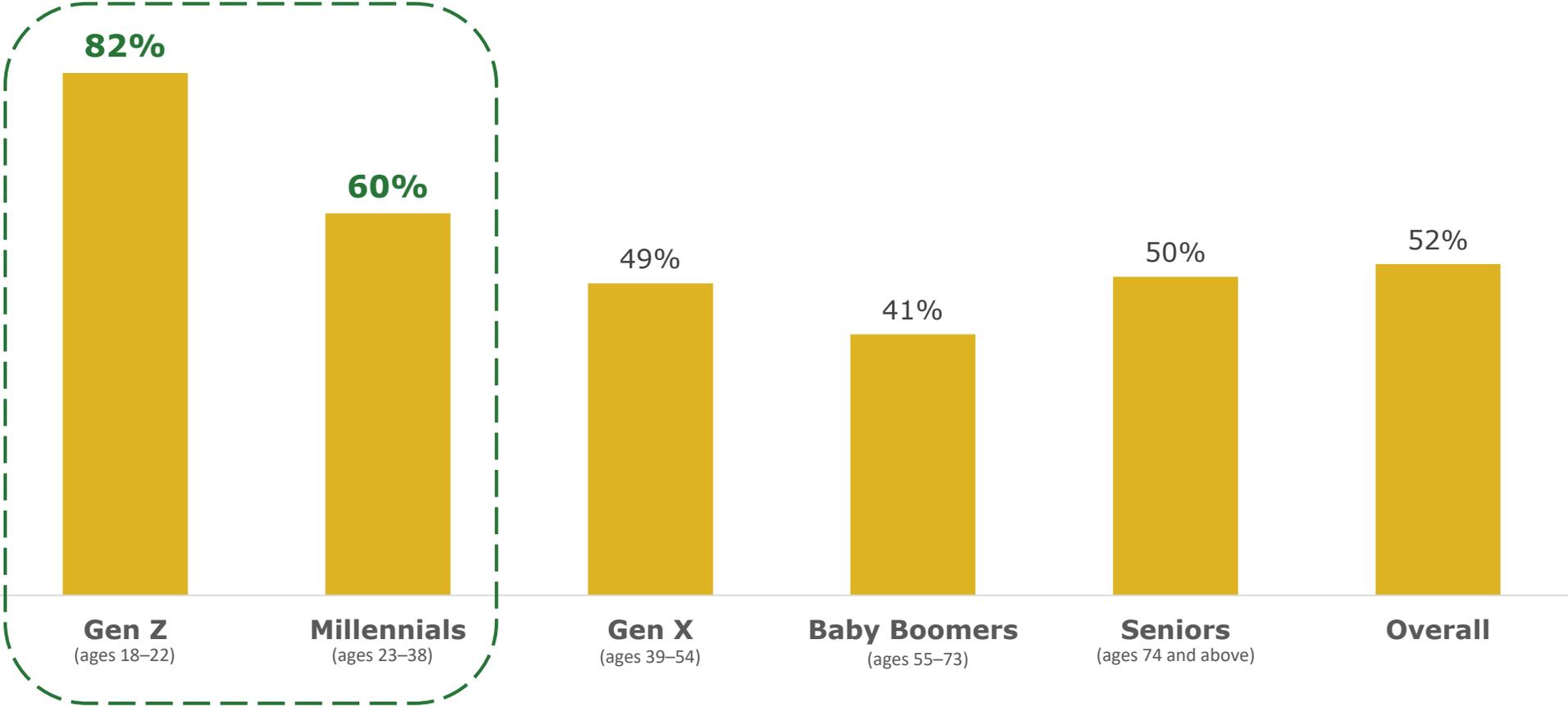


Question: "Approximately how much do you plan to spend on shopping from Thanksgiving Thursday through the following Monday?" (n=947; GenZ n=62, Millennial n=265, GenX n=286, Baby Boomer n= 296, Senior n = 38)

