

Fieldwork dates: 5th-10th December 2019
 Sample size: 1022



Total	Gender		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?		Which of the following did you do during the sales day period this year (2019)? Please select all that apply.					Overall, compared with the sales day period of 2018 did you spend more or less money this year (2018)?		
	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?

Unweighted base	1022	485	537	395	596	430	515	378	134	421	65	126	48
Base	1022	496	526	395	592	430	518	382	133	414	65	124	49
I'm aware and I shopped during the sales day period this year	39%	33%	44%	100%	-	81%	74%	83%	80%	2%	86%	59%	78%
			H	X		Z.AC	AC	Y.Z.AC	AC		AE*		AE*
I'm aware but I did not shop during the sales day period this year	58%	62%	54%	-	100%	19%	26%	17%	20%	98%	14%	41%	22%
		I		W		AA	Y.AA			Y.Z.AA,AB	*	AD,AF	*
I'm not aware of the sales day period	2%	2%	1%	-	-	-	-	-	-	-	-	-	-
											+		+
Don't know	2%	3%	1%	-	-	-	-	-	-	-	-	-	-
											+		+
Net: Aware - shopped in the sales	39%	33%	44%	100%	-	81%	74%	83%	80%	2%	86%	59%	78%
			H	X		Z.AC	AC	Y.Z.AC	AC		AE*		AE*
Net: Aware- did not shop in the sales	58%	62%	54%	-	100%	19%	26%	17%	20%	98%	14%	41%	22%
		I		W		AA	Y.AA			Y.Z.AA,AB	*	AD,AF	*

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	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?

When brands start their sales days early in November, rather than on Black Friday itself, how positive or negative does this make you feel about the brand?

Unweighted base	644	289	355	263	381	293	351	257	92	263	48	77	32
Base	639	290	348	263	376	291	352	256	92	258	48	78	30
Very positive	3%	2%	4%	7%	0%	6%	5%	6%	9%	1%	18%	2%	-
				X		AC	AC	AC	AC*		AE,AF*	*	*
Somewhat positive	13%	12%	14%	22%	6%	17%	19%	18%	19%	4%	20%	24%	13%
				X		AC	Y.AC	AC	AC*		*	*	*
Neither positive/nor negative	57%	59%	55%	52%	60%	58%	54%	57%	53%	61%	54%	55%	67%
				W		Z		Z	*		*	*	*
Somewhat negative	19%	19%	18%	14%	22%	15%	16%	14%	16%	23%	6%	17%	10%
				W		W		*	Y,Z,AA		*	*	*
Very negative	6%	7%	6%	2%	10%	2%	3%	2%	1%	10%	2%	3%	4%
				W		W	Y,AA		*	Y,Z,AA,AB	*	*	*
Don't know	2%	2%	3%	3%	2%	3%	3%	3%	2%	1%	-	-	5%
									*		*	*	AE*

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	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?

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?

Q5_1. I wish we didn't have it

Unweighted base	991	465	526	395	596	430	515	378	134	421	65	126	48
Base	987	472	514	395	592	430	518	382	133	414	65	124	49
5 - Strongly agree	29%	35%	24%	9%	43%	11%	11%	10%	9%	50%	7%	16%	8%
		I		W			AA			Y.Z.AA.AB	+		+
4	12%	10%	13%	11%	12%	11%	11%	11%	8%	13%	10%	10%	5%
											+		+
3	25%	24%	27%	27%	24%	28%	27%	27%	30%	22%	13%	25%	29%
											+	AD	AD*
2	15%	16%	15%	24%	9%	24%	23%	24%	25%	5%	26%	21%	43%
				X		AC	AC	AC	AC		+		AE*
1 - Strongly disagree	14%	12%	16%	26%	6%	24%	23%	25%	27%	4%	42%	23%	15%
			H	X		AC	AC	Y.AC	AC		AE.AF*		+
Don't know	5%	5%	5%	3%	5%	3%	3%	3%	2%	6%	3%	5%	-
											+		+
Net: Agree	41%	45%	37%	20%	55%	21%	23%	21%	17%	63%	17%	26%	14%
		I		W						Y.Z.AA.AB	+		+
Net: Disagree	29%	27%	31%	50%	15%	48%	47%	49%	51%	9%	67%	43%	57%
				X		AC	AC	AC	AC		AE*		+

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	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?

