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

| 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 sal | Net: Bought online | Net: Bought in store | Did not buy anything | I spent more money than 2018 | I spent less money than 2018 | $\begin{aligned} & \text { I spent the } \\ & \text { same as } 2018 \end{aligned}$ |
|  | H | 1 | 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, incluading specific days such as Black Friday and Cyber Monday
Which of the following statements closest reflects you Which of the following statements closes
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\% | $\begin{gathered} 44 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 100 \% \\ \mathrm{x} \end{gathered}$ | - | $\begin{aligned} & \text { 81\% } \\ & \text { Z.AC } \end{aligned}$ | $\begin{gathered} 74 \% \\ \text { AC } \end{gathered}$ | $\begin{gathered} 83 \% \\ \text { Y.Z.AC } \end{gathered}$ | $\begin{gathered} 80 \% \\ \text { AC } \end{gathered}$ | 2\% | $\begin{aligned} & 86 \% \\ & A E^{*} \end{aligned}$ | 59\% | $\begin{gathered} 78 \% \\ A E^{*} \end{gathered}$ |
| I'm aware but I did not shop during the sales day period this $\begin{array}{r}\text { year }\end{array}$ | 58\% | 62\% | 54\% | - | $\begin{gathered} 100 \% \\ w \end{gathered}$ | $\begin{aligned} & 19 \% \\ & \text { AA } \end{aligned}$ | $\begin{aligned} & 26 \% \\ & \text { Y.AA } \end{aligned}$ | 17\% | 20\% | $\begin{gathered} 98 \% \\ \text { y.z.AA.AB } \end{gathered}$ | 14\% | $\begin{gathered} 41 \% \\ \text { AD.AF } \end{gathered}$ | 22\% |
| 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\% |  | $\underset{H}{44 \%}$ | $\begin{gathered} 100 \% \\ \times \end{gathered}$ |  | $\begin{aligned} & \text { 81\% } \\ & \text { Z.AC } \end{aligned}$ | $\begin{gathered} 74 \% \\ \mathrm{AC} \end{gathered}$ | $\begin{aligned} & \text { 83\% } \\ & \text { Y.Z.AC } \end{aligned}$ | $\begin{aligned} & 80 \% \\ & \text { AC } \end{aligned}$ | 2\% | $\begin{gathered} 86 \% \\ A E^{*} \end{gathered}$ | 59\% | $\begin{gathered} 78 E^{*} \\ \hline \end{gathered}$ |
| Net: Aware- did not shop in the sales | 58\% | $62 \%$ | 54\% | - | $\begin{gathered} \text { 100\% } \\ w \end{gathered}$ | 19\% | 26\% | 17\% | 20\% | $\begin{gathered} 98 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | 14\% | $\begin{aligned} & \text { 41\% } \\ & \text { AD.AF } \end{aligned}$ | 22\% |

## ieldwork dates: 5th-10th December 2019

YouGov

Towards the end of November many brands begin a eeriod of sales day's in-store andlor online, including Specific days such as Black Friday and Cyber Monday ehaviour during the Sales Day period?
When brands start their sales days early in November,
rather than on Black Friday itself, how positive or negative
ather than on Black Friday itself, how
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 |  | ${ }_{\text {AC }}$ | Y.ac | AC | AC* |  |  |  | * |
| Neither positive/nor negative | 57\% | 59\% | 55\% | 52\% | ${ }^{60 \%}$ | 58\% | 54\% | $57 \%$ | 53\% | 61\% | 54\% | 55\% | ${ }^{67 \%}$ |
| Somewhat negative | 19\% | 19\% | 18\% | 14\% | ${ }^{22 \%} \%$ | \% | 16\% | 14\% | 16\% | $\begin{gathered} 23 \% \\ Y 7 A A \end{gathered}$ | 6\% | ${ }^{17 \%}$ | 10\% |
| Very negative | 6\% | 7\% | 6\% | 2\% | $\begin{gathered} 10 \% \\ \mathrm{w} \end{gathered}$ | 2\% | $\begin{aligned} & 3 \% \\ & \text { Y.AA } \end{aligned}$ | 2\% | ${ }^{1 \%}$ | $\begin{gathered} 10 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | ${ }^{2 \%}$ | 3\% | $4 \%$ |
| Don't know | 2\% | $2 \%$ | $3 \%$ | 3\% | 2\% | 3\% | 3\% | $3 \%$ | ${ }^{2 \%}$ | 1\% | : | : | $5 \%$ |

## ieldwork dates: 5th-10th December 2019

YouGov

Towards the end of November many brands begin a eriod of salas day's in-store andlor online, including specific days such as Black Friday and Cyber Monday hich of the following statements closest

Using a scale, where 5 is strongly agree and 1 is strongly disagree, how much do you agree or disagree with ea of these statements regarding the sales day perio including Black Friday and Cy

| Unweighted base | 991 | 465 | 526 | 395 | 596 | 430 | 515 | 378 | 134 | 421 | 65 | 126 | 48 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{array}{r} \text { Base } \\ 5-\text { Strongly agree } \end{array}$ | 987 | 472 | 514 | 395 | 592 | 430 | 518 | 382 | 133 | 414 | 65 | 124 | 49 |
|  | 29\% | $35 \%$ | 24\% | 9\% | $\begin{gathered} 43 \% \\ w \end{gathered}$ | 11\% | $\begin{gathered} 11 \% \\ A A \end{gathered}$ | 10\% | 9\% | $\begin{gathered} 50 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | $7 \%$ | 16\% | $\stackrel{8 \%}{*}$ |
| 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\% | $\underset{\text { AD }}{25 \%}$ | $\begin{aligned} & 29 \% \\ & A D^{*} \end{aligned}$ |
| 2 | 15\% | 16\% | 15\% | $\begin{gathered} 24 \% \\ \times \end{gathered}$ | $9 \%$ | $\underset{A C}{24 \%}$ | $\begin{gathered} 23 \% \\ A C \end{gathered}$ | ${ }^{24 \%}$ | $\underset{\text { A5\% }}{25 \%}$ | 5\% | $26 \%$ | 21\% | $\begin{aligned} & 43 \% \\ & A E^{*} \end{aligned}$ |
| 1-Strongly disagree | 14\% | 12\% | $\underset{H}{\frac{16 \%}{H}}$ | $\underset{x}{26 \%}$ | 6\% | $\begin{gathered} 24 \% \\ \text { AC } \end{gathered}$ | $\underset{\substack{23 \% \\ A C}}{ }$ | $\begin{aligned} & 25 \% \\ & \text { Y.AC } \end{aligned}$ | $\underset{A C}{27 \%}$ | 4\% | $\begin{aligned} & 42 \% \\ & \text { AE.AF** } \end{aligned}$ | 23\% | 15\% |
| Don't know | 5\% | 5\% | 5\% | $3 \%$ | 5\% | $3 \%$ | $3 \%$ | $3 \%$ | 2\% | 6\% | 3\% | 5\% |  |
| Net: Agree | 41\% | $\begin{gathered} 45 \% \\ 1 \end{gathered}$ | 37\% | 20\% | $\begin{gathered} 55 \% \\ \mathrm{w} \end{gathered}$ | 21\% | 23\% | 21\% | 17\% | $\begin{gathered} 63 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | 17\% | 26\% | 14\% |
| Net: Disagree | 29\% | 27\% | 31\% | $\underset{x}{50 \%}$ | 15\% | $\begin{gathered} 48 \% \\ \text { AC } \end{gathered}$ | $\begin{gathered} 47 \% \\ A C \end{gathered}$ | $\begin{gathered} 49 \% \\ \mathrm{AC} \end{gathered}$ | $\begin{gathered} 51 \% \\ \text { AC } \end{gathered}$ | 9\% | $\begin{aligned} & 67 \% \\ & \mathrm{AE}^{*} \end{aligned}$ | 43\% | $57 \%$ |

Fieldwork dates: 5th-10th December 2019
YouGov

Towards the end of November many brands begin a period of sales day's in-store andlor online, including specific days such as Black Friday and Cyber Monday
Which of the following 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

