

Fieldwork Dates: 15th - 20th November 2019



Total			
	18-24	25-34	35-44
	A	B	C

Towards the end of November many brands begin a period of sales day's in-store and/or online, including specific days such as Black Friday and Cyber Monday. Which of the following statements closest reflects your behaviour during the Sales Day period?

	Base	1007	101	171	164
I'm aware and I shopped during the sales day period last year		30%	43%	37%	37%
			E	E	E
I'm aware but I did not shop during the sales day period last year		64%	51%	56%	57%
I'm not aware of the sales day period		4%	1%	5%	6%
					A
Don't know		1%	5%	2%	1%
			C.D.E.G	G	
Net: Aware		95%	94%	93%	93%

Do you plan to shop in-store or online during the sales day period including Black Friday this year?

	Base	1007	101	171	164
Yes – I've already started		9%	11%	12%	12%
					E
Yes – I plan to nearer the time		32%	45%	41%	33%
			E	E	E
No		43%	28%	36%	38%
Don't know		16%	17%	12%	16%
Net: Yes		41%	55%	53%	45%
			E	E	E

Using a scale, where 5 is strongly agree and 1 is strongly disagree, how much do you agree or disagree with each of these statements regarding the sales day period including Black Friday and Cyber Monday?

It kicks me in to gear to get started with my Christmas shopping

	Base	413	56	90	74
5 – Strongly agree		8%	7%	9%	12%
			*	*	*
4		21%	34%	24%	18%
			C.D.E.G*	*	*
3		28%	21%	29%	20%
			*	*	*
2		19%	20%	11%	23%
			*	*	B*
1 – Strongly disagree		21%	13%	21%	27%
			*	*	A*
Don't know		3%	5%	6%	-

		C*	C.E*	*
Net: Agree (top 2)	29%	41%	33%	30%
		E*	*	*
Net: Disagree (bottom 2)	40%	32%	32%	50%
		*	*	A.B.F*

The discounts help with my Christmas budget

Base	413	56	90	74
5 – Strongly agree	19%	25%	21%	23%
		*	*	*
4	31%	32%	29%	24%
		*	*	*
3	31%	18%	33%	35%
		*	A.F*	A*
2	8%	7%	7%	8%
		*	*	*
1 – Strongly disagree	8%	7%	4%	9%
		*	*	*
Don't know	4%	11%	6%	-
		C.E.G*	C*	*
Net: Agree (top 2)	50%	57%	50%	47%
		*	*	*
Net: Disagree (bottom 2)	15%	14%	11%	18%
		*	*	*

I research and bookmark the products I want to buy in the sales

Base	413	56	90	74
5 – Strongly agree	13%	5%	14%	12%
		*	*	*
4	26%	36%	20%	28%
		B.F*	*	*
3	25%	34%	28%	27%
		D*	*	*
2	13%	14%	16%	11%
		*	*	*
1 – Strongly disagree	18%	5%	17%	16%
		*	A*	*
Don't know	5%	5%	6%	5%
		*	*	*
Net: Agree (top 2)	39%	41%	34%	41%
		*	*	*
Net: Disagree (bottom 2)	31%	20%	32%	27%
		*	*	*

I use these days to do the bulk of my Christmas shopping

Base	413	56	90	74
5 – Strongly agree	7%	9%	9%	4%
		*	*	*
4	11%	21%	7%	12%
		B.F*	*	*
3	29%	27%	27%	31%
		*	*	*
2	25%	14%	30%	26%
		*	A.F*	*
1 – Strongly disagree	23%	21%	21%	24%
		*	*	*
Don't know	4%	7%	7%	3%
		*	*	*
Net: Agree (top 2)	18%	30%	16%	16%
		B.E.F*	*	*

Net: Disagree (bottom 2) 48% 36% 51% 50%

I tend to know which brands I will shop with before the sales days have started

Base	413	56	90	74
5 – Strongly agree	15%	11%	24%	11%
		*	A.C.E.G*	*
4	28%	23%	29%	27%
		*	*	*
3	26%	21%	24%	36%
		*	*	E.F*
2	15%	25%	9%	9%
		B.C.F.G*	*	*
1 – Strongly disagree	12%	13%	6%	14%
		*	*	*
Don't know	4%	7%	8%	3%
		E*	E*	*
Net: Agree (top 2)	43%	34%	53%	38%
		*	A.C.D.F.G*	*
Net: Disagree (bottom 2)	27%	38%	14%	23%
		B.F*	*	*

