



Press Release

Half of Americans Say They'll Shop for Deals this Black Friday and Cyber Monday, Spending Nearly \$475 on Average

Clothes, Toys, Beauty & Fragrance Top the Wish List, Along with Big-Ticket Items Like TVs

Washington, DC, November 2, 2017 — As shopping malls across the nation gear up for the busiest time of the year, a new Ipsos survey for Flipp confirms that millions of Americans will be on the lookout for deals once Thanksgiving is over. Half (49%) say they will (27% definitely / 22% probably) shop on Black Friday, and half (48%) plan to shop on Cyber Monday (24% definitely / 24% probably). Many are ready to spend big: just under \$475 on average, with one in ten (11%) expecting to spend over \$1,000. Men (\$572) expect to spend more than women (\$386) on average, while younger Americans plan to spend more than older ones: \$490 for those aged 18-34 and \$511 for those 35-54, compared to an average of \$396 for those aged 55 and over.

For a majority of Americans who expect to shop on Black Friday, the prospect of snagging a deal is something to get excited about. More than half (54%) say they feel excited about Black Friday, while nearly four in ten (37%) say it makes them happy. Others admit the frenzy can make them feel anxious (35%) or even overwhelmed (30%).

Given their propensity to spend more, it's little wonder that Millennials, aged 18-34, are the most excited about shopping on Black Friday: six in ten (60%) say they're excited, compared to just over half of Gen X'ers (54%) and 45% of Baby Boomers (45%).

This excitement can be felt in the level of planning that some Americans do ahead of Black Friday and Cyber Monday. Among those who expect to shop on either day, two in three (66%) say they decide ahead of time which types of products they will definitely buy, whether it's a few days before (35%), a week before (21%) or 2-4 weeks before (10%). One in four (23%) wait for inspiration to strike on Black Friday or Cyber Monday itself, waiting until the actual day before making a solid decision on the products they'll buy.

Overall, men are more likely than women to play the long game, picking out their planned purchases ahead of time (13% say they'll decide 2-4 weeks before, compared to 7% of women). This may be because men are significantly more likely than women to opt for more expensive, big-ticket items that are less spur-of-the-moment purchases; things like TVs (44% of men, 26% of women), laptops (47% of men, 20% of women), kitchen appliances (40% of men, 20% of women), and mobile phones (41% of men, 19% of women). While men are also more likely to plan on buying things like clothes (55% of men, 49% of women), toys (51% of men, 44% of women), and beauty & fragrance (41% of men, 35% of women) on Black Friday and Cyber Monday, the gender difference is not significant.

Holiday Deals Drive Enthusiasm

Excitement about Black Friday and Cyber Monday is all about the savings: More than half of Americans (56%) – including six in ten women (62%) and half of men (50%) – see Black Friday and Cyber Monday as great opportunity to buy gifts for the Holidays. Black Friday in particular is seen as being the best opportunity to buy expensive items at a discount (33%), and a chance to find promotions that simply aren't available at any other time of year (31%).

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Attitudes toward the two shopping days are overwhelmingly positive: for many Americans, Black Friday and Cyber Monday shopping is a tradition (39%) and even a way to spend quality time with friends and family (20%). Having the option to buy products online makes a big difference, with more than half (54%) saying they like it even more now that they can shop online.

By contrast, comparatively few have negative things to say: the most common complaint is that there never seem to be promotions on the products they want to buy (22%), while one in ten (11%) think retailers use Black Friday and Cyber Monday as an excuse to discount their worst brands.

When it comes to holiday gifts, the most popular items Americans are waiting until Black Friday to buy include toys (36%), clothes (31%), beauty and fragrance products (25%), video games (24%), athletic shoes and sneakers (23%), and jewelry (21%). Yet the hunt for Black Friday deals isn't just about gifts, as many Americans are also planning to buy products for themselves. At the top of the wish list: clothes (31%), TVs (24%), athletic shoes/sneakers (23%), laptop computers (21%), and mobile phones (20%).

In-Store Experiences

Most Americans will be spreading this year's Black Friday shopping between bricks-and-mortar store and online, though deal-seekers are more likely to seek out in-store experiences at traditional retail stores: more than four in five (45%) will do most (29%) if not all (16%) of their Black Friday shopping in stores, while one in four (26%) will shop equally in stores and online. This leaves three in ten (29%) who will do most (20%) or all (9%) of their shopping online.

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About the Study

These are some of the findings of an Ipsos poll conducted between September 5 and September 6, 2017, on behalf of Flipp. For this survey, a sample of 1,009 Americans aged 18+ was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all American adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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