Q5_2. I'm glad the sales tend to be spread over a few days, as it avoids a mad rush

	991	465	526	395	596	430	515	378	134	421	65	126	48
Unweighted base	991	465	526	395	596	430	515	378	134	421	65	126	48
Base	987	472	514	395	592	430	518	382	133	414	65	124	49
5 - Strongly agree	15%	14%	16%	25%	8%	23%	22%	24%	29%	7%	34%	17%	18%
				X		AC	AC	AC	AC		AE*		*
4	27%	26%	27%	37%	20%	38%	37%	37%	36%	17%	41%	48%	41%
				X		AC	AC	AC	AC		*		*
3	31%	32%	30%	24%	36%	27%	27%	25%	26%	36%	18%	20%	32%
				W						Y.Z.AA,AB	*		*
2	7%	5%	8%	6%	7%	6%	6%	7%	2%	7%	6%	6%	5%
				H		AB	AB	AB		AB	*		*
1 - Strongly disagree	11%	11%	10%	2%	16%	3%	4%	2%	4%	18%	-	5%	2%
				W			Y.AA			Y.Z.AA,AB	*		*
Don't know	10%	12%	8%	5%	13%	4%	4%	4%	3%	16%	1%	4%	2%
				I						Y.Z.AA,AB	*		*
Net: Agree	42%	40%	44%	62%	28%	60%	59%	61%	65%	24%	75%	65%	59%
				X		AC	AC	AC	AC		*		*
Net: Disagree	17%	16%	19%	8%	23%	9%	10%	10%	6%	25%	6%	11%	7%
				W						Y.Z.AA,AB	*		*

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	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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

Unweighted base	991	465	526	395	596	430	515	378	134	421	65	126	48
Base	987	472	514	395	592	430	518	382	133	414	65	124	49
5 - Strongly agree	5%	3%	7%	10%	1%	8%	8%	9%	10%	2%	14%	8%	2%
			H	X		AC	AC	AC	AC		AF*	*	*
4	15%	14%	16%	25%	8%	24%	25%	23%	33%	3%	36%	22%	24%
			X			AC	AC	AC	Y.Z.AA.AC		AE*	*	*
3	18%	19%	18%	26%	13%	24%	24%	24%	20%	11%	24%	22%	37%
			X			AC	AC	AC	AC		*	*	*
2	17%	18%	17%	15%	19%	18%	18%	18%	13%	18%	14%	26%	11%
											*	*	*
1 - Strongly disagree	42%	44%	40%	22%	56%	26%	26%	25%	23%	62%	12%	22%	25%
				W						Y.Z.AA.AB	*	*	*
Don't know	3%	3%	3%	1%	4%	0%	1%	0%	-	4%	-	1%	-
				W						Y.Z.AA.AB	*	*	*
Net: Agree	19%	16%	22%	35%	9%	32%	32%	32%	44%	5%	50%	30%	27%
			H	X		AC	AC	AC	Y.Z.AA.AC		AE,AF*	*	*
Net: Disagree	60%	62%	57%	37%	74%	43%	43%	43%	36%	80%	26%	47%	37%
			W							Y.Z.AA.AB	*	AD	*

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	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?
 It makes me feel more negative towards the brands involved

Unweighted base	991	465	526	395	596	430	515	378	134	421	65	126	48
Base	987	472	514	395	592	430	518	382	133	414	65	124	49
5 - Strongly agree	12%	14%	10%	4%	17%	4%	6%	4%	3%	20%	4%	7%	7%
					W		Y.AA			Y.Z.AA,AB	*		*
4	13%	16%	11%	8%	17%	8%	8%	7%	10%	21%	9%	17%	5%
					W					Y.Z.AA,AB	*	AF	*
3	32%	31%	32%	27%	35%	30%	30%	29%	30%	33%	17%	24%	32%
					W						*		*
2	19%	17%	21%	28%	13%	29%	29%	29%	25%	8%	28%	24%	38%
				X		AC	AC	AC	AC		*		*
1 - Strongly disagree	17%	15%	18%	27%	10%	24%	23%	26%	28%	11%	40%	24%	13%
				X		Z.AC	AC	Y.Z.AC	AC		AE,AF*		*
Don't know	8%	7%	8%	6%	9%	5%	5%	5%	4%	8%	3%	4%	6%
											*		*
Net: Agree	25%	29%	21%	12%	34%	12%	14%	12%	12%	40%	13%	24%	11%
		I			W		Y.AA			Y.Z.AA,AB	*		*
Net: Disagree	36%	32%	39%	55%	23%	53%	51%	55%	54%	19%	68%	48%	51%
		H		X		AC	AC	Z.AC	AC		AE*		*