The discounts will be even more important for me this year due to the uncertainty with Brexit and my finances

Base	413	56	90	74
5 – Strongly agree	11%	2%	12%	14%
		*	A.F*	A*
4	16%	14%	20%	14%
		*	*	*
3	25%	23%	23%	27%
		*	*	*
2	16%	14%	12%	14%
		*	*	*
1 – Strongly disagree	26%	29%	22%	28%
		*	*	*
Don't know	7%	18%	10%	4%
		C.D.E.G*	*	*
Net: Agree (top 2)	27%	16%	32%	27%
		*	A.F*	*
Net: Disagree (bottom 2)	41%	43%	34%	42%
		*	*	*

How do you think you will shop during the sales day period. Please select all that apply.

Base	413	56	90	74
Online	87%	89%	87%	88%
		*	*	*
Via a retailer app	11%	11%	18%	12%
		*	E*	*
In-store	34%	29%	33%	38%
		*	*	*
Don't know	3%	4%	3%	4%
		*	*	*
Net: Online/ via App	89%	91%	88%	88%
		*	*	*

Will you visit different retailer websites and compare prices you find on the same product before making your purchase decision?

Base	366	51	79	65
Yes	85%	82%	82%	85%
		*	*	*
No	7%	10%	10%	3%

Don't know	8%	8% *	8% *	12% *
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Will you search online whilst shopping in-store to compare prices you find on the same product before making your purchase decision?

Base	140	16	30	28
Yes	66%	56% **	70% *	75% **
No	23%	25% **	23% *	18% **
Don't know	11%	19% **	7% *	7% **

Overall, compared with the sales day period of 2018, do you expect to spend more or less money this year (2019)?

Base	413	56	90	74
I expect to spend more money than at the 2018 sales days	22%	30% E*	29% E*	22% *
I expect to spend less money than at the 2018 sales days	31%	29% *	37% *	28% *
I expect to spend the same as at the 2018 sales days	28%	14% *	16% *	30% A.B.F*
Don't know/not applicable	20%	27% *	19% *	20% *

Age				Gender			
45-54	55+	Net: 18-34	Net: 35-54	Male	Female	North	Midlands
D	E	F	G	H	I	J	K

157	414	272	321	477	530	235	163
34%	20%	39%	35%	26%	34%	25%	35%
E		E	E		H		J
63%	75%	54%	60%	69%	61%	69%	60%
	A.B.C.D.F.G			I			
3%	4%	3%	5%	4%	4%	4%	4%
-	1%	3%	0%	1%	1%	2%	1%
		D.E.G					
97%	95%	93%	95%	95%	95%	94%	95%
						O	O

157	414	272	321	477	530	235	163
8%	7%	11%	10%	7%	11%	9%	8%
		E			H		
38%	22%	42%	36%	31%	33%	32%	33%
E		E	E				
40%	53%	33%	39%	47%	40%	43%	45%
A	A.B.C.D.F.G		A	I			
14%	18%	14%	15%	15%	17%	16%	14%
46%	29%	54%	45%	38%	44%	41%	41%
E		E.G	E				

72	121	146	146	182	231	97	67
8%	5%	8%	10%	7%	9%	6%	9%
*						*	*
17%	18%	28%	17%	16%	25%	25%	13%
*		G			H	*	*
29%	34%	26%	25%	30%	26%	25%	36%
*	C					*	*
25%	19%	14%	24%	20%	18%	20%	18%
B*			B.F			*	*
18%	23%	18%	23%	24%	19%	24%	22%
*						*	*
3%	1%	5%	1%	3%	3%	1%	1%

