Source: Prosper Insights & Analytics™, Black Friday Survey, NOV-15

N = 4281, 11/27 - 11/28/15	Adults 18+	# of Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Margin of Error = +/- 1.5%																
Have you or do you plan to shop Thanksgiving/Black Friday weekend (Thursday, Friday, Saturday, and/or Sunday)? (Check all that apply)																
Yes - In stores	41.6%	101,926,717	43.5%	39.7%	37.6%	47.2%	53.8%	62.1%	47.3%	37.4%	29.3%	22.8%	41.0%	40.4%	43.7%	39.9%
Yes - Online	42.0%	103,058,500	40.1%	43.8%	37.6%	47.5%	57.4%	57.7%	49.4%	37.1%	33.0%	22.3%	43.2%	39.1%	43.4%	42.3%
No	38.3%	93,910,515	38.9%	37.8%	42.4%	32.2%	19.8%	17.6%	31.8%	42.3%	50.5%	62.3%	39.1%	39.9%	36.2%	38.9%
The sum of the % totals may be greater than 100% because the respondents can select more than one answer.																
Total unique weekend shoppers (in store and/or online)	61.7%	151,362,923														
In Store Shoppers: What days did you/do you plan to shop IN STORES? (Check all that apply)																
Thursday (Thanksgiving Day)	34.0%	34,693,319	34.7%	33.4%	34.7%	33.1%	41.9%	46.9%	41.2%	33.7%	26.2%	16.9%	27.2%	33.1%	38.6%	33.8%
Friday (Black Friday)	72.8%	74,253,056	74.8%	71.0%	68.6%	76.1%	78.9%	80.8%	81.5%	69.9%	69.4%	59.0%	73.9%	70.9%	73.6%	73.0%
Saturday	45.9%	46,829,197	47.2%	44.7%	43.6%	49.1%	39.2%	44.5%	49.2%	45.3%	47.6%	48.3%	51.0%	45.2%	45.1%	45.0%
Sunday	19.1%	19,470,364	19.6%	18.7%	17.5%	20.9%	17.4%	19.2%	21.2%	17.8%	22.3%	16.9%	21.9%	16.6%	19.7%	17.9%
The sum of the % totals may be greater than 100% because the respondents can select more than one answer.																
Online Shoppers: What days did you/do you plan to shop ONLINE? (Check all that apply)																
Thursday (Thanksgiving Day)	39.8%	41,019,085	41.1%	38.6%	38.4%	40.5%	36.2%	50.0%	49.5%	38.5%	34.2%	29.9%	38.6%	39.4%	41.8%	37.8%
Friday (Black Friday)	73.1%	75,342,662	73.4%	72.8%	69.3%	76.6%	76.4%	78.8%	73.5%	75.5%	70.6%	64.8%	77.0%	73.0%	72.9%	69.7%
Saturday	49.0%	50,523,010	49.9%	48.2%	47.1%	52.2%	48.2%	45.0%	54.4%	50.9%	47.2%	48.4%	54.6%	44.1%	50.4%	47.3%
Sunday	32.9%	33,877,091	34.1%	31.7%	29.2%	36.5%	33.7%	33.7%	37.7%	31.1%	32.3%	29.4%	38.4%	30.5%	30.9%	32.8%
The sum of the % totals may be greater than 100% because the respondents can select more than one answer.																
Thursday and/or Friday In Store Shoppers: Regarding your shopping IN STORES, what time will you/did you get to the store on Thanksgiving or Black Friday?																
Before 5 p.m. (Thanksgiving Day)	8.6%		7.4%	9.7%	8.9%	8.2%	10.9%	10.3%	7.8%	9.0%	8.7%	5.4%	5.7%	8.6%	10.7%	7.1%
5 p.m. (Thanksgiving Day)	6.8%		7.0%	6.6%	7.8%	5.8%	8.6%	8.0%	8.6%	8.0%	2.3%	5.4%	6.6%	7.5%	6.6%	6.0%
6 p.m. (Thanksgiving Day)	13.2%		12.4%	14.0%	14.7%	12.1%	14.7%	15.2%	15.2%	16.7%	8.5%	9.1%	10.8%	15.8%	13.6%	10.9%
7 p.m. (Thanksgiving Day)	5.8%		5.3%	6.2%	7.3%	4.6%	5.6%	6.4%	6.3%	7.4%	5.0%	3.9%	5.0%	6.2%	6.2%	5.0%
8 p.m. (Thanksgiving Day)	4.0%		4.7%	3.4%	2.8%	4.7%	3.5%	4.6%	6.3%	3.1%	4.6%	2.2%	4.1%	3.4%	4.3%	4.5%
