

THANKS-GETTING 2014

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

SHOPPER TRENDS

DOUBLING UP ON CONNECTED DEVICES



TABLETS TOP OF MIND



COMFORT IS WORTH A LITTLE EXTRA CASH

51%

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

77% prefer to select their own tech based on their own preferences.



IN THE SPIRIT OF THANKS-GETTING

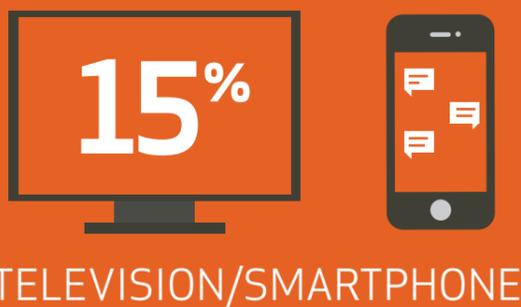
37% of deal day shoppers are looking for deals for themselves.

TECH TRENDS

TOP SOUGHT TECH ON BLACK FRIDAY



TOP SOUGHT TECH ON CYBER MONDAY



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