



Groupon Finds That Most People Plan to Start Their Black Friday Shopping at 3:29 p.m. on Thanksgiving!

November 21, 2017

Results also found that people would rather experience stubbing their toe, watching a kid's movie, getting a root canal, sleeping on the bus past their stop or losing their place in line at the DMV than brave store crowds over the long holiday shopping weekend

CHICAGO--(BUSINESS WIRE)--Nov. 21, 2017-- [Groupon](#)—the only holiday shopping destination that offers everything from the latest gadgets to personalized gifts to amazing local experiences—asked 2,000 people when they plan to begin their holiday shopping this weekend and found that most people plan to start checking off lists before they've even finished their turkey—3:29 p.m. on Thanksgiving! While people identified their estimated shopping starting time, survey participants aren't necessarily looking forward to it. According to the results, stubbing a toe, watching a kid's movie, getting a root canal, sleeping on the bus past your stop or losing your place in line at the DMV were identified as the top things people would rather experience than braving store crowds over the long weekend.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171121005897/en/>



Groupon asked 2,000 people when they plan to begin their holiday shopping this weekend and found that most people plan to start checking off lists before they've even finished their turkey—3:29 p.m. on Thanksgiving! (Graphic: Business Wire)

Luxurious [Massage](#) and [Spa Packages](#)

Amazing [Restaurant](#) Offers

[New Ways to Explore](#) Your City and Neighborhood

Quirky Stocking Stuffers

[Beer Belly Fanny Pack \(1- or 2-Pack\)](#)—from \$14.99

[Star Wars Herb Grinders](#)—from \$9.99

[Happy Man Bottle Opener, Stopper, and Corkscrew \(3-Piece\)](#)—from \$9.99

[Cat Eyeliner and Eyeshadow Stencil Template Applicators \(2-Pack\)](#)—from \$5.99

[Wireless Bluetooth Beanie Hat with Built-In Headphones](#)—from \$14.99

[Poo~Pourri Before-You-Go Toilet Spray](#)—from \$8.99

Electronics

[Samsung Adaptive Fast-Charging Power Bundle w/ Dual Charger, Charge Pad, Micro, and Type C Cables](#)—from \$99.99

[Jamsonic DJ-Style Light-Up Cat or Panda Headphones](#)—from \$19.99

[ActionPro Stealth Edition 4K Ultra HD Touchscreen WiFi Sports Camera Bundle](#)—from \$119.99

The survey, conducted by market researchers OnePoll and commissioned by Groupon, also found that not wanting to fight the crowds, having enough time, getting the day off work, being able to get everything home and finding someone to watch the kids were stated as the biggest obstacles to shopping on Black Friday.

"Getting something for everyone on your list doesn't have to be so hard," said Aaron Cooper, president of North America, Groupon. "Whether your family and friends prefer getting stuff, doing stuff or both, you can give them everything for less through Groupon."

To help people get a head start on their shopping, the Groupon Holiday Gift Shop (<https://www.groupon.com/occasion/gift-shop>) is available 24/7 with curated items and experiences for everyone in your life.

Top Deals

[bObsweep Standard, PetHair, or PetHair Plus Robotic Vacuum Cleaner and Mop](#)—from \$199.99

[MUK LUKS Women's Slippers \(Groupon Exclusive\)](#)—from \$16.99

[Sega Genesis Classic Game Console with 81 Built-In Games](#)—from \$49.99

Home

[Vitamix LED Touchscreen 780 Blender \(Manufacturer Refurbished\)—\\$399.99](#)

[Dyson V6 Motorhead Cord-Free Stick Vacuum \(Certified Refurbished\)—\\$229.99](#)

[Microfiber Luxury Home Ultra Soft Sheet Set \(6-Piece\)—\\$19.99](#)

Personalized Gifts

[Custom Photo Products from Shutterfly—up to 50% off](#)

[Custom Faux-Mink Photo Blankets from Printerpix—up to 92% off](#)

[Custom Premium Canvas Wraps from Canvas on Demand—up to 81% off](#)

Popular Brands

[Maverick Royal Riviera Pears from Harry & David—44% off](#)

[One Language - Two-Year Subscription with Optional Download from Rosetta Stone—up to 32% off](#)

[\\$25 for \\$50 to Spend Online at Sharper Image](#)

To view Groupon's entire collection of holiday gifts, visit the popular gift shop here <https://www.groupon.com/occasion/gift-shop>.

While supplies last. No substitutions and no rainchecks. All deals subject to change. Advertised prices available [11/21/17] but end dates vary. See the product listing on groupon.com for its sale end date.

"Groupon" is a registered trademark of Groupon, Inc. All other names used may be trademarks owned by their respective holders.

About Groupon

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

To download Groupon's top-rated mobile apps, visit www.groupon.com/mobile. To search for great deals or subscribe to Groupon emails, visit www.groupon.com. To learn more about the company's merchant solutions and how to work with Groupon, visit www.groupon.com/merchant.

Groupon holiday TV spots can be found via the [GrouponYouTube channel](#).

View source version on businesswire.com: <http://www.businesswire.com/news/home/20171121005897/en/>

Source: Groupon

Groupon
Nick Halliwell
312.999.3812
nhalliwell@groupon.com