# Younger shoppers likely to drive store traffic as they turn shopping into a socializing event

## Respondents (%) who plan to shop in-store with family/friends

(Among all Thanksgiving period shoppers)



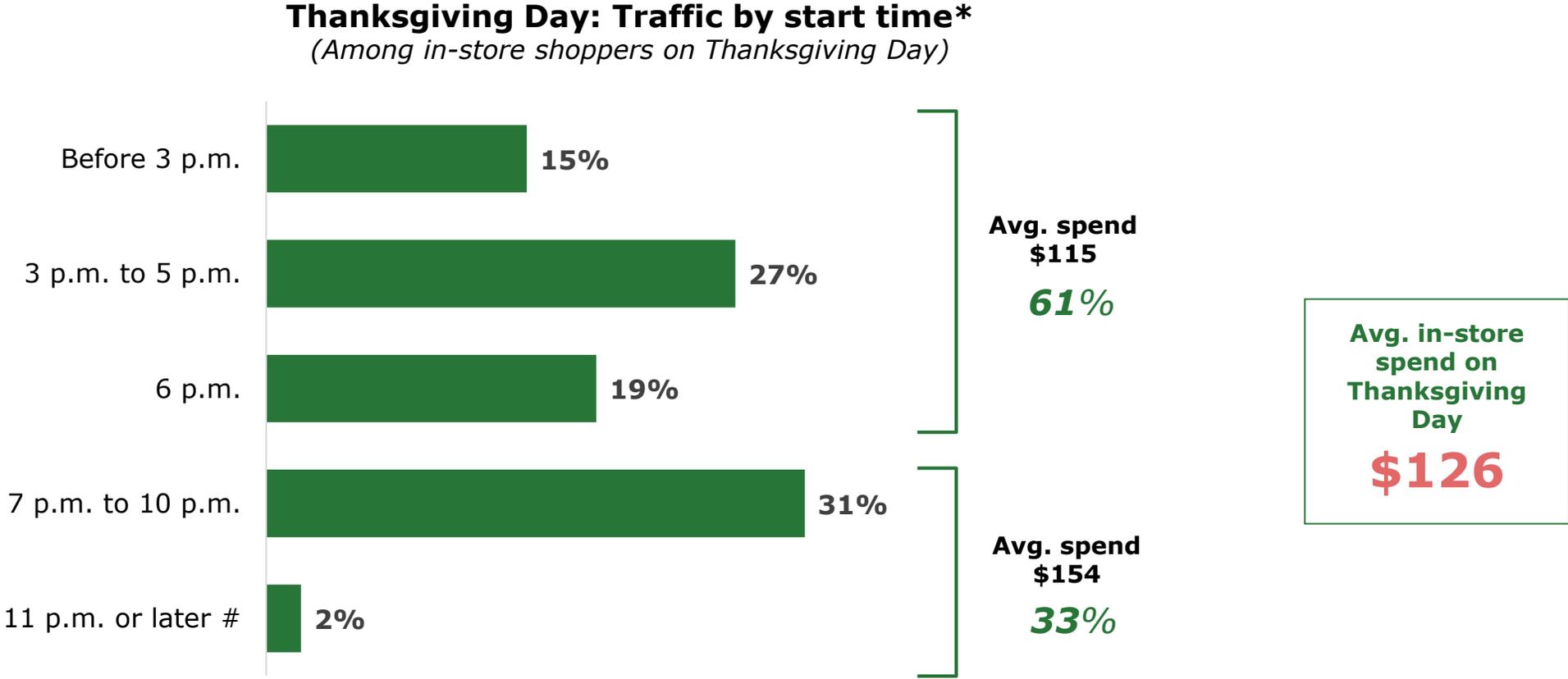
# Sample size less than 30 respondents

Single-select question

Question: "Do you expect to shop together with other family members or friends in-store over the Thanksgiving period?" (n=947; GenZ n=62, Millennial n=265, GenX n=286, Baby Boomer n= 296, Senior n = 38)

**SHOPPING ON THANKSGIVING DAY**

About 60% of the Thanksgiving Day shoppers will hit stores by 6 p.m., but the big spenders are likely to shop after 7 p.m.