| Unweighted base | 991 | 465 | 526 | 395 | 596 | 430 | 515 | 378 | 134 | 421 | 65 | 126 | 48 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{array}{r} \text { Base } \\ 5 \text { - Strongly agree } \end{array}$ | 987 | 472 | 514 | 395 | 592 | 430 | 518 | 382 | 133 | 414 | 65 | 124 | 49 |
|  | 15\% | 14\% | 16\% | $25 \%$ | 8\% | $23 \%$ | 22\% | $24 \%$ | $\begin{aligned} & 29 \% \\ & A C \end{aligned}$ | 7\% | $\begin{aligned} & 34 \% \\ & A^{*} \end{aligned}$ | 17\% | 18\% |
| 4 | 27\% | 26\% | 27\% | $\underset{x}{37 \%}$ | 20\% | $\begin{gathered} 38 \% \\ \text { AC } \end{gathered}$ | $\begin{aligned} & \begin{array}{c} 37 \% \\ A C \end{array} \end{aligned}$ | $\begin{gathered} 37 \% \\ A C \\ A \end{gathered}$ | $\underset{\substack{36 \% \\ A C}}{ }$ | 17\% | 41\% | 48\% | 41\% |
| 3 | 31\% | 32\% | 30\% | 24\% | $\stackrel{36 \%}{{ }_{\mathrm{w}}}$ | 27\% | 27\% | 25\% | 26\% | $\begin{gathered} 36 \% \\ \text { Y.Z.A.AB } \end{gathered}$ | 18\% | 20\% | ${ }^{32 \%}$ |
| 2 | 7\% | 5\% | $\underset{\substack{8 \% \\ H}}{ }$ | 6\% | 7\% | $\begin{aligned} & 6 \% \\ & \text { AB } \end{aligned}$ | $\begin{aligned} & 6 \% \\ & \text { AB } \end{aligned}$ | $\begin{aligned} & 7 \% \\ & \text { AB } \end{aligned}$ | 2\% | $\begin{aligned} & 7 \% \\ & \text { AB } \end{aligned}$ | ${ }^{6 \%}$ | 6\% | $5 \%$ |
| 1-Strongly disagree | 11\% | 11\% | 10\% | 2\% | $\begin{aligned} & \text { 16\% } \\ & \mathrm{w} \end{aligned}$ | $3 \%$ | $\begin{aligned} & 4 \% \\ & \text { Y.AA } \end{aligned}$ | 2\% | 4\% | $\begin{gathered} \quad 18 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | : | 5\% | ${ }^{2 \%}$ |
| Don't know | 10\% | $\begin{gathered} 12 \% \\ 1 \end{gathered}$ | 8\% | 5\% | $\begin{aligned} & 13 \% \\ & w \end{aligned}$ | 4\% | 4\% | 4\% | 3\% | $\begin{gathered} 16 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | $1 \%$ | 4\% | $2 \%$ |
| Net: Agree | 42\% | 40\% | 44\% | $\underset{\times 2 \%}{62 \%}$ | 28\% | $\begin{aligned} & \text { 60\% } \\ & \text { AC } \end{aligned}$ | $\begin{gathered} 59 \% \\ \text { AC } \end{gathered}$ | $61 \%$ | $\begin{aligned} & 65 \% \\ & \text { AC } \end{aligned}$ | 24\% | $75 \%$ | 65\% | 59\% |
| Net: Disagree | 17\% | 16\% | 19\% | $8 \%$ | $\stackrel{23 \%}{23 \%}$ | $9 \%$ | 10\% | 10\% | 6\% | $\begin{gathered} 25 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | ${ }^{6 \%}$ | 11\% | $\stackrel{7 \%}{*}$ |