9 p.m. (Thanksgiving Day)	3.2%		3.3%	3.0%	1.9%	3.9%	3.5%	5.4%	2.6%	4.1%	2.1%	1.5%	2.9%	4.0%	2.7%	4.4%
10 p.m. (Thanksgiving Day)	2.1%		2.9%	1.3%	1.9%	2.0%	2.2%	2.2%	1.9%	1.3%	2.8%	2.2%	1.8%	0.4%	1.5%	5.5%
11 p.m. (Thanksgiving Day)	1.5%		2.0%	1.1%	1.3%	1.7%	1.7%	1.9%	1.9%	0.9%	1.3%	1.5%	1.9%	0.9%	2.2%	0.8%
Midnight (Black Friday)	4.0%		4.5%	3.6%	5.2%	3.3%	10.4%	6.2%	3.3%	2.6%	2.6%	0.7%	5.8%	2.4%	4.0%	3.8%
1 a.m. (Black Friday)	1.5%		1.5%	1.4%	2.0%	1.1%	1.3%	3.2%	1.9%	0.9%	0.7%	0.8%	1.0%	1.6%	1.3%	1.8%
2 a.m. (Black Friday)	0.6%		0.6%	0.6%	0.9%	0.3%	0.4%	1.4%	0.4%	0.0%	0.6%	0.7%	0.2%	0.2%	0.9%	1.1%
3 a.m. (Black Friday)	0.7%		1.0%	0.4%	0.7%	0.7%	1.7%	1.0%	0.7%	0.4%	0.6%	0.0%	1.2%	0.3%	0.9%	0.4%
4 a.m. (Black Friday)	0.8%		1.0%	0.7%	0.6%	1.0%	1.3%	2.2%	1.1%	0.0%	0.6%	0.0%	1.2%	1.1%	0.6%	0.2%
5 a.m. (Black Friday)	3.1%		3.8%	2.5%	3.8%	2.7%	3.9%	1.7%	4.1%	3.2%	3.2%	3.0%	3.4%	3.0%	2.9%	3.7%
6 a.m. (Black Friday)	5.0%		6.0%	4.1%	5.4%	5.0%	5.2%	5.1%	6.0%	6.2%	4.7%	3.0%	4.0%	7.4%	3.9%	3.8%
7 a.m. (Black Friday)	3.0%		3.3%	2.6%	2.7%	3.5%	3.9%	2.2%	4.1%	3.1%	3.2%	1.5%	3.2%	1.4%	3.6%	4.0%
8 a.m. (Black Friday)	4.4%		4.1%	4.7%	3.8%	5.0%	3.0%	3.7%	4.4%	4.1%	5.5%	5.4%	6.2%	3.8%	4.2%	3.8%
9 a.m. (Black Friday)	7.8%		7.5%	8.0%	7.4%	8.0%	3.9%	4.1%	5.2%	6.4%	9.7%	16.0%	11.3%	9.2%	6.2%	7.2%
10 a.m. or later (Black Friday)	23.9%		21.6%	26.1%	20.9%	26.3%	14.3%	15.3%	18.1%	22.5%	33.3%	37.4%	23.8%	22.8%	23.6%	25.8%
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%	100.0%	100.0%
In Store Shoppers: Regarding your shopping IN STORES, what types of stores did you shop over Thanksgiving/Black Friday weekend? (Check all that apply)																
Discount store	37.2%		35.9%	38.4%	38.2%	39.1%	33.2%	38.0%	40.6%	39.9%	36.5%	34.2%	37.2%	35.4%	39.4%	36.7%
Department store	53.6%		51.7%	55.4%	52.8%	56.6%	57.0%	61.8%	54.2%	54.8%	54.6%	40.7%	55.2%	51.2%	54.1%	52.3%
Clothing or accessories store	32.4%		29.2%	35.5%	32.4%	33.9%	53.6%	45.3%	37.2%	26.8%	22.0%	15.4%	32.1%	27.8%	34.9%	34.3%
Electronics store	35.1%		43.9%	26.7%	34.9%	37.2%	57.4%	48.1%	38.3%	30.2%	27.5%	15.4%	33.6%	30.8%	39.9%	31.8%
Other Specialty store	10.7%		12.0%	9.5%	9.6%	12.2%	6.8%	10.7%	9.8%	9.7%	17.8%	8.9%	10.9%	11.0%	11.2%	8.6%
Local/small business	10.9%		10.6%	11.2%	9.6%	12.6%	8.3%	10.8%	13.2%	12.9%	13.2%	6.9%	10.8%	10.8%	9.4%	13.7%
Crafts or fabrics store	8.9%		7.6%	10.2%	9.4%	9.2%	10.9%	8.5%	8.9%	9.1%	8.2%	8.5%	7.4%	9.3%	10.0%	8.2%
Drug store	11.5%		9.4%	13.5%	11.1%	12.7%	7.2%	10.6%	12.6%	12.7%	13.9%	11.2%	13.5%	10.4%	11.8%	10.1%
Grocery store/supermarket	25.0%		25.2%	24.9%	27.3%	24.0%	25.7%	22.4%	20.9%	23.4%	29.7%	28.3%	22.6%	25.0%	26.8%	24.8%
Thrift stores/resale shops	7.1%		5.1%	9.0%	9.2%	5.7%	10.6%	6.4%	8.1%	6.0%	7.6%	4.9%	7.2%	6.0%	8.4%	6.4%
Outlet stores	9.8%		10.2%	9.5%	10.5%	9.7%	17.4%	11.8%	8.6%	7.7%	9.3%	6.2%	5.9%	7.6%	13.1%	10.6%
Other (please specify)	7.1%		6.1%	8.1%	6.4%	7.7%	1.9%	2.1%	2.5%	9.2%	10.6%	14.7%	5.7%	9.5%	6.9%	5.4%

