2012 BIGinsight - Black Friday Weekend

11/23-24/12 n = 4005	Adults 18+	estimated Adults	Males	Females	<$50K	$50K+	18-34	35-54	55+	Northeast	Midwest	South	West	Black Friday Weekend Online Buyers
Have you or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?														
Yes	58.7%	139,418,958	58.5%	58.8%	53.8%	65.0%	77.4%	59.7%	40.0%	59.0%	56.1%	59.0%	61.3%	100.0%
No	41.3%	98,238,687	41.5%	41.2%	46.2%	35.0%	22.6%	40.3%	60.0%	41.0%	43.9%	41.0%	38.7%	0.0%
Total	100.0%	237,657,645	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Of those saying "Yes"...Have you or will you go Holiday shopping... (Please check all that apply)														
Thursday (Thanksgiving)	25.4%	35,419,012	26.6%	24.2%	23.6%	27.9%	36.4%	25.9%	14.6%	20.6%	28.3%	26.5%	25.3%	31.1%
Friday	63.8%	88,910,146	64.1%	63.4%	62.0%	68.5%	72.1%	64.1%	55.7%	63.9%	67.5%	62.5%	59.9%	70.1%
Saturday	58.3%	81,303,632	58.5%	58.1%	56.2%	63.3%	56.7%	61.0%	56.8%	62.4%	56.0%	57.9%	58.1%	69.2%
Sunday (planned)	30.0%	41,809,697	30.8%	29.2%	30.6%	31.3%	28.8%	31.0%	29.9%	33.9%	27.1%	27.6%	33.2%	40.0%
Estimated # of Shoppers Thursday thru Sunday ***(includes multiple shopping trips)***	177.5%	247,442,487												
Percent of all US Adults 18+														
Thursday (Thanksgiving)	14.9%	35,419,012												
Friday	37.4%	88,910,146												
Saturday	34.2%	81,303,632												
Sunday (planned)	17.6%	41,809,697												
What types of gifts did you buy? (Check all that apply)														
Clothing or clothing accessories	57.7%		52.3%	62.7%	54.2%	63.5%	68.2%	57.8%	47.6%	61.5%	54.5%	57.8%	56.0%	69.3%
Toys	34.6%		32.0%	37.0%	30.7%	40.2%	43.0%	37.8%	23.0%	34.6%	34.6%	34.1%	34.7%	44.6%
Books CDs DVDs videos or video games	39.8%		42.3%	37.5%	38.0%	43.8%	49.4%	41.4%	29.1%	39.4%	39.5%	38.9%	41.5%	53.9%
Consumer electronics or computer-related accessories	37.7%		46.4%	29.5%	34.9%	42.5%	46.8%	42.5%	23.8%	36.9%	37.1%	37.2%	39.6%	52.6%
Sporting goods or leisure items	13.9%		18.0%	10.2%	11.1%	16.7%	19.4%	15.3%	7.2%	14.5%	12.7%	14.6%	12.6%	20.3%
Home décor or home-related furnishings	20.6%		17.2%	23.8%	19.7%	22.7%	23.2%	22.5%	16.1%	20.0%	21.9%	20.8%	19.8%	28.7%
Jewelry or precious metal accessories	15.2%		14.7%	15.8%	13.5%	17.7%	21.2%	15.8%	9.0%	14.9%	14.1%	16.4%	15.1%	23.8%
Gift cards / gift certificates	32.6%		34.1%	31.1%	29.8%	37.1%	33.0%	33.6%	30.9%	34.8%	30.2%	32.2%	34.2%	45.4%
Personal care or beauty items	22.7%		15.0%	29.9%	22.3%	24.3%	28.1%	24.0%	16.2%	22.9%	21.5%	24.9%	20.2%	33.2%