**~50% of the shoppers will hold back on shopping if their favorite retailers are closed on Thanksgiving Day**

# Sample size less than 30 respondents  
\*In-store shoppers on Thanksgiving Day who are "Unsure" about start time (6%) not shown in the graph  
Question: "What time do you expect to go to the store on Thanksgiving Day?" (n=215)

# Shoppers are drawn to stores on Thanksgiving Day by the social aspects

## Top reasons for shopping in-store on Thanksgiving Day *(Among in-store shoppers on Thanksgiving Day)*



Enjoy shopping with family/friends or part of Thanksgiving ritual

**59%**



Do not want to miss the best deals

**43%**



Retailers offer better deals on Thanksgiving Day than on Black Friday

**39%**



After Thanksgiving celebration, it's something/somewhere to do/go

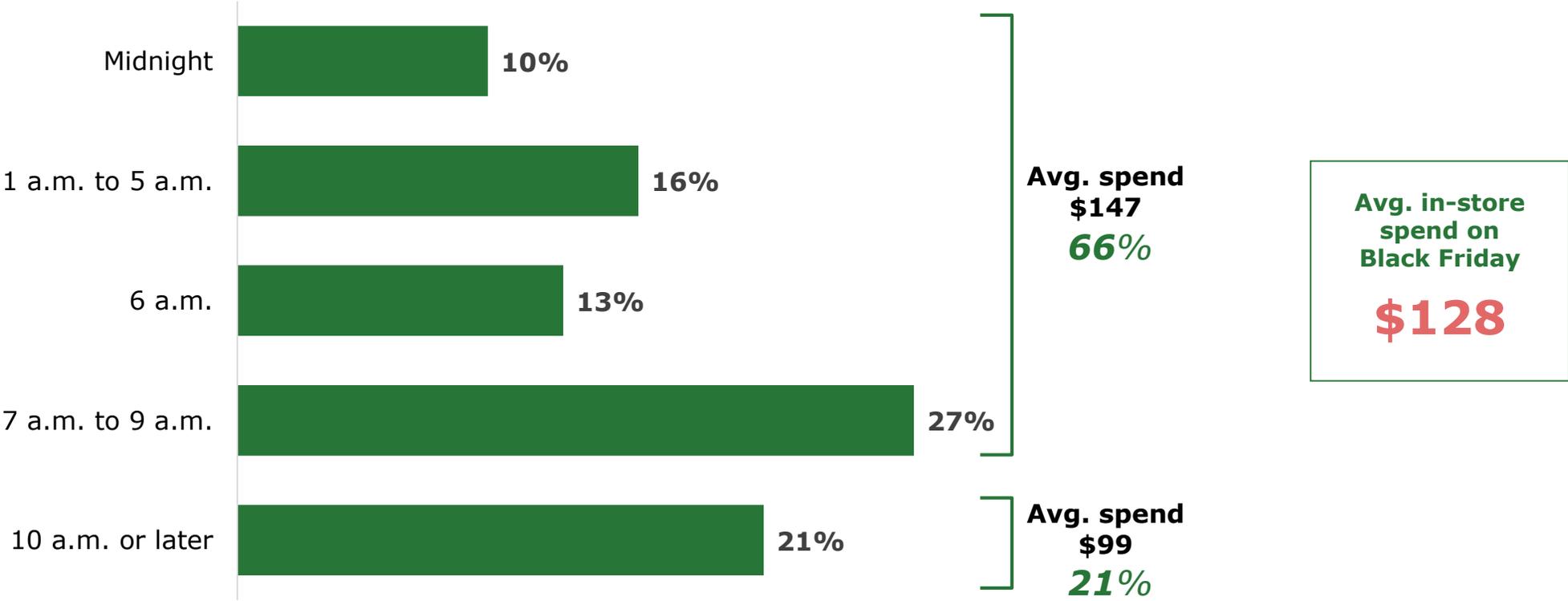
**27%**

Question: "Why will you be shopping in-store on Thanksgiving Day?" (n=215)

**SHOPPING ON BLACK FRIDAY**

Shoppers are likely to spend an average of \$128 in-store on Black Friday, with nearly two-thirds of consumers expecting to start shopping by 9 a.m.

