



CivicScience Insight Report

Consumers' Shopping Intent for 2014 Thanksgiving and Black Friday Sales Events

In recent years, the long Thanksgiving holiday weekend meant that the big shopping focus day was Black Friday, but as competitive retailers sought to grab wallet share earlier, the hours of operation have crept up towards Thanksgiving, compelling the retail industry to coin the term "Gray Thursday." This year retailers are opening even earlier on Thanksgiving Day than last year, but not without [backlash from employees](#). One mall in New York is actually [firing retailers](#) that do not open their stores on Thanksgiving. Is this what consumers are demanding? And what types of products are most attractive to customers during these sales events?

CivicScience took to its polling platform to ask consumers about their shopping intent, spending plans, and thoughts on the largest holiday shopping weekend of the year. For this study, CivicScience polled over 21,200 U.S. adults between late October and mid-November 2014 on multiple Black Friday and Thanksgiving holiday shopping questions.

November 24, 2014: This Insight Report from CivicScience examines and answers the following questions:

- Insights on the Black Friday shopper.
- How Black Friday and Thanksgiving shopping intent compares to last year.
- On what products do consumers plan to spend the most on Black Friday.

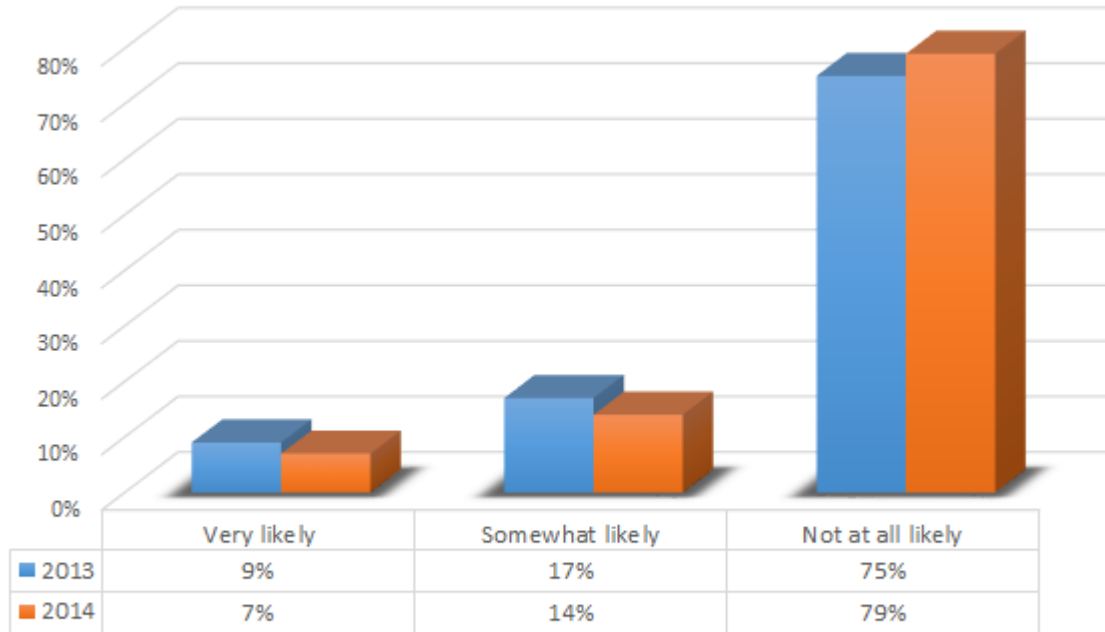
Black Friday Intentions:

The data shows 21% of U.S. adult consumers are considering shopping on Black Friday 2014. Of those, only about one third (35%) are very confident they will do so, while the rest (65%) say they are only somewhat likely to go shopping and may require some persuasion or other factors to get them into the stores.



Civicscience Insight Report (continued)

How likely are you to go shopping on Black Friday?



