

By now, you've probably heard Americans spent
\$6.4 Billion during the 2016 election cycle.

But, over 5-days beginning on Thanksgiving, Americans spent:



It's nearly impossible to avoid talking about politics at the Thanksgiving dinner table. But the issue of spending \$6.4 Billion over a two-year election cycle is small potatoes.

Sources:

1. Data on the cost of Thanksgiving dinner retrieved from: <https://lendedu.com/blog/cost-of-thanksgiving-in-2017/>. Accessed on Nov. 28, 2017.
2. Data on online spending over Thanksgiving weekend for Nov. 23-26, 2017 retrieved from: <http://www.nasdaq.com/article/adobe-cyber-monday-records-largest-online-sales-in-its-history--quick-facts-20171128-00008>. Data for Nov. 27, 2017 retrieved from: <http://news.adobe.com/press-release/experience-cloud/adobe-data-shows-cyber-monday-largest-online-sales-day-history-659>. Data for both periods was combined to calculate the total amount spent shopping online over the five-day period. All data accessed on Nov. 28, 2017.



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