

Holiday Shopping Trends

Alabama's shopping habits and preferences this season

2016

80%



are planning to spend the same amount, or more, than last year when shopping for holiday gifts



73%

of Alabama shoppers will buy for themselves while shopping for others

And

84% are likely to purchase from a retailer where they do not shop the rest of the year



17% Unlikely

84% Likely

Alabama consumers typically begin shopping in October or later

19%

I shop throughout the year

42%

3 months prior or less

23%

Black Friday/Cyber Monday

14%

Last Minute

74%



look at the Thanksgiving Day paper for specials and sales inserts

Holiday shoppers still prefer to shop in-store

in-store 54%

online 46%



shop local
Top reasons holiday shoppers choose locally-owned stores:

40%

I like to support locally-owned stores

Unique Gift Ideas

28%

17%

Ability to see the item in person

92%

of shoppers say they are influenced by online ads...



Top resources used to find holiday sales:

66%

Newspaper or magazine advertising



60%

Online Searches

59%

Store E-mail



online research trends

I research before going to the store...

I research online while at the store...

Always - 36%

Sometimes - 61%

Never - 4%

Always - 11%

Sometimes - 60%

Never - 29%



THE NEW
BLACK FRIDAY
SALE trends

39%

of consumers do not shop on Black Friday

18%

believe that Black Friday no longer has the best deals

SOURCE:

Online survey conducted by Alabama Media Group, October 2016. Based on responses from 1,088 qualified participants.