## BLACK





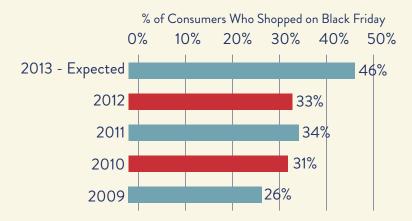


Black Friday: 46% Cyber Monday: 42%

Saturday, Nov. 30/Sunday, Dec. 1: 34%

Thanksgiving Day: 13%

## HOW WILL THIS YEAR'S BLACK FRIDAY COMPARE TO YEARS PAST?



## **WHO PLANS TO SHOP OVER THE THANKSGIVING WEEKEND?**

Silent Generation (1928-1945): 40%

Early Baby Boomers (1946-1955): 44%

Late Baby Boomers: 60%

Generation X: 73% Generation Y: 84%

