

# Thanksgiving Weekend by the numbers



million

consumers who shopped on Thanksgiving Day, up 27 percent from 2012



million

consumers who shopped on Black Friday in 2013



**\$407**

average amount spent by holiday shoppers from Thanksgiving Day to Sunday, down 4 percent from 2012



**4.9 percent**

portion of holiday shoppers who were at stores by 5 p.m. on Thanksgiving Day

**248.7 million**

number of shoppers who were in stores and online over Thanksgiving weekend in 2013, up 0.5 percent over the previous year



**64 percent**

portion of holiday shoppers who went out on Thanksgiving Day or visited stores by 10 a.m. on Black Friday



**37 percent**

portion of holiday shoppers who were at stores by 12:01 a.m. on Black Friday, up from 28 percent in 2012

**45 percent**

the amount of holiday shopping the average consumer had completed by the Sunday after Thanksgiving, up from 42 percent in 2012



**27 percent**

portion of consumers who said they shopped online on Thanksgiving Day in 2013

## Millenials

how 18-34 year old holiday shoppers impacted Thanksgiving weekend shopping in 2013



**43 percent**

of Millenials said they shopped on Thanksgiving Day, up from 36 percent in 2012

**13%**

Millenials spent 13 percent more than the average adult holiday shopper over Thanksgiving weekend



of Millenials shopped for themselves over Thanksgiving weekend

## 2014 Outlook



Thanksgiving weekend 2014 sales are likely to be flat or slightly up over last year



Aggressive and extended promotions will likely negatively impact gross margins