Source: Civicscience, Inc. November 17, 2014. Respondents include a representative sample of U.S. adults, 18 years and older. 2013 data from 4,049 respondents collected from 11/04/2013 to 11/15/2013. 2014 data from 3,253 respondents from 10/31/2014 to 11/14/2014.

Slightly fewer consumers plan to shop on Black Friday this year compared to last year. In 2013 (posing the same question from 11/1/2013 to 11/15/2013 to 4,049 respondents), 26% of consumers said they were likely to shop on Black Friday, which means that U.S. adult consumers are 19% less likely to shop on Black Friday 2014 than last year.

Who are the likely **Black Friday 2014** shoppers?

- 61% of likely Black Friday shoppers are women.
- 23% of likely shoppers are 18-24 while 37% are 35-54 years old.
- 59% have an annual household income of \$25K-\$100K.
- 23% love using Pinterest, which is over 2X as likely as average.
- 45% of likely shoppers have children, which is 25% more likely than average. Only 19% have children and grandchildren, which is 24% less likely than average.

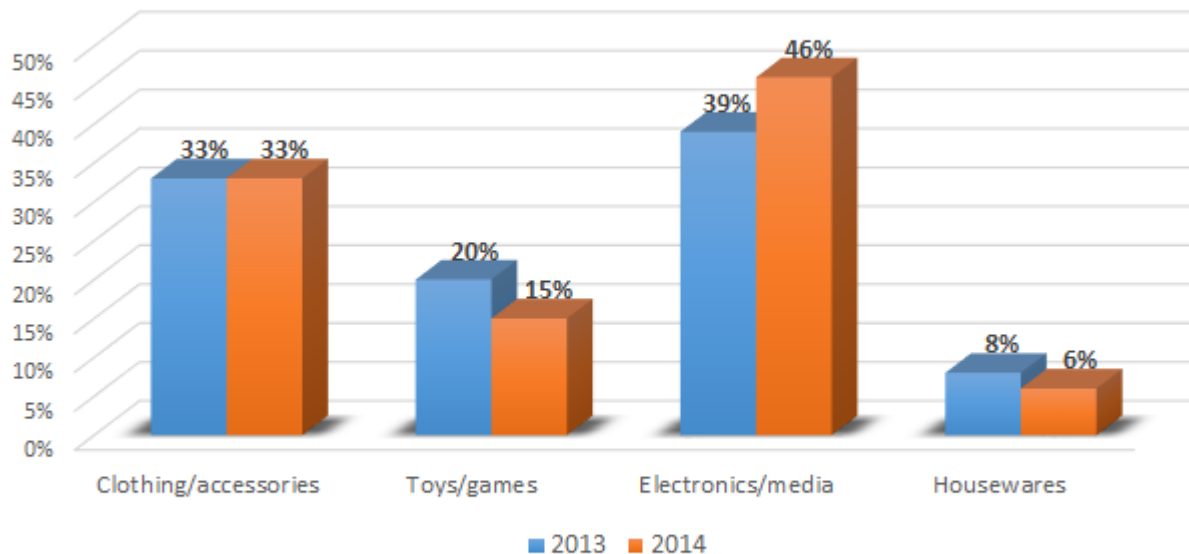


Civicscience Insight Report (continued)

Black Friday Category Spending Plans

Consumers plan to spend the most on **electronics/media** purchases (12%) and **clothing/accessories** (8%) during Black Friday 2014. Consumers are slightly more likely to say they are spending the most on electronics/media than they did last year at this time. They are 25% less likely to say they will spend the most on toys/games than in 2013.

On which of these do you expect to spend the most while shopping on Black Friday?



Source: Civicscience, Inc. November 17, 2014. Respondents include a representative sample of U.S. adults, 18 years and older. 2013 data from 3,597 respondents collected from 11/11/2013 to 11/15/2013. 2014 data from 3,258 respondents collected from 10/31/2014 to 11/14/2014.

Who will be spending the most on **electronics/media**?