## ieldwork dates: 5th-10th December 2019

YouGov

Towards the end of November many brands begin a
period of sales day's in-store andlor online incud period of sales day's in-store and/or online, includitid specific days such as Black Friday and Cyber Monday 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 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{array}{r} \text { Base } \\ 5-\text { Strongly agree } \end{array}$ | 987 | 472 | 514 | 395 | 592 | 430 | 518 | 382 | 133 | 414 | 65 | 124 | 49 |
|  | 5\% | 3\% | 7\% | 10\% | 1\% | 8\% | 8\% | 9\% | 10\% | 2\% | 14\% | 8\% |  |
|  |  |  | н | x |  | AC | AC | AC | AC |  | AF* |  | * |
| 4 | 15\% | 14\% | 16\% | $\begin{gathered} 25 \% \\ x \end{gathered}$ | $8 \%$ | $\begin{aligned} & 24 \% \\ & \text { AC } \end{aligned}$ | $\underset{A C}{25 \%}$ | $\underset{A C}{23 \%}$ | $\begin{gathered} 33 \% \\ \text { Y.Z.AA.AC } \end{gathered}$ | 3\% | $\begin{aligned} & 36 \% \\ & \text { AF } F^{*} \end{aligned}$ | 22\% | 24\% |
| 3 | 18\% | 19\% | 18\% | $\stackrel{26 \%}{2} \underset{x}{2}$ | 13\% | $\begin{gathered} 24 \% \\ { }_{\text {AC }} \end{gathered}$ | $24 \%$ | $\underset{\substack{24 \% \\ A C}}{ }$ | $\begin{gathered} 20 \% \\ \text { AC } \end{gathered}$ | 11\% | 24\% | 22\% | $\stackrel{37}{*}$ |
| 2 | 17\% | 18\% | 17\% | 15\% | 19\% | 18\% | 18\% | 18\% | 13\% | 18\% | 14\% | 26\% | ${ }^{11 \%}$ |
| 1 - Strongly disagree | 42\% | 44\% | 40\% | 22\% | $\begin{gathered} 56 \% \\ \mathrm{w} \end{gathered}$ | 26\% | 26\% | 25\% | 23\% | $\begin{gathered} 62 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | 12\% | 22\% | $\stackrel{25 \%}{ }$ |
| Don't know | 3\% | 3\% | 3\% | 1\% | $\begin{aligned} & 4 \% \\ & w \\ & w \end{aligned}$ | 0\% | 1\% | 0\% | - | $\begin{gathered} \quad 4 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ |  | 1\% | - |
| Net: Agree | 19\% | 16\% | $\underset{\mathrm{H}}{22 \%}$ | $\stackrel{35 \%}{x}$ | $9 \%$ | $\begin{aligned} & \begin{array}{c} 32 \% \\ A C \end{array} \end{aligned}$ | $\begin{gathered} 32 \% \\ \text { AC } \end{gathered}$ | $\underset{\substack{32 \% \\ A C}}{ }$ | $\begin{gathered} 44 \% \\ \text { Y.Z.AA.AC } \end{gathered}$ | 5\% | $\begin{gathered} 50 \% \\ \text { AE.A. }{ }^{*} \end{gathered}$ | 30\% | $\stackrel{27 \%}{ }$ |
| Net: Disagree | 60\% | 62\% | 57\% | 37\% | $\begin{gathered} 74 \% \\ \mathrm{w} \end{gathered}$ | 43\% | 43\% | 43\% | 36\% | $\begin{gathered} 80 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | 26\% | $\underset{A D}{47 \%}$ | $\stackrel{37}{*}$ |

## ieldwork dates: 5th-10th December 2019

YouGov

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 specific days such as Black Friday and Cyber Monday.
Which of the following statements llosest reflects your
behaviour during the Sales Day period?

```
It makes
```

