

2014 Prosper Insights & Analytics - Black Friday Weekend

11/28-29/2014 N=4631	Est. Adults		Males	Females	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West	Black Friday Weekend Online Buyers*
	Adults 18+	18+												242,542,967
Have you gone or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?														
Yes	55.1%	133,733,894	55.4%	54.9%	50.2%	60.9%	74.3%	53.8%	39.2%	56.8%	56.3%	55.5%	52.0%	100.0%
No	44.9%	108,809,073	44.6%	45.1%	49.8%	39.1%	25.7%	46.2%	60.8%	43.2%	43.7%	44.5%	48.0%	0.0%
Total	100.0%	242,542,967	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... (Check all that apply)														
Thursday (Thanksgiving)	32.2%	43,110,693	34.2%	30.4%	31.0%	33.0%	39.8%	35.5%	22.0%	29.4%	33.7%	35.3%	28.0%	38.3%
Friday	65.0%	86,944,612	65.4%	64.6%	60.5%	68.5%	71.4%	65.5%	58.8%	66.0%	63.3%	64.4%	67.5%	69.4%
Saturday	51.8%	69,227,626	51.9%	51.6%	51.7%	52.4%	56.2%	51.8%	47.7%	53.2%	49.2%	52.6%	51.7%	63.5%
Sunday (planned)	25.5%	34,062,808	24.0%	26.9%	24.2%	26.9%	28.8%	24.4%	23.6%	27.3%	22.3%	27.1%	24.1%	33.8%
Estimated # of shoppers Thursday thru Sunday (includes multiple shopping trips)	174.5%	233,345,739												
Percent of all US Adults 18+														
Thursday (Thanksgiving)	17.8%	43,110,693												
Friday	35.8%	86,944,612												
Saturday	28.5%	69,227,626												
Sunday (planned)	14.0%	34,062,808												
What types of gifts did you buy? (Check all that apply)														
Clothing or clothing accessories	54.5%		47.7%	61.0%	54.3%	57.0%	64.4%	56.2%	43.9%	58.5%	52.1%	56.5%	49.8%	65.4%
Toys	32.6%		30.5%	34.6%	33.0%	34.1%	45.2%	32.1%	21.8%	32.6%	32.3%	33.8%	31.1%	44.6%
Books, CDs, DVDs, videos or video games	34.9%		36.9%	33.0%	34.9%	36.5%	45.3%	36.9%	23.3%	34.8%	34.5%	35.5%	34.3%	46.7%
Consumer electronics or computer-related accessories	34.2%		42.8%	26.0%	31.9%	38.0%	43.2%	35.3%	24.9%	31.8%	30.8%	36.9%	35.7%	46.9%
Sporting goods or leisure items	13.9%		18.6%	9.4%	11.2%	16.7%	21.1%	13.1%	8.1%	12.9%	12.0%	15.7%	13.7%	20.5%
Home décor or home-related furnishings	20.0%		16.7%	23.1%	18.3%	23.0%	23.2%	19.4%	17.7%	20.0%	20.4%	21.3%	17.8%	25.5%
Home improvement items or tools	12.4%		15.9%	9.1%	10.3%	14.7%	16.2%	10.8%	10.7%	12.2%	11.0%	13.2%	13.1%	16.5%
Jewelry or precious metal accessories	15.0%		14.6%	15.3%	15.6%	15.6%	22.4%	13.0%	10.3%	16.2%	13.1%	16.0%	14.0%	23.7%
Gift cards / gift certificates	28.1%		29.2%	27.1%	27.4%	30.5%	31.5%	28.4%	24.8%	30.4%	26.8%	26.9%	29.0%	39.7%
Personal care or beauty items	21.2%		15.3%	26.8%	22.0%	21.9%	26.8%	21.8%	15.5%	23.0%	19.2%	22.7%	19.7%	32.2%
Food/Candy	24.5%		23.3%	25.6%	26.8%	24.7%	28.3%	21.5%	24.2%	24.4%	23.3%	25.0%	25.6%	33.0%
Flowers/Plants	3.6%		3.8%	3.4%	2.8%	4.6%	4.4%	2.8%	3.8%	3.1%	3.4%	3.9%	4.6%	6.1%
Other:	5.1%		4.1%	6.0%	5.7%	5.0%	1.7%	4.2%	9.1%	3.4%	4.7%	5.4%	6.4%	4.8%
<small>The sum of the % totals may be greater than 100% because the respondents can select more than one answer.</small>														
Where did you do your holiday shopping? (Check all that apply)														
Discount store	34.6%	46,225,113	33.5%	35.5%	37.8%	34.4%	32.7%	35.7%	35.1%	32.8%	36.8%	34.8%	33.0%	37.2%
Department store	50.7%	67,853,267	50.0%	51.4%	49.8%	54.9%	56.4%	52.2%	44.2%	54.0%	49.2%	50.9%	48.5%	58.6%
Clothing or Accessories store	26.3%	35,161,500	23.8%	28.6%	24.8%	28.6%	41.2%	24.6%	14.6%	29.1%	21.4%	27.9%	25.8%	36.6%
Electronics store	29.1%	38,893,379	39.5%	19.2%	26.0%	33.6%	42.1%	28.5%	17.9%	27.4%	25.5%	31.6%	31.2%	38.8%
Other Specialty store	11.6%	15,492,662	12.3%	10.9%	10.2%	13.1%	12.3%	8.8%	13.8%	10.5%	10.2%	11.6%	13.9%	11.7%
Local/Small Business	14.6%	19,521,276	14.8%	14.4%	12.2%	17.3%	14.6%	14.5%	14.7%	14.6%	14.6%	14.5%	14.5%	20.2%
Crafts or fabrics store	6.6%	8,835,003	5.5%	7.7%	6.5%	6.8%	10.1%	5.3%	4.8%	7.5%	5.8%	6.1%	7.0%	10.3%
Drug store	11.6%	15,509,199	9.9%	13.2%	10.9%	13.0%	9.9%	12.1%	12.6%	14.4%	12.4%	10.4%	9.3%	15.1%
Grocery store/supermarket	20.4%	27,330,344	20.5%	20.4%	22.2%	20.2%	24.4%	18.0%	19.4%	16.2%	21.9%	21.6%	21.3%	27.0%

