



Over to 1.6 Million Nevadans Expected to Shop Thanksgiving Weekend and Cyber Monday

Discounts and deals cited as primary shopping reason

Once the traditional Thanksgiving Day dinner wraps up, everyone knows what comes next – shopping. Nevada consumers will begin holiday shopping in the late hours of Thursday night to cash in on early Black Friday deals and kick off the busiest shopping weekend of the year that culminates with Cyber Monday. The Retail Association of Nevada (RAN) estimates that 1.6 million adults in the Silver State are planning or considering to shop over the four-day Thanksgiving weekend and Cyber Monday, when retailers slash prices to attract consumer attention and spending. Based on National Retail Federation (NRF) survey data, RAN projects up to \$562 million will be spent across Nevada over Thanksgiving Weekend and Cyber Monday, a nearly 6 percent increase from the estimated \$532 million spent a year ago.

“Thanksgiving weekend provides a unique shopping experience in which Nevadans are sure to find incredible prices and sales all across the state,” said Bryan Wachter, Senior Vice President of RAN. “This is a great opportunity for consumers to not only find great deals but to also get a jump on their holiday shopping.”

RAN’s projections are based on nationwide survey data from the National Retail Federation (NRF), which estimates that 165 million Americans are planning or considering to shop at stores or online outlets between Thanksgiving Day and Cyber Monday. Black Friday will be the busiest day of the shopping marathon, as 70.7 percent of shoppers plan to hunt for door buster deals and other savings after Thanksgiving Day. Nearly half (46.1 percent) of consumers will shop on Cyber Monday, which is followed closely by Saturday (41.3 percent) in popularity. Thanksgiving Day and Sunday are expected to draw 21.2 percent and 20.0 percent of shoppers, respectively.

Two-thirds of consumers cited the deals offered during the Thanksgiving weekend and Cyber Monday as the reason they will shop, making it far and away the most popular motivator. Tradition was the second-most cited reason, garnering 25.9 percent of consumer responses. Today’s consumers are increasingly shopping at both traditional brick-and-mortar retail stores and online outlets. According to the NRF survey, 44.7 percent of Thanksgiving weekend consumers will begin their shopping in store, while 42.5 percent will check online for deals first.

For more information, contact:

Bryan Wachter
(775) 771-8969



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Mission Statement:

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Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.

Looking out for Business

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At RAN we make it our business to support and protect your business. From monitoring local, county, state and some federal issues, RAN is there to inform you on the events that can have a

Before they head to the stores, many Nevadans will start the holiday weekend with a traditional Thanksgiving feast. This year's meal will be at the lowest price level since 2010 as the overall price of turkey, sweet potatoes and other traditional Thanksgiving meal fixings saw a decrease in price this year, according to the 33rd annual American Farm Bureau Federation (AFBF) price survey. A traditional Thanksgiving meal for 10 will cost an average of \$48.90 this year, a decrease of 22 cents from last year. RAN estimates that with a per-person cost of \$4.89, consumers in Nevada will spend an estimated \$14.7 million on Thanksgiving Day food this year.

Once again, the largest food category price decrease this year was for the star of every Thanksgiving meal, the turkey. The cost of a 16-pound bird dropped 67 cents to \$21.71, according to the AFBF survey. Other items recording price decreases were sweet potatoes (down 13 cents), a gallon of whole milk (down 7 cents), green peas (down 6 cents), and rolls (down 1 cent). Food items that increased in price were miscellaneous ingredients (up 29 cents), fresh cranberries (up 22 cents), pumpkin pie mix (up 12 cents), cubed bread stuffing (up 6 cents), pie shells (up 2 cents), and a veggie tray (up 1 cent).

Since 1986, the American Farm Bureau Federation has conducted informal price surveys of classic items found on the Thanksgiving Day dinner table.

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About The Author

Applied Analysis, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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Phone: (775) 882-1700
Toll Free: (800) 690-5959
Fax: (775) 882-1713
410 South Minnesota Street,
Carson City, Nevada 89703