*		C.E				*	*
25%	23%	36%	27%	24%	34%	31%	22%
*		E			H	*	*
43%	42%	32%	47%	44%	37%	43%	40%
*			B.F			*	*

72	121	146	146	182	231	97	67
17%	14%	23%	20%	15%	23%	21%	19%
*					H	*	*
31%	36%	30%	27%	30%	32%	26%	24%
*						*	*
35%	31%	27%	35%	31%	31%	30%	36%
A*		A	A			*	*
8%	8%	7%	8%	10%	6%	13%	4%
*						*	*
6%	10%	5%	8%	12%	4%	9%	9%
*				I		*	*
4%	2%	8%	2%	3%	4%	1%	7%
*		C.E.G	C			*	J*
47%	50%	53%	47%	45%	54%	46%	43%
*						*	*
14%	18%	12%	16%	21%	10%	23%	13%
*				I		*	*

72	121	146	146	182	231	97	67
15%	15%	11%	14%	13%	13%	10%	16%
*						*	*
21%	28%	26%	25%	24%	28%	29%	25%
*		B				*	*
18%	21%	30%	23%	25%	24%	24%	22%
*						*	*
15%	12%	15%	13%	15%	12%	8%	16%
*						*	*
24%	23%	12%	20%	17%	19%	26%	15%
A.F*	A.F	A	A			N*	*
7%	2%	5%	6%	5%	4%	3%	4%
*						*	*
36%	43%	37%	38%	37%	41%	39%	42%
*						*	*
39%	35%	27%	33%	32%	31%	34%	31%
A*	A					*	*

72	121	146	146	182	231	97	67
10%	3%	9%	7%	6%	7%	4%	10%
*						*	*
10%	11%	12%	11%	7%	15%	10%	13%
*		B			H	*	*
25%	34%	27%	28%	31%	28%	26%	34%
*						*	*
29%	23%	24%	27%	25%	25%	27%	18%
A*		A				*	*
22%	26%	21%	23%	27%	21%	32%	19%
*						*	*
4%	2%	7%	3%	5%	4%	1%	4%
*						*	*
19%	14%	21%	18%	13%	22%	14%	24%
*		B			H	*	*

51% *	50%	45%	51%	52%	46%	59% K*	37% *
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72	121	146	146	182	231	97	67
17% *	12%	19% A	14%	12%	18%	14% *	16% *
21% *	34%	27%	24%	28%	28%	24% *	25% *
26% *	22%	23%	32%	23%	29%	31% *	25% *
17% *	18%	15% B	13%	20% I	11%	14% *	15% *
15% B*	12%	8%	14% B	13%	10%	12% *	13% *
4% *	1%	8% E	3%	4%	4%	4% *	4% *
38% *	46%	46% A	38%	40%	46%	38% *	42% *
32% B*	31% B	23% B	27% B	34% I	22%	27% *	28% *

72	121	146	146	182	231	97	67
15% A*	12% A	8% A	14% A	9%	13%	12% *	15% N*
17% *	13%	18%	15%	10%	19% H	12% *	13% *
24% *	26%	23%	25%	25%	25%	28% *	27% *
18% *	18%	13%	16%	17%	14%	16% *	7% *
22% *	27%	25%	25%	33% I	20%	28% *	31% *
4% *	4%	13% C.D.E.G	4%	6%	8%	3% *	6% *
32% A*	25%	26% A	29%	19%	33% H	25% *	28% *
40% *	45%	38%	41%	50% I	34%	44% *	39% *

72	121	146	146	182	231	97	67
89% *	85%	88%	88%	86%	88%	89% *	85% *
10% *	6%	15% E	11%	12%	10%	13% K*	3% *
28% *	38%	32%	33%	37%	32%	35% *	31% *
3% *	2%	3%	3%	4%	2%	3% *	4% *
93% *	86%	89%	90%	87%	90%	90% *	87% *

67	104	130	132	158	208	87	58
85% *	88%	82%	85%	87%	83%	87% *	84% *
9%	6%	10%	6%	6%	9%	6%	7%

