Is Black Friday Dead? No, But It Is Evolving Into a Full Weekend of Shopping and Saving

68% of Shoppers Will Complete Their Holiday Shopping Black Friday Through Cyber Monday

AUSTIN, Texas, Nov. 16, 2017 /PRNewswire/ -- Every year the question is asked, **Is Black Friday dead?** Data shows that it is not, but it *is* changing. More and more we are seeing a shift to the **Four Days of Savings**, where **consumers take advantage of deals** from **Black Friday to Cyber Monday**. A new survey conducted by leading savings destination RetailMeNot, in partnership with Kelton Global, reports that **68 % of consumers will spend money holiday shopping** during that time. Some other Black Friday trends and statistics include:

- Black Friday is holding strong as a huge day for shopping: 52% of consumers plan to shop this year, while 53% shopped the day after Thanksgiving in 2016.
- Cyber Monday is gaining popularity: 56% plan to do their holiday shopping that day this year, while only 39% of shoppers did so on Cyber Monday in 2016.
- One-third (33%) plan to do holiday shopping on the Saturday after Black Friday, while 23% will do the same on the Sunday before Cyber Monday.



Keeping up with the holiday spending: Holiday shoppers plan to spend an **average of $743** across the Black Friday/Cyber Monday weekend, which is greater than the $505 people spent holiday shopping during the same weekend in 2016.

Skipping the line by staying online: The majority (51%) of consumers will be doing at least most of their shopping online during Black Friday/Cyber Monday weekend.

Missing family time for shopping time: Millennials are more than twice as likely as non-millennials (27% vs. 12%) to be willing to miss at least some of their Thanksgiving celebration to get a great Black Friday deal!

What gifts are topping wish lists this year?

- Clothing/Shoes: **53%**
- Holiday Tech (like the iPhone 8, Google Home, drones and smartwatches): **51%**
- Toys for kids (like the Hatchimals Surprise, Nerf Rival Nemesis and FurReal Friends): **32%**
- Jewelry: **16%**
- Restaurants/entertainment: **15%**
- Travel: **15%**

About RetailMeNot, Inc.
RetailMeNot, Inc. (https://www.retailmenot.com/corp/) is a leading savings destination connecting consumers with retailers,

restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of digital offers to save money while they shop or dine out. RetailMeNot, Inc. estimates that approximately $4.4 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2016, more than $600 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; ma-reduc.com and Poulpeo.com in France; and GiftCardZen.com and Deals2Buy.com in North America. As wholly owned subsidiaries of Harland Clarke Holdings, RetailMeNot and Valassis, a leader in intelligent media delivery, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions both online and in store.

Q4 PR 2017 Kelton Survey Pitch Guide Methodology
Sample: 1,086 Nationally Representative Americans Ages 18 and Over

About the Q4 PR 2017 Survey

The RetailMeNot Q4 PR 2017 Survey was conducted betweenOctober 5th, 2017 and October 10th, 2017 among 1,086 nationally representative Americans ages 18 and over, using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.0 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error of any subgroups will be slightly higher.

Media Contacts:
Katie Hammill
khammill@rmn.com
(412) 600-4869

SOURCE RetailMeNot

---

https://retailmenot.mediaroom.com/2017-11-16-Is-Black-Friday-Dead-No-But-It-Is-Evolving-Into-a-Full-Weekend-of-Shopping-and-Saving