| Unweighted base | 991 | 465 | 526 | 395 | 596 | 430 | 515 | 378 | 134 | 421 | 65 | 126 | 48 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{array}{r} \text { Base } \\ 5 \text { - Strongly agree } \end{array}$ | 987 | 472 | 514 | 395 | 592 | 430 | 518 | 382 | 133 | 414 | 65 | 124 | 49 |
|  | 12\% | 14\% | 10\% | 4\% | $\begin{gathered} 17 \% \\ \mathrm{w} \end{gathered}$ | 4\% | $\begin{aligned} & 6 \% \\ & \text { Y.AA } \end{aligned}$ | 4\% | 3\% | $\begin{gathered} 20 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | 4\% | 7\% | $\stackrel{7 \%}{ }$ |
| 4 | 13\% | $\begin{gathered} 16 \% \\ 1 \end{gathered}$ | 11\% | 8\% | $\begin{aligned} & 17 \% \\ & \mathrm{w} \end{aligned}$ | 8\% | 8\% | 7\% | 10\% | $\begin{gathered} 21 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | $9 \%$ | $\begin{gathered} 17 \% \\ \mathrm{AF} \end{gathered}$ | $\stackrel{5 \%}{*}$ |
| 3 | 32\% | 31\% | 32\% | 27\% | $\begin{gathered} 35 \% \\ w \end{gathered}$ | 30\% | 30\% | 29\% | 30\% | 33\% | 17\% | 24\% | $\stackrel{3 \%}{*}$ |
| ${ }^{2}$ | 19\% | 17\% | 21\% | $\stackrel{28 \%}{28} \times$ | 13\% | $\begin{gathered} 29 \% \\ \text { AC } \end{gathered}$ | $\begin{gathered} 29 \% \\ \mathrm{AC} \end{gathered}$ | $\begin{aligned} & 29 \% \\ & A C \end{aligned}$ | $\begin{gathered} 25 \% \\ { }_{20} \end{gathered}$ | 8\% | 28\% | 24\% | $\stackrel{38}{ }$ |
| 1 - Strongly disagree | 17\% | 15\% | 18\% | $\begin{gathered} 27 \% \\ \times \end{gathered}$ | 10\% | $\begin{aligned} & 24 \% \\ & \text { Z.AC } \end{aligned}$ | $\begin{aligned} & 23 \% \\ & \text { AC } \end{aligned}$ | $\begin{gathered} \text { 26\% } \\ \text { Y.Z.AC } \end{gathered}$ | ${ }^{28 \%}$ | 11\% | $\begin{gathered} \text { 40\% } \\ \text { AE.AF* } \end{gathered}$ | 24\% | ${ }^{13 \%}$ |
| Don't know | 8\% | 7\% | 8\% | 6\% | $9 \%$ | 5\% | 5\% | 5\% | 4\% | 8\% | $3 \%$ | 4\% | $\stackrel{6 \%}{*}$ |
| Net: Agree | 25\% | 29\% | 21\% | 12\% | $\begin{gathered} 34 \% \\ \mathrm{w} \end{gathered}$ | 12\% | $\begin{aligned} & 14 \% \% \\ & \text { Y.AA } \end{aligned}$ | 12\% | 12\% | $\begin{gathered} 40 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | 13\% | 24\% | ${ }^{11 \%}$ |
| Net: Disagree | 36\% | 32\% | $\underset{H}{39 \%}$ | $\begin{gathered} 55 \% \\ \times \end{gathered}$ | 23\% | $\begin{gathered} 53 \% \\ { }^{5 C} \end{gathered}$ | $\begin{gathered} 51 \% \\ \text { AC } \end{gathered}$ | $\begin{aligned} & 55 \% \\ & \text { Z.AC } \end{aligned}$ | $\begin{aligned} & 54 \% \\ & \mathrm{AC} \end{aligned}$ | 19\% | $\begin{aligned} & 68 \% \\ & \text { AE }^{*} \end{aligned}$ | 48\% | $\stackrel{51 \%}{ }$ |

## ieldwork dates: 5th-10th December 2019

YouGov

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 specific days such as Black Friday and Cyber Monday. hich of the following statements closest
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\% | $\begin{aligned} & 37 \% \\ & w \end{aligned}$ | 20\% | $21 \%$ | 19\% | 20\% | $\begin{gathered} 39 \% \\ \text { Y.Z.A.AB } \end{gathered}$ | 18\% | 24\% | $\stackrel{22 \%}{ }$ |
|  | 33\% | 32\% | 34\% | 33\% | 33\% | 32\% | 33\% | 32\% | 30\% | 35\% | 23\% | $\begin{gathered} 39 \% \\ \text { AD } \end{gathered}$ | 24\% |
| 3 | 24\% | 23\% | 24\% | $\begin{gathered} 32 \% \\ \times \end{gathered}$ | 18\% | $\begin{gathered} 33 \% \\ A C \end{gathered}$ | $\begin{gathered} \begin{array}{c} 31 \% \\ A C \end{array} \end{gathered}$ | $\begin{aligned} & 344 \% \\ & \text { Z.AC } \end{aligned}$ | $\begin{aligned} & 32 \% \\ & A C \end{aligned}$ | 16\% | $\begin{gathered} 45 \% \\ \mathrm{AE}^{*} \end{gathered}$ | 23\% | $\begin{aligned} & 43 \% \\ & A E^{*} \end{aligned}$ |
| 2 | 5\% | 5\% | 6\% | $\begin{gathered} 8 \% \\ \times \end{gathered}$ | 4\% | $\begin{aligned} & 8 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 7 \% \\ & A C \end{aligned}$ | $\begin{aligned} & 8 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 7 \% \\ & \text { AC } \end{aligned}$ | 3\% | 5\% | 9\% | $\stackrel{4 \%}{*}$ |
| 1 - Strongly disagree | 3\% | 2\% | 4\% | $\begin{gathered} 4 \% \\ \times \end{gathered}$ | 2\% | $\begin{aligned} & 4 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 4 \% \\ & \mathrm{AC} \end{aligned}$ | $\begin{aligned} & 4 \% \\ & \mathrm{AC} \end{aligned}$ | $\begin{aligned} & 6 \% \\ & \text { AC } \end{aligned}$ | 1\% | $4 \%$ | 2\% | $\stackrel{5 \%}{*}$ |
| Don't know | 6\% | 7\% | 5\% | 5\% | 6\% | 4\% | 4\% | $3 \%$ | 4\% | $\begin{gathered} \text { 7\% } \\ \text { Y.Z.AA } \end{gathered}$ | 6\% | 3\% | 3\% |
| Net: Agree | 62\% | 63\% | 61\% | 51\% | $\begin{gathered} \text { 70\% } \\ w \end{gathered}$ | 52\% | ${ }_{\substack{53 \% \\ A A}}$ | 50\% | 51\% | $\begin{gathered} 73 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | $40 \%$ | $\begin{gathered} \text { 63\% } \\ \text { AD } \end{gathered}$ | 46\% |
| Net: Disagree | 8\% | 7\% | 10\% | $\begin{gathered} 12 \% \\ \times \end{gathered}$ | 6\% | $\begin{gathered} 12 \% \\ { }_{\text {AC }} \end{gathered}$ | $\begin{gathered} 12 \% \\ { }_{A C}^{1 \%} \end{gathered}$ | $\begin{aligned} & 13 \% \\ & { }_{\text {AC }} \end{aligned}$ | $\begin{aligned} & 13 \% \\ & \mathrm{AC} \end{aligned}$ | 3\% | $\stackrel{9 \%}{*}$ | 11\% | $\stackrel{9}{*}$ |