*						*	*
6%	7%	8%	9%	8%	8%	7%	9%
*						*	*

20	46	46	48	67	73	34	21
75%	57%	65%	75%	69%	63%	68%	67%
**	*	*	*	*	*	*	**
10%	30%	24%	15%	21%	25%	21%	19%
**	*	*	*	*	*	*	**
15%	13%	11%	10%	10%	12%	12%	14%
**	*	*	*	*	*	*	**

72	121	146	146	182	231	97	67
18%	15%	29%	20%	25%	19%	22%	16%
*		E				*	*
33%	26%	34%	31%	26%	34%	28%	28%
*						*	*
28%	42%	15%	29%	30%	26%	26%	40%
F*	A.B.D.F.G		A.B.F			M*	M.N*
21%	17%	22%	21%	19%	20%	25%	15%
*						*	*

Region						Gross Household Inc	
East	London	South	Wales	Scotland	Northern Ireland	NET: £24,999 and under	NET: £25,000 - £49,999
L	M	N	O	P	Q	R	S

85	132	236	50	83	23	282	256
33%	27%	32%	26%	33%	35%	28%	32%
*			*	*	**		
64%	67%	63%	60%	65%	61%	66%	64%
*			*	*	**		
1%	4%	5%	12%	1%	4%	5%	4%
*			J.K.L.M.P*	*	**		
2%	2%	0%	2%	1%	-	1%	-
*			*	*	**		
96%	95%	94%	86%	98%	96%	94%	96%
O*		O	*	O*	**		

85	132	236	50	83	23	282	256
7%	8%	9%	10%	13%	13%	11%	9%
*			*	*	**		
34%	32%	31%	28%	29%	43%	28%	33%
*			*	*	**		
35%	42%	44%	52%	43%	26%	44%	42%
*			*	*	**		
24%	18%	15%	10%	14%	17%	17%	16%
*			*	*	**	T	
41%	39%	40%	38%	42%	57%	39%	42%
*			*	*	**		

35	52	95	19	35	13	110	107
6%	10%	8%	5%	14%	-	7%	8%
*	*	*	**	*	**		
20%	19%	20%	16%	29%	46%	24%	20%
*	*	*	**	*	**		
34%	21%	24%	42%	26%	31%	30%	23%
*	*	*	**	*	**		
20%	21%	22%	21%	14%	-	14%	29%
*	*	*	**	*	**		R.T
17%	19%	23%	16%	17%	15%	22%	20%
*	*	*	**	*	**		
3%	10%	2%	-	-	8%	4%	-

*	J.K.N*	*	**	*	**	S	
26%	29%	28%	21%	43%	46%	31%	28%
*	*	*	**	K*	**		
37%	40%	45%	37%	31%	15%	35%	49%
*	*	*	**	*	**		

35	52	95	19	35	13	110	107
14%	17%	20%	16%	26%	8%	21%	17%
*	*	*	**	*	**		
40%	23%	34%	58%	31%	46%	25%	35%
*	*	*	**	*	**		
34%	37%	27%	21%	31%	23%	31%	36%
*	*	*	**	*	**		
6%	8%	8%	-	3%	8%	14%	2%
*	*	*	**	*	**	S	
3%	6%	7%	5%	9%	8%	5%	9%
*	*	*	**	*	**		
3%	10%	3%	-	-	8%	5%	1%
*	J*	*	**	*	**		
54%	40%	54%	74%	57%	54%	45%	51%
*	*	*	**	*	**		
9%	13%	16%	5%	11%	15%	19%	11%
*	*	*	**	*	**		

35	52	95	19	35	13	110	107
9%	13%	14%	21%	14%	8%	9%	13%
*	*	*	**	*	**		
17%	25%	32%	5%	29%	23%	30%	27%
*	*	*	**	*	**		
34%	25%	25%	11%	23%	38%	23%	25%
*	*	*	**	*	**		
20%	12%	12%	32%	14%	8%	15%	11%
*	*	*	**	*	**		
17%	15%	13%	26%	20%	15%	18%	22%
*	*	*	**	*	**		
3%	10%	5%	5%	-	8%	5%	1%
*	*	*	**	*	**		
26%	38%	45%	26%	43%	31%	39%	40%
*	*	L*	**	*	**		
37%	27%	24%	58%	34%	23%	34%	34%
*	*	*	**	*	**		