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N = 4281, 11/27 - 11/28/15	**Adults 18+**	*# of Adults 18+*	**Men**	**Women**	**<$50K**	**$50K+**	**18-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**NE**	**MW**	**South**	**West**
Margin of Error = +/- 1.5%																
Weekend Shoppers: How much did you spend on TOTAL holiday purchases over Thanksgiving/Black Friday weekend? (such as gifts, home décor, apparel, toys, electronics, etc.)																
Average (of Spenders)	$ 319.64		$ 375.70	$ 267.52	$ 254.78	$ 380.62	$ 355.72	$ 431.11	$ 359.82	$ 294.94	$ 263.17	$ 211.61	$ 334.88	$ 313.12	$ 330.42	$ 295.67
Percent Buying	93.7%		92.8%	94.6%	93.0%	94.5%	96.4%	98.6%	94.9%	91.6%	93.0%	88.8%	92.7%	93.5%	93.8%	94.9%
Net Average	$ 299.60		$ 348.62	$ 253.13	$ 236.88	$ 359.63	$ 343.01	$ 425.08	$ 341.41	$ 270.28	$ 244.67	$ 187.99	$ 310.49	$ 292.80	$ 309.86	$ 280.64
Weekend Purchasers: Of that amount, how much did you spend over Thanksgiving/Black Friday weekend on HOLIDAY GIFTS?																
Average (of Spenders)	$ 256.46		$ 300.98	$ 215.06	$ 203.87	$ 305.68	$ 254.57	$ 311.70	$ 296.87	$ 255.12	$ 225.29	$ 183.07	$ 282.56	$ 248.58	$ 256.62	$ 237.38
Percent Buying	89.5%		88.6%	90.3%	89.0%	89.6%	91.0%	94.5%	95.1%	91.9%	84.7%	80.6%	90.7%	87.8%	91.6%	86.1%
Net Average	$ 229.56		$ 266.76	$ 194.29	$ 181.39	$ 273.97	$ 231.71	$ 294.44	$ 282.25	$ 234.45	$ 190.80	$ 147.48	$ 256.16	$ 218.31	$ 235.00	$ 204.45
% of Total Spent on Holiday Gifts	76.6%		76.5%	76.8%	76.6%	76.2%	67.6%	69.3%	82.7%	86.7%	78.0%	78.5%	82.5%	74.6%	75.8%	72.9%
Gift Purchasers: What types of HOLIDAY GIFTS did you buy Thanksgiving/Black Friday weekend? (Check all that apply)																
Clothing or clothing accessories	51.6%		47.5%	55.4%	52.0%	54.4%	65.1%	56.3%	53.1%	50.5%	48.3%	40.1%	53.5%	52.7%	52.6%	47.1%
Toys	32.8%		29.5%	36.0%	35.0%	33.0%	40.7%	50.7%	38.5%	27.9%	25.3%	16.6%	32.1%	36.1%	33.7%	29.4%
Books, CDs, DVDs, videos or video games	31.9%		35.6%	28.3%	33.7%	32.0%	44.5%	42.9%	38.1%	28.3%	24.2%	17.0%	32.9%	32.5%	30.3%	33.7%
Consumer electronics or computer-related accessories	32.8%		42.2%	23.8%	30.1%	36.6%	37.6%	39.7%	38.3%	33.8%	25.2%	23.3%	34.4%	30.0%	34.5%	31.0%
Sporting goods or leisure items	12.1%		17.5%	7.0%	10.1%	14.4%	18.1%	16.8%	14.3%	11.6%	8.5%	5.0%	13.7%	10.3%	12.3%	11.4%
Home décor or home-related furnishings	18.3%		16.4%	20.0%	17.9%	19.9%	15.9%	21.4%	19.4%	12.9%	19.6%	19.9%	19.5%	19.3%	18.7%	15.6%
Home improvement items or tools	9.4%		11.4%	7.5%	6.7%	12.0%	8.5%	12.6%	9.5%	8.9%	8.8%	8.0%	8.6%	10.1%	11.0%	6.4%
Jewelry or precious metal accessories	13.9%		13.6%	14.1%	13.5%	15.0%	18.8%	19.3%	14.5%	12.7%	13.4%	6.3%	15.1%	12.2%	14.6%	13.7%
Gift cards/gift certificates	20.2%		21.1%	19.3%	19.8%	21.6%	23.1%	19.1%	19.2%	20.7%	20.4%	19.2%	21.0%	18.7%	21.9%	17.9%
Personal care or beauty items	17.2%		14.2%	20.0%	18.3%	17.4%	24.3%	16.7%	17.3%	18.1%	16.3%	12.6%	15.2%	15.8%	19.4%	17.1%