## Fieldwork dates: 5th-10th December 2019

YouGov

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 specific days such as Black Friday and Cyber Monday
Which of the following statements closest reflects yo behaviour during the Sales Day period?
The discounts help with my $c$ ristar

| 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\% |
|  |  |  | н | x |  | AC | AC | z.AC | z.AC |  | AE.AF* |  | * |
|  | 20\% | 19\% | 20\% | $\stackrel{35 \%}{3_{x}}$ | 9\% | $\begin{gathered} 34 \% \\ A C \end{gathered}$ | $\begin{gathered} 34 \% \\ \text { AC } \end{gathered}$ | $\begin{aligned} & 35 \% \\ & { }^{35 \%} \end{aligned}$ | $\begin{gathered} 35 \% \\ \text { AC } \end{gathered}$ | 4\% | 43\% | 31\% | 40\% |
|  | 22\% | 23\% | 22\% | 24\% | 21\% | $\begin{gathered} 26 \% \\ \text { AA.AC } \end{gathered}$ | $\underset{\substack{25 \% \\ \text { AC }}}{ }$ | 23\% | $\begin{aligned} & 31 \% \\ & \text { AA.AC } \end{aligned}$ | 19\% | ${ }^{14 \%}$ | $\underset{\substack{28 \% \\ \text { AD }}}{ }$ | $\begin{aligned} & 33 \% \\ & A D^{*} \end{aligned}$ |
|  | 17\% | 18\% | 16\% | 12\% | $\stackrel{20 \%}{w}$ | $\begin{gathered} 14 \% \\ A B \end{gathered}$ | $\begin{gathered} 14 \% \\ A B \end{gathered}$ | $\begin{gathered} 15 \% \\ A B \end{gathered}$ | 7\% | $\begin{gathered} 21 \% \\ \text { Y.z.AA.AB } \end{gathered}$ | 6\% | $\begin{gathered} 18 \% \\ \text { AD } \end{gathered}$ | ${ }^{11 \%}$ |
| 1 - Strongly disagree | 26\% | 28\% | 25\% | $9 \%$ | $\begin{gathered} 38 \% \\ \mathrm{w} \end{gathered}$ | 9\% | 9\% | $8 \%$ | 7\% | $\begin{gathered} 45 \% \\ \text { Y.z.AA.AB } \end{gathered}$ | $4 \%$ | 10\% | 10\% |
| Don't know | 7\% | 6\% | 7\% | $3 \%$ | $\begin{aligned} & 9 \% \\ & \mathrm{w} \end{aligned}$ | 2\% | $\begin{gathered} 3 \% \\ Y \end{gathered}$ | 2\% | 1\% | $\begin{gathered} 9 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | 1\% | 3\% | - |
| Net: Agree | 28\% | 25\% | 30\% | $\underset{\times}{53 \%} \times$ | 11\% | $\underset{A C}{49 \%}$ | $\begin{gathered} 48 \% \\ \text { AC } \end{gathered}$ | $\begin{aligned} & \text { 51\% } \\ & \text { z.AC } \end{aligned}$ | $\begin{gathered} 54 \% \\ \text { AC } \end{gathered}$ | 6\% | $\begin{aligned} & 75 \% \\ & \text { AE.AF** } \end{aligned}$ | 41\% | 46\% |
| Net: Disagree | 43\% | 46\% | 41\% | 20\% | $\begin{gathered} 59 \% \\ \mathrm{w} \end{gathered}$ | $\begin{gathered} 23 \% \\ \text { 23 } \\ \hline \end{gathered}$ | $\begin{aligned} & 24 \% \\ & \text { AB } \end{aligned}$ | $\begin{gathered} 23 \% \\ A B \\ \hline \end{gathered}$ | 14\% | $\begin{gathered} 67 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | 10\% | ${ }^{28 \%}$ | ${ }^{21 \%}$ |

