

RetailMeNot Shoppers Trend Report: Black Friday Is NOT Dead

Nearly Half of Consumers Feel the Effort of Participating in the Event Is Worth the Savings

- *More than half of consumers (56%) believe that Black Friday provides the most savings of all the major winter holiday sale days*
- *For a good deal, nearly 2 in 5 consumers (38%) are willing to start shopping at 5 a.m. or earlier on Black Friday*
- *For more than 6 in 10 (62%) Black Friday shoppers, the shopping experience starts Thanksgiving Day or earlier*

Austin, TX, November 18, 2013 — RetailMeNot (www.retailmenot.com), the largest digital coupon destination in the United States, today released results from two holiday shopping surveys conducted with The Omnibus Company (www.omnibus.com) that found that nearly 1 in 2 consumers (47%) feel that the effort of shopping on Black Friday is worth it because of the deep discounts, rather than feeling they can find similar deals on other days of the year.

Additionally, more than 6 in 10 Black Friday shoppers (62%) surveyed indicated that their shopping experience starts on or before Thanksgiving Day, which indicates that many consumers have already begun researching products and searching for Black Friday sales.

“With the convenience of online shopping and retailers beginning holiday promotions earlier than ever this year, many people wondered if Black Friday would become obsolete,” says Trae Bodge, senior editor of **The Real Deal by RetailMeNot**. “Our survey indicates that consumers are still planning to shop on Black Friday to score good deals, and with many retailers opening on Thanksgiving Day, shoppers will now have the opportunity to take advantage of sales even earlier if they choose.”

How Consumers Really Feel About Black Friday

According to the survey, 57% of consumers are excited for Black Friday this year rather than dreading it. And of the respondents who plan to shop on Black Friday, the majority indicated that their favorite part of the day is scoring deals (60%) and the excitement surrounding the day (18%).

Over half of respondents (56%) believe that of all the major winter holiday sale days, Black Friday is the one that provides the most savings, beating out Cyber Monday (19%), Free Shipping Day (12%), Green Monday (4%) and Thanksgiving (9%).

Thanksgiving Day (Black Friday Eve)

When survey respondents were asked how they felt about stores opening on Thanksgiving Day this year, 1 in 5 consumers said it gives people a fun family activity to do on Thanksgiving Day (21%) and that it gives shoppers who have to work on Black Friday the opportunity to still get great deals (20%).

Additionally, more than 1 in 10 consumers surveyed think stores opening on Thanksgiving Day will allow people to get better deals than on Black Friday (13%). They also believe that it sorts out the true deal seekers from everyone else (13%).

Preparing to Save

For more than 6 in 10 Black Friday shoppers surveyed (62%), the shopping experience starts the night before Black Friday or sooner. In fact, on Thanksgiving Day, 64% will use the Internet and 37% will use mobile apps to research, browse and purchase products.

For a good deal on Black Friday, nearly 2 in 5 consumers surveyed (38%) are willing to start shopping at 5 a.m. or earlier. And, more than 1 in 3 (34%) plan to have their holiday shopping finished by Black Friday this year.

Black Friday Shopping Tips

To be sure consumers make the most of both Thanksgiving Day and Black Friday sales, RetailMeNot senior editor **Trae Bodge** offers these tips:

- **Strategize.** According to the survey, the top three categories of gifts purchased on Black Friday are electronics, apparel and entertainment items, like music and DVDs. On Thanksgiving and Black Friday,

stores will be hectic and crowded, so limit your shopping to these deeply discounted categories and focus on the remainder of your list after Black Friday. Use the RetailMeNot [Black Friday page](#) to look for the offers you want to take advantage of!

- **Know the schedule.** Many stores will be open during specified hours on Thanksgiving Day and Black Friday. Check RetailMeNot's [store hours](#) article before you head out to make sure you arrive at the right time,
- **Arrive prepared.** Download the RetailMeNot [Coupons app](#) before you shop so you can take advantage of digital coupons that you can use right at the register.
- **The deals don't stop there.** If you don't find what you're looking for on Black Friday, never fear. There will be great in-store and online deals throughout the weekend and on Cyber Monday. Use the RetailMeNot [Cyber Monday page](#) as a resource for the best offers. Cyber Monday is rapidly gaining on Black Friday as one of the biggest shopping days of the season!

For more tips on saving this holiday season, visit the [RetailMeNot Coupon Resource Center](#). To get help on gift ideas, visit the [RetailMeNot Gift Idea pages](#).

October Report Methodology:

The October survey was conducted between October 1 and October 8, 2013, among 1,045 U.S. residents ages 18 and over, using an email invitation and an online report. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a report result does not vary, plus or minus, by more than 3.0 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

November Report Methodology

The November survey was conducted between October 30 and November 4, 2013, among 1,021 U.S. residents ages 18 and over, using an email invitation and an online report. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a report result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

About RetailMeNot.com

RetailMeNot.com (www.retailmenot.com) is the largest digital coupon destination in the United States. Our mission is to help consumers save money and enjoy a hassle-free discount shopping experience. Since November 2006, our users have shared hundreds of thousands of digital coupons from retailers. Digital coupons are rated and ranked by users, ensuring that quality deals rise to the top and expired coupons drop down the list. RetailMeNot.com is operated by RetailMeNot, Inc., the world's largest marketplace for digital coupons.

Shopping on the go? Download the [RetailMeNot Coupons](#) app for [iPhone](#) and [Android](#) phones to access hot deals, browse top coupons, popular stores and categories and get thousands of online and in-store coupons to shop when you want, where you want. Make sure to "like" RetailMeNot.com and authorize the RetailMeNot app on Facebook, follow the company via Twitter [@retailmenot](#) and [add](#) us on Google+. Consumers can sign up for RetailMeNot's Online and In-Store Coupons Newsletter by visiting: <http://www.retailmenot.com/signup>.

About RetailMeNot, Inc.

RetailMeNot, Inc. (www.retailmenot.com/corp/) operates the world's largest digital coupon marketplace. The company's websites enable consumers across the globe seeking to save money to find hundreds of thousands of digital coupons and offers from retailers and brands. RetailMeNot, Inc. experienced more than 500 million visits to its websites in the last 12 months. The RetailMeNot, Inc. portfolio of coupon and deal websites includes www.RetailMeNot.com, the largest digital coupon marketplace in the United States; www.RetailMeNot.ca in Canada; www.VoucherCodes.co.uk, the largest digital coupon marketplace in the United Kingdom;

www.Deals.com in Germany; www.Actiepagina.nl, a leading digital coupon site in the Netherlands; Bons-de-Reduction.com and www.Ma-Reduc.com, leading digital coupon sites in France; www.Poulpeo.com, a leading digital coupon site with cash back in France; and www.Deals2Buy.com, a leading discount offer site in North America. RetailMeNot, Inc. went public in July 2013 and is listed on the NASDAQ stock exchange under the ticker symbol "SALE." Investors interested in learning more about the company can visit: <http://investor.retailmenot.com/>.

Be sure to "like" RetailMeNot, Inc. on [Facebook](#) and follow the company via Twitter [@retailmenotinc](#).

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