

Thank God It's Friday!

November 25, 2009



This weekend the Holiday Shopping season officially begins. We will be out EARLY on Black Friday to see how the consumer is feeling this holiday season and to report on some of the publicly traded retailers.

You may recall this is called Black Friday because traditionally it is when retailers become profitable for the year. Hard to believe but it takes most retailers 11 months of treading water to cash in on the holiday buying blizzard. However, this may not be the case for 2009 as consumers remain tight with their cash and retailers continue to slash prices thus minimizing profits. This is why we revert to field research this time of year: to get the up-close-and-personal understanding of the consumer's behavior.

As many of you venture out into the stores on Main Street or hit up the malls this weekend, be careful! Clip coupons and stick to your Santa list. Be on the lookout for our "2009 Holiday Shopper Report" coming out next week.

As a reminder, our office will be closed Thursday and Friday of this week. If you need to contact us, leave a message or send an email and we'll get back to you. 800.783.0344.

Have a Happy Thanksgiving and great shopping weekend!

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