Food/Candy	25.3%		24.0%	26.5%	25.1%	27.3%	28.4%	24.9%	22.8%	24.4%	24.4%	22.6%	31.1%	36.0%
Flowers/Plants	5.8%		6.6%	5.1%	4.5%	7.2%	6.7%	7.1%	3.6%	6.5%	4.4%	5.3%	7.2%	10.5%
Other:	5.9%		5.7%	6.1%	6.5%	5.7%	2.9%	5.0%	9.9%	4.2%	7.6%	5.7%	6.4%	4.3%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.														
Where did you do your holiday shopping? (Check all that apply)														
Discount store	39.4%	54,877,670	38.1%	40.6%	44.2%	39.0%	36.7%	43.5%	37.2%	32.3%	42.6%	43.7%	35.1%	44.1%
Department store	53.5%	74,568,767	53.5%	53.5%	50.9%	59.4%	58.9%	54.8%	47.0%	54.5%	52.2%	53.6%	54.5%	59.2%
Clothing or Accessories store	29.0%	40,496,515	28.9%	29.1%	24.4%	35.2%	44.8%	27.2%	16.5%	31.4%	26.0%	29.3%	29.2%	42.1%
Electronics store	33.0%	45,956,409	43.7%	22.8%	28.6%	39.1%	46.9%	33.9%	18.8%	34.5%	30.0%	32.3%	36.4%	46.4%
Other Specialty store	12.7%	17,709,802	13.1%	12.3%	10.4%	15.3%	13.8%	11.4%	13.1%	13.0%	12.2%	11.8%	13.5%	14.8%
Crafts or fabrics store	7.9%	11,058,690	6.3%	9.5%	6.7%	9.5%	10.4%	8.1%	5.5%	9.3%	7.5%	6.3%	10.1%	12.1%
Drug store	12.7%	17,728,217	10.8%	14.5%	11.8%	14.1%	10.8%	14.9%	12.0%	12.7%	13.6%	11.8%	12.2%	16.5%
Grocery store/supermarket	21.7%	30,229,227	21.7%	21.7%	22.5%	22.7%	21.9%	21.6%	21.6%	17.8%	24.0%	20.0%	26.4%	28.2%
Online	43.8%	61,109,228	43.7%	43.9%	41.0%	49.2%	48.6%	44.1%	39.1%	44.6%	40.6%	44.8%	44.9%	100.0%
Catalog	6.6%	9,264,049	8.6%	4.8%	6.3%	7.5%	7.9%	7.3%	4.8%	8.4%	5.1%	5.7%	7.0%	12.5%
Thrift Stores/Resale Shops	5.8%	8,155,959	6.7%	5.1%	7.5%	5.2%	8.1%	5.2%	4.4%	7.0%	4.0%	6.0%	6.3%	8.9%
Outlet stores	5.9%	8,250,770	7.1%	4.8%	6.6%	5.9%	9.1%	5.6%	3.3%	6.4%	3.2%	6.6%	7.3%	9.7%
Other:	5.4%	7,474,846	4.6%	6.1%	5.2%	5.9%	1.2%	4.9%	9.8%	5.7%	6.7%	3.8%	6.3%	2.3%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.														
How much did you spend on holiday shopping?														
Average Amount Spent this Weekend	**$423.55**		**$485.20**	**$365.42**	**$304.18**	**$513.19**	**$469.54**	**$469.40**	**$329.14**	**$446.86**	**$399.39**	**$405.40**	**$450.50**	**$542.22**
in billions	$ 59.1													
How much of what you spent was online?														
Average Amount Spent this Weekend	**$172.42**		**$201.12**	**$145.36**	**$123.17**	**$209.39**	**$193.10**	**$195.23**	**$127.50**	**$197.87**	**$131.19**	**$176.91**	**$181.20**	**$260.68**
Percent Online	**40.7%**		**41.5%**	**39.8%**	**40.5%**	**40.8%**	**41.1%**	**41.6%**	**38.7%**	**44.3%**	**32.8%**	**43.6%**	**40.2%**	**48.1%**

