

Kicking off the holiday shopping season

Share of consumers planning to shop¹

2019

Thanksgiving = 17%

Black Friday = 43%

Cyber Monday = 35%

2018

Thanksgiving = 15%

Black Friday = 42%

Cyber Monday = 37%

2017

Thanksgiving = 13%

Black Friday = 38%

Cyber Monday = 35%

1. Source: Visa Business and Economic Insights, Prosper Insights & Analytics