35	52	95	19	35	13	110	107
3%	10%	4%	11%	11%	-	5%	8%
*	*	*	**	*	**		
9%	8%	15%	-	11%	23%	13%	8%
*	*	*	**	*	**		
31%	27%	29%	26%	31%	31%	24%	32%
*	*	*	**	*	**		
34%	19%	25%	37%	29%	15%	29%	27%
*	*	*	**	*	**		
20%	23%	22%	26%	17%	15%	22%	24%
*	*	*	**	*	**		
3%	13%	4%	-	-	15%	7%	-
*	J.N.P*	*	**	*	**	S	
11%	17%	19%	11%	23%	23%	18%	17%
*	*	*	**	*	**		

54% *	42% *	47% *	63% **	46% *	31% **	51%	51%
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35	52	95	19	35	13	110	107
9% *	23% *	14% *	16% **	17% *	8% **	12%	12%
29% *	31% *	36% P*	26% **	17% *	31% **	30%	25%
17% *	21% *	26% *	11% **	31% *	38% **	26%	31%
17% *	10% *	12% *	37% **	23% *	15% **	16%	14%
26% M.N*	10% *	7% *	11% **	11% *	- **	10%	16% T
3% *	6% *	5% *	- **	- *	8% **	5%	2%
37% *	54% *	49% *	42% **	34% *	38% **	42%	37%
43% M.N*	19% *	19% *	47% **	34% *	15% **	26%	30%

35	52	95	19	35	13	110	107
9% *	15% N*	5% *	11% **	17% N*	8% **	15%	12%
9% *	13% *	20% *	26% **	17% *	23% **	13%	14%
14% *	19% *	26% *	26% **	26% *	23% **	33%	22%
20% *	23% K*	14% *	16% **	17% *	15% **	11%	22% R
43% M.P*	17% *	25% *	16% **	17% *	8% **	23%	28%
6% *	12% J*	9% *	5% **	6% *	23% **	6%	3%
17% *	29% *	25% *	37% **	34% *	31% **	27%	26%
63% K.M.N.P*	40% *	39% *	32% **	34% *	23% **	34%	50% R

35	52	95	19	35	13	110	107
91% *	83% *	87% *	89% **	91% *	77% **	80%	93% R
11% *	17% K*	13% K*	11% **	9% *	- **	13%	7%
37% *	35% *	35% *	21% **	40% *	23% **	40% S	22%
- *	2% *	3% *	- **	6% *	8% **	4%	5%
91% *	88% *	88% *	89% **	91% *	77% **	83%	93% R

32	46	84	17	32	10	91	99
97% M*	78% *	85% *	65% **	88% *	80% **	87% *	83% *
-	13%	8%	18%	6%	-	7%	6%

*	<i>L*</i>	*	**	*	**	*	*
3%	9%	7%	18%	6%	20%	7%	11%
*	*	*	**	*	**	*	*

13	18	33	4	14	3	44	23
77%	50%	67%	25%	71%	100%	55%	91%
**	**	*	**	**	**	*	**
15%	33%	21%	75%	21%	-	36%	9%
**	**	*	**	**	**	*	**
8%	17%	12%	-	7%	-	9%	-
**	**	*	**	**	**	*	**

35	52	95	19	35	13	110	107
14%	31%	24%	16%	23%	23%	15%	26%
*	*	*	**	*	**		
34%	35%	38%	26%	23%	8%	36%	27%
*	*	*	**	*	**		
34%	12%	24%	37%	31%	31%	31%	29%
<i>M*</i>	*	*	**	<i>M*</i>	**		
17%	23%	14%	21%	23%	38%	17%	18%
*	*	*	**	*	**		

Income	Social grade		Towards the end of November many brands begin a period of sales day's in-store and/or online, including specific days such as Black Friday and Cyber Monday. Which of the following statements closest reflects your behaviour during				Do you plan to
	Net: ABC1	Net: C2DE	I'm aware and I shopped during the sales day period last	I'm aware but I did not shop during the sales day period last	I'm not aware of the sales day period	Net: Aware	Yes – I've already started
NET: £50,000 - £150,00 and over	U	V	W	X	Y	Z	AA