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11/28-29/2014 N=4631	Adults 18+	Est. Adults 18+	Males	Females	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West	Black Friday Weekend Online Buyers*
														242,542,967
Online	39.5%	52,864,947	38.4%	40.6%	38.8%	42.8%	43.5%	39.2%	36.3%	42.0%	34.8%	39.9%	41.7%	100.0%
Catalog	3.7%	4,998,705	4.1%	3.4%	3.7%	4.0%	6.5%	3.2%	1.8%	4.4%	3.2%	3.8%	3.2%	8.2%
Thrift Stores/Resale Shops	4.8%	6,377,191	3.6%	5.9%	6.3%	3.8%	6.4%	4.6%	3.5%	3.8%	4.6%	5.2%	5.2%	7.1%
Outlet stores	5.4%	7,195,957	5.6%	5.2%	4.7%	6.1%	7.4%	5.4%	3.6%	5.8%	4.2%	6.2%	4.9%	8.6%
Other:	5.0%	6,738,991	5.3%	4.8%	5.5%	5.3%	2.0%	3.8%	9.1%	4.5%	5.8%	5.0%	4.9%	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	\$380.95		\$427.23	\$337.13	\$269.71	\$468.87	\$409.45	\$427.10	\$307.39	\$410.57	\$356.78	\$392.01	\$357.48	\$468.85
<i>in billions \$</i>	50.9													

How much of what you spent was online?

Average Amount Spent this Weekend	\$159.55		\$178.33	\$141.78	\$110.09	\$200.33	\$189.84	\$179.54	\$111.52	\$173.80	\$142.49	\$159.14	\$158.84	\$238.42
Percent Online	41.9%		41.7%	42.1%	40.8%	42.7%	46.4%	42.0%	36.3%	42.3%	39.9%	40.6%	44.4%	50.9%

What time will you/did you get to the store on the Friday after Thanksgiving?