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	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?

It's just a way for brands to get rid of old stock

Unweighted base	991	465	526	395	596	430	515	378	134	421	65	126	48
Base	987	472	514	395	592	430	518	382	133	414	65	124	49
5 - Strongly agree	29%	32%	27%	18%	37%	20%	21%	19%	20%	39%	18%	24%	22%
				W			AA			Y.Z.AA,AB	*		*
4	33%	32%	34%	33%	33%	32%	33%	32%	30%	35%	23%	39%	24%
				X							*	AD	*
3	24%	23%	24%	32%	18%	33%	31%	34%	32%	16%	45%	23%	43%
				X		AC	AC	Z.AC	AC		AE*		AE*
2	5%	5%	6%	8%	4%	8%	7%	8%	7%	3%	5%	9%	4%
				X		AC	AC	AC	AC		*		*
1 - Strongly disagree	3%	2%	4%	4%	2%	4%	4%	4%	6%	1%	4%	2%	5%
				X		AC	AC	AC	AC		*		*
Don't know	6%	7%	5%	5%	6%	4%	4%	3%	4%	7%	6%	3%	3%
										Y.Z.AA	*		*
Net: Agree	62%	63%	61%	51%	70%	52%	53%	50%	51%	73%	40%	63%	46%
					W		AA			Y.Z.AA,AB	*	AD	*
Net: Disagree	8%	7%	10%	12%	6%	12%	12%	13%	13%	3%	9%	11%	9%
				X		AC	AC	AC	AC		*		*

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	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?

The discounts help with my Christmas budget

Unweighted base	991	465	526	395	596	430	515	378	134	421	65	126	48
Base	987	472	514	395	592	430	518	382	133	414	65	124	49
5 - Strongly agree	8%	6%	10%	17%	2%	15%	14%	16%	20%	2%	32%	10%	6%
			H	X		AC	AC	Z.AC	Z.AC		AE.AF*		*
4	20%	19%	20%	35%	9%	34%	34%	35%	35%	4%	43%	31%	40%
			X			AC	AC	AC	AC		*		*
3	22%	23%	22%	24%	21%	26%	25%	23%	31%	19%	14%	28%	33%
						AA.AC	AC		AA.AC		*	AD	AD*
2	17%	18%	16%	12%	20%	14%	14%	15%	7%	21%	6%	18%	11%
					W	AB	AB	AB		Y.Z.AA.AB	*	AD	*
1 - Strongly disagree	26%	28%	25%	9%	38%	9%	9%	8%	7%	45%	4%	10%	10%
				W						Y.Z.AA.AB	*		*
Don't know	7%	6%	7%	3%	9%	2%	3%	2%	1%	9%	1%	3%	-
					W		Y			Y.Z.AA.AB	*		*
Net: Agree	28%	25%	30%	53%	11%	49%	48%	51%	54%	6%	75%	41%	46%
			X			AC	AC	Z.AC	AC		AE.AF*		*
Net: Disagree	43%	46%	41%	20%	59%	23%	24%	23%	14%	67%	10%	28%	21%
				W		AB	AB	AB		Y.Z.AA.AB	*	AD	*

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	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?
It makes the lead up to Christmas even more commercialised