Food/Candy	14.6%		14.0%	15.2%	16.5%	13.0%	16.2%	12.9%	12.5%	16.2%	15.7%	14.6%	14.1%	17.8%	12.8%	14.7%
Flowers/Plants	2.7%		2.9%	2.5%	2.9%	2.5%	2.6%	3.2%	2.4%	1.4%	5.0%	1.8%	4.3%	2.2%	2.1%	2.3%
Other (please specify)	5.1%		3.9%	6.3%	5.2%	5.1%	2.0%	1.3%	3.0%	6.4%	6.7%	10.2%	4.9%	4.6%	4.6%	6.8%
Weekend Purchasers: What percentage of your TOTAL purchases (gifts and non-gifts) were specifically driven by sales and promotions this weekend?																
0% - None of my purchases were on sale	6.4%		6.7%	6.1%	8.4%	4.8%	2.3%	2.8%	2.2%	6.5%	10.1%	13.1%	5.4%	6.6%	5.9%	8.5%
1% to 10%	5.6%		5.3%	6.0%	6.1%	5.1%	2.7%	4.0%	5.3%	6.0%	5.3%	9.5%	4.7%	5.5%	6.6%	5.2%
11% to 25%	9.6%		9.9%	9.3%	10.1%	9.0%	10.3%	11.3%	9.5%	6.1%	11.4%	9.5%	8.8%	9.5%	8.8%	12.5%
26% to 50%	16.6%		17.7%	15.6%	17.0%	15.8%	20.7%	15.8%	19.9%	18.9%	14.0%	11.6%	15.7%	16.3%	17.3%	16.3%
51% to 75%	16.7%		18.5%	15.0%	14.8%	18.3%	17.4%	24.8%	19.7%	16.5%	13.4%	8.7%	18.2%	16.6%	17.1%	14.3%
76% to 99%	12.5%		11.6%	13.4%	11.1%	14.1%	16.1%	13.9%	12.2%	11.8%	10.7%	11.3%	14.2%	11.5%	13.6%	10.5%
100% - All of my purchases were on sale	32.5%		30.3%	34.7%	32.4%	32.9%	30.4%	27.4%	31.3%	34.2%	34.9%	36.4%	33.0%	34.0%	30.7%	32.6%
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%	100.0%	100.0%
Weekend Shoppers: Where did you look for information on Thanksgiving/Black Friday weekend sales, discounts, and promotions this year? (Check all that apply)																
Advertising circulars	42.7%		39.0%	46.1%	41.5%	46.3%	31.1%	34.5%	39.0%	45.9%	50.3%	52.1%	44.4%	50.9%	40.7%	35.0%
Blogs	5.8%		6.3%	5.4%	6.0%	6.0%	11.9%	10.5%	8.3%	3.3%	1.7%	0.9%	5.8%	5.2%	6.8%	5.0%
Coupon websites (e.g. RetailMeNot.com, FatWallet.com, etc.)	15.5%		14.8%	16.1%	14.4%	17.4%	25.5%	20.9%	21.1%	13.5%	9.5%	5.4%	17.6%	14.4%	16.2%	13.2%
Direct mail	13.5%		14.4%	12.7%	13.6%	14.2%	14.0%	15.6%	14.3%	9.9%	15.3%	12.5%	15.9%	13.2%	13.4%	12.8%
Emails from retailers	35.8%		32.1%	39.2%	33.1%	40.5%	34.4%	28.5%	32.3%	37.4%	45.3%	36.8%	39.5%	33.8%	36.5%	32.4%
Facebook	14.2%		13.0%	15.5%	14.9%	14.5%	26.8%	27.0%	17.5%	9.6%	4.7%	3.2%	12.6%	15.3%	15.0%	13.3%
Friends/Family	19.6%		19.9%	19.3%	20.9%	20.1%	33.2%	25.7%	20.4%	16.1%	16.3%	9.9%	19.1%	19.1%	20.2%	20.1%
Group buying websites (e.g. Groupon, LivingSocial, etc.)	6.0%		6.3%	5.7%	5.4%	7.0%	9.6%	6.7%	6.8%	5.1%	6.0%	2.9%	6.0%	6.6%	5.7%	5.7%
Instagram	3.9%		4.0%	3.7%	3.9%	4.1%	12.9%	7.5%	3.2%	1.1%	0.8%	0.0%	3.2%	2.5%	5.5%	3.2%
Online search	29.8%		30.5%	29.1%	32.1%	30.2%	37.0%	33.4%	29.2%	28.1%	30.1%	23.3%	28.5%	28.2%	31.6%	30.2%
Pinterest	2.3%		2.2%	2.3%	2.1%	2.7%	3.0%	4.8%	2.6%	1.1%	2.2%	0.3%	2.8%	1.3%	2.5%	2.8%
Radio advertising	4.4%		4.9%	3.9%	4.9%	4.3%	8.1%	6.9%	5.6%	3.4%	2.6%	0.9%	4.2%	4.4%	4.6%	4.2%
Retailers' websites	22.7%		21.4%	23.8%	23.3%	23.3%	23.2%	21.7%	27.5%	22.0%	23.7%	18.5%	24.7%	22.1%	23.0%	21.6%

