



Retail Traffic Study by University of Wisconsin

- If shoppers are given a 7 day shopping option & have access to stores during extended hours, they will follow these general patterns:
 - Some 30% will shop from 8 A.M. to 5 P.M. Monday – Friday
 - Another 30% will shop from 5 P.M. to closing Monday – Friday
 - The remaining 40% will shop on Saturdays and Sundays