Unweighted base	991	465	526	395	596	430	515	378	134	421	65	126	48
Base	987	472	514	395	592	430	518	382	133	414	65	124	49
5 - Strongly agree	44%	46%	43%	29%	54%	32%	33%	31%	33%	58%	31%	37%	32%
				W	W		AA			Y.Z.AA,AB	+		+
4	30%	29%	30%	36%	26%	36%	34%	36%	35%	26%	27%	41%	35%
				X	X	AC	AC	AC	AC		+		+
3	16%	17%	14%	21%	12%	20%	19%	21%	18%	11%	24%	14%	27%
				X	X	AC	AC	AC	AC		+		AE*
2	5%	3%	6%	7%	4%	6%	7%	6%	8%	3%	6%	4%	4%
			H	X	X	AC	AC	AC	AC		+		+
1 - Strongly disagree	2%	2%	3%	4%	2%	3%	3%	3%	5%	1%	6%	1%	-
				X	X	AC	AC	AC	AC		+		+
Don't know	3%	3%	3%	4%	2%	3%	3%	4%	1%	2%	6%	2%	2%
				X	X	AC	AC	AC	AC		+		+
Net: Agree	74%	75%	74%	65%	80%	68%	68%	66%	69%	84%	59%	78%	67%
				W	W					Y.Z.AA,AB	+	AD	+
Net: Disagree	7%	5%	9%	10%	5%	9%	10%	9%	12%	4%	12%	5%	4%
			H	X	X	AC	AC	AC	AC		+		+

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	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?
They start too early in the month. It's not about Black Friday anymore

Unweighted base	991	465	526	395	596	430	515	378	134	421	65	126	48
Base	987	472	514	395	592	430	518	382	133	414	65	124	49
5 - Strongly agree	30%	28%	31%	19%	37%	22%	22%	21%	21%	38%	16%	23%	15%
				W						Y.Z.AA,AB	*		*
4	22%	22%	21%	23%	20%	23%	24%	23%	17%	19%	21%	34%	22%
						AB	AB				*		*
3	25%	25%	25%	30%	22%	31%	29%	30%	37%	21%	27%	21%	41%
				X		AC	AC	AC	Z.AC		*		AE*
2	9%	9%	9%	11%	8%	11%	11%	12%	13%	7%	22%	12%	8%
						AC	AC	AC	AC		*		*
1 - Strongly disagree	5%	4%	6%	9%	3%	7%	7%	8%	8%	3%	10%	4%	6%
				X		AC	AC	AC	AC		*		*
Don't know	10%	11%	8%	8%	11%	6%	6%	6%	5%	13%	4%	6%	7%
										Y.Z.AA,AB	*		*
Net: Agree	51%	50%	52%	42%	57%	45%	47%	44%	38%	57%	37%	57%	37%
				W		AB	AA,AB			Y.Z.AA,AB	*	AD,AF	*
Net: Disagree	14%	13%	15%	19%	11%	19%	18%	20%	21%	10%	32%	16%	15%
				X		AC	AC	Z.AC	AC		AE*		*

Fieldwork dates: 5th-10th December 2019
Sample size: 1022



Total	Gender		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?		Which of the following did you do during the sales day period this year (2019)? Please select all that apply.					Overall, compared with the sales day period of 2018 did you spend more or less money this year (2018)?		
	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?
Which of the following did you do during the sales day period this year (2019)? Please select all that apply.