179	590	417	303	649	42	952	92
36%	29%	32%	100% X.Y.Z	-	-	32% X.Y	67% AC*
60%	67% V	60%	-	100% W.Y.Z	-	68% W.Y	33% *
3%	4%	5%	-	-	100% W.X.Z*	-	- *
-	1%	2% U	-	-	-	-	- *
97%	96% V	93%	100% Y	100% Y	- *	100% Y	100% AC*

179	590	417	303	649	42	952	92
9%	8%	11%	20% X.Y.Z	5%	-	10% X.Y	100% AB.AC.AD*
35%	32%	31%	63% X.Y.Z	19%	12% *	33% X.Y	- *
46%	45%	40%	7%	58% W.Z	74% W.X.Z*	42% W	- *
10%	15%	18%	10%	18% W.Z	14% *	15% W	- *
44%	40%	42%	83% X.Y.Z	24%	12% *	43% X.Y	100% AC*

79	238	175	252	156	5	408	92
9% *	7%	9%	10% X.Z	4%	- **	8% X	12% *
20% *	21%	21%	27% X.Z	13%	20% **	21% X	28% *
32% *	26%	30%	27%	29%	20% **	28%	21% *
13% *	18%	20%	20%	16%	60% **	19%	13% *
23% *	22%	19%	14%	33% W.Z	- **	21% W	24% *
4%	4%	1%	2%	4%	-	3%	2%

S*	V				**		*
29%	29%	30%	37%	17%	20%	29%	40%
*			X.Z		**	X	AB.AD*
35%	41%	39%	35%	49%	60%	40%	37%
*				W.Z	**	W	*

79	238	175	252	156	5	408	92
19%	17%	22%	24%	12%	-	19%	26%
*			X.Z		**	X	*
30%	34%	26%	35%	25%	20%	31%	25%
*			X.Z		**	X	*
30%	29%	33%	31%	31%	40%	31%	32%
*					**		*
9%	6%	10%	4%	13%	40%	7%	8%
S*				W.Z	**	W	*
9%	9%	6%	4%	13%	-	8%	7%
*				W.Z	**	W	*
3%	4%	3%	3%	6%	-	4%	3%
*					**		*
49%	51%	48%	59%	37%	20%	50%	51%
*			X.Z		**	X	*
18%	15%	15%	8%	26%	40%	15%	14%
*				W.Z	**	W	*

79	238	175	252	156	5	408	92
11%	12%	15%	16%	8%	20%	13%	18%
*			X.Z		**	X	*
32%	28%	23%	28%	24%	-	26%	23%
*					**		*
29%	24%	25%	26%	22%	20%	25%	23%
*					**		*
13%	12%	15%	14%	12%	20%	13%	13%
*					**		*
13%	18%	18%	13%	28%	-	18%	21%
*				W.Z	**	W	*
3%	5%	3%	3%	6%	40%	4%	2%
*					**		*
43%	40%	38%	44%	31%	20%	39%	41%
*			X.Z		**	X	*
25%	30%	33%	27%	40%	20%	32%	34%
*				W.Z	**	W	*

79	238	175	252	156	5	408	92
8%	5%	8%	10%	1%	-	7%	8%
*			X.Z		**	X	*
13%	10%	14%	16%	4%	-	12%	16%
*			X.Z		**	X	*
34%	33%	25%	32%	25%	20%	29%	30%
*					**		*
24%	25%	25%	25%	24%	40%	25%	20%
*					**		*
19%	21%	27%	15%	38%	20%	24%	24%
*				W.Z	**	W	*
3%	6%	2%	2%	7%	20%	4%	2%
*				W.Z	**	W	*
20%	15%	22%	26%	6%	-	18%	24%
*			X.Z		**	X	*

