

# THE STRENGTHS OF PRINT ADS FOR **BLACK** **FRIDAY SHOPPING**



How do consumers respond to advertisements? As Black Friday approaches — arguably the biggest shopping and advertising day of the year — we looked at how consumers interact with advertisements and what that could mean for the holiday shopping season.

**55%**  
FIND PRINT ADS  
FAVORABLE



While consumers find many forms of online ads intrusive, according to Morning Consult, people still don't mind encountering print ads while they read the news.

**49%** FIND PRINT ADS  
MOST ENTERTAINING



Print ads are still some of the most appreciated, with nearly half of all Morning Consult respondents finding them the most entertaining.

**\$967.13**

ESTIMATED 2017 BLACK  
FRIDAY SPENDING,  
PER SHOPPER



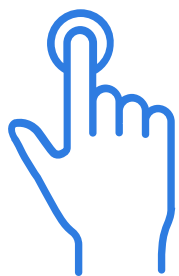
The National Retail Federation estimates that consumer spending will increase 4% over 2016 spending, and will result in \$682 billion in consumer spending on Black Friday.

**20%**  
THE AVERAGE  
DISCOUNT DURING  
THANKSGIVING WEEK



According to The Balance, retailers offer consumers an average of 20% off during Thanksgiving-week sales, with discount averages peaking at 37% on Black Friday.

**47%**  
EXTRA TIME SPENT  
WITH INTERACTIVE ADS



When it comes to digital ads, consumers spend 47% more time viewing ads that have interactive components, according to media research group Magna.



**44%**  
PERCENT OF U.S.  
CONSUMERS WHO PLAN  
TO SHOP ON BLACK  
FRIDAY THIS YEAR

That number is up from 26% who planned to shop on Black Friday in 2016, according to research by Periscope Solutions. Shoppers say they plan to shop on Black Friday in order to make the most of good sales deals.

