

Gen Z and Millennials More Likely to Pull All-Nighter to Shop Black Friday
Shopkick survey finds the younger you are, the earlier you start holiday shopping

REDWOOD CITY, Calif. -- November 15, 2018 -- The countdown is on to the biggest shopping days and best deals of the year. Black Friday, Small Business Saturday, and Cyber Monday are upon us, and with bellies full of turkey and pumpkin pie, the masses are heading out to shop. Seventy-three percent of people surveyed by Shopkick plan to hit the stores this Black Friday.

[Shopkick](#), the leading shopping rewards app, surveyed more than 7,000 users across the country to discover how shoppers across generations plan to attack the hottest holiday shopping season.

Here's what they found:

- **Late Bird Gets the Worms:** Sixteen percent of Gen Z (compared to only 7 percent of Gen X) will pull an all nighter on Thanksgiving to be first in line on Black Friday.
- **Robust Researchers:** To make the most out of Black Friday, the majority of shoppers (74 percent) will do their research and read up on deals before the big day; 19 percent are planning to play it by ear.
- **Millennial Money:** Millennials are the most likely to be swayed by Black Friday deals and make unexpected purchases (39 percent).
- **Double, Triple and Quadruple Dipping:** Despite hitting up Black Friday, 65 percent of shoppers will also partake in Small Business Saturday, supporting their local businesses. Fifty-two percent of those surveyed will shop all the deal-saving days (Black Friday, Small Business Saturday, Cyber Monday and Free Shipping Day).

Shopkick conducted a survey of 7,056 users to gain insights into holiday shopping habits and attitudes. The survey was conducted between October 24 and October 25, 2018.

About Shopkick, Inc.

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental traffic, product engagement, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, eBay, General Mills, Groupon, GSK, Hotels.com, Hulu, Marshalls, Nestle Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the App Store and for Android from Google Play.

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