Fieldwork dates: 5th-10th December 2019
YouGov

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 Monda specific days such as Black Friday and Cyber Monday.
Which of the followis hinch of the following statements closes
behaviour during the Sales Day period?
It makes the lead up to Christmas even more
It makes the lead
commercialised

| Unweighted base | 991 | 465 | 526 | 395 | 596 | 430 | 515 | 378 | 134 | 421 | 65 | 126 | 48 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{array}{r} \text { Base } \\ 5 \text { - Strongly agree } \end{array}$ | 987 | 472 | 514 | 395 | 592 | 430 | 518 | 382 | 133 | 414 | 65 | 124 | 49 |
|  | 44\% | 46\% | 43\% | 29\% | $\begin{gathered} 54 \% \\ \mathrm{w} \\ \mathrm{w} \end{gathered}$ | 32\% | $\begin{gathered} 33 \% \\ \text { AA } \end{gathered}$ | 31\% | 33\% | $\begin{gathered} 58 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | 31\% | 37\% | $\stackrel{3 \%}{ }$ |
| 4 | 30\% | 29\% | 30\% | 36\% | 26\% | $\underset{A 6 \%}{36 \%}$ | $\begin{gathered} 34 \% \\ \text { AC } \end{gathered}$ | $\begin{gathered} 36 \% \\ \text { AC } \end{gathered}$ | $\begin{gathered} 35 \% \\ \text { AC } \end{gathered}$ | 26\% | 27\% | 41\% | $\stackrel{35 \%}{ }$ |
| 3 | 16\% | 17\% | 14\% | $\stackrel{21 \%}{21 \%}$ | 12\% | $\underset{\text { AC }}{\substack{\text { AC }}}$ | $\begin{aligned} & \text { 19\% } \\ & \text { AC } \end{aligned}$ | $\underset{\text { AC }}{21 \%}$ | $\begin{aligned} & 18 \% \\ & \text { AC } \end{aligned}$ | 11\% | 24\% | 14\% | $\begin{gathered} 27 \% \\ A E^{*} \end{gathered}$ |
| 2 | 5\% | 3\% | $\begin{gathered} \text { 6\% } \\ H \end{gathered}$ | $\begin{gathered} 7 \% \\ x \end{gathered}$ | 4\% | $\begin{aligned} & 6 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 7 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 6 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 8 \% \\ & \text { AC } \end{aligned}$ | 3\% | $\stackrel{6 \%}{ }$ | 4\% | $\stackrel{4 \%}{ }$ |
| 1 - Strongly disagree | 2\% | 2\% | 3\% | 4\% | 2\% | 3\% | 3\% | 3\% | $\begin{aligned} & 5 \% \\ & \text { AC } \end{aligned}$ | 1\% | ${ }^{6 \%}$ | 1\% | * |
| Don't know | $3 \%$ | 3\% | 3\% | 4\% | 2\% | 3\% | 3\% | 4\% | 1\% | 2\% | ${ }^{6 \%}$ | 2\% | $2 \%$ |
| Net: Agree | 74\% | 75\% | 74\% | 65\% | $80 \%$ | 68\% | 68\% | 66\% | 69\% | $\begin{gathered} \quad 84 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | 59\% | $\begin{gathered} 78 \% \\ \text { AD } \end{gathered}$ | ${ }^{67 \%}$ |
| Net: Disagree | 7\% | 5\% | $\underset{\mathrm{H}}{\mathrm{~g}}$ | $\begin{gathered} 10 \% \\ x \end{gathered}$ | 5\% | $\begin{aligned} & 9 \% \\ & \text { AC } \end{aligned}$ | $\underset{\text { AC }}{\substack{10 \% \\ \hline}}$ | $\begin{aligned} & 9 \% \\ & \text { AC } \end{aligned}$ | $\begin{gathered} 12 \% \\ \text { AC } \end{gathered}$ | 4\% | ${ }^{12 \%}$ | 5\% | $\stackrel{4 \%}{*}$ |