Unweighted base	991	465	526	395	596	430	515	378	134	421	65	126	48
Base	987	472	514	395	592	430	518	382	133	414	65	124	49
I bought something for myself online	26%	23%	29%	58%	5%	60%	50%	67%	43%	-	68%	37%	52%
			H	X		Z.AB.AC	AC	Y.Z.AB.AC	AC		AE*		*
I bought something for myself in-store	9%	6%	12%	20%	2%	22%	18%	16%	70%	-	25%	15%	15%
			H	X		Z.AA.AC	AC	AC	Y.Z.AA.AC		*		*
I bought something as a gift online	27%	23%	31%	55%	8%	62%	52%	70%	50%	-	61%	39%	54%
			H	X		Z.AB.AC	AC	Y.Z.AB.AC	AC		AE*		*
I bought something as a gift in store	9%	7%	11%	19%	3%	21%	18%	15%	69%	-	25%	14%	15%
			X			Z.AA.AC	AC	AC	Y.Z.AA.AC		*		*
I intended to buy something but decided against it	8%	9%	8%	7%	9%	-	15%	-	-	-	10%	18%	5%
							Y.AA.AB.AC				*	AF	*
I intended to buy something but encountered technical issues	1%	1%	1%	1%	1%	-	2%	-	-	-	-	-	2%
							Y.AA.AC				*		*
I did not buy anything and didn't intend to	42%	47%	38%	2%	69%	-	-	-	-	100%	3%	23%	4%
			I		W					Y.Z.AA.AB	*	AD.AF	*
Don't know	0%	0%	0%	0%	0%	-	-	-	-	-	-	-	4%
											*		AE*
Not applicable	5%	6%	4%	1%	8%	-	-	-	-	-	-	1%	2%
					W						*		*
Net: Bought from the sale	44%	37%	49%	88%	14%	100%	83%	100%	100%	-	87%	58%	84%
			H	X		Z.AC	AC	Z.AC	Z.AC		AE*		AE*
Net: Bought or intended to buy in the sale	53%	47%	58%	96%	23%	100%	100%	100%	100%	-	97%	76%	91%
			H	X		AC	AC	AC	AC		AE*		AE*
Net: Bought online	39%	33%	44%	80%	11%	89%	74%	100%	63%	-	81%	54%	77%
			H	X		Z.AB.AC	AB.AC	Y.Z.AB.AC	AC		AE*		AE*
Net: Bought in-store	14%	11%	16%	27%	5%	31%	26%	22%	100%	-	32%	21%	20%
			H	X		Z.AA.AC	AA.AC	AC	Y.Z.AA.AC		*		*

Fieldwork dates: 5th-10th December 2019
Sample size: 1022



Total	Gender		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?		Which of the following did you do during the sales day period this year (2019)? Please select all that apply.					Overall, compared with the sales day period of 2018 did you spend more or less money this year (2018)?		
	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?

Thinking about the sales day period just passed including Black Friday and Cyber Monday, did you hold off from purchasing an item in anticipation of these sales?

Unweighted base	991	465	526	395	596	430	515	378	134	421	65	126	48
Base	987	472	514	395	592	430	518	382	133	414	65	124	49
Yes	28%	26%	29%	53%	11%	48%	47%	50%	47%	6%	73%	42%	58%
				X		AC	AC	Y,Z,AC	AC		AE*		*
No	71%	72%	70%	46%	87%	51%	52%	49%	52%	93%	27%	58%	39%
				W		AA				Y,Z,AA,AB	+	AD,AF	*
Don't know	2%	2%	2%	1%	2%	1%	1%	1%	1%	2%	-	-	3%
											+		*

Fieldwork dates: 5th-10th December 2019
Sample size: 1022



Total	Gender		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?		Which of the following did you do during the sales day period this year (2019)? Please select all that apply.					Overall, compared with the sales day period of 2018 did you spend more or less money this year (2018)?		
	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?

Which type of products did you purchase during the recent sales? Please select all that apply.

