

2013

# Black Friday

**Thursday - Sunday**  
**November 28 - December 1**

This year, there are **fewer days**, and **fewer weekends**, to shop between Black Friday and Christmas Eve compared to 2012.

## Fewer days to shop

(Black Friday - Christmas Eve)

2013 **26** DAYS

2012 **32** DAYS

*Traditionally,*

the majority of holiday shopping occurs in November and December with the focus of shopping occurring between Black Friday and Christmas Eve.

Only 4  
 Holiday  
 Shopping  
 Weekends  
 in 2013

### December 2013

	M	T	W	T	F	S
	2	3	4	5	6	
	9	10	11	12	13	
	16	17	18	19	20	
	23	24	<b>25</b>	26	27	28
	29	30	31			

Many retailers kicked off the seasonal shopping early by opening on **Thanksgiving Day**.

The following is a snapshot of the **4 day weekend** (Thanksgiving Day, November 28th - Sunday, December 1st) in 2013 compared to the same holiday weekend in 2012.

**+1%**

National, Sales % change growth over prior year



**-4%**

National, Total Retail Traffic % change growth over the prior year



**+9.4%**

National, Apparel & Accessories Traffic % change growth over the prior year



**-6.5%**

National, Wireless & Electronics Traffic % change growth over the prior year



Dollars spent during  
 Black Friday weekend  
**\$22.23  
 Billion**

Thanksgiving, November 28	<b>\$\$\$</b>	\$2.583 Billion
Black Friday, November 29	<b>\$\$\$\$\$\$\$\$\$\$\$\$</b>	\$9.770 Billion
Black Saturday, November 30	<b>\$\$\$\$\$\$\$\$</b>	\$6.163 Billion
Black Sunday, December 1	<b>\$\$\$\$</b>	\$3.720 Billion

This year, Thanksgiving Day represented over 11.6% of the holiday weekend sales compared to 3.6% in 2012.