

What Google Data Reveals About Black Friday Shoppers

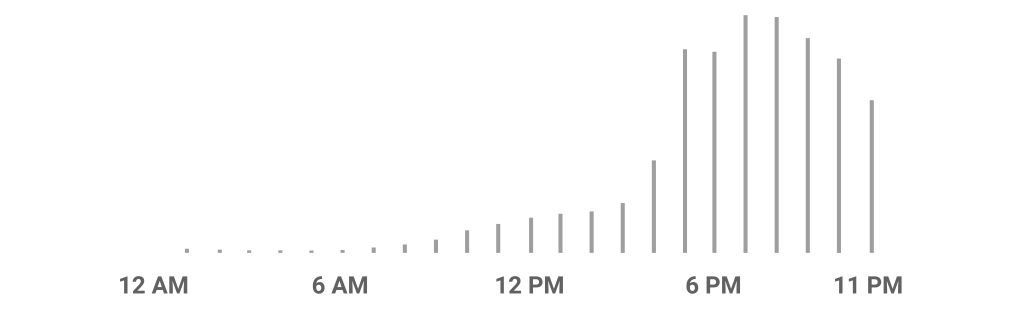
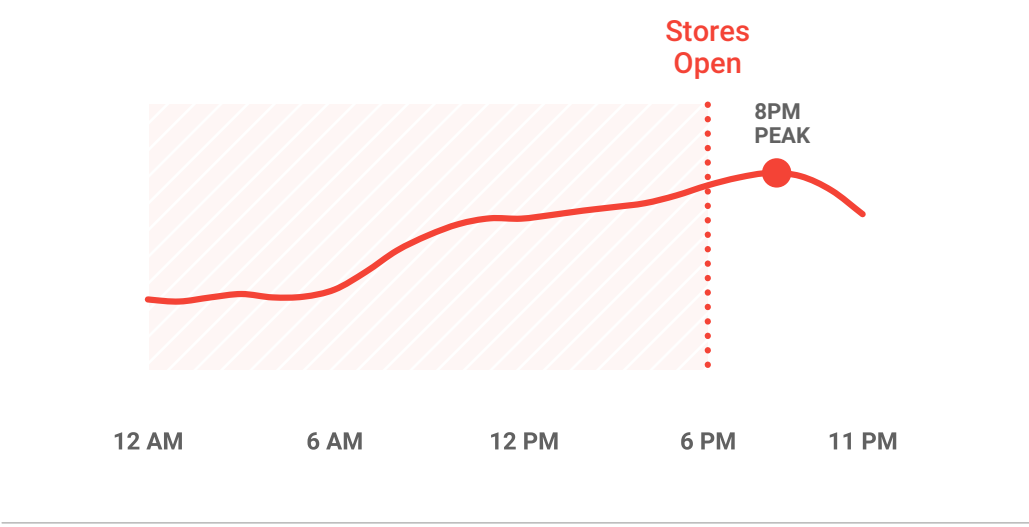
Thanksgiving Day and Black Friday have gone mobile; people shopped more on mobile than on desktop last year. And in 2016, shoppers continue to turn to their phones, increasingly using them as a “door-to-the-store.” In fact, 76% of people who search for something nearby on their smartphone visit a related business within a day.* As we head into one of the biggest shopping weekends of the year, we took a look at shopping searches and store foot-traffic trends, and here’s what we’ve found:

Foot traffic is heaviest in the afternoon, but mobile shopping is all day long

Thanksgiving

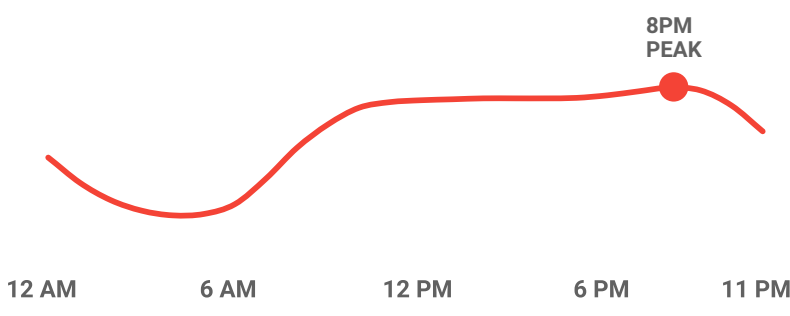
People don’t wait until 6:00 pm for stores to open to begin shopping: **59% of mobile shopping searches happen before the stores open**, and continue long after they close. Mobile shopping searches peak at 8:00 pm.²

