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=1750)
  - Washington State (N=931)
  - Oregon (N=254)
  - Idaho (N=565)

Metro Oversample/Total Fallout (N=1109)
  - Seattle Metro (N=383)
  - Portland/Vancouver Metro (N=423)
  - Spokane Metro/ Coeur d’Alene Area (N=303)

October 18th – 30th 2019
Businesses in the PNW need not to worry about brick and mortar coming to an end.

- 47% of PNW residents state that they haven’t changed how much they shop in-store or online. Specifically, 40% say they equally shop online or in-store, with nearly half (43%) stating they do most or all of their shopping in-store.
- Product certainty and speed help stores stay relevant. Beyond those benefits, 90% of shoppers state good customer service is key to winning their business. Additionally, PNW shoppers are values driven with 80% being influenced to make purchases based on the impact the company has on their community.

Winter holiday time remains family focused. Cyber Monday will yield the most consumer interest, with Small Business Saturday and Black Friday closely aligned with each other.

- Only 26% of shoppers plan to shop on Thanksgiving, with more than half partaking in their experience from home. 77% of consumer say they appreciate stores that stay closed on Thanksgiving.
- Despite the typical in-store shopping habits of PNW consumers, 76% of consumers say they are likely to shop Cyber Monday. More than half feel as though Cyber Monday is the best time for savings. Values driven PNW consumers will also support small businesses on Small Business Saturday. 64% of people familiar with Small Business Saturday will participate in the shopping holiday. Small Business Saturday foot traffic will be closer aligned to Black Friday (the longest standing retail holiday) than Black Friday will be to Cyber Monday.

Thrifty consumers will likely spend more on holiday presents and give desirable gifts.

- While most PNW consumers shop discount retailers (81%) and thrift stores (42%), the majority will likely go beyond their budget for holiday gifts. 90% of consumers think you don’t need to spend a lot on holidays, but only 49% have a strict budget. Despite the desire to be thrifty, 54% of PNW shoppers say you can’t put a price on holiday happiness.
- PNW consumers will likely be pleased with the gifts they receive this year. The items people are planning to buy align with what people want to receive. Practical gifts will be the main item in gift exchanges with 52% of consumers planning to buy gifts with high utility.
CONSUMER SHOPPING HABITS
Shopping preferences are becoming consistent from year to year; most consumers prefer to shop in-store, supplementing with online.

47% of PNW residents state that they haven’t changed how much they shop in-store or online.

Last year, 43% of PNW shoppers stated they increased their online shopping compared to 2017.

WHERE DO YOU TYPICALLY SHOP FOR RETAIL ITEMS?

<table>
<thead>
<tr>
<th></th>
<th>ALL ONLINE</th>
<th>MOSTLY ONLINE</th>
<th>EQUAL INSTORE/ONLINE</th>
<th>MOSTLY IN-STORE</th>
<th>ALL IN-STORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>3%</td>
<td>14%</td>
<td>40%</td>
<td>34%</td>
<td>9%</td>
</tr>
<tr>
<td>2018</td>
<td>3%</td>
<td>13%</td>
<td>37%</td>
<td>37%</td>
<td>10%</td>
</tr>
<tr>
<td>2017</td>
<td>3%</td>
<td>14%</td>
<td>38%</td>
<td>36%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Millennials continue to shift to online, 42% state they shopped more online this year compared to last year.
Why do you like shopping online? (among PNW Residents)

**Shop Whenever it is Convenient to**
- 2019: 68%
- 2018: 70%
- 2017: 68%

**Ability to Compare Prices**
- 2019: 63%
- 2018: 64%
- 2017: 66%

**No Need to Go Out My Way**
- 2019: 56%
- 2018: 57%
- 2017: 56%

**Shopping Wherever it’s Convenient**
- 2019: 54%
- 2018: 56%
- 2017: 54%

**Don’t Have to Wait in Lines**
- 2019: 52%
- 2018: 53%
- 2017: 54%

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PNW residents see online shopping as more fun and more therapeutic than in-store shopping.

<table>
<thead>
<tr>
<th></th>
<th>Online</th>
<th>In-Store</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Say shopping is fun</td>
<td>84%</td>
<td>61%</td>
</tr>
<tr>
<td>% Say shopping is “retail therapy”</td>
<td>73%</td>
<td>57%</td>
</tr>
</tbody>
</table>

The other portion of PNW residents say shopping is a chore and overwhelming.