© Prosper, 2012

2012 BIGinsight - Black Friday Weekend

11/23-24/12 n = 4005	Adults 18+	estimated Adults	Males	Females	<$50K	$50K+	18-34	35-54	55+	Northeast	Midwest	South	West	Black Friday Weekend Online Buyers
What time will you/did you get to the store on the Friday after Thanksgiving?														
8pm (Thanksgiving Day)	10.1%		9.6%	10.7%	11.1%	9.3%	11.9%	10.9%	6.7%	6.4%	12.9%	11.2%	9.2%	10.1%
9pm (Thanksgiving Day)	3.3%		3.3%	3.2%	3.1%	3.1%	4.5%	3.0%	2.1%	1.9%	2.2%	4.8%	3.1%	2.7%
10pm (Thanksgiving Day)	4.2%		4.0%	4.5%	4.1%	4.0%	6.5%	3.0%	3.1%	5.4%	3.3%	4.7%	3.5%	5.0%
11pm (Thanksgiving Day)	3.1%		3.9%	2.3%	3.1%	3.3%	4.4%	2.9%	1.7%	2.6%	2.8%	3.7%	3.0%	3.4%
Midnight	7.3%		8.8%	5.8%	7.5%	7.2%	12.6%	6.0%	2.2%	9.8%	6.3%	4.8%	9.8%	10.5%
1am	1.4%		1.7%	1.1%	1.6%	1.3%	2.3%	1.6%	0.0%	0.8%	1.4%	2.0%	1.1%	1.6%
2am	1.1%		1.3%	1.0%	1.7%	0.9%	1.4%	1.5%	0.3%	1.9%	1.0%	1.0%	1.0%	1.2%
3am	1.9%		2.2%	1.5%	1.2%	2.4%	2.8%	1.1%	1.7%	3.0%	1.6%	1.4%	1.8%	2.2%
4am	2.2%		2.3%	2.0%	2.4%	2.2%	2.8%	2.5%	0.9%	1.7%	2.6%	2.1%	2.0%	1.8%
5am	5.0%		5.9%	4.2%	2.9%	6.6%	6.1%	5.7%	2.8%	3.8%	5.6%	4.5%	6.4%	6.2%
6am	5.8%		6.1%	5.6%	5.4%	6.2%	5.5%	6.8%	4.9%	5.9%	6.3%	4.8%	6.5%	5.7%
7am	5.4%		5.7%	5.1%	4.7%	5.9%	4.9%	5.9%	5.3%	6.6%	4.7%	5.5%	4.8%	5.9%
8am	5.9%		5.8%	6.1%	6.1%	5.8%	6.0%	5.9%	5.9%	7.1%	5.2%	5.4%	6.6%	5.1%
9am	6.9%		6.5%	7.2%	5.9%	7.8%	4.2%	7.8%	9.1%	6.3%	8.2%	6.9%	5.7%	7.6%
10am or later	36.3%		33.0%	39.6%	39.4%	34.1%	24.2%	35.3%	53.4%	36.7%	35.8%	37.2%	35.5%	31.0%
Total	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Have you or will you take advantage of retailers online and in-store promotions to buy non-gift items on Thursday, Friday, Saturday or Sunday?														
Yes	79.6%		79.4%	79.8%	77.6%	81.0%	86.0%	80.9%	72.1%	81.9%	76.9%	79.3%	80.4%	90.6%
No	20.4%		20.6%	20.2%	22.4%	19.0%	14.0%	19.1%	27.9%	18.1%	23.1%	20.7%	19.6%	9.4%
Total	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Did you shop online on either of the following days? (Check all that apply)														
Thursday November 22 (Thanksgiving Day)	27.0%		28.3%	25.7%	26.7%	29.5%	34.6%	29.5%	16.9%	24.8%	27.2%	27.6%	28.1%	42.4%
Friday November 23 (Black Friday)	47.5%		51.4%	43.8%	44.5%	53.3%	58.3%	49.6%	35.1%	50.1%	43.6%	46.0%	51.5%	68.8%
Did not shop online on Thanksgiving or Black Friday	37.1%		33.0%	41.0%	43.4%	34.6%	24.1%	32.9%	54.1%	35.3%	42.7%	36.6%	34.1%	16.7%

