

"Black Friday" infographic



What's the Problem?



BLACK FRIDAY
SPENDING

AND SOME SURVIVAL TIPS



TOTAL PREDICTED
SPEND FOR
BLACK FRIDAY:

\$59.7 Billion



PREDICTED
SPENDING FOR
CYBER MONDAY:

\$2 Billion



AVERAGE AMOUNT
SPENT PER
SHOPPER :



IN-STORE

\$438.48



MOST DO NOT PREPARE: IN 2011, 1 IN 3 CONSUMERS HAD NO SPARE CASH OR SAVINGS FOR THE HOLIDAY SEASON, ACCORDING TO NIELSEN'S CONSUMER CONFIDENCE INDEX.



ONLINE
\$166

Five Black Friday Survival Tips

1. **Make a list:** Create a budget for your gift list & stick to it.
2. **Research & Plan:** Use websites like theblackfriday.com to help plan your purchases.
3. **Don't open store credit:** Store credit cards have notoriously high interest rates.
4. **Shop online:** On average, people spend less when shopping online.
5. **Don't stress out:** Make sure you have fun while shopping for deals!

NOTE: As a class, discuss how the days following Thanksgiving are considered to be the "start of the Holiday Season", making them the biggest shopping days of the years. Students need to think of ways that stores try to attract customers during this time, and also what people need to do to make sure they spend wisely.