

PRESS RELEASE

For Immediate Release

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Camaraderie, Competition And Bargains Drive Black Friday Shoppers

84 Million Adults Plan To Hit the Stores on Black Friday, 18 million before 6AM

Boston, MA (11/10/2009) – It's no surprise that the majority (85%) of Black Friday shoppers hit the stores to take advantage of the sales, while others (18%) want to get the hot gifts before their gone, but Black Friday is becoming much more for some holiday shoppers. In a new study from market research and consulting firm Chadwick Martin Bailey it's also the element of competition and a sense of camaraderie that drives many of these early morning shoppers to engage in the thrill of the hunt.

“For many Americans shopping on Black Friday has become an annual tradition and a fun way for friends and family to spend time together,” comments Jeff McKenna senior consultant at Chadwick Martin Bailey. “Still, while many consumers will be out on Black Friday many others are planning to wait until closer to Christmas when they feel the discounts will be the deepest.”

The news was also good for online retailers as consumers plan to do 30% of their holiday shopping online. Shopping by mail and phone seem to becoming a thing of the past with consumers reporting they plan to do only 4% over the phone and less than 1% via mail.

“Our research shows consumers are more likely to turn to eCommerce sites like Amazon.com, eBay and Zappos.com compared to a big box retail sites like Walmart.com and Bestbuy.com for their online holiday shopping,” continues McKenna “However, I think the jury is still out on who will win the consumers online wallet.”

About the Study

Data was collected from 1,554 adults (aged 18 and over) via a nationally representative online survey questionnaire within the United States by Chadwick Martin Bailey between October 22, 2009 and October 25, 2009. Quotas are set to ensure reliable and accurate representation of the total U.S. population over ages 18 and older. *Based on the 2007 US census report of 222 million adults in the US over 18.

About Chadwick Martin Bailey: Chadwick Martin Bailey is a Honomichl Top 50 ranked custom market research and consulting firm working with many of the most successful companies and best known brands in the world to help them acquire, maintain, and grow their customer base. Founded in 1984 by John Martin and Anne Bailey Berman, the company has corporate headquarters in Boston, Massachusetts, serving clients in more than 30 countries around the globe. Chadwick Martin Bailey focuses on using leading-edge research techniques to collect and translate the data into simple, business decision-focused deliverables. (www.cmbinfo.com)

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