

BLACK

NOVEMBER 25, 2011

FRIDAY

ONLINE BUYING TRENDS

GAIN IN ONLINE SHOPPERS

UP
40%

VS. A TYPICAL
NOVEMBER FRIDAY
SHOPPING DAY

GAIN IN ONLINE SHOPPING LIKELIHOOD

*% MORE LIKELY
SHOPPED FOR
ON BLACK FRIDAY
VS. PRIOR FRIDAYS
IN NOVEMBER



eREADERS
UP 429%*



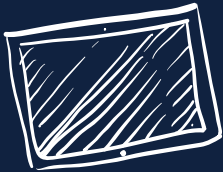
PS3s
UP 334%*



NINTENDOS
UP 326%*



CAR GPS
UP 321%*



TVs
UP 284%*

GAIN IN USE OF MOBILE SHOPPING METHODS



iPADS
1.81x⁺



ANDROIDS
1.55x⁺



iPHONES
1.46x⁺



WINDOWS
PHONES
1.16x⁺



BLACKBERRYS
1.16x⁺

⁺TIMES MORE LIKELY
USED TO SHOP ONLINE
ON BLACK FRIDAY
VS. PRIOR FRIDAYS
IN NOVEMBER

DATA BY
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