

What Store Traffic Data Reveals About Black Friday Shopping

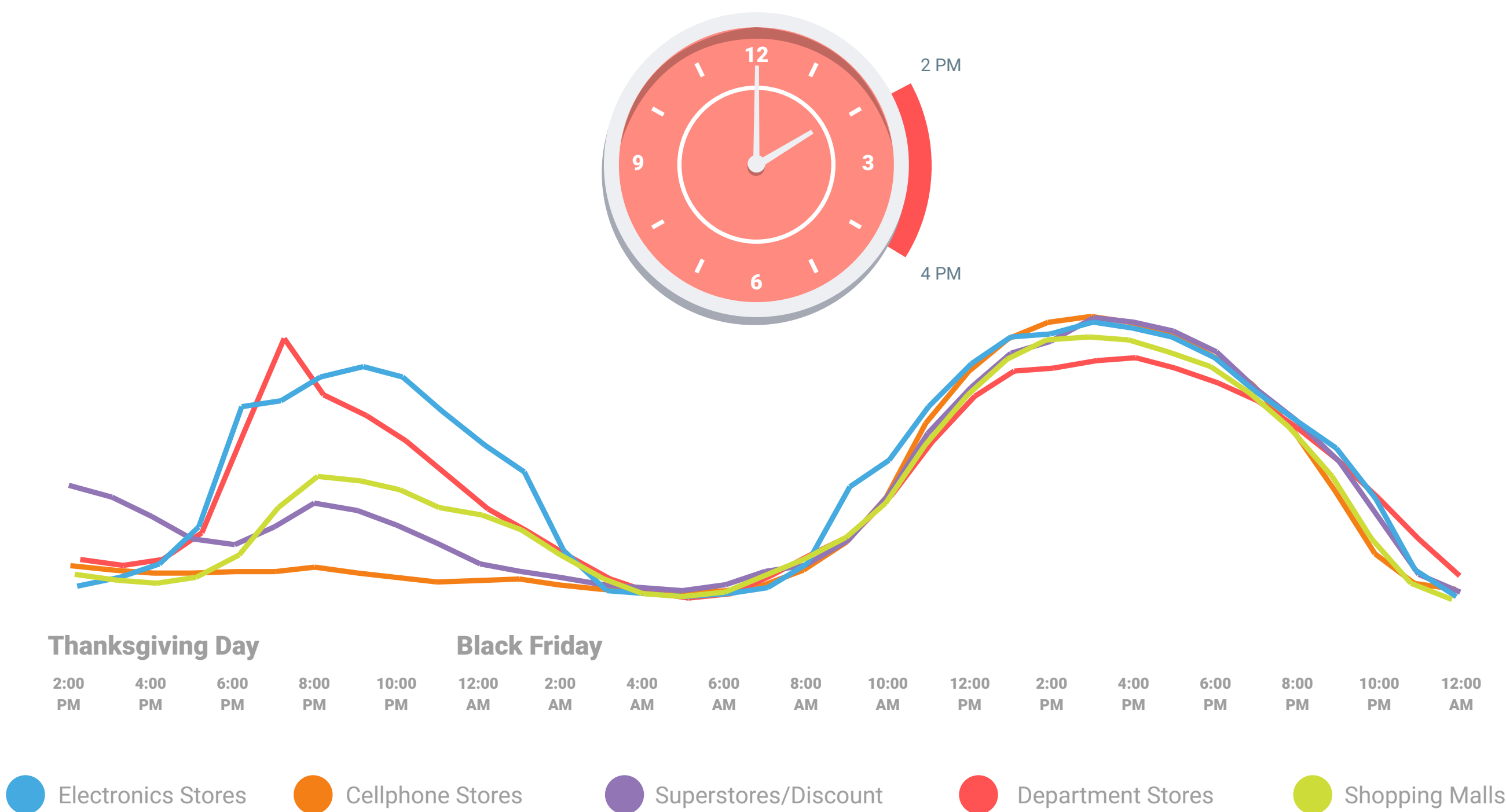
This holiday season, mobile will influence more purchases than ever. Consumers are turning to their phones in hundreds of micro-moments throughout the day, helping to inform both online and in-store purchases. In fact, this year 82% of smartphone users will consult their phone while in a store.¹ We took a look at foot traffic patterns² over the holiday season and here's what we found:



TRAFFIC TIMES

On Black Friday, store traffic is heaviest in the afternoon, not the morning

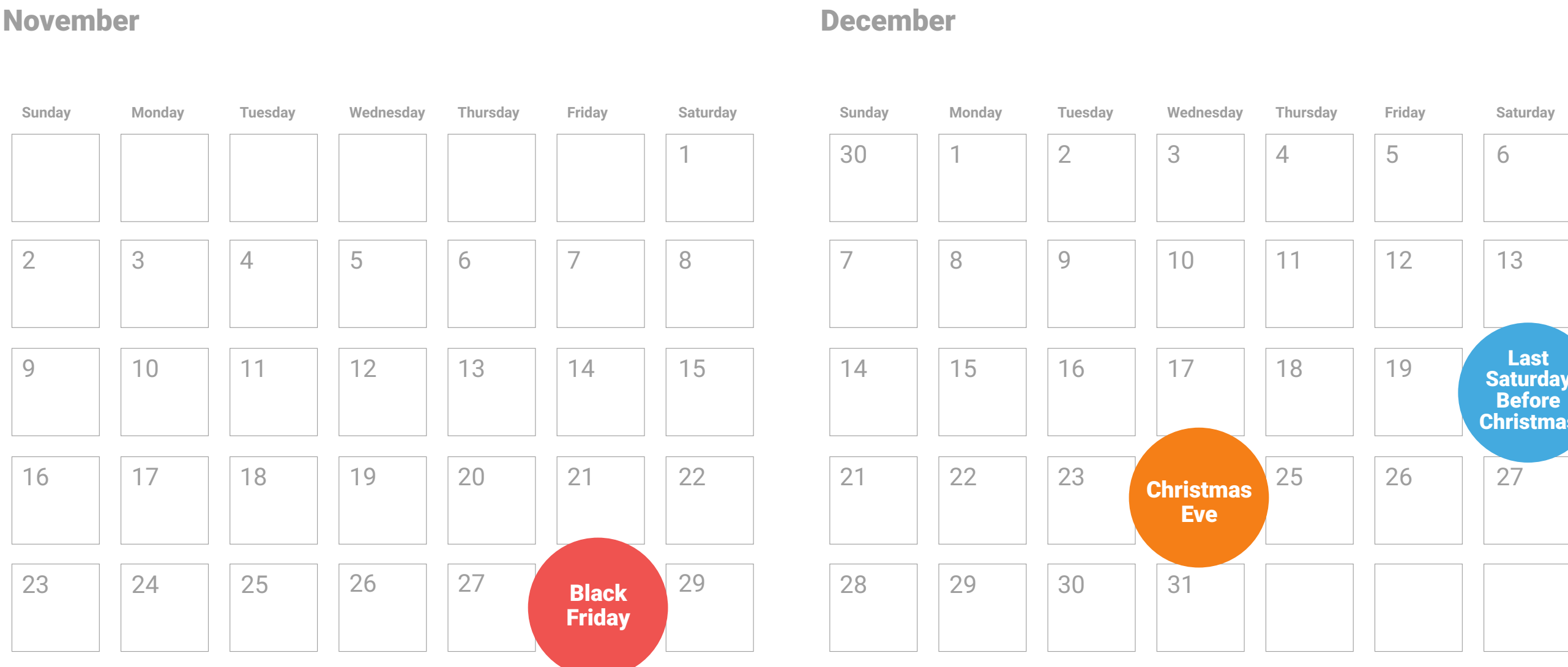
Traffic peaks on Black Friday for most stores between 2 p.m. and 4 p.m.