	Unweighted base	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF
	430	171	259	348	82	430	430	378	134	-	56	76	41
Base	430	176	254	350	81	430	430	382	133	-	57	72	41
Personal care (e.g. Hair care, oral care, health care etc.)	12%	9%	13%	12%	11%	12%	12%	12%	17%	-	17%	16%	16%
					*					**	*	*	*
Cosmetics and skin care (e.g. make-up or moisturisers etc.)	18%	11%	23%	20%	9%	18%	18%	18%	25%	-	29%	20%	11%
			H	X	*				Y.Z	**	AF*	*	*
Toys & Games	12%	10%	13%	13%	8%	12%	12%	12%	11%	-	21%	5%	25%
					*					**	AE*	*	AE*
Mobile phone/broadband product(s)	6%	10%	4%	6%	5%	6%	6%	6%	7%	-	7%	9%	11%
		I			*					**	*	*	*
Home audio/visual product(s) (e.g. TV's, Blu-ray, home cinema, soundbars, wireless multiroom systems, etc.)	7%	12%	5%	8%	4%	7%	7%	7%	6%	-	10%	13%	2%
		I			*					**	*	*	*
Audio technology product(s) (e.g. MP3s / iPod, speakers, DAB, radios, headphones, docking stations etc.)	10%	13%	8%	12%	3%	10%	10%	11%	11%	-	21%	14%	7%
				X	*					**	*	*	*
Computing (e.g. tablets, laptops, e-readers, printers, etc.)	11%	15%	8%	12%	8%	11%	11%	12%	15%	-	22%	15%	13%
		I			*					**	*	*	*
Gaming (e.g. games or games consoles such as PS4, Xbox One, etc.)	10%	12%	8%	10%	8%	10%	10%	10%	12%	-	9%	13%	6%
					*					**	*	*	*
Smart technology (e.g. Amazon Echo, NEST, Hive, wearables, home monitoring, etc.)	14%	21%	9%	16%	6%	14%	14%	15%	7%	-	29%	16%	8%
		I		X	*	AB	AB	AB		**	AF*	*	*
Small Appliances (e.g. toasters, kettles, coffee machines, etc.)	8%	6%	10%	10%	3%	8%	8%	8%	11%	-	13%	9%	5%
					*					**	*	*	*
Large Appliances (e.g. fridge freezers, washing machines, etc.)	3%	1%	3%	3%	-	3%	3%	2%	3%	-	4%	1%	3%
					*					**	*	*	*
Fashion, including clothing, footwear, and accessories	36%	28%	42%	38%	30%	36%	36%	37%	51%	-	36%	37%	37%
			H		*				Y.Z_AA	**	*	*	*
Homeware, including utensils or decorative items	9%	4%	13%	10%	5%	9%	9%	10%	11%	-	5%	15%	2%
			H		*					**	*	AF*	*
Furniture	3%	2%	3%	3%	3%	3%	3%	3%	4%	-	3%	1%	4%
					*					**	*	*	*
Books and entertainment (e.g. DVD's, CD's)	14%	17%	12%	14%	14%	14%	14%	15%	16%	-	15%	19%	23%
					*					**	*	*	*
Sports/outdoor equipment	6%	9%	4%	6%	6%	6%	6%	7%	7%	-	11%	3%	15%
					*					**	*	*	AE*
Other	13%	14%	11%	13%	11%	13%	13%	13%	11%	-	8%	15%	17%
					*					**	*	*	*
Don't know	3%	3%	2%	2%	7%	3%	3%	2%	5%	-	-	3%	-

Fieldwork dates: 5th-10th December 2019
 Sample size: 1022



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?

Total	Gender		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?		Which of the following did you do during the sales day period this year (2019)? Please select all that apply.					Overall, compared with the sales day period of 2018 did you spend more or less money this year (2018)?		
	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF
				W*					**	*	*	*

Fieldwork dates: 5th-10th December 2019
 Sample size: 1022



Total	Gender		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?		Which of the following did you do during the sales day period this year (2019)? Please select all that apply.					Overall, compared with the sales day period of 2018 did you spend more or less money this year (2018)?		
	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?

When you shopped during the recent sales days, how did you purchase items? Please select all that apply.

Unweighted base	385	151	234	318	67	385	385	340	122	-	54	67	38
Base	383	153	229	316	66	383	383	341	121	-	55	63	37
Online, at home	84%	84%	85%	86%	76%	84%	84%	92%	68%	-	91%	90%	87%
					*	AB	AB	Y,Z,AB	**	*	*	*	*
Online, at work	11%	15%	9%	12%	7%	11%	11%	12%	13%	-	9%	11%	8%
					*				**	*	*	*	*
Online, whilst travelling	5%	6%	4%	6%	1%	5%	5%	5%	5%	-	19%	3%	6%
					*				**	AE*	*	*	*
Online, somewhere else	0%	1%	0%	1%	-	0%	0%	1%	2%	-	-	2%	-
					*				**	*	*	*	*
In store	25%	26%	24%	24%	27%	25%	25%	17%	66%	-	17%	25%	32%
					*	AA	AA	Y,Z,AA	**	*	*	*	*
Other	1%	1%	0%	0%	2%	1%	1%	1%	-	-	-	-	-
					*				**	*	*	*	*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
					*				**	*	*	*	*
Net: Shopped online at all	91%	90%	92%	93%	83%	91%	91%	99%	73%	-	99%	95%	93%
				X	*	AB	AB	Y,Z,AB	**	*	*	*	*

Fieldwork dates: 5th-10th December 2019
 Sample size: 1022



Total	Gender		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?		Which of the following did you do during the sales day period this year (2019)? Please select all that apply.					Overall, compared with the sales day period of 2018 did you spend more or less money this year (2018)?		
	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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?

