

Despite Black Friday being the most prominent of all pre-Christmas 'sales days' it was the one least likely to be used for Christmas gifting

Q22 Which, if any, of the following shopping days were you aware of before taking this survey?

Q24 Which of the following did you do on Black Friday, Cyber Monday and/or Manic Monday?

Total Awareness before the survey

% aware who bought something on these days

Give or receive?



Q22 Base: All respondents pre-stage (1014)

Q24 Base: All aware of Black Friday (858) Cyber Monday (601) Manic Monday (304)