**Online**
- Shopping is a chore: 79%
- Shopping is overwhelming: 21%

**In-Store**
- Shopping is a chore: 68%
- Shopping is overwhelming: 32%

Boomers are less ecstatic: only 79% feel as though online shopping is fun compared to 21% feeling as though it’s a chore.

“Retail Therapy” is a younger generation point of view: only 68% of boomers feel as though online shopping is retail therapy compared to 80% of Gen Z, 76% of Millennials, and 73% of Gen X.

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*Edelman Intelligence | WSU RETAIL 2019*
However, personalized experiences and product certainty continue to support the need for in-store purchases.

Which of these is true for you... (among PNW Residents)

81% say local/small business provide better service (Aligned with last year)

Gen Z is less convinced that local is better, 30% feel as though (inter)national businesses provide better service

Vs only 19% of PNW residents stating (inter)national businesses provide better service

Why do you like shopping in-store...
(among PNW Residents)

See and/or feel products in-person

2019: 68%
2018: 66%

Can take home immediately

2019: 65%
2018: 66%

Ability to try on items if needed

2019: 63%
2018: 70%

Take advantage of special sales

2019: 43%
2018: 49%

Find items I wouldn’t have looked for

2019: 42%
2018: 43%

Q4: Why do you like shopping in-store? // Q7: When thinking about in-store shopping, which of the following is closest to how you feel? // Base: N PNW Residents=1000
Across generations for both in-store and online, Gen Z remains an outlier, seeing shopping more as an experience than any other age group.


- **Ability to try on items**: Gen Z prefers the ability to try on items more than any other age group, with 66% compared to 64% for Millennials, 60% for Gen X, and 65% for Boomers.
- **See and/or feel products in-person**: Gen Z also values this aspect more, with 57% compared to 65% for Millennials, 65% for Gen X, and 73% for Boomers.
- **Opportunity to get out of the house**: Gen Z values this more than other age groups, with 54% compared to 46% for Millennials, 38% for Gen X, and 38% for Boomers.
- **Can take home immediately**: Gen Z values this more than any other age group, with 50% compared to 46% for Millennials, 46% for Gen X, and 50% for Boomers.
- **Take advantage of special sales**: Gen Z values this more than any other age group, with 38% compared to 40% for Millennials, 39% for Gen X, and 49% for Boomers.
- **Find items I wouldn’t have looked for**: Gen Z values this more than any other age group, with 35% compared to 49% for Millennials, 49% for Gen X, and 49% for Boomers.

- **Ability to compare prices**: Gen Z values this more than any other age group, with 62% compared to 65% for Millennials, 67% for Gen X, and 60% for Boomers.
- **I just enjoy browsing**: Gen Z values this more than any other age group, with 61% compared to 44% for Millennials, 41% for Gen X, and 34% for Boomers.
- **Don’t have to wait in lines**: Gen Z values this more than any other age group, with 59% compared to 51% for Millennials, 54% for Gen X, and 51% for Boomers.
- **Shopping whenever it’s convenient**: Gen Z values this more than any other age group, with 57% compared to 62% for Millennials, 72% for Gen X, and 71% for Boomers.
- **Shopping where it’s convenient**: Gen Z values this more than any other age group, with 52% compared to 58% for Millennials, 57% for Gen X, and 48% for Boomers.
- **No need to go out of my way**: Gen Z values this more than any other age group, with 49% compared to 58% for Millennials, 55% for Gen X, and 57% for Boomers.

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Q3: Why do you like shopping online? // Q4: Why do you like shopping in-store... (among PNW Generations)
### Consumers’ Store Selection Location Aligns with Their Need for Speed or Certainty, with Majority of Consumers Choosing In-Store for Quick Needs

