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Is anyone going to fight the crowds on Black Friday?

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Is anyone really going to fight the mall crowds on Black Friday? Yes, according to one new poll: 31% of households will be out there. The national consumer survey, commissioned by the International Council of Shopping Centers and Goldman Sachs, says that's up from 26% in 2009.

The driving force behind BF shopping is children. The survey says 43% of households with kids plan to shop on the Big Day. Thirty-seven percent of households report they plan to shop on Saturday or Sunday after Thanksgiving.

Michael Niemira, chief economist and director of research for ICSC, said the data show that Black Friday shopping is likely to be very intense this year as a way for consumers to finish their gift list. He says shoppers will also be out there looking after No. 1. The survey finds that about 74% of BF purchases will be on non-holiday items for shoppers themselves or their families rather than gift purchases.

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