

### Nebraska Retailers Preparing for Busy Shopping Season

Nebraska retailers are preparing for a busy holiday shopping season as ninety-four percent of consumers plan on purchasing gifts this year, according to a recent AAA Consumer Pulse™ Holiday Shopping online survey.

Thirty-six percent started shopping before November 15, taking advantage of early retail discounts. More than one-third of all shoppers (34%) wait until the final two weeks of November to begin their holiday shopping. Twenty-two percent plan to do their shopping the first two weeks of December, while the remaining holiday shoppers plan to hold off until after December 15.

"Retailers are trying to grab customer's attention earlier every year," said Rose White, public affairs director for AAA Nebraska, The Auto Club Group. "According to our online survey, consumers plan to spend slightly more this year, but are still looking for good deals. Positive economic factors, such as lower fuel prices, provide consumers with extra money in their pockets which helps raise consumer confidence and spending."

Consumer confidence is at its highest level since July of 2007, according to a survey from Thomson-Reuters/University of Michigan. Their survey mirrors results found in the AAA Consumer Pulse™ survey which shows that this holiday shopping season, over one in ten shoppers (12%) will spend more on gifts than they did last year. An increase in disposable income, stable labor market, and gas prices at a five year low should indicate a good holiday season for retailers.

Top Ten Holiday Gifts (survey respondents selected multiple categories):

Apparel and accessories (69%)

Gift cards (67%)

Toys (47%)

Books (46%)

DVDs/Blu-rays/videos (39%)

Consumer Electronics (34%)

Jewelry (30%)

Sporting Goods (30%)

Video Games (27%)

Music (23%)

Nearly half of those surveyed (47%) plan to shop the day after Thanksgiving, also known as Black Friday. Three in ten (30%) plan to do the majority of their shopping online. Cyber Monday is expected to be a big shopping day with six in ten people (61%) indicating they will take advantage of the online sales offered on December 1.