**Which Types of Stores Do People Shop at Most Frequently?**

<table>
<thead>
<tr>
<th>In-Store</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discount Retailers</strong> (e.g., Wal-Mart, Target, Best Buy)</td>
<td><strong>Online Big Box Stores</strong> (e.g., Amazon, Zappos, Overstock.com)</td>
</tr>
<tr>
<td>81%</td>
<td>76%</td>
</tr>
<tr>
<td><strong>Home Improvement Stores</strong> (e.g., Lowe’s, Home Depot, Ace Hardware)</td>
<td><strong>Discount Retailers</strong> (e.g., Wal-Mart, Target, Best Buy, etc.)</td>
</tr>
<tr>
<td>59%</td>
<td>60%</td>
</tr>
<tr>
<td><strong>Moderately Priced Department Stores</strong> (e.g., Nordstrom, Barney’s, Bloomingdales, Brooks Brothers)</td>
<td><strong>Moderately Priced Department Stores</strong> (e.g., Nordstrom, Barney’s, Bloomingdales, Brooks Brothers)</td>
</tr>
<tr>
<td>48%</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Thrift Stores</strong> (i.e., stores that resell donated goods)</td>
<td><strong>Home Improvement Stores</strong> (e.g., Lowe’s, Home Depot, Ace Hardware)</td>
</tr>
<tr>
<td>42%</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Retail Outlets Stores</strong> (i.e., national brands with discounted merchandise)</td>
<td><strong>Lifestyle Stores</strong> (e.g., REI, Columbia, Nike, Carhartt, Cabela’s)</td>
</tr>
<tr>
<td>39%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Farmers Markets</strong> (i.e., a collection of vendors selling previously owned goods)</td>
<td><strong>Retail Outlet Stores</strong> (i.e., national brands with discounted merchandise)</td>
</tr>
<tr>
<td>33%</td>
<td>20%</td>
</tr>
</tbody>
</table>

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Q10B: For in-store shopping, which of these types of stores do you shop most frequently? Please select all that apply. // Q10C: For online shopping, which of these types of stores do you shop most frequently? Please select all that apply. // Base: N PNW Residents=1000
PNW RESIDENTS SAY THESE FACTORS IMPACT THEIR PURCHASE DECISION

- The company has a good impact on my community: 80% (2018: 80%)
- The company shares my values: 67% (2018: 68%)
- The company has good customer service: 90% (2018: 93%)
- The company’s in-store and online presence are well-integrated: 67% (2018: 70%)

PNW consumers are values driven, companies that are purpose led, with strong customer service, and integrated online and in-store processes will win over shoppers.

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Q8: How much would each of the following impact your decision to buy from a given retailer (in-store or online)? // Base: N PNW Residents=1,000

Seattleites are more influenced by sustainability, 70% state companies that use green/sustainable/environmentally friendly materials impact their purchase decision.
HOLIDAY SHOPPING TRENDS
ON PRINCIPLE, THANKSGIVING DAY SALES WILL NOT SEE LARGE CROWDS, AS PNW RESIDENTS WILL CONTINUE TO STAY HOME

ONLY 26% ARE LIKELY TO SHOP ON THANKSGIVING
(2018: 22%)

EVEN THOSE WHO ARE SHOPPING ON THANKSGIVING, 57% SAY IT WILL BE ONLINE AT HOME
(2018: 54%)

PNW RESIDENTS SAY ...
(ALIGNED WITH LAST YEAR)

85% IT’S A HOLIDAY THAT’S NOT ABOUT SHOPPING, BUT ABOUT SPENDING TIME WITH FAMILY

77% I APPRECIATE STORES WHICH DECIDE TO STAY CLOSED ON THANKSGIVING

Q9: How likely are you to... // Q10A: Specifically thinking about shopping on Thanksgiving Day, how much do you agree with the following: // Base: N Likely to shop on Thanksgiving=491
Knowledgeable residents are likely to shop Small Business Saturday, garnering nearly as many PNW shoppers as Black Friday.

How familiar are you with...
(among those familiar in PNW)

- **Black Friday**: 99%
- **Cyber Monday**: 95%
- **Small Business Saturday**: 62%

PNW residents are likely to shop on...
(among those familiar with each of these retail holidays)

- **Cyber Monday**: 76%
  (Aligned with 76% of familiar PNW shoppers last year)
- **Small Business Saturday**: 67%
  (Aligned with 67% of familiar PNW shoppers last year)
- **Black Friday**: 56%
  (Aligned with 56% of familiar PNW shoppers last year)

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Q8A: How familiar are you with the following? //Q9: How likely are you to... // Base: N PNW Residents=1000, Familiar with Black Friday=986, Familiar with Cyber Monday=945, Familiar with Small Business Saturday=616
Despite the low expectations for savings on small business Saturday, there is a strong propensity in the PNW to support local businesses.

PNW Small Business Saturday shoppers believe they’ll achieve the most savings on...

- Cyber Monday: 32%
- Black Friday: 30%
- Week After Christmas: 19%
- Thanksgiving Day: 4%
- Small Business Saturday: 4%
- Christmas Eve: 2%

Also, those who shop small business Saturday are more likely to purchase if the company...

- Has a positive impact on community: 86% (2018: 80%)
- Sells products made with locally sourced materials: 75% (2018: 68%)
Black Friday continues to lose its allure as customers begin to question its value.

**Q10:** Specifically thinking about Black Friday shopping, how much do you agree with the following: // Base: N Likely to shop on Black Friday=728

- **All the Black Friday-related sales and promotions are overwhelming:** 63% (Strongly Agree/ Somewhat Agree)
  - **2018:** 64%

- **There are better deals after Black Friday:** 58% (Strongly Agree/ Somewhat Agree)

- **I appreciate stores that decide to stay closed on Black Friday:** 53% (Strongly Agree/ Somewhat Agree)

- **There are better deals before Black Friday:** 49% (Strongly Agree/ Somewhat Agree)

Millennials are even more likely to opt out of Black Friday, 60% appreciate stores that decide to stay closed on Black Friday.
Despite the overall enjoyment of in-store, 73% of Gen Z state they prefer shopping Cyber Monday over Black Friday.

61% (2018: 60%)

I prefer shopping on Cyber Monday rather than Black Friday

58% (2018: 61%)

Of PNW Residents believe deals are the best during Cyber Monday

Gen Z appreciates Cyber Monday deals, 73% think deals are better on Cyber Monday

46% say:
They do all their holiday shopping online to save more money
(2018: 45%)

45% say:
I will spend some time during work to shop on Cyber Monday
(2018: 44%)

55% say:
I plan to shop on Cyber Monday between 9 A.M. - 1 P.M.
(2018: 68%)

Cyber Monday continues to draw in consumers, playing into savings potential and convenience.

Q9B: What time of day do you plan to shop for these holiday shopping events?
// Q12A: Thinking about shopping on Cyber Monday, please indicate to what extent you agree with each of the following. // Q12B: How much time do you plan to spend online shopping at work on Cyber Monday (be honest, we promise we won’t tell) // Q14 How do each of the following statements describe your attitude towards your holiday spending? // Base: N Likely to shop on Cyber Monday=874, Likely to shop=970

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HOLIDAY SPENDING TRENDS
PNW residents are thrifty year-round, this holiday season, PNW shoppers will remain price conscious.

**PNW Residents are Thrifty Year-Round**

42% Shop at Thrift Stores

90% Strongly Agree/Somewhat Agree  
(2018: 89%)

49% Strongly Agree/Somewhat Agree  
(2018: 50%)

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

I have a strict holiday budget that I don’t go over.
MAJORITY OF PEOPLE IN THE PNW WILL BE GOING OVER BUDGET, DESPITE THE DESIRE TO STAY THRIFTY

FURTHERMORE,

**48%** OF PNW RESIDENTS PLAN TO SPEND THE SAME AMOUNT ON HOLIDAY GIFTS AS THEY DID LAST YEAR

(Aligned with last year)

<table>
<thead>
<tr>
<th><strong>Q14a:</strong> Thinking about your plans for spending during the holiday season this year would you say you plan to...</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YOU CAN'T PUT A PRICE ON HOLIDAY HAPPINESS</strong></td>
</tr>
<tr>
<td><strong>54%</strong></td>
</tr>
<tr>
<td><strong>2018: 53%</strong></td>
</tr>
<tr>
<td><strong>I ALWAYS SPEND MORE THAN I SHOULD</strong></td>
</tr>
<tr>
<td><strong>51%</strong></td>
</tr>
<tr>
<td><strong>2018: 50%</strong></td>
</tr>
</tbody>
</table>

AMONG THOSE WHO SAY THEY PLAN TO SPEND THE SAME AMOUNT AS LAST YEAR...

<table>
<thead>
<tr>
<th><strong>Q14:</strong> How do each of the following statements describe your attitude towards your holiday spending?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YOU CAN'T PUT A PRICE ON HOLIDAY HAPPINESS</strong></td>
</tr>
<tr>
<td><strong>54%</strong></td>
</tr>
<tr>
<td><strong>I ALWAYS SPEND MORE THAN I SHOULD</strong></td>
</tr>
<tr>
<td><strong>47%</strong></td>
</tr>
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Q14: How do each of the following statements describe your attitude towards your holiday spending? // Q14a: Thinking about your plans for spending during the holiday season this year would you say you plan to ... // Base: N PNW Residents=1000, Likely shoppers=480
PEOPLE HEADING TO THE STORES THIS HOLIDAY SEASON WILL REMAIN NEAR THEIR HOMES, PRIMARILY SEEKING ONE STOP DESTINATIONS

Q15A: How far are you willing to travel to complete your holiday shopping this season? // Q15B: Which specific metropolitan areas are you willing to travel to for your holiday shopping this season? // Q15D: Which of these locations do you plan to go to for your holiday shopping this season? // Base: N Likely to shop=970, Will travel=901

Aligned with last year, 46% plan to travel 30 min or less for holiday shopping.