Did you shop during the sales days last year (2018)?

Unweighted base	991	465	526	395	596	430	515	378	134	421	65	126	48
Base	987	472	514	395	592	430	518	382	133	414	65	124	49
Yes	25%	27%	24%	45%	12%	42%	41%	43%	43%	8%	100%	100%	100%
				X		AC	AC	Y.AC	AC		*		*
No	60%	59%	62%	36%	76%	40%	42%	39%	35%	81%	-	-	-
				W			Y.AA			Y.Z.AA,AB	*		*
Don't know	14%	14%	15%	19%	11%	19%	17%	18%	21%	11%	-	-	-
				X		Z.AC	AC	AC	AC		*		*

Fieldwork dates: 5th-10th December 2019
 Sample size: 1022



Total	Gender		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?				Which of the following did you do during the sales day period this year (2019)? Please select all that apply.				Overall, compared with the sales day period of 2018 did you spend more or less money this year (2018)?		
	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018	
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF	

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?
 Which of these statements best describes how you think your shopping behaviour during the sales day period has changed compared with this time last year? Please select one only.

	251	124	127	181	70	182	215	167	60	33	65	126	48
Unweighted base	251	124	127	181	70	182	215	167	60	33	65	126	48
Base	250	128	122	177	73	179	212	166	58	34	65	124	49
I shopped more over this time than last year	24%	22%	26%	31%	8%	29%	28%	30%	40%	3%	66%	9%	8%
				X	*	AC	AC	AC	Y.Z.AC*	*	AE.AF*	*	*
I shopped less over this time than last year	44%	47%	42%	33%	71%	33%	39%	35%	30%	78%	19%	74%	10%
				W*	W*	Y.AA	Y.AA	*	Y.Z.AA.AB*	*	AD.AF	*	*
I shopped the same over this time as last year	30%	27%	32%	36%	15%	37%	32%	35%	30%	8%	15%	15%	82%
				X	*	Z.AC	AC	AC	AC*	*	*	*	AD.AE*
Not applicable	2%	4%	-	1%	5%	1%	1%	1%	-	11%	-	2%	-
		I		W*	W*				*	Y.Z.AA.AB*	*		*

Fieldwork dates: 5th-10th December 2019
 Sample size: 1022



Total	Gender		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?		Which of the following did you do during the sales day period this year (2019)? Please select all that apply.					Overall, compared with the sales day period of 2018 did you spend more or less money this year (2018)?		
	Male	Female	Aware - shopped in the sales	Aware- did not shop in the sales	Net: Bought from the sale	Net: Bought or intended to buy in the sale	Net: Bought online	Net: Bought in store	Did not buy anything	I spent more money than 2018	I spent less money than 2018	I spent the same as 2018
	H	I	W	X	Y	Z	AA	AB	AC	AD	AE	AF

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

	251	124	127	181	70	182	215	167	60	33	65	126	48
Unweighted base	251	124	127	181	70	182	215	167	60	33	65	126	48
Base	250	128	122	177	73	179	212	166	58	34	65	124	49
I spent more money than 2018	26%	27%	25%	32%	12%	32%	30%	32%	37%	6%	100%	-	-
				X	*	AC	AC	AC	AC*	*	AE,AF*		*
I spent less money than 2018	49%	47%	52%	41%	70%	40%	45%	40%	44%	83%	-	100%	-
				W*	W*	40%	Y,AA	40%	*	Y,Z,AA,AB*	*	AD,AF	*
I spent the same as 2018	20%	23%	16%	22%	15%	23%	21%	23%	17%	5%	-	-	100%
				*	*	AC	AC	AC	*	*	*		AD,AE*
Don't know	5%	3%	7%	6%	3%	5%	5%	5%	2%	7%	-	-	-
				*	*	*	*	*	*	*	*	*	*