Before 5 p.m. (Thanksgiving Day)	5.1%		5.3%	4.9%	5.6%	4.4%	5.8%	6.2%	3.3%	4.7%	5.2%	5.5%	5.1%	5.9%
5pm (Thanksgiving Day)	4.7%		4.4%	5.0%	5.0%	4.6%	4.5%	4.7%	4.9%	4.3%	5.3%	4.4%	4.7%	4.8%
6pm (Thanksgiving Day)	8.3%		7.9%	8.7%	8.1%	8.8%	10.5%	9.4%	5.2%	7.6%	10.5%	8.3%	6.5%	7.7%
7pm (Thanksgiving Day)	3.3%		4.0%	2.7%	3.8%	3.2%	4.1%	3.8%	2.1%	2.4%	3.1%	4.7%	2.2%	3.6%
8pm (Thanksgiving Day)	3.8%		4.0%	3.6%	4.9%	2.9%	4.5%	4.4%	2.5%	3.8%	3.6%	4.1%	3.6%	4.1%
9pm (Thanksgiving Day)	2.2%		2.5%	2.0%	2.3%	2.0%	3.4%	1.8%	1.6%	2.9%	2.7%	1.4%	2.2%	2.0%
10pm (Thanksgiving Day)	2.3%		2.5%	2.1%	2.0%	2.6%	3.5%	1.9%	1.6%	1.7%	1.4%	3.2%	2.5%	2.3%
11pm (Thanksgiving Day)	1.4%		2.0%	1.0%	1.5%	1.3%	2.3%	0.9%	1.3%	0.3%	2.0%	1.2%	2.7%	1.7%
Midnight	3.2%		3.6%	2.8%	3.3%	3.0%	6.4%	3.3%	0.0%	2.3%	2.2%	4.1%	3.2%	4.6%
1am	0.9%		1.1%	0.8%	1.1%	0.7%	1.6%	1.2%	0.0%	1.6%	0.7%	0.8%	0.8%	1.0%
2am	0.9%		1.0%	0.7%	0.5%	1.2%	1.6%	0.6%	0.5%	0.7%	0.6%	1.2%	1.0%	1.0%
3am	0.8%		0.9%	0.6%	0.6%	0.9%	1.5%	0.1%	0.7%	0.9%	0.8%	0.6%	0.8%	0.4%
4am	1.1%		1.6%	0.6%	1.3%	1.0%	2.0%	1.0%	0.3%	0.8%	1.2%	1.3%	1.1%	1.7%
5am	3.5%		3.7%	3.2%	3.2%	3.3%	4.0%	3.7%	2.8%	2.1%	4.2%	3.4%	4.6%	3.2%
6am	5.5%		5.5%	5.5%	4.0%	6.8%	6.0%	6.9%	3.6%	5.4%	4.9%	5.6%	5.6%	5.6%
7am	3.8%		4.4%	3.3%	3.9%	3.7%	3.7%	3.5%	4.3%	5.2%	2.9%	2.4%	5.5%	4.6%
8am	5.7%		6.2%	5.2%	4.7%	6.2%	5.6%	5.4%	6.0%	5.2%	7.5%	5.0%	5.1%	5.7%
9am	6.3%		6.1%	6.4%	5.8%	6.8%	4.9%	6.6%	7.2%	7.8%	5.8%	6.2%	5.6%	7.1%
10am or later	37.3%		33.5%	40.9%	38.3%	36.7%	24.3%	34.4%	52.0%	40.5%	35.3%	36.6%	37.4%	32.9%
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 taken or will you take advantage of retailers online and in-store promotions to buy non-gift items on Thursday, Friday, Saturday or Sunday?

Yes	77.2%		77.3%	77.1%	74.6%	79.8%	82.7%	79.4%	69.8%	80.8%	76.2%	75.4%	77.4%	88.3%
No	22.8%		22.7%	22.9%	25.4%	20.2%	17.3%	20.6%	30.2%	19.2%	23.8%	24.6%	22.6%	11.7%
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 or will you shop specifically for "Small Business Saturday" on Saturday, November 29?

Yes	32.7%		35.1%	30.4%	26.5%	37.7%	35.0%	30.8%	32.7%	39.1%	31.0%	28.0%	35.6%	35.4%
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2014 Prosper Insights & Analytics - Black Friday Weekend

11/28-29/2014 N=4631	Est. Adults		Males	Females	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West	Black Friday Weekend Online Buyers*
	Adults 18+	18+												
		242,542,967												
Maybe	42.5%		42.4%	42.6%	48.2%	38.0%	43.4%	43.6%	40.7%	40.9%	36.8%	46.4%	45.1%	44.2%
No	24.8%		22.4%	26.9%	25.3%	24.3%	21.6%	25.6%	26.7%	20.0%	32.2%	25.7%	19.3%	20.4%
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 or will you shop online on any of the following days? (Check all that apply)

Thursday, November 27 (Thanksgiving Day)	26.2%	26.5%	25.8%	24.2%	29.4%	32.7%	29.4%	16.9%	24.7%	28.3%	28.2%	21.2%	39.1%
Friday, November 28 (Black Friday)	46.7%	48.2%	45.3%	45.8%	50.6%	56.7%	46.6%	37.8%	47.7%	43.6%	47.4%	47.8%	67.2%
Saturday, November 29	36.3%	37.1%	35.5%	36.8%	38.6%	42.2%	35.2%	32.1%	39.1%	30.8%	36.3%	39.3%	54.2%
Sunday, November 30	24.3%	25.4%	23.3%	24.1%	26.6%	26.6%	23.3%	23.2%	26.2%	21.7%	24.9%	24.1%	35.8%
Did not/Will not shop online on these days	18.9%	17.6%	20.1%	23.0%	16.9%	9.0%	18.1%	28.6%	17.8%	22.8%	17.6%	17.5%	4.6%

