



# A HOLLY, JOLLY BLACK FRIDAY WEEKEND FOR MOST AMERICANS

DECEMBER 2014

It's the most wonderful time of the year – especially for retailers. With holiday shopping lists ready, mega-retailers have taken to doorbuster sales, early discounting and extended hours to attract more shoppers during the annual extravaganza known as Black Friday. But is all the glitz and hype comparable to the amount of consumers who actually take part? And are they satisfied with the deals? We decided to find out.

Overall, the results of our eNation survey conducted in December 2014 show that only a third (33%) of Americans went to the stores for Black Friday, shopping on either the Thursday or Friday. Consumers who typically tend to value price over convenience were the most likely to shop on these days – 46% of Millennials and 47% of households with children went to the stores. On the other hand, older adults (20% of those over 55 years of age) were the least likely to go shopping. Somewhat surprisingly, men (35%) were more likely than women (31%) to shop in stores for Black Friday deals.

**Did you go to the store(s) for any "Black Friday" shopping this past Thanksgiving, either on Thursday or Friday?**

Base: Total respondents	Total %	Gender		Age			Income		Children		Married	
		Male	Female	18-34	35-55	55+	<\$50K	\$50K+	Yes	No	Yes	No
Yes	33	35	31	46	35	20	28	37	47	28	32	35
No	67	65	69	54	65	80	72	63	53	72	68	65

Did the experience and deals live up to the hype? It certainly seems so! Of those who went out shopping on Black Friday, the overwhelming majority (71%) described their overall shopping experience as a positive one. This is especially true for Millennials (77%) and those households with children (78%). When asked whether they thought the Black Friday savings were worth it, a whopping 90% said yes. But some aren't fans of the hustle and bustle; almost a third (29%) felt their shopping experience was either crazy or awful.

**How would you best describe your "Black Friday" shopping experience at the store(s) as far as your overall experience? (Select one)**

Base: Went to store(s) Black Friday shopping	Total %	Gender		Age			Income		Children		Married	
		Male	Female	18-34	35-55	55+	<\$50K	\$50K+	Yes	No	Yes	No
Net-Wonderful/fun	71	72	70	77	72	59	65	75	78	67	71	71
Wonderful, great atmosphere	26	29	23	36	23	13	22	28	36	19	26	26
Fun to get out	45	43	47	41	49	46	43	47	42	48	45	45
Net-Crazy/awful	29	28	30	23	29	41	35	25	22	33	29	29
Crazy, not enjoyable	25	24	27	20	26	34	31	22	19	29	25	26
Awful, never again	4	4	3	3	3	7	4	3	3	4	4	3



**Ipsos Public Affairs**  
The Social Research and Corporate Reputation Specialists

Public Affairs Thought Starter



In the age of convenient, one-click online shopping it's especially interesting that more consumers choose to wait in line than shop online. In our study, just under a third (29%) of Americans indicated that they did their Black Friday shopping online on the Thursday or Friday, compared to the 33% who shopped in stores during the same period. Is the lure of finding a spot in a packed parking lot that exciting?

Did you do any "Black Friday" shopping online, either on Thanksgiving or the following Friday?												
Base: Total	Total %	Gender		Age			Income		Children		Married	
		Male	Female	18-34	35-55	55+	<\$50K	\$50K+	Yes	No	Yes	No
Yes	29	31	28	39	30	20	23	33	41	25	33	24
No	71	69	72	61	70	80	77	67	59	75	67	76

When it comes to what to buy on Black Friday, the most popular picks were clothing/footwear (45%), household items (34%), toys (30%) and video games/consoles (20%). Men (28%) and younger adults (27%) in particular are more likely to be shopping for video games/consoles or televisions than other groups. Further, we see that households with children are significantly more likely to shop for tablets or smartphones (19%, compared to 12% overall). It appears consumers are not waiting breathlessly for Black Friday specials to purchase their musical instruments, furniture, tires or vehicles. However, this could very well be because they are waiting for other popular holiday sales for such items.

Please indicate any items you purchased during "Black Friday" shopping, either on Thursday, Thanksgiving or Friday? (Select all that apply)												
Base: Bought something during Black Friday shopping	Total %	Gender		Age			Income		Children		Married	
		Male	Female	18-22	23-27	28-32	<\$50K	\$50K+	Yes	No	Yes	No
Clothing/footwear	45	38	52	49	44	41	36	50	55	40	47	43
Household items	34	31	37	31	40	30	30	37	41	30	37	31
Toys	30	30	31	39	31	16	22	35	54	16	36	22
Video games/consoles	20	28	12	27	22	6	18	21	31	13	18	23
Television	13	18	7	16	15	5	11	14	16	10	11	15
Audio electronic(s)	12	17	8	13	15	7	13	12	15	11	12	14
Fragrances/cosmetic/beauty	12	11	12	12	14	9	11	12	16	10	10	15
Tablet/smart phone	12	12	11	15	14	2	12	11	19	7	12	12
Jewelry	11	13	10	15	9	10	14	10	13	10	9	16
Gourmet foods/baskets	10	11	8	13	8	7	10	9	12	8	10	9
Laptop	9	11	7	14	8	1	10	8	10	8	7	12
Books/DVD/Music	7	6	7	7	6	8	8	6	2	9	6	8
Musical instrument	5	8	3	10	3	1	3	6	9	3	5	5
Furniture	5	6	4	6	6	2	3	6	7	3	5	4
Tires	4	6	1	7	1	2	4	4	4	4	2	7
Christmas décor	2	2	2	1	2	3	1	2	2	2	2	1
Vehicle	2	2	1	3	2	-	3	1	3	1	1	3
Something else	7	5	9	3	7	14	9	7	3	10	8	7

Wrapping up this thought starter on holiday shopping, we're seeing several significant trends. Millennials, households with children and men are the most likely to shop in store and online on Black Friday. And despite the ease of online shopping, it appears that Americans are still choosing to shop the old-fashioned way at brick and mortar stores, suggesting that retailers could benefit by trumpeting their online promotions.

# Public Affairs Thought Starter



## Methodology

Each week Ipsos U.S. eNation online omnibus completes five national online surveys. Each survey (wave of eNation) consists of a minimum of 1,000 completes with adults 18 years of age or older in the contiguous U.S.A. The sample consists of individuals selected from the online segment of Ipsos' iSay/Ampario Panel, and is balanced to be representative of the general population based upon region, gender, age, and household income data from the U.S. Census Bureau. The selected individuals receive a customized e-mail inviting them to participate. Ipsos U.S. eNation online omnibus survey results are tabulated by two standard demographic banners..

### A. GENDER, AGE, HOUSEHOLD INCOME, REGION

### B. CHILD IN HOUSEHOLD, EDUCATION, EMPLOYMENT STATUS, MARTIAL STATUS, RACE

eNation's standard data tabulations are provided in a weighted format. The data are weighted to give appropriate representation on various demographic factors, including: age, income, the four national census regions, and gender. The Current Population Survey from the U.S. Census Bureau is used to determine the weighting targets for each demographic factor.

“ Because eNation is fielded seven days a week, you can measure public opinion and consumer attitudes any time – quickly and affordably. ”

To request complimentary access to this study, or to learn more about eNation, please contact us.

#### Paul Abbate

Senior Vice President  
Ipsos Public Affairs  
617.526.0042  
paul.abbate@ipsos.com



#### Chris Deeney

Senior Vice President  
Ipsos Public Affairs  
630.526.4080  
chris.deeney@ipsos.com



## Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In the U.S., UK and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

To learn more, visit: [www.ipsos-na.com](http://www.ipsos-na.com)



## Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists