

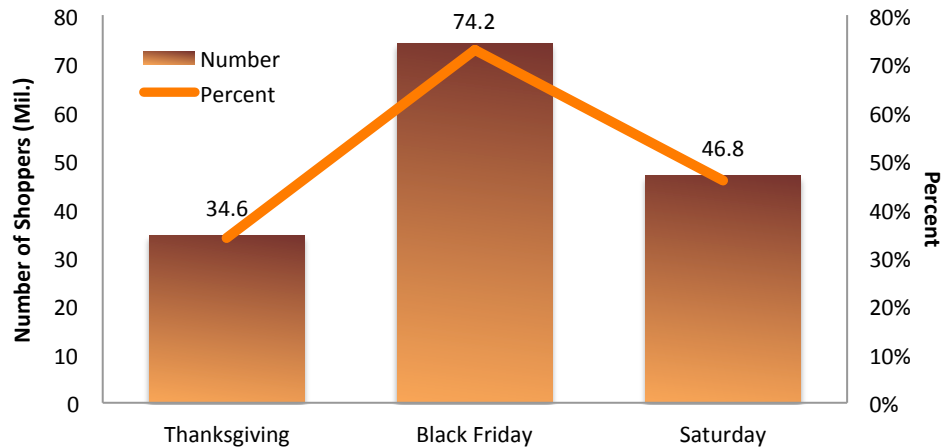
EARLY 2015 THANKSGIVING/BLACK FRIDAY RETAIL DATA FROM NRF AND SHOPPERTRAK ARE MIXED

Today, the NRF released early figures (from a survey conducted by Prosper Insights & Analytics) for the Thanksgiving weekend. Separately, ShopperTrak released preliminary sales estimates for Thanksgiving Day (November 26) and Black Friday (November 27).

NRF: HIGHER TRAFFIC THAN EXPECTED

- There were **151 million** people who planned to shop in stores or online, as compared to 136 million who said in a mid-November survey that they were planning to shop.
- Average spending per person was **\$299.60**, of which 76.6% was spent on gifts. Shoppers who were 25–34 years old spent an average of \$425.08, of which 69.3% was on gifts. (These figures cannot be compared to last year’s figures due to a change in survey methodology.)
- As of November 28, 77.6% of survey respondents had started their holiday shopping.

Figure 1. Number of shoppers who visited stores over the past weekend



Source: NRF/Prosper Analytics & Insights

With regard to online shopping, 41 million people (39.8%) shopped online on Thanksgiving Day and 75.3 million people (73.1%) shopped online on Black Friday.

In the table below, we see that shoppers under 35 were more likely to have shopped during the weekend and that the number of shoppers on Black Friday understandably exceeded the number on Thanksgiving Day.

Figure 2. In-store shoppers vs. online shoppers

% of Shoppers	In-Store Shoppers			Online Shoppers		
	Adults 18+	1824	2534	Adults 18+	1824	2534
Thanksgiving Day	34.0%	41.9%	46.9%	39.8%	36.2%	50.0%
Black Friday	72.8%	78.9%	80.8%	73.1%	76.4%	78.8%

Source: NRF/Prosper Analytics & Insights



WHERE AND WHEN DID PEOPLE SHOP AND WHAT DID THEY BUY?

According to the NRF survey:

- Nearly half (49.2%) of respondents arrived at a store at or before midnight to start shopping (the figure was 61.1% for 18–24-year-olds and 60.2% for 25–34-year-olds).
- More than half (53.6%) of weekend shoppers said they shopped at a department store, while 37.2% shopped at a discount store, 32.4% at a clothing store and 35.1% at an electronics store.
- More than half of shoppers used smartphones and tablets: 56.7% of smartphone owners used their phones to research products, make purchases, check inventory and perform other shopping activities. A slightly higher percentage (57.7%) of tablet owners used their devices for holiday shopping.
- The majority (51.6%) of purchasers bought clothing items, and 32.8% bought toys, while 31.9% purchased books, DVDs, and videos or video games, and 32.8% bought consumer electronic products.
- Nearly a third (32.5%) of respondents said that all of their purchases over the weekend were driven by sales and promotions.

SOFT CYBER MONDAY OUTLOOK FROM THE NRF

Separately, the NRF released the results of a survey regarding consumer intentions for Cyber Monday (November 30), which was conducted over November 27–28 by Prosper Insights & Analytics for NRF. The company polled 4,281 consumers. Here are the key points from the survey:

- 121 million (49.5% of respondents) shoppers plan to shop online on Cyber Monday, slightly below the 126.9 million who planned to participate last year. According to the NRF, 103 million people shopped online over the Thanksgiving weekend.
- 29.6 million (24.4%) consumers plan to use their mobile devices to shop on Cyber Monday, up from 24.4 million last year. Moreover, 80% plan to use their home computers to shop online.
- 42.4% of Cyber Monday shoppers plan to shop online in the early morning, and a third (33%) will shop in the late morning. Some consumers (16.6%) will shop during their lunch hour, and more than a quarter (29.5%) will shop in the early afternoon.

SHOPPERTRAK: RETAIL SALES SHIFTING AWAY FROM THANKSGIVING AND BLACK FRIDAY

On November 28, ShopperTrak released a preliminary sales estimate for brick-and-mortar retail on Thanksgiving Day and Black Friday, forecasting \$12.1 billion in combined sales, slightly below last year's \$12.3 billion.

Specifically, ShopperTrak estimates Thanksgiving Day sales of \$1.8 billion and Black Friday sales of \$10.4 billion, as compared to \$3.2 billion and \$9.1 billion, respectively, last year.

The research firm explained the apparent decrease as being due to the early emergence of Black Friday advertisements this year, which elongated the holiday season. Further,



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Black Friday is still the largest retail sales day of the year and marks the beginning of the holiday shopping season.

ShopperTrak is maintaining its estimate of a 2.4% increase in sales for brick-and-mortar retail during the 2015 holiday season.

BLACK FRIDAY WEATHER RECAP

According to Planalytics, this was the warmest Black Friday weekend since 2012, with strong regional variations, including relative cold in the West and warmth in the East, which affected consumer purchases. Los Angeles and New York City both experienced similar temperatures on Black Friday. However, demand for fleece increased by 19% over last year in Los Angeles, while it experienced a 5% drop in New York City.

The warmest temperatures were in the South Atlantic and East South Central regions—while New England was the warmest it had been since 2009. The warmer conditions versus last year and limited precipitation were beneficial for store traffic into malls, outlet centers, mass merchants and restaurants.



FLASH REPORT

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