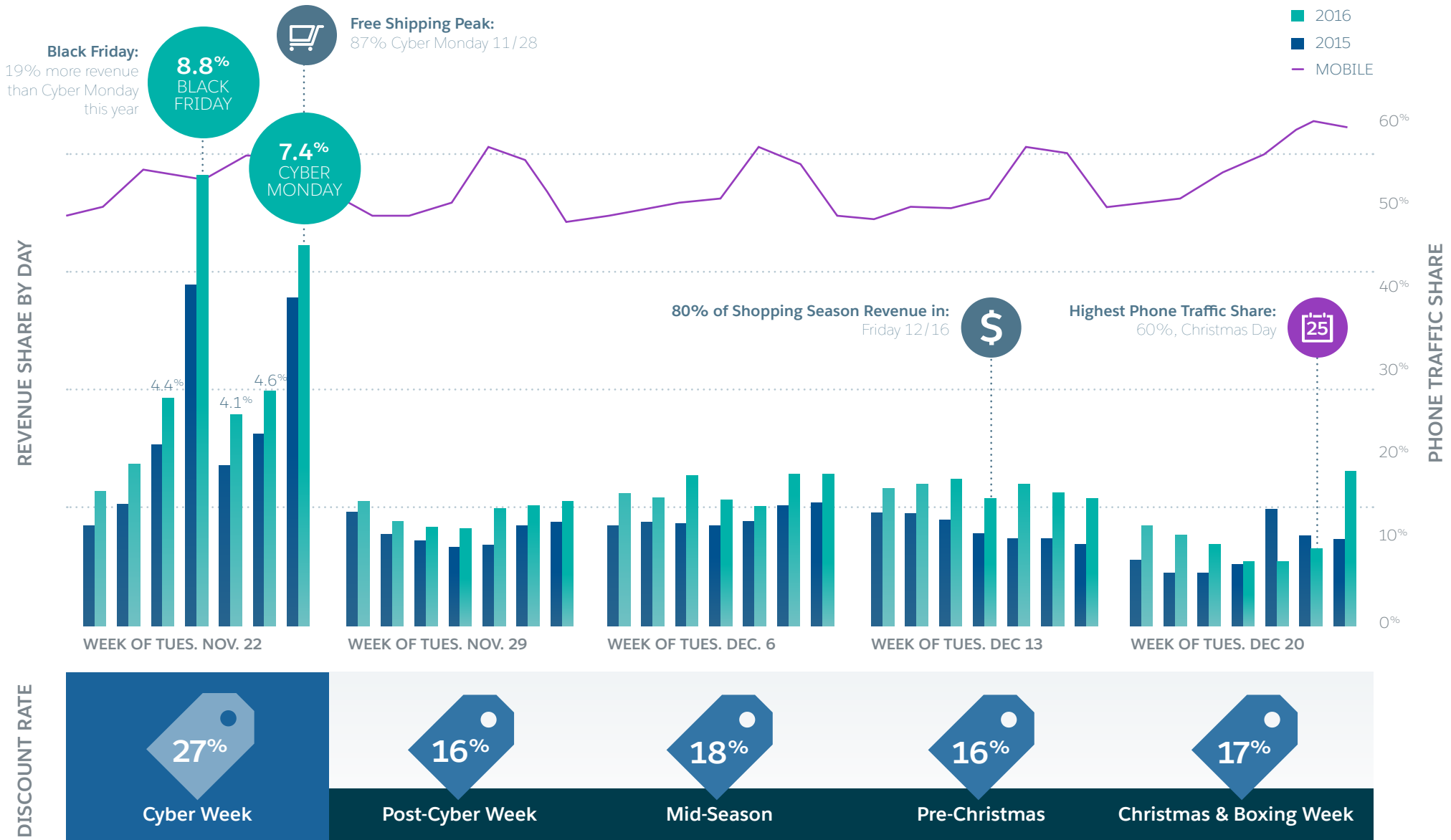


Anatomy of the 2016 Shopping Season



This season featured two additional days between the American Thanksgiving and Christmas. Thus, the last day featured above reflects a comparison of Boxing Day, December 26, 2016, with December 28, 2015.