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

Where did you look for information on Black Friday Weekend sales, discounts, and promotions this year? (Check all that apply)													
Advertising Circulars	49.8%	46.6%	52.8%	48.9%	54.9%	38.9%	50.3%	59.4%	48.6%	53.6%	48.9%	49.1%	47.9%
Blogs	7.4%	8.3%	6.6%	5.9%	9.4%	15.1%	6.2%	1.6%	9.1%	5.3%	6.1%	10.5%	13.1%
Coupon Websites (i.e. RetailMeNot.com, FatWallet.com, etc.)	16.5%	15.4%	17.6%	16.0%	18.6%	22.5%	17.0%	10.4%	19.5%	13.6%	16.3%	18.1%	27.2%
Direct Mail	15.3%	15.7%	14.8%	15.8%	16.2%	17.0%	13.6%	15.4%	15.0%	16.2%	14.6%	16.0%	19.2%
Emails from Retailers	35.5%	33.4%	37.6%	33.7%	39.8%	31.6%	36.5%	38.2%	35.1%	38.2%	35.7%	32.2%	47.7%
Facebook	16.3%	16.5%	16.1%	15.3%	18.7%	30.7%	14.2%	5.1%	17.6%	14.3%	15.4%	17.9%	27.1%
Friends/Family	21.0%	20.6%	21.4%	20.7%	23.7%	29.6%	20.2%	13.9%	20.1%	19.8%	22.3%	21.5%	29.7%
Group Buying Websites (i.e. Groupon, LivingSocial, etc.)	7.1%	8.5%	5.8%	5.3%	9.1%	10.0%	6.8%	4.7%	6.1%	5.5%	6.4%	11.0%	12.1%
Online Search	30.3%	31.8%	28.9%	30.6%	33.1%	35.3%	31.3%	24.5%	27.7%	28.5%	32.0%	33.0%	46.2%
Pinterest	2.0%	2.8%	1.2%	1.3%	2.7%	3.7%	1.7%	0.7%	2.4%	1.9%	0.7%	3.4%	3.9%
Radio Advertising	5.1%	6.4%	3.8%	4.5%	6.1%	9.5%	4.4%	1.8%	5.1%	4.7%	4.2%	6.3%	8.3%
Retailers Websites	22.7%	22.8%	22.6%	23.3%	24.3%	23.4%	24.9%	19.5%	20.2%	22.9%	25.0%	21.6%	33.9%
Retailer Apps	3.8%	5.4%	2.3%	2.6%	5.0%	6.3%	3.8%	1.4%	4.0%	3.4%	3.3%	4.8%	7.3%
TV Advertising	22.7%	25.6%	19.9%	23.6%	24.0%	25.7%	24.7%	17.6%	22.4%	21.1%	23.3%	23.0%	28.7%
Twitter	3.7%	5.1%	2.4%	3.2%	4.5%	8.8%	2.0%	0.8%	5.2%	2.2%	2.4%	5.7%	8.0%
Within the retail store	12.0%	13.1%	11.1%	13.7%	11.5%	10.6%	11.6%	13.8%	13.0%	12.3%	11.9%	10.1%	12.3%
Other (please specify):	3.7%	3.2%	4.2%	4.3%	3.7%	1.4%	2.9%	6.8%	3.4%	3.4%	3.7%	3.8%	2.9%

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

2012 BIGinsight - Black Friday Weekend

11/23-24/12 n = 4005	Adults 18+	estimated Adults	Males	Females	<$50K	$50K+	18-34	35-54	55+	Northeast	Midwest	South	West	Black Friday Weekend Online Buyers
About what percent of your total holiday shopping have you completed thus far? (Check only one)														
10% or less	35.0%		35.5%	34.5%	37.8%	31.6%	24.8%	36.4%	42.9%	32.5%	37.8%	35.3%	34.0%	13.5%
25%	16.2%		15.4%	17.0%	15.2%	17.3%	18.0%	16.9%	13.9%	18.8%	16.1%	16.2%	13.8%	21.7%
50%	20.1%		20.5%	19.6%	18.8%	21.9%	26.1%	20.5%	13.9%	19.7%	19.5%	19.8%	21.5%	30.3%
75%	19.2%		17.4%	20.9%	17.9%	20.8%	22.9%	18.0%	17.0%	20.1%	17.6%	19.3%	19.7%	27.9%
100%	9.5%		11.1%	8.0%	10.3%	8.5%	8.2%	8.1%	12.3%	9.0%	8.9%	9.4%	10.9%	6.6%
Total	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	**41.5%**		**41.9%**	**41.2%**	**40.7%**	**42.5%**	**45.4%**	**39.8%**	**39.8%**	**41.9%**	**39.7%**	**41.4%**	**43.3%**	**49.5%**
Do you own either of the following devices? (Check all that apply)														
Smartphone (e.g. iPhone, Android, BlackBerry etc.)	47.6%		51.8%	43.7%	37.9%	57.9%	69.2%	50.7%	24.1%	45.5%	41.4%	50.7%	52.8%	63.8%
Tablet (e.g. iPad, Surface, Kindle Fire, etc.)	25.6%		26.4%	24.9%	18.3%	33.3%	30.7%	29.5%	16.6%	24.5%	22.6%	27.7%	26.9%	38.8%
I do not own either of these types of devices	43.8%		40.6%	46.8%	54.1%	33.3%	23.6%	39.8%	67.1%	45.4%	50.1%	41.3%	38.5%	26.7%

