Thanksgiving Weekend Shopping -- The Numbers

In 1789, George Washington designated the fourth Thursday in November as the first nationwide Thanksgiving Day. Washington proclaimed that this day be set aside to give thanks for the bounty we enjoy.

Today, Thanksgiving also means the start of the holiday shopping season and the biggest shopping weekend of the year. Many retailers depend on Black Friday and holiday shopping to end the year in the black.

According to the National Retail Federation (NRF), 141 million people shopped in stores and online over the four-day weekend last year. NRF estimates that 45 million people shopped on Thanksgiving Day and 92 million shopped on Black Friday.

How much did consumers in the United States spend in stores and online last year during the Thanksgiving weekend?

- a) $19 billion
- b) $33 billion
- c) $57 billion
- d) $74 billion

Answer: c) The NRF reports that shoppers spent $57 billion in stores and online over the 2013 Thanksgiving weekend. That's an average of slightly over $400 per shopper. And, if you think retailers are crazy to open at midnight on Black Friday, NRF reports that 37 percent of the people who shopped on Black Friday were in the stores by 12:01 AM that day.


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