

# HOLIDAY MARKDOWNS

CONSUMERS EXPECT RETAILERS TO MAKE THEM **BIGGER AND BETTER**

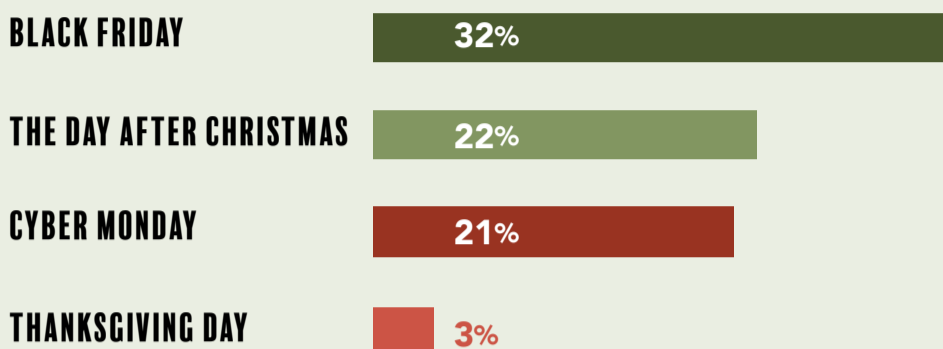
New survey data from First Insight reveals consumers' holiday shopping strategies and how far they will go for great deals.

## CONSUMER HOLIDAY HAPPINESS STARTS WITH MORE MARKDOWNS

70%

OF CUSTOMERS EXPECT MARKDOWNS OF 31% OR MORE DURING HOLIDAY SHOPPING SEASON

### WHEN CAN YOU FIND THE BEST DEALS?



## CONSUMERS WILL DO (JUST ABOUT) ANYTHING FOR A HOLIDAY DEAL



55% ARE WILLING TO POST A SELFIE IN AN UGLY HOLIDAY SWEATER OR COSTUME ON SOCIAL MEDIA

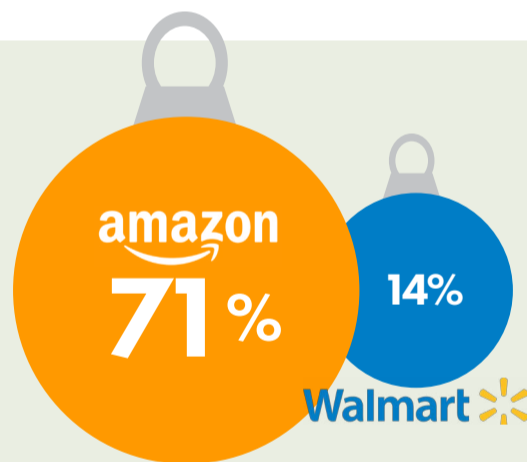
23%

PERCENT OF CONSUMERS WILL TRAVEL MORE THAN 100 MILES



## ONLINE AND BIG-BOX MARKDOWNS ARE NOT CREATED EQUAL

61% of people think the best deals can be found online. Of that, 71% believe Amazon has the best deals while only 14% sided with Walmart.com.



## BATTLE OF THE SEXES



say they see the **biggest markdowns** online during the holiday season.



## BIG-BOX VS. ONLINE

Where do you plan to do the **majority** of your holiday shopping?



## 45% OF CONSUMERS AGED 18-29

think the best deals are at malls on **Black Friday**



## 24% OF CONSUMERS AGED 30-44

find the biggest markdowns on **Cyber Monday**

