



Survey: Coloradans plan to forgo Black Friday, less aware of alternatives

BOULDER, Colo.—November 21, 2016—Four in five Coloradans plan to skip Black Friday shopping, but many are unaware of alternative events, like [Giving Tuesday](#) or [#OptOutside](#), that have gained support in recent years amidst growing consumerism.

The insights come from an Elevations Credit Union survey of more than 300 consumers (aged 18 and older) based in Boulder and greater Colorado.

Disinterest in Black Friday is shared by Colorado residents of all ages: 74 percent of Gen X respondents, 77 percent of millennials and 83 percent of Baby Boomers will not purchase any holiday gifts on this coming Black Friday.

At the same time, 77 percent of [millennials](#) and 65 percent of all respondents had not heard of Giving Tuesday before taking the survey. When provided brief context about the international day of giving, 43 percent of previously unaware respondents confirmed that they planned to participate in this year's event.

Unsurprisingly, Boulder residents possess the greatest awareness of REI's burgeoning [#OptOutside](#) movement. 44 percent were familiar with the movement, and after accounting for previously unaware respondents who were provided introductory information, 74 percent of all Boulder-based respondents confirmed plans to participate in [#OptOutside](#) 2016.

Fortunately for merchants, Coloradans still plan to shop at some point during the holiday season. Colorado Baby Boomers indicated the greatest support for local businesses, as 11 percent said they would complete their holiday shopping exclusively at local businesses, compared to just six percent of millennials and Gen X respondents. Among all respondents, 87 percent plan to complete their holiday shopping at a mix of both local and national or regional businesses.

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About Elevations Credit Union

Elevations Credit Union is a member-owned not-for-profit financial institution serving Colorado's Front Range. Elevations provides a broad portfolio of financial products and services including checking and savings accounts, mortgage loans, credit cards, auto loans, home equity lines of credit, student loans, business loans and financial planning. Founded in 1953 as the U of C Federal Credit Union in Boulder, Elevations has grown from 12 members and less than \$100 in assets to an institution with more than 119,000 members that manages over \$1.7 billion in assets and is the No. 1 credit union mortgage lender in Colorado. In 2014, Elevations earned the prestigious Malcolm Baldrige National Quality Award. In 2015 and 2016, Elevations was named one of the Best Companies to Work for in Colorado™ in the large category. Readers of local newspapers name Elevations "Best Bank/Financial Institution," "Best Mortgage Lender" and "Best Customer Service" year after year. To learn more, visit elevationscu.com.

Press Contact

Ian Toner

Communications Strategy Group, on behalf of Elevations Credit Union

itoner@wearecsg.com

720.726.5460