



Top 3 Busiest Holiday Shopping Days in December by Retailer

Source: Placed, Inc.

	Walmart	Target	Toys 'R' Us
#1	12/23/2012	Christmas Eve	12/15/2012
#2	Christmas Eve	12/15/2012	Super Saturday
#3	Super Saturday	Super Saturday	12/23/2012
	Macy's	Best Buy	Kohl's
#1	12/23/2012	Super Saturday	12/23/2012
#2	Super Saturday	12/15/2012	Super Saturday
#3	12/15/2012	12/21/2012	Day After Christmas

Super Saturday (12/22/2012), Christmas Eve (12/24/2012), Day After Christmas (12/26/2012)

December Shopping Days – Largest Gain in Relative In-Store Visits by Index*

Source: Placed, Inc.

*Index = Average daily user visits on day/average daily user visits 11/22/12 to 12/26/12

	Super Saturday (12/22)	Christmas Eve (12/24)	Day After Christmas (12/26)
#1	American Eagle Outfitters	Victoria's Secret	Sephora
#2	Express	Family Dollar	Michael's
#3	Gap	Foot Locker	Apple Store
#4	Victoria's Secret	Macy's	Ulta
#5	Burlington Coat Factory	J.C. Penney	American Eagle Outfitters