

<http://www.bizjournals.com/dallas/>

Retailers may face weak Black Friday

Dallas Business Journal

Wednesday, November 10, 2010

The majority of middle-class families will give Black Friday — the famed shopping day that occurs after Thanksgiving Day — the cold shoulder in 2010, Fort Worth-based First Command says.

In addition, more than half of these consumers will reduce spending by \$300, while two out of five expect to cut back by more than \$400 when compared to last year.

If proven true, retailers like Plano-based [J.C. Penney Co.](#), [Pier 1 Imports](#) and others could lose a significant gateway into the holiday shopping season.

First Command, a financial planning firm, released its latest findings on the consumer habits of middle-class shoppers in the First Command Financial Behaviors Index. The report concluded that only 9 percent of middle-income people will do their holiday shopping on the day after Thanksgiving.

"The relatively small core of middle-income people who intend to aggressively hit the stores on the day after Thanksgiving tend to be more financially troubled than the stay-at-home majority," said **Scott Spiker**, CEO of [First Command Financial Services](#), Inc. "They are particularly concerned about personal debt and job security and are more likely to cut back in general."

The report suggests that those who will shop on Black Friday are more likely to be worried about the economy, which may be what is fueling their need for deals.

"Even though these people are concerned about their financial situation, they still want to be able to give their kids a great holiday experience," Spiker said. "Doing all or most of their shopping on Black Friday is a way for them to take advantage of deals and discounts on the products that their children want most."

Read more: [Retailers may face weak Black Friday | Dallas Business Journal](#)