OBJECTIVES

As WSU’s Carson College of Business looks to strengthen their position as a thought leader within retail-industry research, this survey aims to:

• Identify the factors that drive online and/or in-store shopping preferences
• Assess the sentiments and behaviors around shopping on Thanksgiving, Black Friday, Small Business Saturday, and Cyber Monday
• Understand decision-making behavior while holiday shopping and explore how consumers plan to shop this holiday season, as well as how that compares to last year
• Complement existing research done by Carson College of Business professors within the retail industry

METHODOLOGY

General Population consumers 15+ y/o in the Pacific Northwest

15-minute online survey

Total Audience (N=999)
Washington State (N=400)
Oregon (N=400)
Idaho (N=199)

Metro Oversample/Total Fallout (N=750/1107)
Seattle Metro (N=250/380)
Portland Metro (N=250/426)
Spokane/Eastern Washington (N=250/301)

October 19th – 26th 2018
**Key Findings**

**In-store leads in speed but online is more convenient**
43% of people state they do more online shopping, compared to last year
70% of people appreciate the ability to try on items in-stores
70% of people enjoy the ability to shop whenever they need to online

**Cyber Monday allows consumers to enjoy family time**
78% of people appreciate stores that stay closed on Thanksgiving
60% of people prefer shopping Cyber Monday
84% of people feel like Black Friday used to be an event

**Holiday shopping will be cost effective and local**
89% of people think there’s no need to spend a fortune for holiday gifts
66% of people will shop locally in store
73% of people will only drive up to an hour to shop this holiday season

**Gen Z may keep Black Friday & brick-and-mortar alive**
68% say in-store shopping is fun
67% plan to shop Black Friday this year
HOLIDAY RETAIL TRENDS

In-store leads in speed, but online is more convenient.
While most continue shopping in-store, online shopping is becoming increasingly popular.

43% of PNW shoppers say: I do more of my shopping online compared to last year.

Even more among Millennials, where 49% do more shopping online compared to last year.
DIVERSIFICATION IS BASED ON THE NEED FOR PURCHASE CONFIDENCE IN-STORE VS CONVENIENCE ONLINE

WHY DO YOU LIKE SHOPPING...
(AMONG PNW)

IN-STORE

ABILITY TO TRY ON ITEMS IF NEEDED

70%

CAN TAKE HOME ITEMS IMMEDIATELY

66%

SEE AND/OR FEEL PRODUCTS IN-PERSON

66%

TAKE ADVANTAGE OF SPECIAL SALES

49%

FIND ITEMS WOULDN’T HAVE LOOKED FOR

43%

ONLINE

SHOP WHENEVER IT IS CONVENIENT TO ME

70%

ABILITY TO COMPARE PRICES

64%

NO NEED TO GO OUT MY WAY

57%

SHOPPING WHEREVER IT’S CONVENIENT

56%

DON’T HAVE TO WAIT IN LINES

53%

Above average, 72% of Seattle residents like the ability to see and/or feel products.

Above average, 70% of Oregon residents like the ability to compare prices online.
AND REGARDLESS OF ONLINE VS. IN-STORE, CONSUMERS WANT TO SUPPORT BUSINESSES WITH A HEART

PNW RESIDENTS SAY THESE FACTORS IMPACT THEIR PURCHASE DECISION

93%
THE COMPANY HAS GOOD CUSTOMER SERVICE

80%
THE COMPANY HAS A POSITIVE IMPACT ON THE COMMUNITY

68%
THE COMPANY SHARES MY VALUES

Above average, 88% of both Millennials and 87% Democrats state that a positive impact on the community weighs in on their purchase decision.
Gen Z shoppers are more likely to shop in-stores; potentially increasing brick and mortar longevity.

**Gen Z’s Major Differences**

- **81%** of Gen Z like in-store shopping because they can try on items. Compared to 73% of Millennials, 64% of Gen X, and 71% of Boomers.
- **68%** of Gen Z shoppers say in-store shopping is fun. Compared to 60% of Millennials, 54% of Gen X, and 62% of Boomers.
- **48%** of Gen Z do most or all of their shopping in-store. Compared to 37% of Millennials, 39% of Gen X, and 56% of Boomers.

EDELMAN INTELLIGENCE | WSU RETAIL 2018
Q1, Q4, and Q7E Bases and Question Text in Slide Notes
Cyber Monday allows consumers to enjoy family time. Holiday shopping will be cost effective and local. Easy online is more convenient. In-store leads in speed.
SMALL BUSINESS SATURDAY HAS YET TO GAIN AS MUCH AWARENESS

PNW FAMILIARITY WITH ...

- 99% Black Friday
- 92% Cyber Monday
- 59% Small Business Saturday

Above average, 71% of Portland Residents are familiar with Small Business Saturday
AND CURRENTLY THERE IS NO CLEAR LEADER FOR SAVING MONEY

42% of Boomers finds that the week after Christmas is the holiday with the best savings.