**Black Friday: In-store shopping by start time\***  
*(Among in-store shoppers on Black Friday)*



Question: "What time do you expect to go to the store on the Friday after Thanksgiving day ('Black Friday')? (n=577)  
\*In-store shoppers on Black Friday who are "Unsure" about start time (13%) not shown in the graph

# Deals and promotions remain a major driver of foot traffic to stores on Black Friday

## Top reasons for shopping in-store on Black Friday

*(Among in-store shoppers on Black Friday)*



To take advantage of sales or best deals of the season

**78%**



Enjoy shopping with family/friends or as part of Black Friday ritual

**46%**



Overall excitement of the day

**31%**



I prefer shopping in the store rather than online

**21%**

**SHOPPING ON CYBER MONDAY**

# Online traffic on Cyber Monday driven by shoppers' quest for deals and promotions

## Top reasons for shopping online on Cyber Monday *(Among online shoppers on Cyber Monday)*



To take advantage of sales or best deals of the season

**77%**



Cyber Monday has best online deals of the season

**46%**



Free shipping

**44%**



Avoid crowded retail stores

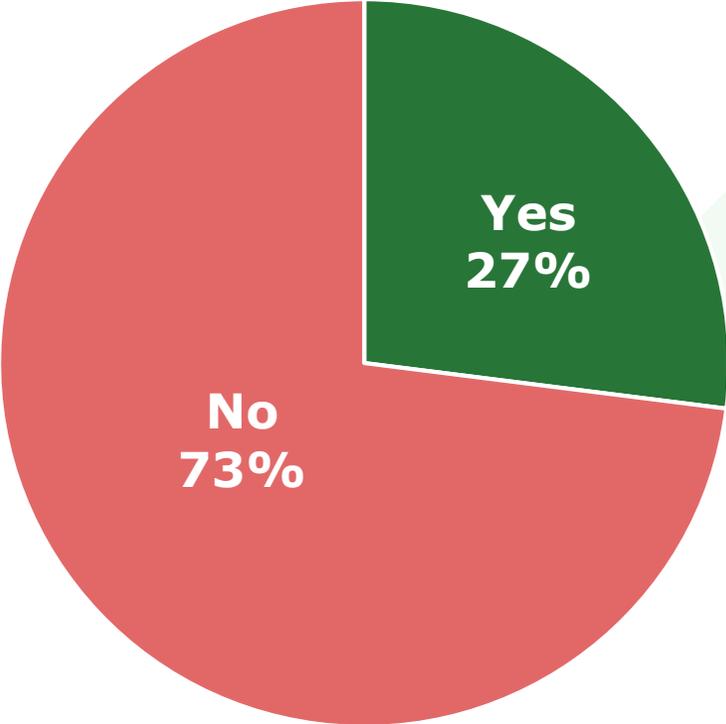
**37%**

Question: "Why will you be shopping in-store on Cyber Monday?" (n=638)