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

How will you/did you use your Smartphone to make holiday purchase decisions this Thursday, Friday, Saturday or Sunday? (Check all that														
Plan to Research Products/Compare Prices	26.6%		29.3%	24.1%	22.5%	31.1%	42.6%	25.8%	12.6%	28.6%	23.9%	27.0%	27.3%	45.8%
Plan to Purchase Products	14.7%		18.7%	11.0%	10.5%	18.7%	26.1%	13.9%	5.0%	15.8%	14.1%	13.1%	17.4%	28.9%
Plan to Redeem Coupons	15.2%		14.5%	15.8%	12.6%	17.7%	26.2%	15.0%	5.2%	17.8%	12.8%	15.7%	14.9%	29.2%
Plan to look up Retailer Information (location, store hours, directions, etc.)	17.7%		18.6%	16.7%	15.3%	20.3%	28.4%	16.3%	9.2%	16.4%	17.5%	19.1%	17.4%	34.0%
Plan to use Apps to Research or Purchase Products	10.8%		13.3%	8.5%	7.1%	13.7%	17.3%	9.6%	6.1%	11.8%	10.5%	11.3%	9.6%	23.0%
Plan to use Apps to Compare Prices	12.2%		14.5%	10.1%	8.7%	15.3%	17.1%	11.8%	8.2%	12.7%	12.1%	11.7%	12.8%	22.8%
Do not plan to Research or Make a Purchase with my Smartphone	53.6%		50.6%	56.3%	62.2%	51.4%	29.3%	53.6%	76.2%	53.1%	59.4%	52.2%	49.8%	30.3%

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

How will you/did you use your Tablet to make holiday purchase decisions this Thursday, Friday, Saturday or Sunday? (Check all that apply)														
Plan to Research Products/Compare Prices	31.8%		36.2%	27.7%	24.0%	37.2%	44.1%	33.5%	18.5%	31.2%	27.9%	32.9%	33.5%	45.6%
Plan to Purchase Products	24.4%		27.7%	21.3%	20.7%	28.1%	38.4%	22.3%	13.7%	27.1%	23.5%	21.0%	27.3%	36.9%
Plan to Redeem Coupons	15.6%		17.7%	13.6%	14.6%	16.7%	25.1%	17.8%	4.2%	16.8%	13.6%	15.7%	15.2%	25.0%
Plan to look up Retailer Information (location, store hours, directions, etc.)	19.2%		21.4%	17.2%	15.5%	22.1%	27.9%	19.8%	10.5%	21.6%	18.9%	17.1%	21.4%	28.5%
Plan to use Apps to Research or Purchase Products	12.5%		14.3%	10.9%	9.2%	14.9%	20.1%	11.0%	7.1%	14.1%	15.6%	9.5%	13.9%	19.5%
Plan to use Apps to Compare Prices	10.9%		12.6%	9.4%	9.2%	12.8%	14.7%	11.4%	6.9%	11.7%	12.9%	8.6%	13.0%	18.1%
Do not plan to Research or Make a Purchase with my Tablet	46.0%		41.6%	50.0%	54.9%	43.4%	24.6%	42.5%	69.8%	45.3%	53.2%	46.2%	42.3%	32.6%