Younger generations are partial to Black Friday for best holiday savings (39% of Gen Z vs 35% of Millennials vs 30% of Gen X vs 18% of Boomers).
With the lack of distinguished savings, the holidays are rebounding to family first.

PNW residents are likely to shop on...

- 72% Cyber Monday
- 55% Black Friday
- 22% Thanksgiving Day

However, those with kids are more likely to shop on Black Friday and Cyber Monday – Any number of kids: 83% Cyber Monday and 67% Black Friday

PNW residents say...

- 87% Thanksgiving is a holiday that’s not about shopping, but about spending time with family
- 78% I appreciate stores that decide to stay closed on Thanksgiving
- 62% Black Friday steals Thanksgiving’s thunder

Edelman Intelligence | WSU Retail 2018
Q9 and Q10a bases and question text in slide notes
Furthermore, Black Friday has completely lost its allure.

I would much rather do something other than shop on Black Friday: 71% Strongly Agree/Somewhat Agree

I get anxious just thinking of all the crowds at stores and malls: 67% Strongly Agree/Somewhat Agree

If I’m shopping on Black Friday, it’s going to be online: 66% Strongly Agree/Somewhat Agree

Especially among older generations, 71% of Gen X and 80% of Boomers would rather do something other than shop on Black Friday.

Seattle Metro Area shoppers are even more anxious about Black Friday crowds (75%), translating to a higher likelihood of shopping online on Black Friday (77%).
LEADING TO THE SHIFT OF CROWDS TO CYBER MONDAY

Among PNW residents, 84% say Black Friday used to be an event, now it’s an entire week.

Among the 55% of PNW residents planning to shop Black Friday, 66% plan to shop Black Friday online.

Among PNW residents, 58% say I’m over Black Friday – I can get those deals anywhere, anytime now.

Among PNW residents who will shop Cyber Monday:
- 89% agree Thanksgiving is not about shopping.
- 41% plan to hangout at home on Black Friday.

Among PNW Residents, 60% prefer shopping on Cyber Monday rather than Black Friday.

EDELMAN INTELLIGENCE | WSU RETAIL 2018
Q30 and Q12a bases and question text in slide notes.
ALLOWING SHOPPERS TO SAVE MONEY AND SPEND LESS TIME IN STORES

61% Believe deals are the best particularly among Gen Z (69%).

50% Cyber Monday shoppers will be shopping during working hours.

EDELMAN INTELLIGENCE | WSU RETAIL 2018
Q12A and Q12B bases and question text in slide notes.
Of Gen Z plan to shop Black Friday this year:

- 67% of Gen Z
- Compared to 71% of Millennials, 56% of Gen X, and 40% of Boomers

Of Gen Z believe Black Friday is the best time of year for savings:

- 41% of Gen Z
- Compared to 35% of Millennials, 30% of Gen X, and 15% of Boomers

Of Gen Z look forward to Black Friday all year long:

- 43% of Gen Z
- Compared to 41% of Millennials, 29% of Gen X, and 18% of Boomers

Younger shoppers, specifically Gen Z are much more open to Black Friday shopping.
HOLIDAY SHOPPING WILL BE COST EFFECTIVE AND LOCAL

IN-STORE LEADS IN SPEED, BUT ONLINE IS MORE CONVENIENT

ALLOWS CONSUMERS TO ENJOY FAMILY TIME

CYBER MONDAY
Saving money has importance, but consumers sometimes fail to stay in budget.

I don’t think you need to spend a fortune to get the best holiday gifts.

Your attitude towards your holiday spending?

53% say: You can’t put a price on holiday happiness.

50% say: I always spend more on holiday gifts than I should.

89% say: I don’t think you need to spend a fortune to get the best holiday gifts.

I always spend more on holiday gifts than I should.
Most are not willing to travel long distances for holiday deals; keeping purchases local in-store or supplementing with larger retailers online.

66% plan on buying gifts at local chains or small businesses, in-store.

65% plan on buying gifts at international chains or large businesses, online.

Distance willing to travel to complete holiday shopping:
- 10% less than 15 mins
- 36% 15 to 30 mins
- 27% 30 mins to an hour
- 17% 1 to 2 hours
- 4% more than 2 hours
Though local in-store doesn’t mean only small business, as most of PNW will shop Costco, Starbucks and Nike.