% of people shopping within their metropolitan area

- **Portland/Vancouver**: 95% (2018: 96%)
- **Spokane/Coeur d’Alene**: 93% (2018: 91%)
- **Seattle**: 87% (2018: 84%)

Top three locations for holiday shopping:

**Portland/Vancouver**
- Clackamas Town Center
- Washington Square
- Vancouver Mall

**Spokane/Coeur d’Alene**
- Spokane Valley Mall
- North Town Mall
- River Park Square

**Seattle**
- Downtown Seattle
- Bellevue Square
- Westfield South Center

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Aligned with their thrifty mindsets, both givers and receivers will be satisfied with the exchange of practical gifts.

Most gifts will be inspired by in-store experiences - 44% (2018: 48%)

But will most people get what they want?

<table>
<thead>
<tr>
<th>Plan to give</th>
<th>Wish to receive</th>
</tr>
</thead>
<tbody>
<tr>
<td>52% Something practical the recipient will get a lot of use out of</td>
<td>49% A gift card or certificate</td>
</tr>
<tr>
<td>49% A gift card or certificate</td>
<td>49% Something practical I will get a lot of use out of</td>
</tr>
<tr>
<td>46% A physical gift from a local chain or small business</td>
<td>35% Cash</td>
</tr>
<tr>
<td>44% A physical gift from an (inter)national chain or business</td>
<td>30% An experience gift (e.g., tickets, certificates, etc. towards think like events, activities, lessons, etc.)</td>
</tr>
<tr>
<td>32% Online gifts that I can ship directly to people</td>
<td>29% A homemade gift</td>
</tr>
</tbody>
</table>

58% of Gen Z want practical gifts or cash! Ironically, only 45% of Gen Z are planning to give a practical gift; the least among all generations.

Only 21% of PNW shoppers plan to give cash, leading to a potential let down among recipients.

Though not in the top 5 gifts PNW shoppers plan to give, 27% of PNW shoppers plan to give an experience gift which aligns with the number of people who hope to receive an experience gift.

Q14b: When holiday shopping, from where do you typically get inspiration? // Base: PNW=970 // Q21: What kinds of gifts do you plan to give this holiday season? // Base: PNW Residents=1000, likely to shop=970
GEN Z GENERAL SHOPPING HABITS DIFFERENCES:

**Highest among all groups, 90% of Gen Z says online shopping is fun**
(Millennials: 87%, Gen X: 86%, Baby Boomers: 79%)

**Above average, 80% of Gen Z says online shopping is my “retail therapy”**
(Millennials: 76%, Gen X: 73%, Boomers: 68%)

**Over half of Gen Z (54%) like in-store shopping because it’s a good opportunity to get out of the house**
(Millennials: 46%, Gen X: 38%, Boomers: 38%)

Below average, **only 70% of Gen Z say local/small businesses provide better service**
(Millennials: 78%, Gen X: 78%, Boomers: 87%)

Above average, **30% of Gen Z says international businesses provide better service**
(Millennials: 22%, Gen X: 22%, Boomers: 13%)

Above average, **33% of Gen Z says they shop more online at fast fashion stores**
(e.g., H&M, Express, Zara, etc.)
(Millennials:15%, Gen X:9%, Baby Boomers:2%)
Gen Z are **least knowledgeable of Small Business Saturday**
(Gen Z: 38%, Millennials: 64%, Gen X: 67%, Boomers: 60%)

73% of Gen Z prefer shopping on **Cyber Monday rather than Black Friday**
(Millennials: 68%, Gen X: 59%, Boomers: 54%)

73% of Gen Z think **deals are the best during Cyber Monday**
(Millennials: 64%, Gen X: 58%; Boomers: 49%)

Gen Z is least to appreciate stores which decide to stay closed on Thanksgiving
(Gen Z: 73%, Millennials: 76%, Gen X: 76%, Boomers: 79%)

47% Females and Gen Z are **most likely to thrift**
(Gen Z: 48%, Millennials: 41%, Gen X: 41%, Boomers: 42%; Male: 34%, Female: 47%)

Gen Z **least agree** (80%) that you don’t need to spend a fortune to get the best holiday gifts (Millennials: 89%, Gen X: 89%, Gen X: 93%)