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	47.1%	43.4%	50.6%	45.9%	51.8%	32.4%	46.4%	61.0%	49.0%	50.1%	44.5%	45.2%	46.7%
Blogs	7.0%	7.4%	6.6%	6.2%	8.2%	15.7%	4.6%	1.6%	7.3%	3.8%	7.7%	9.1%	12.2%
Coupon Websites (i.e. RetailMeNot.com, FatWallet.com, etc.)	17.3%	15.5%	19.0%	16.9%	18.6%	26.0%	16.7%	10.1%	19.2%	16.0%	17.0%	17.0%	26.3%
Direct Mail	15.9%	17.9%	14.0%	14.6%	18.1%	17.0%	14.1%	16.7%	17.9%	17.1%	13.9%	15.1%	19.2%
Emails from Retailers	35.0%	30.7%	39.1%	35.3%	37.7%	27.8%	35.7%	40.7%	35.4%	34.2%	35.5%	34.7%	44.3%
Facebook	15.1%	15.6%	14.6%	15.9%	15.0%	28.7%	13.3%	4.7%	13.6%	13.4%	16.7%	15.9%	24.2%
Friends/Family	21.3%	22.0%	20.7%	21.8%	22.5%	28.4%	21.6%	14.7%	21.1%	19.1%	24.7%	18.6%	30.2%
Group Buying Websites (i.e. Groupon, LivingSocial, etc.)	6.3%	6.8%	5.9%	5.7%	7.3%	8.7%	5.5%	4.9%	4.7%	5.8%	7.3%	6.6%	11.3%
Online Search	27.4%	30.0%	24.9%	29.0%	28.6%	35.3%	25.5%	22.3%	25.7%	26.0%	28.3%	29.3%	44.1%
Pinterest	2.9%	3.4%	2.3%	2.4%	3.2%	5.7%	2.4%	0.8%	2.2%	1.5%	3.4%	4.0%	5.1%
Radio Advertising	4.7%	6.4%	3.1%	4.0%	5.7%	6.5%	4.8%	2.9%	4.1%	4.2%	5.8%	4.0%	7.2%
Retailers Websites	20.3%	20.9%	19.8%	19.5%	22.8%	21.1%	20.9%	18.9%	21.1%	19.0%	21.5%	18.5%	31.5%
Retailer Apps	5.1%	5.6%	4.6%	4.6%	6.0%	8.6%	4.5%	2.6%	5.1%	3.9%	5.8%	5.2%	9.9%
TV Advertising	20.2%	21.8%	18.8%	21.6%	20.8%	23.3%	21.3%	16.5%	20.6%	18.0%	21.4%	20.6%	26.3%
Twitter	3.0%	4.2%	1.9%	2.7%	3.4%	6.2%	2.0%	1.2%	2.3%	2.7%	3.3%	3.8%	5.2%
Within the retail store	12.5%	13.9%	11.2%	12.9%	13.1%	11.5%	10.6%	15.4%	13.1%	13.3%	12.6%	10.7%	13.8%
Other (please specify):	3.7%	3.1%	4.2%	4.3%	3.5%	1.3%	3.9%	5.6%	2.1%	4.3%	4.6%	3.2%	2.4%

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

About what percent of your total holiday shopping have you completed thus far? (Check only one)

10% or less	33.1%	33.9%	32.3%	37.0%	28.4%	23.4%	35.3%	39.6%	32.0%	33.3%	32.6%	34.6%	11.3%
25%	15.8%	15.6%	16.1%	13.6%	18.6%	17.5%	16.7%	13.5%	17.9%	15.9%	14.9%	15.3%	21.7%
50%	19.9%	20.3%	19.5%	17.7%	22.5%	27.5%	19.7%	13.3%	22.3%	18.0%	20.6%	18.4%	30.7%
75%	19.3%	16.8%	21.7%	19.2%	20.1%	22.4%	16.7%	19.1%	17.5%	21.5%	19.3%	18.7%	29.3%
100%	11.8%	13.3%	10.4%	12.4%	10.5%	9.2%	11.6%	14.5%	10.2%	11.2%	12.6%	12.9%	7.0%
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%
Average	43.5%	43.4%	43.7%	42.8%	44.3%	46.5%	41.7%	42.8%	42.2%	43.7%	44.3%	43.5%	50.9%