### Locations PNW Plan to Holiday Shops

<table>
<thead>
<tr>
<th>Stand-alone Retail Stores</th>
<th>63%</th>
</tr>
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<tbody>
<tr>
<td>Shopping Mall</td>
<td>61%</td>
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Removing Amazon from the list, brands PNW residents ranked as top 3 places to shop this holiday season:

- Costco: 89%
- Starbucks: 78%
- Nike: 73%

90% of PNW residents ranked Amazon in the top 3 brands to shop this season.
LOCAL HOLIDAY SHOPPING IN THE PNW WILL BE PREDOMINATELY IN SEATTLE OR PORTLAND

20% OF PNW SHOPPERS WILL BE IN SEATTLE METRO THIS HOLIDAY

Top Shopping Locations in Seattle:
1. Downtown Seattle Stores
2. Northgate Mall
3. Westfield Southcenter Mall

25% OF PEOPLE SHOPPING PORTLAND METRO THIS HOLIDAY

Top Shopping Locations in Portland:
1. Clackamas Town Center
2. Vancouver Mall
MORE THAN HALF OF PEOPLE WILL BE OPTING IN TO GIFT CARD OR PRACTICAL GIFTS

KINDS OF GIFTS DO YOU PLAN TO GIVE THIS HOLIDAY SEASON

- **56%** Gift Card or Certificate
- **54%** Something Practical the Recipient Will Get a Lot of Use Out Of
- **51%** Physical Gifts from Businesses of All Sizes
THANK YOU
38% of people state they will shop between 7am and 9am on Black Friday
54% of people who are shopping on Thanksgiving will do so online at home
48% of people say that they plan to spend the same as last year this holiday season
50% of people say they will be shopping on Small Business Saturday

42% of Gen Z say their decision to buy from a given retailer is impacted by whether they have a strong social media presence (vs 23% of General PNW)
62% of Gen Z are not at all familiar with Small Business Saturday
54% of Gen Z disagree with the statement “If I’m shopping on Black Friday, it’s going to be online”
22% say they are likely to shop on Thanksgiving Day
58% say they are likely to shop on Black Friday
51% say they are likely to shop on Small Business Saturday
73% say they are likely to shop on Cyber Monday
66% say that if they shop on Black Friday, it’s going to be online

Time Washington Residents plan to spend shopping online at work on Cyber Monday:
26% say they do not plan to shop online during work hours
9% say on their breaks only
37% say between 1-4 hours
2% say they will take time off during the hours they want to shop on Cyber Monday

Top 3 shopping location for Washington residents:
66% say a shopping mall
61% say stand alone retail stores
44% say a strip mall
Specifically:
19% say they will go to Westfield Southcenter Mall
19% say they will go to Tacoma Mall
20% say they are likely to shop on Thanksgiving Day
53% say they are likely to shop on Black Friday
50% say they are likely to shop on Small Business Saturday
75% say they are likely to shop on Cyber Monday
76% say that if they shop on Black Friday, it's going to be online
73% say they get anxious just thinking of all the crowds at stores and malls

Time those in the Seattle Metro Area plan to spend shopping online at work on Cyber Monday:
23% say they do not plan to shop online during work hours
12% say on their breaks only
37% say between 1-4 hours
3% say they will take time off during the hours they want to shop on Cyber Monday

Top 3 shopping location for those in the Seattle Metro Area:
65% say a shopping mall
52% say stand alone retail stores
41% say an outlet mall
Specifically:
32% say they will go to Downtown Seattle
30% say they will go to Westfield Southcenter Mall
21% of say they are likely to shop on Thanksgiving Day
53% they are likely to shop on Black Friday
53% of say they are likely to shop on Small Business Saturday
67% say they are likely to shop on Cyber Monday
59% say that if they shop on Black Friday, it’s going to be online
66% say they get anxious just thinking of all the crowds at stores and malls

Time those in the Spokane Metro/Coeur D’Alene Area plan to spend shopping online at work on Cyber Monday:
26% say they do not plan to shop online during work hours
9% say on their breaks only
29% say between 1-4 hours
5% say they will take time off during the hours they want to shop on Cyber Monday

Top 3 shopping location for those in the Spokane Metro/Coeur D’Alene Area:
67% say a stand along retail stores
67% say shopping malls
39% say a strip mall
Specifically:
53% say they will go to Spokane Valley Mall
52% say they will go to NorthTown Mall
70% of people state that there are never too many options while shopping
86% of people say that online shopping is fun
60% say they prefer visiting smaller, local establishments
82% say that local chains or small businesses provide better customer service
71% say that a company that shares their values impacts their decision to buy

66% of people state that there are never too many options while shopping
85% of people say that online shopping is fun
58% say they prefer visiting smaller, local establishments
80% say that local chains or small businesses provide better customer service
75% say that a company that shares their values impacts their decision to buy
61% say they are most likely to shop for themselves on Cyber Monday
61% say they prefer shopping in store
80% say that having a positive impact on the community impacts their decision to buy
93% say that good customer service impacts their decision to buy
24% of say they are likely to shop on Thanksgiving Day
54% they are likely to shop on Black Friday
52% of say they are likely to shop on Small Business Saturday
72% say they are likely to shop on Cyber Monday

Time Idaho residents plan to spend shopping online at work on Cyber Monday:

22% say they do not plan to shop online during work hours
7% say on their breaks only
38% say between 1-4 hours
3% say they will take time off during the hours they want to shop on Cyber Monday

Top 3 shopping location for Idaho residents:

70% say a stand along retail stores
60% say shopping malls
41% say a strip mall

Specifically:

43% say they will go to Boise Square Mall
30% say they will go to The Village at Meridian