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### **Over 1.6 Million Nevadans to Shop Over Thanksgiving Weekend Thanksgiving Day Shopping Returns but Below Pre-Pandemic Volumes**

After the turkey feast is over and the pies have been eaten, Nevada consumers will kick off their Thanksgiving weekend by heading to shopping destinations in search of all the best deals local retailers have to offer. The long shopping weekend, which marks the unofficial start to the holiday retail season, will continue into Small Business Saturday and culminate with an online shopping day on Cyber Monday. The Retail Association of Nevada (RAN) estimates that 1.61 million adults in Nevada are planning or considering to shop over the four-day Thanksgiving weekend and Cyber Monday, a time when retailers offer big markdowns for bargain-hunting consumers.

“The supply chain is working overtime to get this year's hottest products on the shelves for the holiday shopping season,” said Bryan Wachter, Senior Vice President of RAN. “Nevada's retailers are expecting the high demand consumer shopping behaviors to continue through the holiday season, and retailers are doing their best to keep up their inventories to help you find the gifts on your list this year.”

RAN's projections are based on nationwide survey data from the National Retail Federation (NRF), which estimates that over 158 million Americans are planning or considering to shop at stores or online outlets between Thanksgiving Day and Cyber Monday. Black Friday, as usual, is set to be the busiest day of the shopping weekend, with 68.2 percent of shoppers planning to camp out or get an early start to their day to find the best doorbuster deals of the holiday shopping season. Cyber Monday will be the second-busiest day of the extended shopping weekend, with 39.7 percent of shoppers planning to participate. Thanksgiving Day is the third most-popular shopping day with many of the nation's largest retailers closing their stores again this year to allow employees time with their families. This year 19.3 percent of shoppers still plan to head to the stores that day, down from 24.0 percent in 2019. Additionally, 36.7 percent of shoppers plan to participate in Small Business Saturday, and another 19.7 percent plan to shop on Sunday.

Among consumers, 58.0 percent noted that the deals during the Thanksgiving weekend shopping event would be “too good to pass up” as their primary reason for shopping. Tradition was the second-most cited reason, with 28.0 percent of consumer responses. Despite the rush of consumers that will hit the stores over Thanksgiving weekend, 61 percent have already started their shopping for the holiday season according to NRF. While this marked minimal growth from recent years, this trend has increased from 51 percent in 2011.

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