Do you own either of the following devices? (Check all that apply)

Smartphone (e.g. iPhone, Droid, BlackBerry)	61.5%	62.8%	60.2%	52.5%	70.9%	80.5%	63.4%	42.3%	58.1%	58.4%	65.3%	62.6%	76.4%
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11/28-29/2014 N=4631	Est. Adults		Males	Females	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West	Black Friday Weekend Online Buyers*
	Adults 18+	18+												
		242,542,967												
Tablet (e.g. iPad, Surface, Kindle Fire, etc.)	41.3%		41.0%	41.6%	33.1%	50.5%	43.5%	44.2%	36.3%	41.9%	40.5%	42.5%	39.3%	56.9%
I do not own either of these types of devices	27.4%		26.6%	28.1%	35.7%	18.6%	12.4%	25.1%	43.3%	28.6%	29.9%	24.5%	28.1%	12.5%

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 apply)

Plan to Research Products/Compare Prices	25.5%	26.3%	24.7%	25.5%	26.9%	40.8%	25.0%	12.1%	24.8%	21.1%	29.5%	24.5%	43.7%
Plan to Purchase Products	15.3%	16.8%	13.8%	13.5%	17.5%	27.7%	14.1%	5.3%	17.1%	12.6%	16.3%	14.8%	26.5%
Plan to Redeem Coupons	15.3%	13.3%	17.1%	13.7%	17.4%	22.8%	15.6%	8.1%	17.0%	12.0%	17.4%	13.7%	26.3%
Plan to look up Retailer Information (location, store hours, directions, etc.)	16.0%	16.2%	15.8%	15.1%	17.4%	27.7%	13.8%	7.6%	15.3%	12.9%	18.0%	16.9%	29.0%
Plan to use Apps to Research or Purchase	9.3%	10.6%	8.0%	8.9%	10.3%	15.0%	8.8%	4.6%	9.7%	7.5%	10.2%	9.4%	19.8%
Plan to use Apps to Compare Prices	10.3%	10.7%	10.0%	10.2%	11.1%	17.0%	9.8%	4.9%	9.8%	9.2%	11.4%	10.5%	22.4%
Plan to use Smartphone to Pay for a Transaction at a Store Check-out Counter	4.2%	4.0%	4.5%	4.2%	4.6%	7.6%	3.3%	2.2%	4.5%	3.6%	4.1%	5.1%	8.6%
Do not plan to Research or Make a Purchase with my Smartphone	54.6%	51.4%	57.6%	58.6%	55.3%	27.2%	54.8%	79.1%	54.6%	61.3%	50.0%	54.0%	35.0%

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	29.5%	31.9%	27.2%	27.8%	31.4%	40.3%	29.2%	20.0%	29.5%	26.8%	31.9%	26.4%	44.7%
Plan to Purchase Products	19.7%	20.6%	18.9%	18.2%	21.2%	31.1%	19.2%	10.1%	21.1%	17.6%	20.3%	19.6%	31.0%
Plan to Redeem Coupons	12.3%	14.3%	10.4%	12.2%	12.6%	22.9%	10.3%	4.9%	11.5%	10.4%	13.4%	13.4%	21.6%
Plan to look up Retailer Information (location, store hours, directions, etc.)	14.3%	16.5%	12.3%	14.2%	14.6%	21.3%	13.4%	9.1%	12.6%	10.7%	17.0%	15.4%	22.9%
Plan to use Apps to Research or Purchase	9.1%	11.1%	7.2%	8.5%	9.8%	17.4%	7.4%	3.5%	8.8%	5.8%	11.0%	9.3%	18.5%
Plan to use Apps to Compare Prices	8.4%	9.5%	7.4%	7.4%	9.4%	14.2%	6.6%	5.0%	8.3%	6.0%	8.6%	10.1%	16.2%
Plan to use Tablet to Pay for a Transaction at a Store Check-out Counter	4.2%	4.8%	3.5%	4.3%	4.1%	7.9%	3.2%	1.8%	4.5%	2.5%	4.9%	4.2%	8.8%
Do not plan to Research or Make a Purchase with my Tablet	52.6%	47.1%	57.8%	57.7%	53.2%	29.9%	53.2%	72.4%	50.7%	57.9%	50.1%	55.3%	38.7%

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

Will you shop ONLINE on the Monday after Thanksgiving? (Also known as "Cyber Monday")

