



Up to 1.65 Million Nevadans to Shop over Thanksgiving Weekend

Thanksgiving Day Shopping Projected to Rise This Year

Once the turkey dinner is done this Thanksgiving weekend, Nevada consumers will begin flocking to shopping destinations to hunt for Thanksgiving Day and Black Friday deals. The shopping marathon will continue into Small Business Saturday and conclude with the final round of sales on Cyber Monday. The Retail Association of Nevada (RAN) estimates that 1.65 million adults in the Silver State are planning or considering to shop over the four-day Thanksgiving weekend and Cyber Monday, a time when retailers seek to boost sales by offering an abundance of deals. Based on National Retail Federation (NRF) survey data, RAN projects up to \$593 million will be spent across Nevada over Thanksgiving weekend and Cyber Monday, a 5.5 percent increase from the estimated \$562 million spent a year ago.

"Nevada retailers are preparing for a robust holiday shopping season," said Bryan Wachter, Senior Vice President of RAN. "Small retailers play a vital role in our state's economy, and all Nevadans will see a benefit from these strong holiday spending trends."

RAN's projections are based on nationwide survey data from the National Retail Federation (NRF), which estimates that over 165 million Americans are planning or considering to shop at stores or online outlets between Thanksgiving Day and Cyber Monday. Black Friday, as usual, will be the busiest day of the shopping weekend, with 69.3 percent of shoppers planning to camp out or wake up at the crack of dawn to find the best deals of the holiday season. Cyber Monday will be the second-busiest day of the extended shopping weekend, with 41.6 percent of shoppers planning to make a purchase. A growing trend involves shoppers hitting stores on Thanksgiving Day. About a quarter of shoppers on Thanksgiving weekend (24.0 percent) plan to shop on the holiday itself, which is up from about 20 percent in recent years. Additionally, 40.3 percent of shoppers plan to participate in Small Business Saturday and another 20.1 percent plan to shop on Sunday.

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Mission Statement:

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

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 real impact to your business.

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Two-thirds of consumers cited the deals offered during the Thanksgiving weekend and Cyber Monday as the reason they will shop, making it the primary reason for shopping during that period. Tradition was the second-most cited reason, with 28.0 percent of consumer responses. Consumers this year are shopping at brick and mortar stores at a higher rate than the past few years. According to the NRF survey, 47.0 percent of Thanksgiving weekend consumers will begin their shopping in store, while 41.0 percent will check online for deals first.

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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