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

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N = 4281, 11/27 - 11/28/15	Adults 18+	# of Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Margin of Error = +/- 1.5%																
Retailer apps	5.8%		5.8%	5.8%	5.6%	6.0%	10.9%	7.9%	7.4%	5.0%	2.6%	2.2%	5.8%	5.1%	6.7%	5.2%
TV advertising	17.9%		18.1%	17.7%	18.9%	18.1%	25.3%	18.9%	19.7%	17.4%	17.5%	10.9%	18.2%	17.7%	18.6%	17.2%
Twitter	2.9%		3.7%	2.0%	2.9%	2.9%	7.1%	3.8%	3.4%	2.0%	2.0%	0.0%	2.4%	3.1%	3.3%	2.4%
Within the retail store	12.4%		13.1%	11.8%	13.0%	12.7%	19.5%	12.5%	11.7%	9.8%	9.5%	13.1%	14.8%	11.9%	12.2%	10.8%
Other (please specify)	2.9%		3.0%	2.8%	2.8%	3.1%	2.3%	0.8%	0.9%	2.7%	3.6%	6.7%	3.2%	2.6%	2.4%	4.2%

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

Weekend Shoppers: What "grade" would you give retailers for the holiday promotions you saw over Thanksgiving/Black Friday weekend?																
A - Excellent	25.1%		25.7%	24.6%	27.7%	23.2%	32.2%	34.0%	26.6%	22.8%	18.7%	18.3%	25.5%	22.0%	27.9%	23.0%
B - Good	47.5%		48.2%	46.7%	44.7%	49.9%	47.9%	44.2%	45.5%	46.0%	50.8%	50.6%	49.5%	45.1%	47.9%	47.7%
C - Average	23.3%		22.2%	24.4%	23.3%	23.3%	15.5%	18.1%	22.4%	27.2%	28.1%	26.8%	20.7%	29.3%	20.5%	24.9%
D - Below Average	3.3%		3.4%	3.3%	3.4%	3.1%	3.4%	3.0%	4.1%	3.5%	2.1%	3.9%	3.6%	2.8%	3.4%	3.3%
F - Fail	0.7%		0.5%	0.9%	0.8%	0.6%	1.0%	0.8%	1.4%	0.4%	0.3%	0.3%	0.7%	0.9%	0.3%	1.0%
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%	100.0%	100.0%

Weekend Shoppers: Were the promotions you saw Thanksgiving/Black Friday weekend better, the same, or worse than the holiday sales and discounts that retailers offered earlier in the season (prior to Thanksgiving)?																
Better	43.3%		45.2%	41.4%	44.6%	42.0%	52.4%	49.6%	40.1%	36.3%	39.5%	43.8%	47.8%	39.8%	44.8%	40.2%
Same	51.2%		50.0%	52.4%	50.1%	52.3%	41.0%	45.6%	51.5%	58.0%	55.7%	52.9%	47.4%	53.9%	50.0%	53.4%
Worse	5.5%		4.8%	6.2%	5.2%	5.7%	6.7%	4.7%	8.4%	5.8%	4.9%	3.3%	4.8%	6.3%	5.1%	6.4%
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%	100.0%	100.0%

