

Holiday Shopping 2016 Recap

A Wintery Mix of Insights to Help With Next Year's Planning

When is it too early for retailers to sell Christmas merchandise or decorations?



59%
Say before
Halloween is
too early



31%
Say before
Thanksgiving
is too early

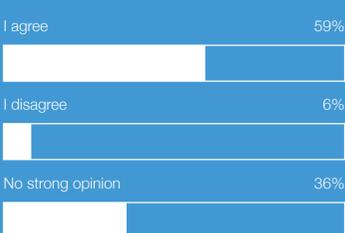


9%
Say before
December is
too early

And **81% of adults agree** with Nordstrom's long-standing policy to **not decorate for Christmas until after Thanksgiving.**

Should retailers close their doors on Black Friday?

Do you agree or disagree with REI's decision to close its store on Black Friday?

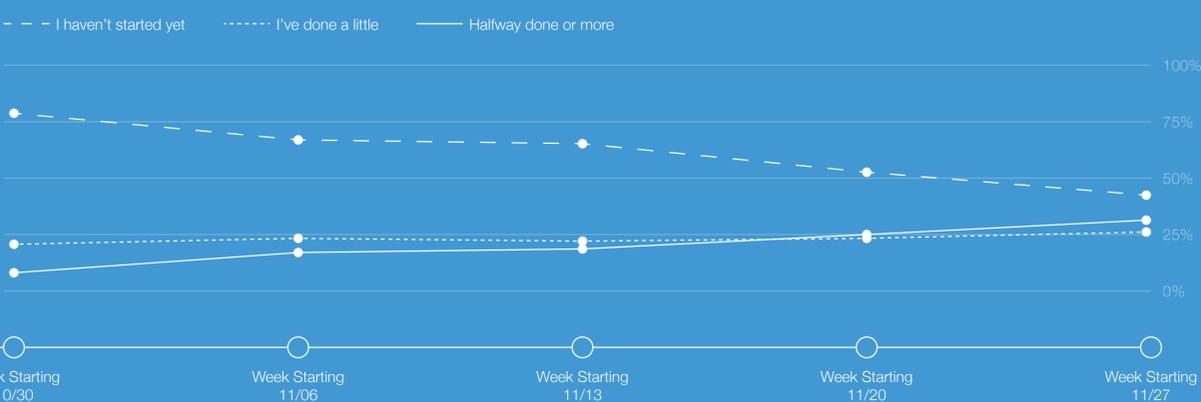


However, consumers aren't giving up the Thanksgiving weekend shopping craziness:

Before Thanksgiving, **45% of adults had started their holiday shopping.**

After Black Friday and Cyber Monday, that number had **grown to 58%.**

How far along are you in your holiday shopping?



Black Friday

56% plan to do most of their Black Friday shopping online (a slight increase from last year)

25% will do most of their Black Friday shopping in stores

19% will do about **half in stores, half online**

Online vs. In-Store on Black Friday

- Both groups are **early adopters**
- Their purchases are **influenced by social media.**
- They are in the market for **home automation products.**
- They want or own **wireless speakers.**

In-Store Holiday Shopping

- Top Likes:** Holiday music, decorations, and displays, followed by deals in the stores and being able to see and touch the products
- Top Dislikes:** Crowds, followed by the lines and attitudes of other shoppers
- 31%** of adults **don't like anything** about holiday shopping in stores.

Cyber Monday

What devices did shoppers plan to use the most?



But there's a big difference. Online Black Friday shoppers are much more likely to:

- Research** online reviews.
- Showroom** across websites.

The Gifts

Which of the following **holiday gifts** do you **return or exchange** most often?

64% rarely or never return holiday gifts.

Of those who make returns, the **most common** is **clothing and accessories** with 69% usually returning something in this category.

Holiday Gifts People Prefer to Receive:

- 31%** want **gift cards**
- 25%** prefer **physical gifts** (clothing, electronics, etc.)
- 22%** prefer receiving an **experience** (concert tickets, travel, etc.)
- 22%** are happy with **anything**



About CivicScience, Inc.

CivicScience is a consumer and market intelligence company. Through our scientifically-proven polling and insight automation platform, we are changing the way brands and media outlets understand their audience, monitor trends, and make winning bets on the future. Data was collected from the end of October 2016 through November 2016. There were over 1,500 responses for each question. Contact us at contact@civicscience.com for more information.