Yes	52.3%	126,892,543	52.4%	52.3%	49.1%	56.4%	66.4%	53.1%	38.8%	55.4%	49.2%	54.0%	49.9%	84.6%
No	47.7%	115,650,424	47.6%	47.7%	50.9%	43.6%	33.6%	46.9%	61.2%	44.6%	50.8%	46.0%	50.1%	15.4%
Total	100.0%	242,542,967	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	84.5%	107,206,062	83.4%	85.5%	87.6%	88.9%	77.8%	83.8%	91.2%	86.1%	86.6%	84.1%	81.0%	88.2%
Computer at work	12.2%	15,502,134	15.0%	9.6%	7.3%	17.5%	16.3%	14.8%	5.8%	12.8%	12.3%	12.9%	10.3%	14.5%
A mobile device (e.g. iPhone, BlackBerry, Android, iPad, TouchPad, etc.)	19.3%	24,451,507	20.3%	18.3%	20.6%	19.8%	36.3%	15.8%	7.5%	18.1%	16.0%	20.6%	21.9%	31.0%
Other: (e.g. Computer at Library, Coffee Shop, Friend's house, etc.)	0.7%	836,050	0.2%	1.1%	1.1%	0.3%	0.6%	0.8%	0.6%	1.1%	0.4%	0.6%	0.6%	0.4%

2014 Prosper Insights & Analytics - Black Friday Weekend

11/28-29/2014 N=4631	Adults 18+	Est. Adults 18+	Males	Females	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West	Black Friday Weekend Online Buyers*
		242,542,967												
<small>The sum of the % totals may be greater than 100% because the respondents can select more than one answer.</small>														
What time(s) will you shop on Cyber Monday? (Check all that apply)														
Early morning	40.8%		40.4%	41.2%	41.1%	43.8%	44.1%	40.2%	38.5%	42.5%	41.7%	41.5%	37.2%	48.6%
Late morning	37.9%		39.3%	36.6%	37.5%	41.6%	39.3%	34.7%	40.0%	36.1%	38.7%	38.0%	38.3%	41.3%
Over my lunch hour	18.4%		21.3%	15.5%	16.8%	21.4%	27.6%	19.8%	8.5%	18.7%	14.7%	20.8%	18.3%	26.8%
Early afternoon	32.5%		32.2%	32.7%	34.3%	33.3%	36.8%	28.9%	32.3%	30.6%	30.2%	35.1%	32.2%	40.3%
Late afternoon	28.0%		30.7%	25.4%	29.3%	29.6%	30.5%	27.7%	26.0%	26.2%	26.5%	31.6%	25.0%	36.2%
Early evening	29.5%		30.7%	28.3%	27.6%	33.8%	25.6%	32.3%	29.9%	31.9%	32.0%	28.3%	25.4%	34.3%
Late evening	17.2%		17.1%	17.4%	18.0%	18.0%	19.0%	19.1%	13.8%	17.3%	16.4%	17.8%	16.8%	22.0%
Other:	0.9%		0.6%	1.2%	1.4%	0.5%	0.9%	0.5%	1.4%	0.6%	0.5%	1.2%	1.2%	0.8%
<small>The sum of the % totals may be greater than 100% because the respondents can select more than one answer.</small>														

2014 Prosper Insights & Analytics - Black Friday Weekend

	2014	estimated Adults	2013	estimated Adults	% CHG
	4631	242,542,967	4464	240,185,952	1.0%
Have you gone or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?					
Yes	55.1%	133,733,894	58.7%	141,101,878	-5.2%
No	44.9%	108,809,073	41.3%	99,084,074	9.8%
Total	100.0%	242,542,967	100.0%	240,185,952	1.0%

Of those saying "Yes"... Have you or will you go Holiday shopping... (Check all that apply)

Thursday (Thanksgiving)	32.2%	43,110,693	31.8%	44,881,481	-3.9%
Friday	65.0%	86,944,612	65.2%	92,052,843	-5.5%
Saturday	51.8%	69,227,626	52.8%	74,548,818	-7.1%
Sunday (planned)	25.5%	34,062,808	26.4%	37,198,882	-8.4%
Estimated # of shoppers Thursday thru Sunday (includes multiple shopping trips)	174.5%	233,345,739	176.2%	248,682,025	-6.2%

Percent of all US Adults 18+

Thursday (Thanksgiving)	17.8%	43,110,693	18.7%	44,881,481	-3.9%
Friday	35.8%	86,944,612	38.3%	92,052,843	-5.5%
Saturday	28.5%	69,227,626	31.0%	74,548,818	-7.1%
Sunday (planned)	14.0%	34,062,808	15.5%	37,198,882	-8.4%

