TEANZS-CETTING 2014



A look at **BLACK FRIDAY** and **CYBER MONDAY** tech consumption expectations and shopper sentiment.

SHOPPER TRENDS

TECH TRENDS

DOUBLING UP ON CONNECTED DEVICES



of deal day shoppers expect to purchase 2 or more internet-enabled devices.

TABLETS TOP OF MIND



of respondents indicated that tablets will be top sought tech during deal days

COMFORT IS WORTH A LITTLE EXTRA CASH



TOP SOUGHT TECH ON BLACK FRIDAY

18%LAPTOP PC

10 51% 10

of deal days shoppers would be willing to spend \$10 or more to **avoid** going out to the store on Black Friday

MAJOR DEAL DAYS STILL REIGN



TAILOR IT FOR TECHIES

TELEVISION

TOP SOUGHT TECH ON CYBER MONDAY

20%
TABLET

prefer to select their own tech based on their own preferences.



IN THE SPIRIT OF THANKS-GETTING

of deal day shoppers are looking for deals for themselves.

16% LAPTOP PC

15%



TELEVISION/SMARTPHONE