Source: BIGinsight™, Shop.org Merchant Pre-Holiday Survey #2 2012
N = 40, 9/25 - 10/11/12 **Raw Data**

Will offer Thanksgiving/Black Friday online specials: **Please identify, if any, the marketing programs/plans/promotions that you plan to offer this year (2012) for Thanksgiving and Black Friday weekend (November 22 to 25, 2012)? (Check all that apply)**

Discounted shipping	9	25.0%
Free gift with purchase	4	11.1%
Free shipping at lower than usual minimum purchase level	7	19.4%
Free shipping at the standard minimum purchase level	3	8.3%
Free shipping for returns	4	11.1%
Free standard shipping on all purchases	13	36.1%
House file promotions	4	11.1%
One day sale	15	41.7%
Other discounted shipping	2	5.6%
Refer a friend promotion	1	2.8%
Special email campaign	14	38.9%
Specific deals / promotions (e.g. specific products, categories)	17	47.2%
Tiered discount promotion	4	11.1%
Other (please specify)	0	0.0%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Will offer Thanksgiving/Black Friday online specials: **Will you offer any special promotion(s) specifically for Thanksgiving Day 2012 (Thursday, November 22)?**

Yes	16	45.7%
No	19	54.3%
Total	35	100.0%

Will you offer any special promotion(s) specifically for Cyber Monday 2012 (Monday, November 26)?

Yes	34	85.0%
No	6	15.0%
Total	40	100.0%

Will offer special Cyber Monday promotions: **Which promotions do you plan to offer on Cyber Monday (November 26) 2012? (Check all that apply)**

Bounce-back between channels (e.g. Coupon in delivery box to be used at offline store)	0	0.0%
Bounce-back from one online order to the next online order	0	0.0%
Buy x get x free (e.g. buy one, get one free; buy one, get 50% off second item, etc.)	3	8.8%
Coupon -- $x off	4	11.8%
Coupon -- % off	16	47.1%
Early morning specials	1	2.9%
Early shopper discount	1	2.9%
Everyday/guaranteed low price	1	2.9%
Express shipping upgrade	0	0.0%
First-time buyer discount	0	0.0%
Free gift card with purchase	0	0.0%
Free gift with purchase	2	5.9%
Free gift wrap	1	2.9%
Free returns shipping	3	8.8%
Free shipping upgrade	0	0.0%

Free standard shipping with conditions (e.g. minimum purchase amount)	10	29.4%
Free standard shipping without conditions	15	44.1%
Invitation-only sale	4	11.8%
Limited-time promotion	9	26.5%
Loyalty or membership points	1	2.9%
Offline-online sale	3	8.8%
Online only sale	10	29.4%
Other discounted shipping	0	0.0%
Other marketing promotion	3	8.8%
Pay later/Other payment options	1	2.9%
Purchase with purchase	1	2.9%
Rebate	0	0.0%
Repeat-buyer discount	0	0.0%
Save x if you spend y	2	5.9%
Sweepstakes	2	5.9%
Other (please specify)	2	5.9%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Source: BIGinsight™ Monthly Consumer Survey, NOV-12

N = 9383, 11/1 - 11/6/12	Adults 18+	Men	Women	<$50K	$50K+
This holiday season, have you or will you use Internet access at work as an opportunity to browse or shop for gifts online?					
Yes	49.3%	53.0%	45.8%	42.6%	56.6%
No	37.4%	35.8%	38.9%	40.3%	34.1%
I do not have Internet access at work	13.3%	11.2%	15.3%	17.1%	9.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Of those who have internet access at work…

Will Shop Online at Work		56.8%
	est. # of persons	72,059,638

Source: BIGinsight™ Monthly Consumer Survey, NOV 06-12

	2006	2007	2008	2009	2010
Yes	42.8%	47.7%	49.9%	46.9%	48.0%
No	41.6%	39.9%	39.5%	40.8%	40.1%
I do not have Internet access at work	15.6%	12.5%	10.7%	12.3%	11.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
59.8%	67.8%	58.8%	49.1%	36.2%	24.5%	52.0%	45.9%	50.4%	48.9%
28.1%	23.6%	28.1%	38.1%	48.6%	57.3%	35.6%	39.9%	35.9%	38.6%
12.1%	8.6%	13.1%	12.8%	15.2%	18.2%	12.4%	14.2%	13.7%	12.5%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

2011	2012
51.9%	49.3%
37.0%	37.4%
11.1%	13.3%
100.0%	100.0%