- 13% more likely to be men than women.
- 40% are 35-54 years old and 22% are 18-24 years old.
- 31% more likely than average to have a household income under \$35K-\$50K. 61% have an income of \$75K and under.
- 45% are parents, but not grandparents, which is 27% more likely than average.
- 43% less likely to be grandparents than average.
- 44% more likely than average to go to the movies at least once a month.



Civicscience Insight Report (continued)

Who will be spending the most on clothing/accessories?

- 70% more likely to be women than men.
- 53% are 18-29 years old.
- 61% more likely than average to have a household income under \$25K, which could be due to their age. 60% have an income of \$75K and under.
- 61% are not parents, which is 53% more likely than average.
- 43% less likely to be grandparents than average.
- 57% more likely than average to go to the movies at least once a month.

Intention to Shop on Thanksgiving Day

4% of U.S. adult consumers are very likely to go gift shopping on Thanksgiving Day 2014, with another 8% in a 'persuadable' category of saying they are somewhat likely. As with Black Friday shoppers, only about one-third are strongly certain they will shop on this holiday.

How likely are you to go shopping for holiday gifts on Thanksgiving Day?

> All respondents in segment Country | US responding in the last month
> Weighted according to U.S. Census figures for gender and age, 18 and older

Very likely	192	4%	
Somewhat likely	367	8%	
Not at all likely	3,856	87%	

Margin +/- 2% 4,415 responses from 10/31/2014 to 11/14/2014
Note, the reported percentages do not sum to 100 due to rounding.

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Results to the question this year are almost identical to last year's number, so even though stores are opening earlier, the tactic doesn't seem to be growing the overall percentage of Thanksgiving Day gift shoppers.

Lastly, Civicscience asked consumers what they thought about shopping on Thanksgiving:

What do you think about shopping on Thanksgiving Day?

> All respondents in segment Country | US
> Weighted according to U.S. Census figures for gender and age, 18 and older

It's great, I'm going for the deals	95	3%	
It's great, I'm going for the experience	38	1%	
It's out of control but I'm still going for the deals	160	5%	
It's out of control but I'm still going for the experience	44	1%	
I won't be shopping on Thanksgiving	3,072	90%	

Margin +/- 2% 3,409 responses from 11/12/2014 to 11/14/2014

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CivicScience Insight Report (continued)

An overwhelming majority – 90% -- have no plans to shop on the holiday. Among those planning to shop, “going for the deals” seems to be the biggest reason consumers will shop on the Thanksgiving holiday, representing 8% of respondents, while “going for the experience” is a draw to only 2%.

Summary

More consumers are planning to shop on Black Friday than Thanksgiving, however when compared to last year shopping intent has slightly decreased. Also, it doesn't seem that retailers' plans to open their stores earlier on Thanksgiving Day are persuading more consumers to shop on that day compared to last year. Those who do plan to shop on Black Friday are going to be spending the most on electronics/media and clothing/accessories. It will be interesting to see how the Thanksgiving holiday weekend plays out and how the shopping holiday continues to transform in the future.

About the CivicScience Methodology:

CivicScience collects real-time consumer research data via polling applications that run on hundreds of U.S. publisher websites, cycling through thousands of active questions on any given day. Respondents are 100% voluntary opt-in with no incentives, compensation or coercion -- they answer just for fun and are kept anonymous, allowing for greatly reduce bias and higher levels of engagement. The roughly 21,200 respondents for this report were weighted for U.S. census representativeness for gender and age, 18 years and older, and data was collected from October 31, 2014 to November 17, 2014. Using its technology, CivicScience builds deep, timely psychographic profiles of these anonymous respondents with each question they answer over time, providing valuable consumer sentiment and behavior insight data to the decision makers who care. The CivicScience methodology has been scientifically validated by a team of academic leaders and by independent research firms. CivicScience currently has more than 28 million anonymous consumer profiles stored, growing daily.

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