43% *	46%	51%	40%	62% W.Z	60% **	48% W	43% *
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79	238	175	252	156	5	408	92
19% *	15%	16%	17%	13%	20% **	15%	22% *
29% *	27%	29%	31%	24%	20% **	28%	27% *
30% *	26%	26%	27%	24%	40% **	26%	32% *
13% *	16%	15%	13%	19%	- **	15%	12% *
6% *	11%	12%	10%	14%	- **	12%	5% *
3% *	5%	3%	3%	6%	20% **	4%	2% *
48% *	42%	45%	47% X.Z	37%	40% **	43% X	49% *
19% *	27%	27%	23%	33% W.Z	- **	27% W	17% *

79	238	175	252	156	5	408	92
6% *	10%	13%	14% X.Z	7%	- **	12% X	12% *
20% *	16%	15%	17%	13%	20% **	15%	22% *
23% *	24%	26%	23%	28%	20% **	25%	23% *
13% *	17%	14%	17%	13%	20% **	15%	9% *
32% *	25%	26%	24%	29%	- **	26%	30% *
6% *	8%	6%	5%	10%	40% **	7%	4% *
27% *	26%	28%	31% X.Z	20%	20% **	27% X	34% *
44% *	42%	40%	41%	42%	20% **	41%	39% *

79	238	175	252	156	5	408	92
90% *	89%	85%	90% X.Z	83%	40% **	88% X	83% *
16% *	11%	11%	12%	9%	- **	11%	13% *
35% S*	33%	35%	35%	33%	40% **	34%	34% *
- *	3%	3%	2%	4%	20% **	3%	8% AB.AD*
92% *	90%	87%	92% X.Z	84%	40% **	89% X	85% *

73	213	153	233	131	2	364	78
88% *	87%	82%	86%	82%	50% **	85%	90% *
7%	7%	8%	6%	9%	50%	7%	6%

*					**		*
5%	6%	10%	8%	8%	-	8%	4%
*					**		*

28	79	61	87	51	2	138	31
64%	62%	70%	70%	61%	-	67%	71%
**	*	*	*	*	**		*
18%	25%	20%	16%	31%	100%	22%	23%
**	*	*	*	W.Z*	**	W	*
18%	13%	10%	14%	8%	-	12%	6%
**	*	*	*	*	**		*

79	238	175	252	156	5	408	92
24%	19%	26%	21%	23%	20%	22%	24%
*					**		*
28%	32%	28%	32%	28%	40%	30%	29%
*					**		*
33%	29%	26%	30%	26%	-	28%	33%
*					**		*
15%	20%	20%	17%	24%	40%	20%	14%
*					**		*

Do you plan to shop in-store or online during the sales day period including Black Friday this year?			How do you think you will shop during the sales day period. Please select all that apply.			
Yes – I plan to nearer the time	No	Net: Yes	Online	Via a retailer app	In-store	Net: Online/ via App
AB	AC	AD	AE	AF	AG	AH

321	433	413	360	45	140	366
59%	5%	61%	63%	69%	62%	64%
AC		AC		*		
39%	87%	38%	36%	31%	36%	36%
	AA.AB.AD			*		
2%	7%	1%	1%	-	1%	1%
	AA.AB.AD			*		
-	1%	-	-	-	-	-
				*		
98%	92%	99%	99%	100%	99%	99%
AC		AC		*		

321	433	413	360	45	140	366
-	-	22%	21%	27%	22%	21%
		AB.AC		*		
100%	-	78%	79%	73%	78%	79%
AA.AC.AD		AA.AC		*		
-	100%	-	-	-	-	-
	AA.AB.AD			*		
-	-	-	-	-	-	-
				*		
100%	-	100%	100%	100%	100%	100%
AC		AC		*		

321	-	413	360	45	140	366
7%	-	8%	8%	16%	10%	8%
	**			*		
19%	-	21%	21%	22%	28%	22%
	**			*	AE	
30%	-	28%	29%	22%	26%	29%
	**			*		
21%	-	19%	20%	18%	14%	20%
	**		AG	*		
20%	-	21%	20%	16%	19%	20%
	**			*		
3%	-	3%	2%	7%	2%	2%