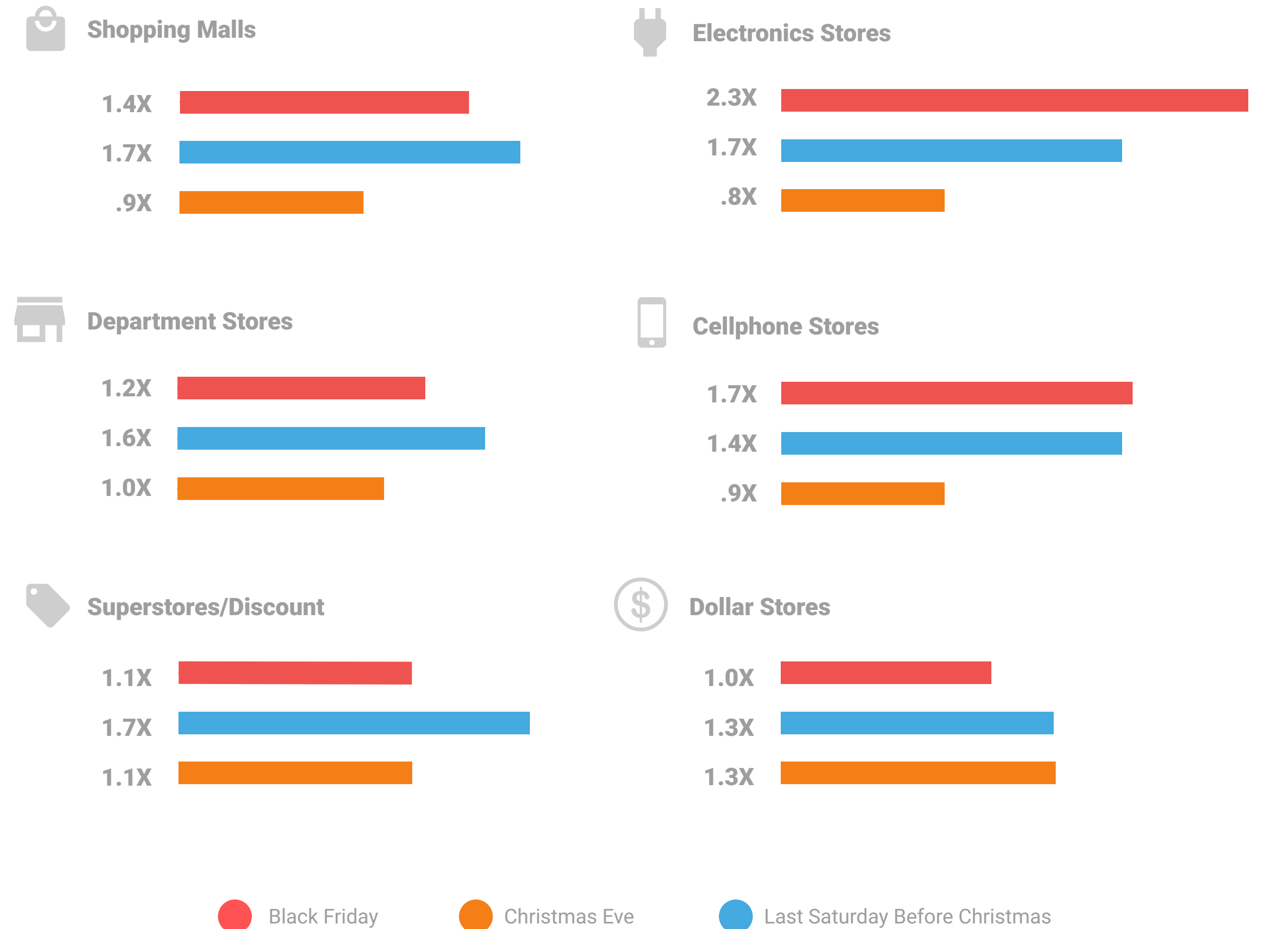
TRAFFIC DAYS

Black Friday isn't the biggest traffic day of the season for all stores

Consumer electronics and cellphone stores see peak traffic on Black Friday, but for other stores, the peak days occur closer to Christmas.



Store Foot Traffic Index vs. Other Weekends in Holiday Season



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- Google / Ipsos MediaCT, Consumers in the Micro-Moment (n = 5,389), March 2015.
- Google data, U.S., aggregated, anonymized data from a sample of U.S. users that have turned on Location History, from the period November 1, 2014–December 25, 2014.