Weekend Shoppers: As the holiday shopping season draws closer to Christmas Day, do you think that retailers' promotions will be better, the same, or worse than those offered over Thanksgiving/Black Friday weekend?																
Better	42.9%		42.0%	43.8%	45.0%	41.2%	41.0%	43.4%	41.0%	44.2%	41.4%	45.8%	45.5%	44.0%	43.0%	39.9%
Same	49.1%		49.6%	48.6%	46.8%	51.3%	45.0%	46.6%	50.6%	47.4%	53.9%	50.6%	47.4%	49.0%	48.3%	51.8%
Worse	7.9%		8.3%	7.6%	8.2%	7.5%	14.0%	10.1%	8.4%	8.4%	4.7%	3.6%	7.2%	7.0%	8.7%	8.3%
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%	100.0%	100.0%

In Store Shoppers: Regarding your shopping IN STORES, why did you/will you shop in stores over Thanksgiving/Black Friday weekend? (Check all that apply)																
The deals were too good to pass up	50.4%		50.9%	49.9%	50.9%	51.9%	61.5%	54.1%	49.9%	46.5%	43.2%	49.6%	46.6%	51.4%	52.3%	49.7%
It's tradition; I shop Thanksgiving/Black Friday weekend all/most years	31.2%		31.5%	31.0%	29.2%	34.7%	38.5%	39.7%	35.4%	30.1%	27.9%	18.3%	32.8%	29.7%	30.5%	33.3%
I like to start and/or finish my holiday shopping over Thanksgiving/Black Friday weekend	21.2%		20.8%	21.6%	21.7%	22.6%	34.0%	25.2%	17.8%	22.9%	17.6%	13.1%	21.2%	22.4%	21.2%	20.5%
It's something to do over the holiday weekend	25.5%		26.0%	24.9%	24.1%	28.1%	28.3%	24.8%	28.1%	24.6%	25.5%	22.5%	27.6%	29.6%	24.1%	21.8%
It's a group activity with friends/family	17.3%		16.1%	18.4%	17.9%	18.0%	27.6%	19.0%	19.4%	15.0%	12.9%	12.6%	15.7%	19.8%	17.5%	16.5%
It's a people watching event	7.2%		7.6%	6.8%	7.2%	7.4%	8.3%	7.6%	6.5%	7.5%	7.9%	5.7%	5.4%	7.9%	8.1%	5.7%
I wanted to see was the fuss was about	5.8%		4.9%	6.6%	7.3%	4.8%	7.5%	5.6%	4.3%	4.6%	5.6%	7.3%	6.3%	4.9%	6.5%	4.8%
Other (please specify)	5.5%		5.2%	5.7%	5.6%	5.5%	1.5%	2.7%	1.5%	4.4%	6.8%	14.2%	5.7%	5.4%	5.2%	6.2%

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Weekend Shoppers: Do you own either of the following devices? (Check all that apply)																
Smartphone (e.g. iPhone, Droid, BlackBerry etc.)	74.5%		75.6%	73.5%	69.7%	79.6%	92.7%	90.9%	84.9%	72.3%	67.2%	45.4%	72.2%	71.9%	77.8%	72.3%
Tablet (e.g. iPad, Surface, Kindle Fire, etc.)	51.7%		50.2%	53.1%	45.6%	57.7%	48.8%	59.4%	57.5%	51.1%	49.8%	43.4%	56.9%	46.9%	53.1%	48.5%
I do not own either of these types of devices	15.9%		16.3%	15.5%	19.5%	12.1%	1.8%	3.8%	8.7%	17.5%	20.0%	38.6%	16.1%	19.2%	12.9%	18.4%

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

Smartphone Owners: 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	31.9%		31.6%	32.2%	31.5%	33.4%	58.2%	51.9%	38.2%	22.8%	19.6%	8.3%	30.0%	30.7%	35.1%	29.5%
Plan to purchase products	22.4%		22.2%	22.6%	22.1%	23.9%	41.5%	36.6%	27.1%	17.0%	13.9%	4.2%	20.3%	21.8%	24.9%	20.4%
Plan to redeem coupons	18.3%		15.6%	20.8%	18.1%	18.7%	25.0%	28.3%	25.6%	19.7%	9.7%	3.5%	19.0%	18.2%	18.9%	17.1%
Plan to look up retailer information (location, store hours, directions, etc.)	18.9%		18.1%	19.7%	17.5%	21.1%	33.0%	30.5%	18.8%	18.1%	12.8%	4.3%	19.1%	18.3%	20.0%	16.7%
Plan to check for in-store availability of products	14.7%		14.2%	15.2%	13.4%	15.9%	23.4%	21.8%	17.6%	14.1%	9.7%	4.2%	13.4%	13.3%	17.1%	12.6%
Plan to use Apps to research or purchase products	11.0%		12.2%	9.9%	10.9%	11.6%	21.3%	18.6%	13.8%	6.4%	7.0%	2.1%	11.0%	11.0%	10.7%	11.6%
Plan to use Apps to compare prices	11.0%		11.0%	11.0%	11.8%	11.0%	16.4%	17.5%	13.0%	8.0%	8.0%	4.9%	9.2%	9.1%	13.2%	11.5%