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

2012 BIGinsight - Black Friday Weekend

11/23-24/12 n = 4005	Adults 18+	estimated Adults	Males	Females	<$50K	$50K+	18-34	35-54	55+	Northeast	Midwest	South	West	Black Friday Weekend Online Buyers
Will you shop ONLINE on the Monday after Thanksgiving? (Also known as 'Cyber Monday')														
Yes	54.4%	129,207,162	53.9%	54.8%	49.0%	61.1%	67.7%	55.9%	40.1%	58.2%	49.9%	54.4%	55.4%	86.9%
No	45.6%	108,450,483	46.1%	45.2%	51.0%	38.9%	32.3%	44.1%	59.9%	41.8%	50.1%	45.6%	44.6%	13.1%
Total	100.0%	237,657,645	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
What will you use to shop on Cyber Monday? (Check all that apply)														
Computer at home	88.0%	113,691,057	86.4%	89.5%	92.7%	90.8%	84.5%	86.4%	93.0%	87.1%	91.4%	86.4%	88.3%	91.3%
Computer at work	12.4%	15,979,456	15.1%	9.8%	7.0%	16.9%	16.3%	16.7%	3.9%	12.7%	10.0%	13.4%	12.5%	15.3%
A mobile device (e.g. iPhone, BlackBerry, Android, iPad ,TouchPad, etc.)	15.8%	20,372,586	19.0%	12.7%	12.6%	19.6%	28.8%	13.8%	5.8%	14.7%	13.9%	17.0%	17.1%	25.1%
Other: (e.g. Computer at Library, Coffee Shop, Friend's house, etc.)	0.8%	994,422	0.6%	0.9%	1.4%	0.3%	0.6%	0.4%	1.3%	0.7%	1.0%	1.1%	0.2%	0.4%

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

What time(s) will you shop on Cyber Monday? (Check all that apply)														
Early morning	44.4%		45.5%	43.4%	43.7%	48.9%	47.4%	47.9%	37.7%	41.7%	45.4%	44.1%	46.9%	53.1%
Late morning	36.8%		36.5%	37.1%	40.9%	36.6%	37.5%	35.1%	38.0%	37.2%	35.4%	36.8%	38.4%	41.2%
Over my lunch hour	17.1%		19.4%	14.9%	15.0%	19.9%	25.1%	19.9%	6.4%	19.1%	14.2%	17.9%	16.2%	22.6%
Early afternoon	32.0%		32.0%	32.0%	36.6%	31.0%	35.2%	29.4%	32.0%	33.8%	33.1%	29.7%	31.6%	37.4%
Late afternoon	26.7%		27.2%	26.3%	29.2%	27.2%	30.2%	27.0%	23.2%	29.2%	24.7%	25.1%	27.7%	33.3%
Early evening	29.2%		29.6%	28.9%	30.5%	30.6%	27.3%	32.4%	27.6%	30.2%	34.1%	27.4%	25.1%	35.2%
Late evening	18.5%		18.4%	18.6%	20.7%	17.9%	21.7%	20.6%	13.1%	18.2%	20.6%	18.7%	15.6%	24.4%
Other:	1.5%		1.4%	1.6%	2.2%	1.0%	0.4%	1.5%	2.5%	1.1%	2.0%	1.5%	1.8%	1.1%