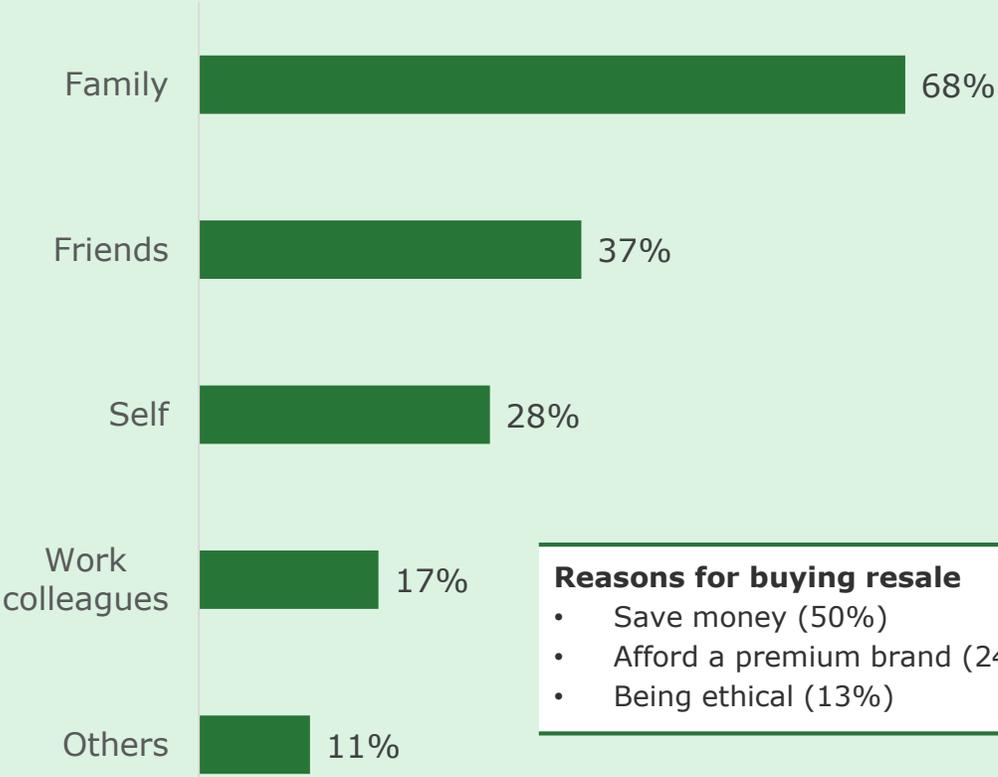
**RESALE DURING HOLIDAY**

About a quarter of holiday shoppers plan to gift resale products, mostly to those near and dear

**Planning to gift resale products for holidays**  
*(Among all holiday shoppers)*



**Recipients of resale gifting for holiday season**  
*(Among those planning to gift resale products)*



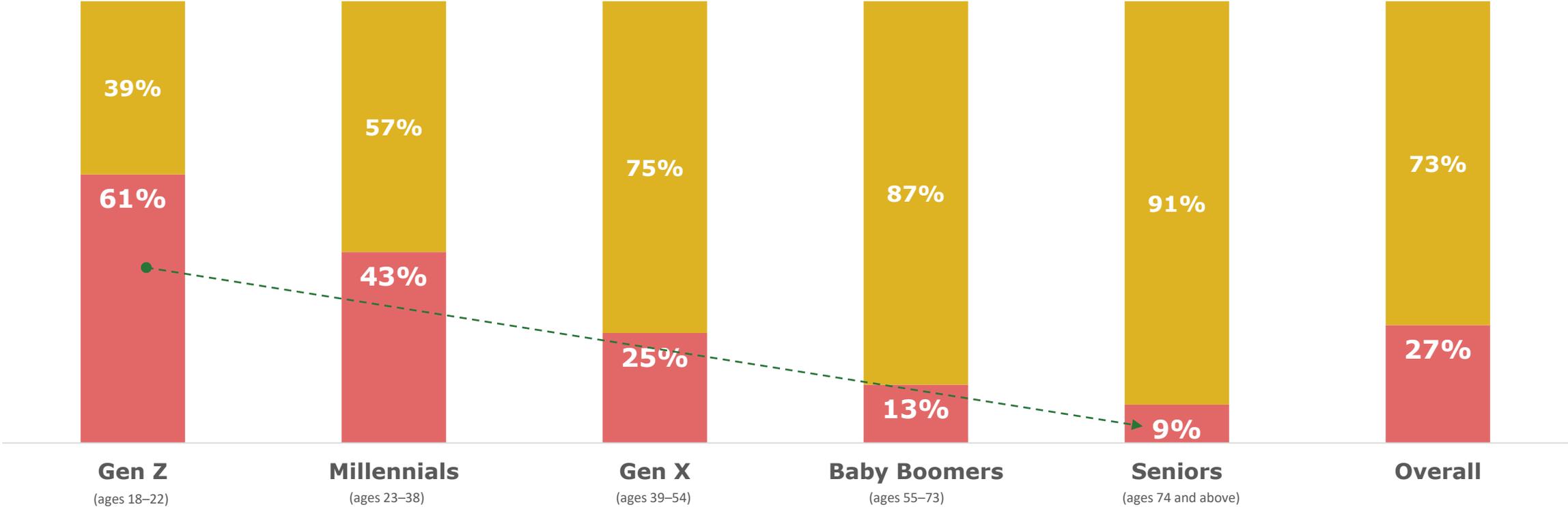
- Reasons for buying resale**
- Save money (50%)
  - Afford a premium brand (24%)
  - Being ethical (13%)