58% of Gen Z wish to receive **cash and practical gifts** this holiday season
(Millennials: 49%, Gen X: 36%, Boomers: 20%), while being the **least likely to give something practical** (Gen Z: 45%, Millennials: 50%, Gen X: 52%, Boomers: 55%)
MILLENNIAL GENERAL SHOPPING HABITS DIFFERENCES:

More than any other age group, 58% Millennials prefer shopping online more (Gen Z: 48%, Gen X: 50%, Boomers: 42%)

50% of Millennials state they shopped more online this year compared to last year (Gen Z: 39%, Gen X: 43%, Boomers: 34%)

75% of Millennials are likely to look something up online while shopping in-store to help make decisions (Gen Z: 67%, Gen X: 67%, Boomers: 42%)

74% of Millennials would be more likely to purchase from a company if their in-store and online presence are well-integrated (Gen Z: 72%, Gen X: 65%, Boomers: 63%)

MILLENNIAL HOLIDAY SHOPPING & SPENDING HABIT DIFFERENCES:

60% of Millennials appreciate stores that decide to stay closed on Black Friday (Gen Z: 48%, Gen X: 47%, Boomers: 53%)

68% of Millennials feel like Black Friday shopping stresses them out (Gen Z: 58%, Gen X: 54%, Boomers: 55%)

36% of Millennials say, “shopping on Thanksgiving has become a family tradition for me” (Gen Z: 27%, Gen X: 29%, Boomers: 18%)

More than any other generation, 58% of Millennials say they will spend time during work to shop on Cyber Monday (Gen Z: 55%, Gen X: 50%, Boomers: 27%)
METRO AREA GENERAL SHOPPING HABITS DIFFERENCES:

40% of Portland/Vancouver residents are like to shop in-store to support physical locations so they don’t close (Seattle Metro: 30%, Spokane Metro/Coeur d’Alene: 32%)

51% of Spokane Metro/Coeur d’Alene residents shop at thrift stores most frequently (Seattle Metro: 39%, Portland/Vancouver Metro: 41%)

70% of Seattle Metro residents are more likely to purchase from a company if they use green/sustainable/environmentally friendly materials (Portland/Vancouver Metro: 65%, Spokane Metro/Coeur d’Alene: 58%)

METRO AREA HOLIDAY SHOPPING & SPENDING HABITS:

56% of Portland/Vancouver residents are likely to shop on Small Business Saturday (Seattle Metro: 49%, Spokane Metro/Coeur d’Alene: 51%)

65% of Portland/Vancouver residents believe there are better deals after Black Friday (Seattle Metro: 60%, Spokane Metro/Coeur d’Alene: 54%)

45% of Seattle Metro residents plan to shop on Thanksgiving between 9 A.M. to 1 P.M., compared to only 23% of Spokane Metro/Coeur d’Alene Area (Portland/Vancouver Metro: 32%)

53% of Seattle Metro residents plan to spend some time during work to shop on Cyber Monday (Portland/Vancouver Metro: 41%, Spokane Metro/Coeur d’Alene: 38%)

56% of Portland/Vancouver residents plan to give a gift card or certificate this holiday season (Seattle Metro: 46%, Spokane Metro/Coeur d’Alene: 49%), and 55% wish to receive a gift card or certificate (Seattle Metro: 49%, Spokane Metro/Coeur d’Alene: 50%)
EASTERN & WESTERN GENERAL SHOPPING HABITS DIFFERENCES:

Above the average, **58%** of Eastern WA residents prefer online shopping (Western WA: 50%)

72% of Eastern WA residents say they like online shopping because they don’t have to wait in lines, compared to only 51% of Western WA residents

EASTERN & WESTERN HOLIDAY SHOPPING & SPENDING HABITS:

72% of Eastern WA residents are familiar with Small Business Saturday compared to only 61% of Western WA residents

Among those who are familiar with Cyber Monday, **84%** of Eastern WA residents are likely to shop compared to 73% of Western WA residents

31% of Western WA residents say they end up buying more than they planned during Cyber Monday compared to 19% of Eastern WA residents

Western WA residents are more likely to spend some time online shopping during work on Cyber Monday (Western WA: 49%, Eastern WA: 40%)

Among those who are familiar with Black Friday, **64%** of Eastern WA residents are likely to shop compared to 52% of Western WA

62% of Eastern WA residents are willing to travel more than 30 minutes to complete holiday shopping compared to slightly less than half of Western WA (49%)