What types of gifts did you buy? (Check all that apply)

Clothing or clothing accessories	54.5%		57.5%	
Toys	32.6%		34.5%	
Books, CDs, DVDs, videos or video games	34.9%		36.1%	
Consumer electronics or computer-related accessories	34.2%		37.7%	
Sporting goods or leisure items	13.9%		14.6%	
Home décor or home-related furnishings	20.0%		23.2%	
Home improvement items or tools	12.4%		Not Asked	
Jewelry or precious metal accessories	15.0%		16.9%	
Gift cards / gift certificates	28.1%		29.6%	
Personal care or beauty items	21.2%		23.9%	
Food/Candy	24.5%		28.8%	
Flowers/Plants	3.6%		6.0%	
Other:	5.1%		6.4%	

*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

Discount store	34.6%	46,225,113	38.9%	54,951,764
Department store	50.7%	67,853,267	54.2%	76,422,947
Clothing or Accessories store	26.3%	35,161,500	28.7%	40,554,496
Electronics store	29.1%	38,893,379	32.2%	45,445,465
Other Specialty store	11.6%	15,492,662	12.7%	17,876,767
Local/Small Business	14.6%	19,521,276	Not Asked	Not Asked
Crafts or fabrics store	6.6%	8,835,003	8.9%	12,552,083
Drug store	11.6%	15,509,199	14.3%	20,213,561
Grocery store/supermarket	20.4%	27,330,344	22.9%	32,337,352
Online	39.5%	52,864,947	42.1%	59,364,561

2014 Prosper Insights & Analytics - Black Friday Weekend

	2014	estimated Adults	2013	estimated Adults	% CHG
	4631	242,542,967	4464	240,185,952	1.0%
Catalog	3.7%	4,998,705	5.9%	8,293,400	
Thrift Stores/Resale Shops	4.8%	6,377,191	5.7%	8,006,473	
Outlet stores	5.4%	7,195,957	7.2%	10,199,857	
Other:	5.0%	6,738,991	6.0%	8,534,251	

*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	\$380.95		\$407.02		-6.4%
<i>in billions</i> \$	50.9	\$	57.4		-11.3%

How much of what you spent was online?

Average Amount Spent this Weekend	\$159.55		\$177.67		-10.2%
Percent Online	41.9%		43.7%		-4.1%

What time will you/did you get to the store on the Friday after Thanksgiving?

		Cumulative %		Cumulative %
Before 5 p.m. (Thanksgiving Day)	5.1%	5.1%	4.9%	4.9%
5pm (Thanksgiving Day)	4.7%	9.8%	3.6%	8.4%
6pm (Thanksgiving Day)	8.3%	18.1%	6.2%	14.7%
7pm (Thanksgiving Day)	3.3%	21.4%	3.2%	17.8%
8pm (Thanksgiving Day)	3.8%	25.2%	7.6%	25.4%
9pm (Thanksgiving Day)	2.2%	27.4%	2.9%	28.3%
10pm (Thanksgiving Day)	2.3%	29.7%	2.3%	30.6%
11pm (Thanksgiving Day)	1.4%	31.2%	2.1%	32.8%
Midnight	3.2%	34.3%	4.6%	37.3%
1am	0.9%	35.3%	1.3%	38.6%
2am	0.9%	36.1%	0.9%	39.5%
3am	0.8%	36.9%	1.0%	40.5%
4am	1.1%	38.0%	1.2%	41.7%
5am	3.5%	41.4%	2.9%	44.6%
6am	5.5%	46.9%	4.7%	49.4%
7am	3.8%	50.7%	3.5%	52.9%
8am	5.7%	56.4%	5.7%	58.5%
9am	6.3%	62.7%	5.6%	64.2%
10am or later	37.3%	100.0%	35.8%	100.0%
Total	100.0%			

Have you taken or will you take advantage of retailers online and in-store promotions to buy non-gift items on Thursday, Friday, Saturday or Sunday?

Yes	77.2%	76.4%
No	22.8%	23.6%
Total	100.0%	100.0%

2014 Prosper Insights & Analytics - Black Friday Weekend

	2014	estimated Adults	2013	estimated Adults	% CHG
	4631	242,542,967	4464	240,185,952	1.0%

Did you shop or will you shop specifically for "Small Business Saturday" on Saturday, November 29?

