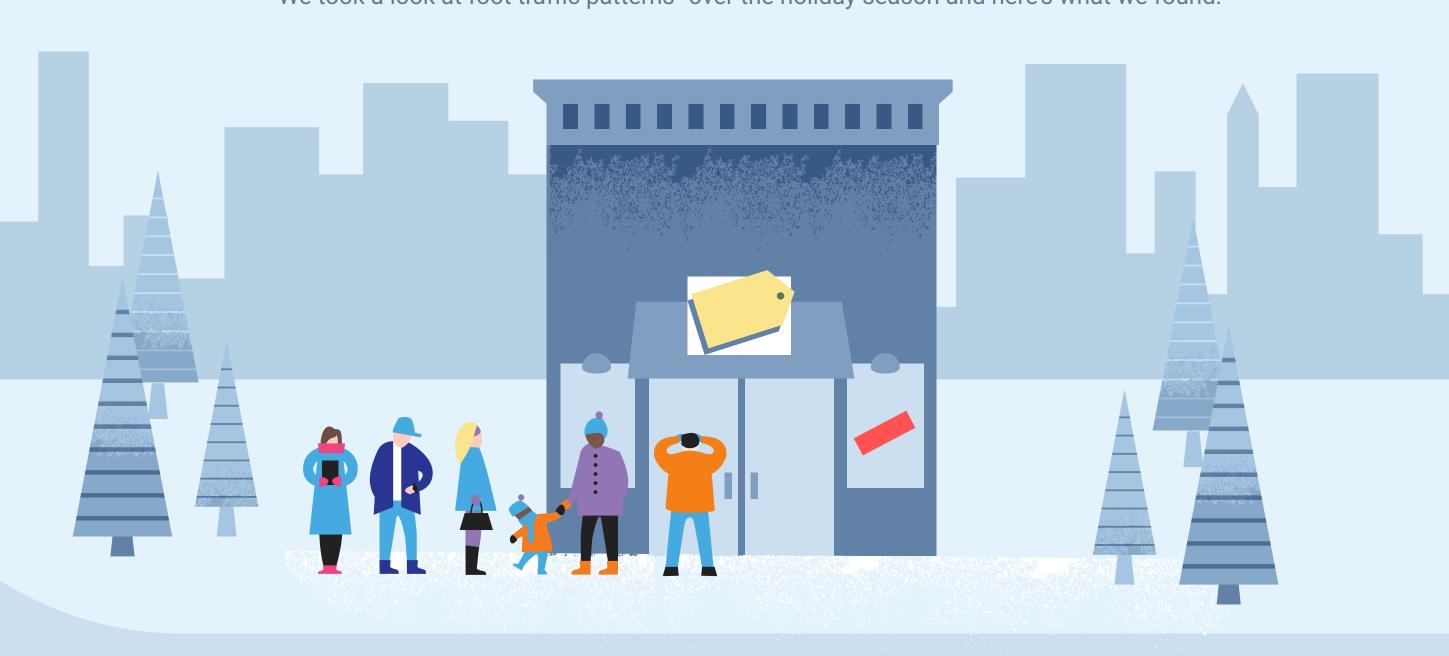
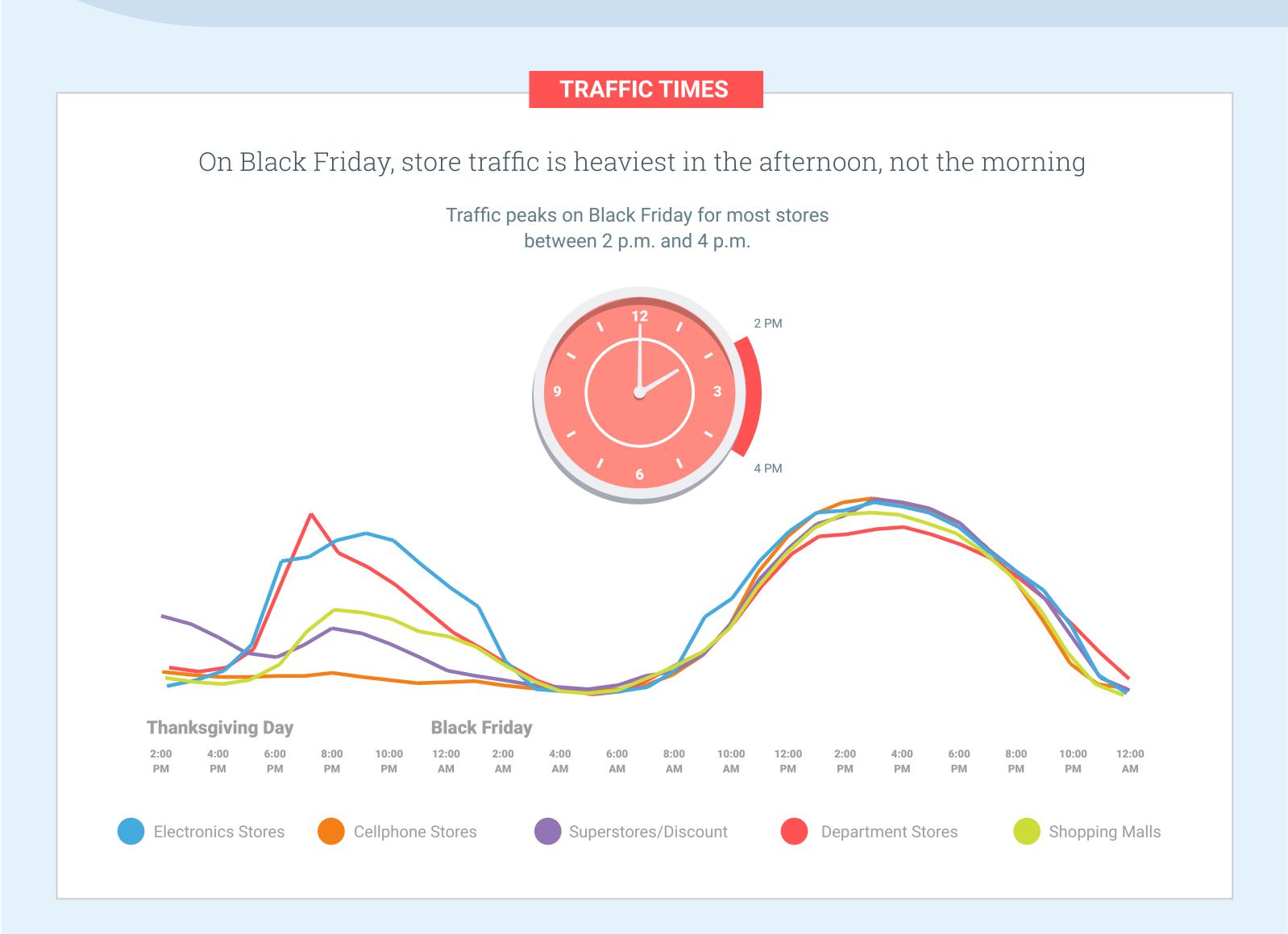
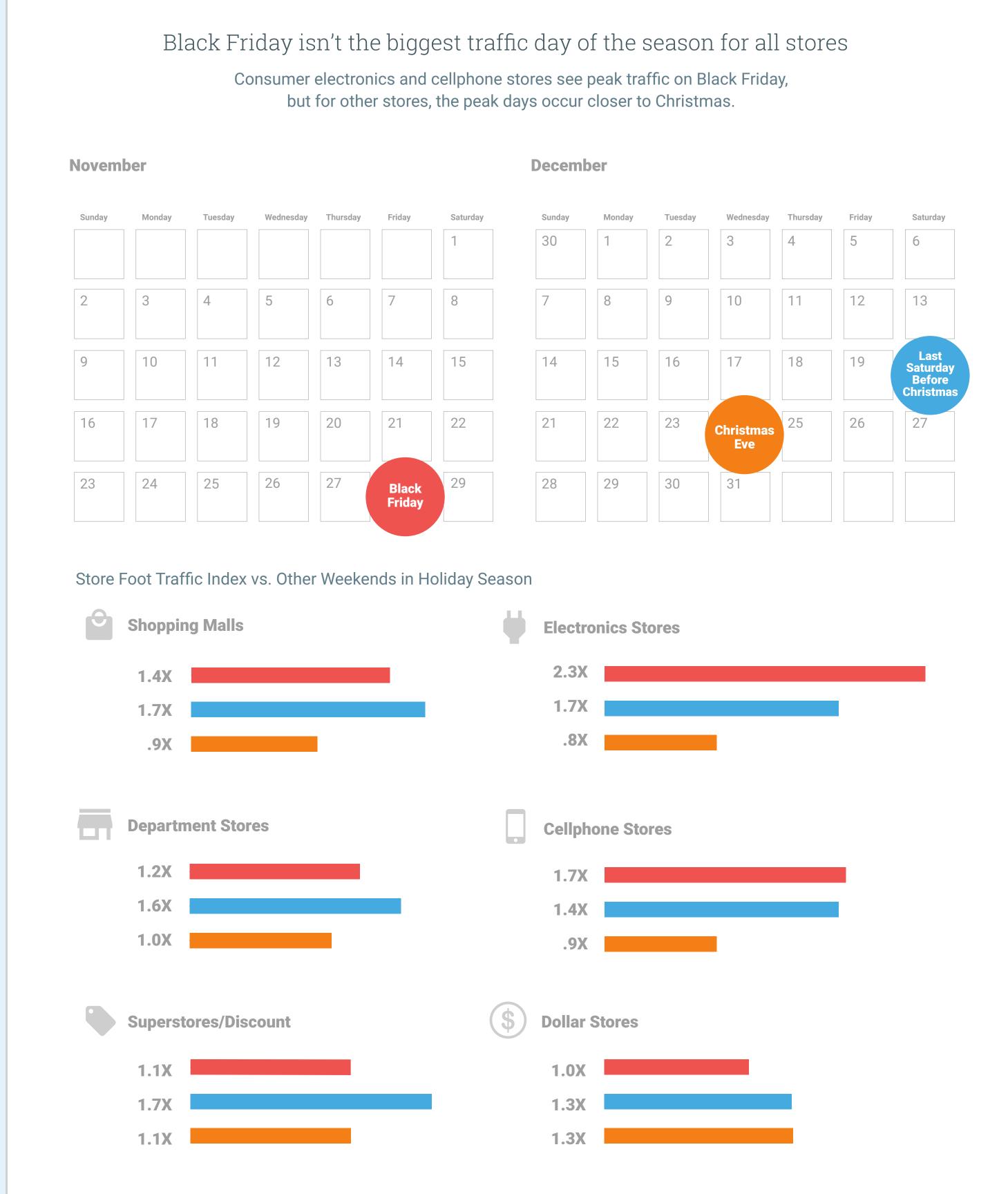
## What Store Traffic Data Reveals About Black Friday Shopping

This holiday season, mobile will influence more purchases than ever. Consumers are turning to their phones in hundreds of micro-moments throughout the day, helping to inform both online and in-store purchases. In fact, this year 82% of smartphone users will consult their phone while in a store.1 We took a look at foot traffic patterns<sup>2</sup> over the holiday season and here's what we found:





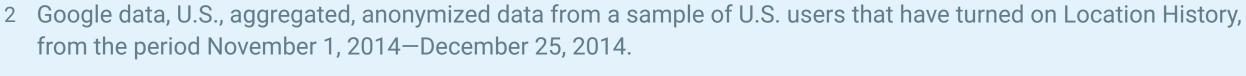
## **TRAFFIC DAYS**



Christmas Eve Black Friday

1 Google / Ipsos MediaCT, Consumers in the Micro-Moment (n = 5,389), March 2015.

**SOURCING** 



Last Saturday Before Christmas