

GROWERTALKS

Consumer Buzz

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Black Friday Traffic Up, Spending Down

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Thanksgiving Weekend saw some 154 million shoppers in 2016, according to a survey from the National Retail Federation and Prosper Insights & Analytics. That's an increase of about 3 million from Black Friday Weekend 2015. However, per-person spending decreased to \$289.19 from \$299.60 last year. More than 122 million shoppers planned to make purchases online Cyber Monday, according to NRF, an increase of about 1 million compared to last year. **GP**