Question: "Are you planning to gift a resale item(s) this holiday season?" (n=1,200)  
Resale data covers planned shopping intentions Thanksgiving Day through January 1, 2020

# Younger generations are more open to gifting resale products

## Planning to gift resale products for holidays *(Among all holiday shoppers)*

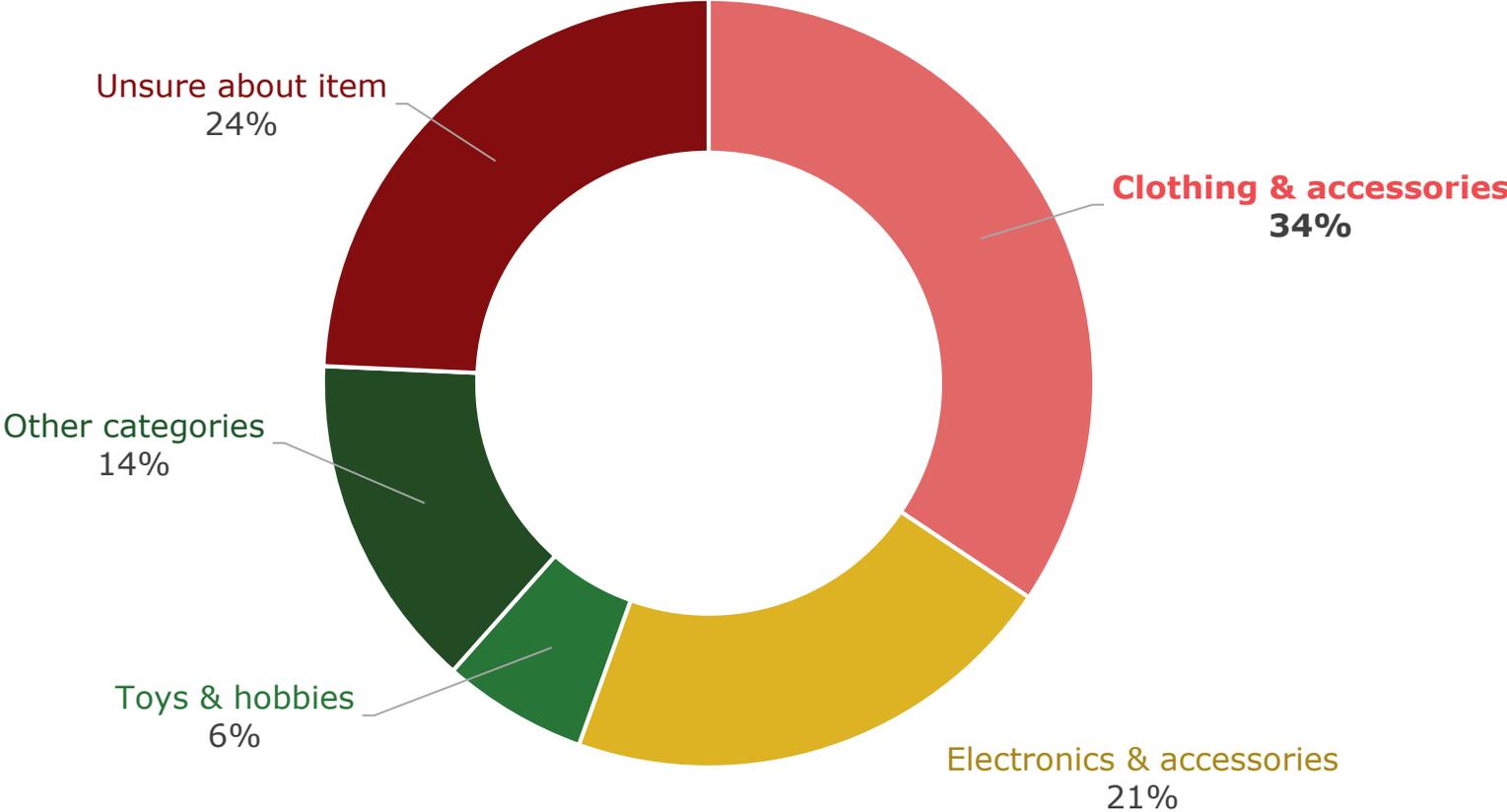
■ Yes ■ No



