

Consumer Buzz

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The End of Black Friday?

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Half of consumers didn't plan to shop on Black Friday in 2016, according to the JDA Consumer Survey, and nearly three-quarters of respondents (73%) said they prefer to shop outside the holiday season completely in favor of sales such as Amazon Prime Day. Only 8% of respondents said they planned to shop primarily in-store, while 31% said they planned to shop primarily online. **GP**