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

2012 BIGinsight - Black Friday Weekend

11/23-24/12 n = 4005	2012	Adults 18+	2011	Adults 18+	% CHG
	4005	237,657,645	3826	234,564,071	1.3%
Have you or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?					
Yes	58.7%	139,418,958	56.0%	131,373,087	6.1%
No	41.3%	98,238,687	44.0%	103,190,984	-4.8%
Total	100.0%	237,657,645	100.0%	234,564,071	1.3%
Of those saying "Yes"...Have you or will you go Holiday shopping... (Please check all that apply)					
Thursday (Thanksgiving)	25.4%	35,419,012	21.9%	28,747,800	23.2%
Friday	63.8%	88,910,146	65.7%	86,261,438	3.1%
Saturday	58.3%	81,303,632	57.3%	75,215,128	8.1%
Sunday (planned)	30.0%	41,809,697	27.8%	36,577,516	14.3%
Estimated # of Shoppers Thursday thru Sunday ***(includes multiple shopping trips)***	177.5%	247,442,487	172.6%	226,801,882	9.1%
Percent of all US Adults 18+					
Thursday (Thanksgiving)	14.9%	35,419,012	12.3%	28,747,800	23.2%
Friday	37.4%	88,910,146	36.8%	86,261,438	3.1%
Saturday	34.2%	81,303,632	32.1%	75,215,128	8.1%
Sunday (planned)	17.6%	41,809,697	15.6%	36,577,516	14.3%
What types of gifts did you buy? (Check all that apply)					
Clothing or clothing accessories	57.7%		51.4%		
Toys	34.6%		32.6%		
Books, CDs, DVDs, videos or video games	39.8%		37.0%		
Consumer electronics or computer-related accessories	37.7%		39.4%		
Sporting goods or leisure items	13.9%		12.1%		
Home décor or home-related furnishings	20.6%		21.3%		
Jewelry or precious metal accessories	15.2%		13.8%		
Gift cards / gift certificates	32.6%		23.1%		
Personal care or beauty items	22.7%		22.9%		
Food/Candy	25.3%		24.6%		
Flowers/Plants	5.8%		4.6%		
Other:	5.9%		8.3%		

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

2012 BIGinsight - Black Friday Weekend

11/23-24/12 n = 4005	2012	Adults 18+	2011	Adults 18+	% CHG
	4005	237,657,645	3826	234,564,071	1.3%
Where did you do your holiday shopping? (Check all that apply)					% CHG
Discount store	39.4%	54,877,670	37.5%	49,253,344	11.4%
Department store	53.5%	74,568,767	48.7%	64,004,653	16.5%
Clothing or Accessories store	29.0%	40,496,515	24.6%	32,339,971	25.2%
Electronics store	33.0%	45,956,409	30.8%	40,430,620	13.7%
Other Specialty store	12.7%	17,709,802	15.1%	19,800,139	-10.6%
Crafts or fabrics store	7.9%	11,058,690	7.9%	10,337,648	7.0%
Drug store	12.7%	17,728,217	14.0%	18,439,294	-3.9%
Grocery store/supermarket	21.7%	30,229,227	23.8%	31,226,905	-3.2%
Online	43.8%	61,109,228	35.2%	46,195,225	32.3%
Catalog	6.6%	9,264,049	4.9%	6,502,611	42.5%
Thrift Stores/Resale Shops	5.8%	8,155,959	5.9%	7,813,034	4.4%
Outlet stores	5.9%	8,250,770	6.5%	8,483,975	-2.7%
Other:	5.4%	7,474,846	8.4%	11,059,150	-32.4%

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

How much did you spend on holiday shopping?			
Average Amount Spent this Weekend	**$423.55**	**$398.62**	6.3%
in billions	$ 59.1	$ 52.4	12.8%
How much of what you spent was online?			
Average Amount Spent this Weekend	**$172.42**	**$150.53**	14.5%
Percent Online	**40.7%**	**37.8%**	7.8%