Question: "Are you planning to gift a resale item(s) this holiday season?" (n=1,200)  
Resale data covers planned shopping intentions Thanksgiving Day through January 1, 2020

# Clothing & accessories likely to be the most sought-after product at resale retailers

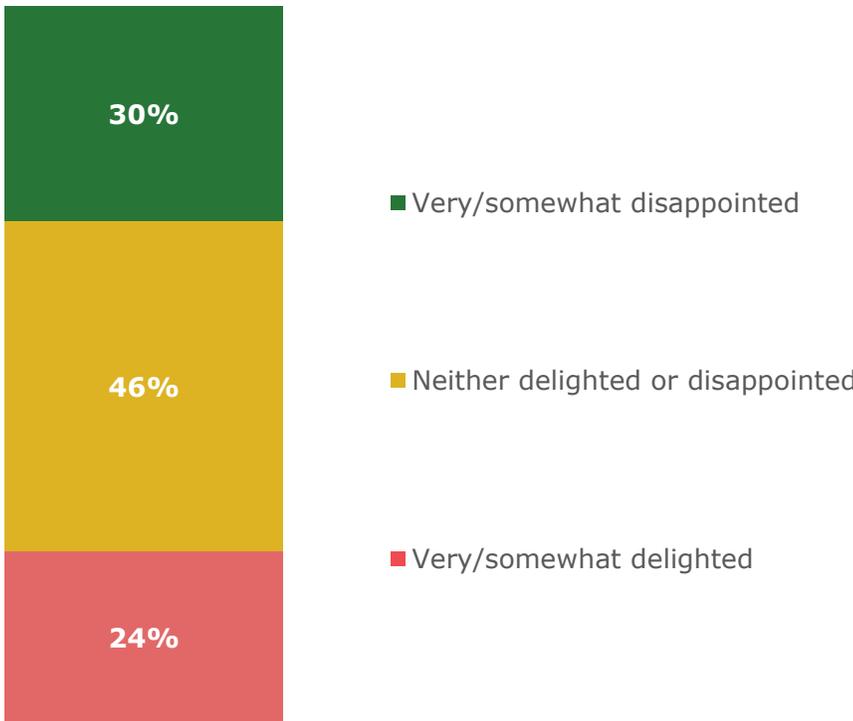
**Products most likely to be purchased at a resale retailer**  
*(Among those planning to gift resale products)*