Yes	32.7%		Not Asked
Maybe	42.5%		Not Asked
No	24.8%		Not Asked
Total	100.0%		

Did you shop or will you shop online on any of the following

Thursday, November 27 (Thanksgiving Day)	26.2%	26.5%
Friday, November 28 (Black Friday)	46.7%	47.1%
Saturday, November 29	36.3%	35.7%
Sunday, November 30	24.3%	24.5%
Did not/Will not shop online on these days	18.9%	18.1%

*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	47.1%	49.2%
Blogs	7.0%	8.3%
Coupon Websites (i.e. RetailMeNot.com, FatWallet.com, etc.)	17.3%	18.4%
Direct Mail	15.9%	16.7%
Emails from Retailers	35.0%	36.8%
Facebook	15.1%	16.4%
Friends/Family	21.3%	21.9%
Group Buying Websites (i.e. Groupon, LivingSocial, etc.)	6.3%	8.4%
Online Search	27.4%	33.0%
Pinterest	2.9%	3.3%
Radio Advertising	4.7%	5.6%
Retailers Websites	20.3%	23.6%
Retailer Apps	5.1%	5.3%
TV Advertising	20.2%	23.8%
Twitter	3.0%	4.2%
Within the retail store	12.5%	12.2%
Other (please specify):	3.7%	2.6%

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

About what percent of your total holiday shopping have you completed thus far? (Check only one)

10% or less	33.1%	31.1%
25%	15.8%	15.6%
50%	19.9%	19.7%
75%	19.3%	22.3%

2014 Prosper Insights & Analytics - Black Friday Weekend

	2014	estimated Adults	2013	estimated Adults	% CHG
100%	4631	242,542,967	4464	240,185,952	1.0%
Total	11.8%		11.3%		
	100.0%		100.0%		
Average	43.5%		44.9%		

Do you own either of the following devices? (Check all that apply)

Smartphone (e.g. iPhone, Droid, BlackBerry etc.)	61.5%	55.8%
Tablet (e.g. iPad, Surface, Kindle Fire, etc.)	41.3%	36.5%
I do not own either of these types of devices	27.4%	33.0%

*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 apply)

Plan to Research Products/Compare Prices	25.5%	27.2%
Plan to Purchase Products	15.3%	15.3%
Plan to Redeem Coupons	15.3%	14.2%
Plan to look up Retailer Information (location, store hours, directions, etc.)	16.0%	18.4%
Plan to use Apps to Research or Purchase Products	9.3%	11.9%
Plan to use Apps to Compare Prices	10.3%	10.7%
Plan to use Smartphone to Pay for a Transaction at a Store Check-out Counter	4.2%	Not Asked
Do not plan to Research or Make a Purchase with my Smartphone	54.6%	53.6%

*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	29.5%	32.8%
Plan to Purchase Products	19.7%	24.6%
Plan to Redeem Coupons	12.3%	14.0%
Plan to look up Retailer Information (location, store hours, directions, etc.)	14.3%	18.0%
Plan to use Apps to Research or Purchase Products	9.1%	11.2%
Plan to use Apps to Compare Prices	8.4%	9.9%
Plan to use Tablet to Pay for a Transaction at a Store Check-out Counter	4.2%	Not Asked
Do not plan to Research or Make a Purchase with my Tablet	52.6%	47.9%

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

Will you shop ONLINE on the Monday after Thanksgiving? (Also known as "Cyber Monday")

					% CHG
Yes	52.3%	126,892,543	54.8%	131,631,356	-3.6%
No	47.7%	115,650,424	45.2%	108,554,596	6.5%
Total	100.0%	242,542,967	100.0%	240,185,952	1.0%

2014 Prosper Insights & Analytics - Black Friday Weekend

	2014	estimated Adults	2013	estimated Adults	% CHG
	4631	242,542,967	4464	240,185,952	1.0%
What will you use to shop on Cyber Monday? (Check all that apply)					
Computer at home	84.5%	107,206,062	87.3%	114,867,816	-6.7%
Computer at work	12.2%	15,502,134	12.4%	16,377,102	-5.3%
A mobile device (e.g. iPhone, BlackBerry, Android, iPad, TouchPad, etc.)	19.3%	24,451,507	18.9%	24,829,829	-1.5%
Other: (e.g. Computer at Library, Coffee Shop, Friend's house, etc.)	0.7%	836,050	0.7%	969,630	-13.8%

*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	40.8%		43.3%	
Late morning	37.9%		39.1%	
Over my lunch hour	18.4%		19.3%	
Early afternoon	32.5%		33.0%	
Late afternoon	28.0%		28.4%	
Early evening	29.5%		28.9%	
Late evening	17.2%		18.8%	
Other:	0.9%		0.6%	

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