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Source: Prosper Insights & Analytics™, Black Friday Survey, NOV-15

N = 4281, 11/27 - 11/28/15	Adults 18+	# of Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Margin of Error = +/- 1.5%																
Plan to use smartphone to pay for a transaction at a store check-out counter	5.2%		4.8%	5.6%	5.6%	5.2%	8.5%	6.0%	6.9%	5.2%	5.9%	0.0%	7.2%	5.2%	4.9%	3.5%
Do not plan to research or make a purchase with my smartphone	43.3%		42.0%	44.6%	45.2%	43.6%	12.3%	14.9%	28.4%	49.7%	62.9%	82.6%	45.6%	46.1%	39.6%	45.0%

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

Tablet Owners: How will you/did you use your Tablet to make holiday purchase decisions Thanksgiving/Black Friday weekend? (Check all that apply)																
Plan to research products/compare prices	36.0%		35.4%	36.5%	36.0%	37.4%	46.0%	47.2%	40.7%	34.1%	30.5%	20.5%	30.9%	42.2%	36.7%	33.3%
Plan to purchase products	25.3%		24.0%	26.5%	24.3%	26.9%	38.3%	37.6%	26.6%	22.1%	20.5%	10.4%	21.6%	23.9%	26.8%	26.4%
Plan to redeem coupons	14.5%		14.9%	14.1%	15.0%	14.5%	25.7%	20.7%	16.6%	11.2%	8.5%	7.4%	12.3%	14.3%	18.1%	9.5%
Plan to look up retailer information (location, store hours, directions, etc.)	16.9%		18.2%	15.6%	16.8%	17.6%	29.1%	23.7%	21.5%	13.4%	12.2%	5.1%	14.1%	16.8%	18.6%	15.6%
Plan to check for in-store availability of products	14.1%		13.8%	14.3%	13.7%	14.7%	21.8%	19.7%	15.5%	11.1%	13.6%	5.2%	14.8%	13.2%	14.9%	11.3%
Plan to use Apps to research or purchase products	10.5%		11.0%	10.0%	10.1%	11.6%	20.2%	15.1%	12.1%	6.7%	7.3%	4.4%	8.0%	9.1%	12.6%	9.8%
Plan to use Apps to compare prices	9.1%		9.6%	8.7%	8.6%	9.8%	15.0%	11.6%	10.2%	7.5%	8.5%	3.7%	7.8%	8.0%	10.1%	9.2%
Plan to use tablet to pay for a transaction at a store check-out counter	3.4%		3.0%	3.7%	4.2%	2.9%	5.9%	5.1%	2.9%	3.5%	2.7%	0.8%	3.2%	1.9%	4.3%	3.1%
Do not plan to research or make a purchase with my tablet	42.5%		40.7%	44.2%	43.1%	43.7%	23.4%	21.7%	32.2%	50.0%	50.5%	70.5%	46.3%	39.9%	39.8%	47.8%

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

Saturday In Store Shoppers: Did you shop or will you shop specifically for "Small Business Saturday" on Saturday, November 28?																
Yes	33.0%		34.0%	32.0%	28.9%	35.1%	34.4%	39.8%	36.3%	33.4%	31.7%	23.1%	39.4%	30.1%	29.7%	34.6%
Maybe	46.3%		43.8%	48.6%	47.1%	45.9%	49.9%	41.6%	45.2%	46.1%	51.0%	45.2%	41.0%	47.3%	47.1%	49.0%
No	20.8%		22.2%	19.4%	24.1%	19.0%	15.6%	18.6%	18.5%	20.6%	17.4%	31.7%	19.6%	22.6%	23.2%	16.4%
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%	100.0%	100.0%

All Respondents: Will you shop ONLINE on the Monday after Thanksgiving? (Also known as "Cyber Monday")																
Yes	49.5%	121,304,656	47.6%	51.2%	46.0%	54.5%	63.6%	67.3%	55.7%	49.0%	38.1%	27.1%	53.0%	45.2%	50.8%	48.5%
No	50.5%	123,968,782	52.4%	48.8%	54.0%	45.5%	36.4%	32.7%	44.3%	51.0%	61.9%	72.9%	47.0%	54.8%	49.2%	51.5%
Total	100.0%	245,273,438	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%	100.0%