	**			AE.AH*		
26%	-	29%	29%	38%	38%	30%
	**	AB		*	AE.AH	
41%	-	40%	40%	33%	34%	40%
	**			*		

321	-	413	360	45	140	366
17%	-	19%	20%	22%	21%	20%
	**			*		
32%	-	31%	32%	29%	33%	31%
	**			*		
31%	-	31%	31%	33%	26%	31%
	**			*		
8%	-	8%	7%	2%	10%	7%
	**			*	AF	
8%	-	8%	7%	7%	7%	7%
	**			*		
4%	-	4%	3%	7%	3%	3%
	**			*		
50%	-	50%	52%	51%	54%	51%
	**			*		
16%	-	15%	14%	9%	17%	14%
	**			*		

321	-	413	360	45	140	366
12%	-	13%	14%	11%	11%	14%
	**			*		
27%	-	26%	28%	29%	26%	28%
	**			*		
25%	-	25%	24%	36%	25%	25%
	**			*		
13%	-	13%	13%	9%	16%	13%
	**			*		
17%	-	18%	18%	9%	19%	18%
	**			*		
5%	-	5%	3%	7%	3%	3%
	**			*		
39%	-	39%	42%	40%	37%	42%
	**			*		
31%	-	31%	30%	18%	35%	30%
	**			*	AF	AF

321	-	413	360	45	140	366
6%	-	7%	7%	13%	9%	7%
	**			*		AE
10%	-	11%	12%	9%	12%	12%
	**			*		
29%	-	29%	30%	29%	30%	30%
	**			*		
26%	-	25%	25%	27%	26%	25%
	**			*		
23%	-	23%	24%	16%	20%	24%
	**			*		
5%	-	4%	3%	7%	3%	3%
	**			*		
16%	-	18%	18%	22%	21%	19%
	**			*		AE

50%	- **	48%	49%	42% *	46%	48%
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321	-	413	360	45	140	366
13%	- **	15%	15%	27%	17%	15%
		AB		AE.AH*		
28%	- **	28%	30%	29%	26%	29%
				*		
24%	- **	26%	24%	24%	26%	25%
				*		
16%	- **	15%	16%	9%	17%	16%
				*		
13%	- **	12%	11%	7%	11%	11%
AA.AD		AA		*		
5%	- **	4%	3%	4%	2%	3%
				*		
41%	- **	43%	45%	56%	43%	45%
				*		
30%	- **	27%	28%	16%	29%	27%
AA.AD		AA		*	AF	

321	-	413	360	45	140	366
11%	- **	11%	12%	11%	12%	12%
				*		
14%	- **	16%	16%	18%	13%	16%
				*		
25%	- **	25%	24%	29%	26%	25%
				*		
17%	- **	16%	15%	18%	19%	15%
AA.AD		AA		*		
24%	- **	26%	26%	18%	22%	26%
				*		
8%	- **	7%	6%	7%	7%	6%
				*		
25%	- **	27%	28%	29%	25%	28%
				*		
42%	- **	41%	41%	36%	41%	41%
				*		

321	-	413	360	45	140	366
88%	- **	87%	100%	87%	74%	98%
			AF.AG.AH	AG*		AF.AG
10%	- **	11%	11%	100%	19%	12%
				AE.AG.AH*	AE.AH	AE
34%	- **	34%	29%	60%	100%	29%
				AE.AH*	AE.AF.AH	
2%	- **	3%	-	-	-	-
		AB		*		
90%	- **	89%	100%	100%	76%	100%
			AG	AG*		AG

288	-	366	360	45	106	366
83%	- **	85%	85%	84%	89%	85%
				*		
8%	-	7%	7%	9%	4%	7%

	**			*		AE
9%	-	8%	8%	7%	8%	8%
	**			*		

109	-	140	104	27	140	106
64%	-	66%	72%	70%	66%	72%
	**		AG	**		AG
23%	-	23%	15%	15%	23%	15%
	**			**	AE.AH	
13%	-	11%	13%	15%	11%	13%
	**			**		

321	-	413	360	45	140	366
21%	-	22%	23%	24%	22%	23%
	**			*		
31%	-	31%	30%	29%	31%	30%
	**			*		
26%	-	28%	28%	38%	32%	28%
	**			*		
22%	-	20%	20%	9%	15%	20%
	**		AF	*		AF