Mobile shopping searches on Thanksgiving Day



Store foot traffic on Thanksgiving Day

Mobile shopping searches on Black Friday

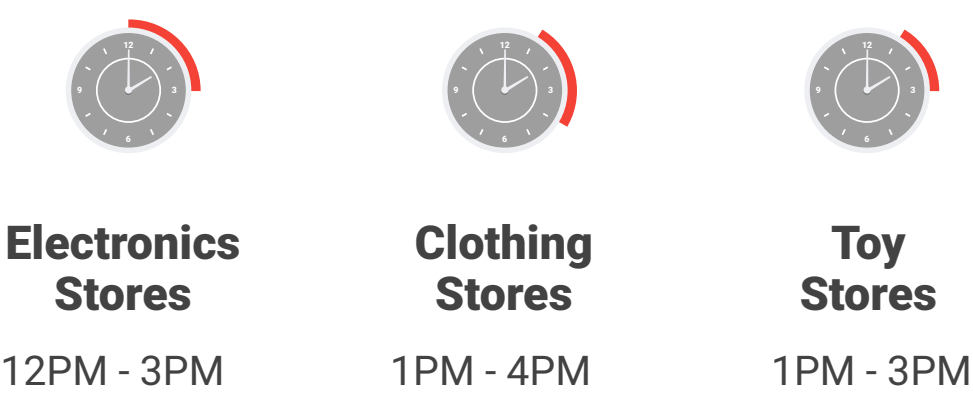


Store foot traffic on Black Friday

Black Friday

Although Black Friday is often associated with early birds, **store foot traffic typically peaks in the afternoon, between noon and 4:00 pm.**³ But people are shopping all day long. Mobile shopping searches remain steady throughout the day and peak in the evening.⁴

Peak foot traffic by store type



New Englanders are the earliest deal-seekers in-store and the biggest deal-seekers on mobile

By 10:00 a.m. on Black Friday, more than one-quarter of New England shoppers have already stepped inside a department store or shopping center.⁵ The rest of the country lags behind by an hour. And the same is true on mobile: People living in New Hampshire search the most for product-related deals.⁶

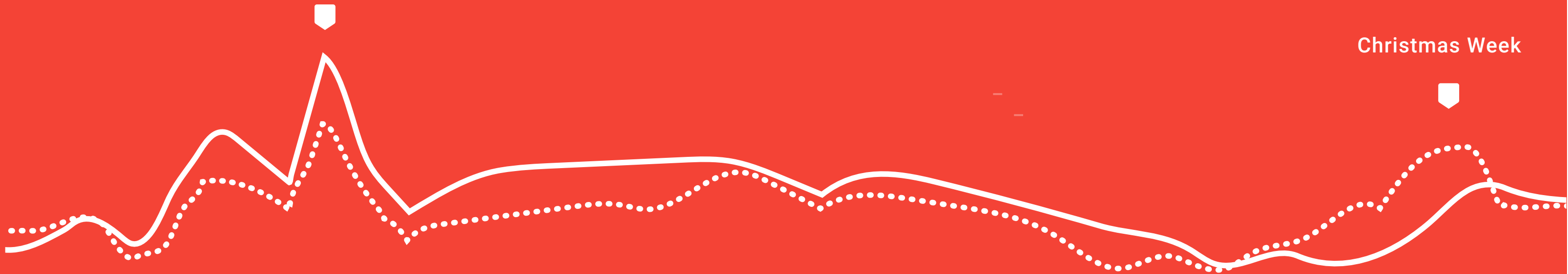
Women Purchase Early While Men Play the Waiting Game

Women drive the mobile web, searching for and buying products twice as much as men during the entire holiday season. The week of Christmas, however, men are more likely to complete their mobile purchases.⁷

○ Women ● Men

Black Friday & Cyber Monday

Christmas Week



Mobile Conversion Rates

SOURCES:

- * Google/Purchased Digital Diary: “How Consumers Solve Their Needs in the Moment,” representative sample of U.S. smartphone users = 1,000; local searchers = 634, purchases = 1,140; May 2016.
- ^{2,3} Google Data, aggregated, anonymized store traffic for clothing, electronics, and toy stores from a sample of U.S. users that have turned on location history. Stores considered open after 6:00 pm on Thanksgiving. Google Search Data, U.S., apparel, computer & electronics, and games & toys. mobile only; Nov. 2015.
- ⁴ Google Search Data, U.S., apparel, computer & electronics, and games & toys. mobile only. Nov. 2015.
- ⁵ Google Data, aggregated, anonymized store traffic for clothing, electronics, and toy stores from a sample of U.S. users that have turned on location history; store traffic after midnight attributed to Black Friday, Nov. 2015.
- ⁶ Google Search Data, U.S., apparel, home & garden, beauty & personal care, computers & electronics, gifts, games & toys, photo & video. mobile only, Nov. 2015.
- ⁷ Google Analytics, aggregated, anonymized data from U.S. accounts that are opted in to sharing benchmark data; mobile only, shopping vertical, Nov. 15, 2015 – Dec. 31, 2015.