Plan to Shop Cyber Monday: What will you use to shop on Cyber Monday? (Check all that apply)																
Computer at home	80.0%	97,049,362	79.2%	80.8%	82.3%	82.0%	75.8%	69.2%	71.7%	84.5%	85.5%	91.7%	81.8%	81.4%	79.1%	78.5%
Computer at work	10.2%	12,319,899	12.2%	8.2%	6.2%	14.1%	10.9%	16.7%	15.4%	10.1%	6.1%	2.2%	9.8%	8.9%	12.1%	8.9%
A mobile device (e.g. smartphone, tablet, etc.)	24.4%	29,626,228	22.2%	26.6%	24.8%	25.0%	44.5%	41.7%	29.2%	14.8%	13.7%	8.4%	22.2%	24.7%	25.6%	23.4%
Other (e.g. computer at library, coffee shop, friend's house, etc.)	1.8%	2,178,727	2.1%	1.6%	2.1%	1.6%	1.6%	1.9%	2.3%	1.1%	2.6%	1.3%	1.9%	2.0%	1.6%	1.7%

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

Plan to Shop Cyber Monday: What time(s) will you shop on Cyber Monday? (Check all that apply)																
Early morning	42.4%		40.7%	43.9%	45.3%	42.8%	43.7%	51.0%	42.6%	41.8%	41.4%	34.3%	41.4%	42.6%	42.7%	43.1%
Late morning	33.0%		32.5%	33.4%	33.8%	33.7%	31.0%	31.9%	29.4%	31.8%	31.7%	41.0%	32.4%	29.1%	35.3%	33.3%
Over my lunch hour	16.6%		19.9%	13.6%	15.9%	18.1%	27.1%	24.5%	20.9%	13.1%	10.6%	6.7%	15.1%	17.8%	17.2%	16.4%
Early afternoon	29.5%		28.9%	30.1%	32.4%	27.7%	33.9%	31.3%	29.2%	24.0%	25.3%	34.2%	32.0%	25.8%	30.3%	29.2%
Late afternoon	24.2%		23.9%	24.5%	23.9%	25.2%	31.4%	23.7%	24.6%	25.7%	23.2%	18.7%	23.9%	25.4%	25.4%	20.2%
Early evening	24.8%		25.9%	23.8%	22.0%	28.7%	23.4%	22.7%	23.9%	28.3%	31.5%	19.4%	27.8%	24.7%	24.7%	21.9%
Late evening	14.5%		14.9%	14.1%	13.8%	15.9%	16.5%	17.2%	17.2%	15.9%	12.3%	8.6%	12.2%	16.1%	15.3%	13.3%
Other (please specify)	1.7%		1.1%	2.2%	2.0%	1.5%	1.8%	0.4%	1.0%	2.1%	1.8%	2.7%	1.8%	1.6%	1.6%	1.3%

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

All Respondents: About what percent of your total holiday shopping have you completed thus far? (Choose only one)																
Not started yet (0%)	22.4%		23.8%	21.1%	26.3%	17.8%	17.9%	13.2%	20.6%	25.7%	26.7%	29.2%	20.0%	23.4%	22.9%	22.6%
1% to 10%	11.3%		9.5%	13.1%	11.1%	11.7%	9.5%	8.9%	12.3%	11.5%	11.3%	13.8%	12.0%	12.5%	9.8%	11.5%
11% to 25%	14.0%		13.5%	14.5%	12.6%	15.7%	17.4%	17.2%	14.8%	14.2%	10.1%	11.0%	15.7%	11.1%	14.6%	14.5%
26% to 50%	15.9%		15.7%	16.2%	14.3%	18.0%	18.5%	23.1%	19.0%	14.0%	13.2%	8.8%	17.6%	16.3%	15.8%	14.0%
51% to 75%	14.9%		15.1%	14.7%	13.9%	16.5%	18.8%	19.9%	14.8%	14.2%	11.9%	10.7%	15.2%	14.6%	15.1%	14.5%
76% to 99%	11.9%		11.4%	12.4%	11.8%	12.4%	12.9%	10.7%	10.7%	11.3%	13.6%	12.6%	11.9%	13.2%	12.2%	10.2%
100% - FINISHED	9.6%		11.1%	8.1%	10.0%	8.1%	5.0%	7.0%	7.7%	9.1%	13.2%	14.0%	7.6%	8.9%	9.5%	12.6%
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%	100.0%	100.0%