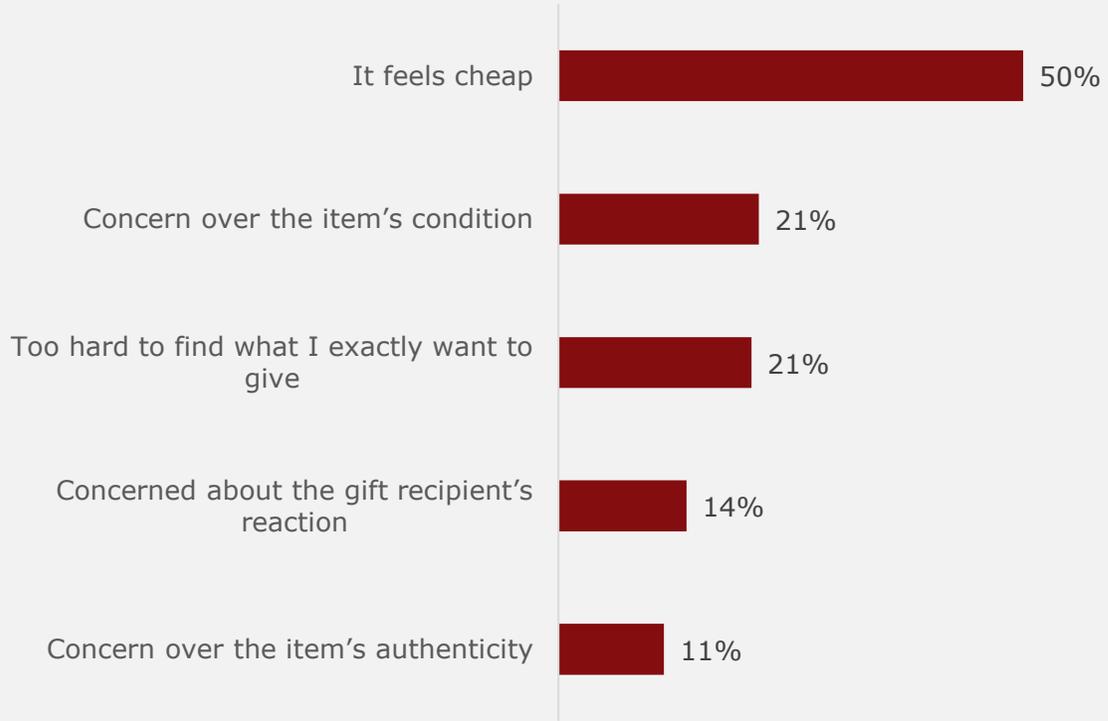
Question: "Which products are you most likely to purchase at a resale retailer?" (n=320)  
Resale data covers planned shopping intentions Thanksgiving Day through January 1, 2020

While fewer shoppers are delighted about receiving resale products as gifts, majority of shoppers are still forming their opinion on this market

**Consumer sentiments towards receiving resale products as gift for holidays**  
*(Among all holiday shoppers)*



**Reasons for NOT buying resale products as gifts for holidays**  
*(Among those NOT planning to gift resale products)*



Question(1): "How would you feel about receiving a previously owned handbag, article of clothing, or outdoor gear as gift this holiday season?" (n=1,200)  
Question(2): "What is your main reason for not gifting a resale item?" (n=880)  
Resale data covers planned shopping intentions Thanksgiving Day through January 1, 2020

# About the survey

## Survey methodology

The survey was developed by Deloitte and conducted online by an independent research company between October 31 and November 5, 2019.

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.

## About the Center

Deloitte Insights Consumer Industry Center (the "Center") provides a forum for innovation, thought leadership, groundbreaking research, and industry collaboration to help companies solve the most complex industry challenges.

Technology is changing at a rapid pace, and so are consumers. How will these changes impact the way our clients do business in the future? The Center provides premier insights based on primary research on the most prevalent issues facing the Consumer industry to help our clients run effectively and achieve superior business results.

The Center is your trusted source for information on leading trends and research that connect insights, issues, and solutions for Deloitte's four Consumer sectors: Automotive; Consumer Products; Retail, Wholesale & Distribution; and Transportation, Hospitality & Services.

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