

THANKSGIVING

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company's malls this year before deciding to close, the reaction was "overwhelmingly positive," particularly with the specialty stores. The big anchors plan to stay open. Last year, the reaction was different. Most of the specialty stores wanted to be open.

"They didn't have enough data" to make the decision," he said.

Andy Mantis, executive vice president of NPD Group Checkout Tracking, says stores should open on both

Thanksgiving and Black Friday to maximize their sales. The company, which analyzes receipt data to understand consumer behavior, found that the share of buyers who shopped on both days declined, while the number who shopped only on Thanksgiving Day or on Black Friday increased.

Mantis believes specialty retailers, especially those near big stores like Macy's that are open, should think again about whether to stay closed.

"It is a heavy promotion time," Mantis said. "People are buying, and they're not always willing to go to multiple stores."



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