2012 BIGinsight - Black Friday Weekend

11/23-24/12 n = 4005	2012	Adults 18+	2011	Adults 18+	% CHG
	4005	237,657,645	3826	234,564,071	1.3%
What time will you/did you get to the store on the Friday after Thanksgiving?		**Cumulative %**		**Cumulative %**	
8pm (Thanksgiving Day)	10.1%	10.1%			
9pm (Thanksgiving Day)	3.3%	13.4%			
10pm (Thanksgiving Day)	4.2%	17.6%			
11pm (Thanksgiving Day)	3.1%	20.7%			
Before Midnight (on Thanksgiving Day)	NA	20.7%	13.0%	13.0%	
Midnight	7.3%	28.0%	11.3%	24.4%	
1am	1.4%	29.5%	1.7%	26.0%	
2am	1.1%	30.6%	1.9%	28.0%	
3am	1.9%	32.5%	2.1%	30.1%	
4am	2.2%	34.7%	4.0%	34.1%	
5am	5.0%	39.7%	4.8%	38.9%	
6am	5.8%	45.5%	5.5%	44.4%	
7am	5.4%	50.9%	4.7%	49.1%	
8am	5.9%	56.8%	5.4%	54.5%	
9am	6.9%	63.7%	6.6%	61.0%	
10am or later	36.3%	100.0%	39.0%	100.0%	
Total	100.0%		100.0%		
About what percent of your total holiday shopping have you completed thus far? (Check only one)					
10% or less	35.0%		39.1%		
25%	16.2%		16.5%		
50%	20.1%		18.1%		
75%	19.2%		18.4%		
100%	9.5%		7.9%		
Total	100.0%		100.0%		
Average	**41.5%**		**38.8%**		
Do you own either of the following devices?					
Smartphone (e.g. iPhone, Android, BlackBerry etc.)	47.6%		40.8%		
Tablet (e.g. iPad, Surface, Kindle Fire, etc.)	25.6%		13.8%		
I do not own either of these types of devices	43.8%		54.6%		

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

2012 BIGinsight - Black Friday Weekend

11/23-24/12 n = 4005	2012	Adults 18+	2011	Adults 18+	% CHG
	4005	237,657,645	3826	234,564,071	1.3%

How will you/did you use your Smartphone to make holiday purchase decisions this Thursday, Friday, Saturday or Sunday? (Check all that apply)

Plan to Research Products/Compare Prices	26.6%	31.8%
Plan to Purchase Products	14.7%	13.7%
Plan to Redeem Coupons	15.2%	13.5%
Plan to look up Retailer Information (location, store hours, directions, etc.)	17.7%	24.3%
Plan to use Apps to Research or Purchase Products	10.8%	14.4%
Plan to use Apps to Compare Prices	12.2%	NA
Do not plan to Research or Make a Purchase with my Smartphone	53.6%	52.6%

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

How will you/did you use your Tablet to make holiday purchase decisions this Thursday, Friday, Saturday or Sunday? (Check all that apply)

Plan to Research Products/Compare Prices	31.8%	37.4%
Plan to Purchase Products	24.4%	25.7%
Plan to Redeem Coupons	15.6%	18.5%
Plan to look up Retailer Information (location, store hours, directions, etc.)	19.2%	25.2%
Plan to use Apps to Research or Purchase Products	12.5%	18.1%
Plan to use Apps to Compare Prices	10.9%	NA
Do not plan to Research or Make a Purchase with my Tablet	46.0%	42.9%

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

2012 BIGinsight - Black Friday Weekend

11/23-24/12 n = 4005	2012	Adults 18+	2011	Adults 18+	% CHG
	4005	237,657,645	3826	234,564,071	1.3%
Will you shop ONLINE on the Monday after Thanksgiving? (Also known as `Cyber Monday`)					% CHG
Yes	54.4%	129,207,162	52.4%	122,898,975	5.1%
No	45.6%	108,450,483	47.6%	111,665,096	-2.9%
Total	100.0%	237,657,645	100.0%	234,564,071	1.3%
What will you use to shop on Cyber Monday? (Check all that apply)					
Computer at home	88.0%	113,691,057	87.4%	107,416,395	5.8%
Computer at work	12.4%	15,979,456	15.9%	19,558,177	-18.3%
A mobile device (e.g. iPhone, BlackBerry, Android, iPad, TouchPad, etc.)	15.8%	20,372,586	14.5%	17,811,394	14.4%
Other: (e.g. Computer at Library, Coffee Shop, Friend's house, etc.)	0.8%	994,422	1.1%	1,295,546	-23.2%

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

What time(s) will you shop on Cyber Monday? (Check all that apply)		
Early morning	44.4%	46.9%
Late morning	36.8%	38.1%
Over my lunch hour	17.1%	18.7%
Early afternoon	32.0%	30.4%
Late afternoon	26.7%	25.7%
Early evening	29.2%	28.1%
Late evening	18.5%	19.0%
Other:	1.5%	1.3%

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