## ieldwork dates: 5th-10th December 2019

YouGov

Towards the end of November many brands begin a period of sales day's in-store andlor online, including specific d dys such as Black Friday and Cyber Monday Which of the following statements closes
behaviour during the Sales Day period?
They start too early in the month. It's not about Black
They start too ea
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\% | $\begin{aligned} & 37 \% \\ & w \end{aligned}$ | 22\% | 22\% | 21\% | 21\% | $\begin{gathered} 38 \% \\ \text { Y.Z.A.AB } \end{gathered}$ | 16\% | 23\% | ${ }^{15 \%}$ |
| 4 | 22\% | 22\% | 21\% | 23\% | 20\% | $\begin{gathered} 23 \% \\ A B \end{gathered}$ | $\underset{A B}{24 \%}$ | 23\% | 17\% | 19\% | 21\% | 34\% | ${ }^{22 \%}$ |
| 3 | 25\% | 25\% | 25\% | $\begin{gathered} 30 \% \\ \times \end{gathered}$ | 22\% | $\begin{gathered} 31 \% \\ A C \end{gathered}$ | $29 \%$ | $\begin{gathered} 30 \% \\ \text { AC } \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 37 \% \\ \text { z.AC } \end{array} \end{aligned}$ | 21\% | 27\% | 21\% | $\begin{aligned} & 41 \% \\ & A E^{*} \end{aligned}$ |
| 2 | 9\% | 9\% | 9\% | 11\% | $8 \%$ | $\begin{gathered} 11 \% \\ A C \end{gathered}$ | $\begin{gathered} \text { 11\% } \\ \text { AC } \end{gathered}$ | $\begin{gathered} 12 \% \\ \mathrm{AC} \end{gathered}$ | $\begin{aligned} & 13 \% \\ & { }_{\text {AC }} \end{aligned}$ | 7\% | 22\% | 12\% | $\stackrel{8 \%}{*}$ |
| 1 - Strongly disagree | 5\% | 4\% | 6\% | $\begin{gathered} 9 \% \\ \times \end{gathered}$ | 3\% | $\begin{aligned} & 7 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 7 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 8 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 8 \% \\ & \text { AC } \end{aligned}$ | 3\% | 10\% | 4\% | ${ }^{6 \%}$ |
| Don't know | 10\% | 11\% | 8\% | $8 \%$ | 11\% | $6 \%$ | 6\% | 6\% | 5\% | $\begin{gathered} 13 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | 4\% | 6\% | 7\% |
| Net: Agree | 51\% | 50\% | 52\% | 42\% | $\begin{gathered} 57 \% \\ w \end{gathered}$ | $\begin{gathered} 45 \% \\ A B \end{gathered}$ | $\begin{aligned} & 47 \% \\ & A \mathrm{AA} . \mathrm{AB} \end{aligned}$ | 44\% | 38\% | $\begin{gathered} 57 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | $37 \%$ | $\begin{gathered} 57 \% \\ \text { AD.AF } \end{gathered}$ | $37 \%$ |
| Net: Disagree | 14\% | 13\% | 15\% | $\underset{x}{19 \%}$ | 11\% | $\begin{gathered} \text { 19\% } \\ \text { AC } \end{gathered}$ | $\begin{gathered} 18 \% \\ \text { AC } \end{gathered}$ | $\begin{aligned} & 20 \% \\ & \text { Z.AC } \end{aligned}$ | $\underset{A C}{21 \%}$ | 10\% | $\begin{gathered} 32 \% \\ \mathrm{AE}^{*} \end{gathered}$ | 16\% | 15\% |

## Fieldwork dates: 5th-10th December 2019

YouGov

Towards the end of November many brands begin a period of sales day's in-store andlor online, including
specific days such as Black Friday and Cyber Monday specific days such as Black Friday and Cyber Monday
Which of the following statements closest reflects yo behaviour during the Sales Day period?
Which of the following did yyu do during the sales day
period this year (2019)? Please select al thl

| 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\% | $\underset{H}{29 \%}$ | $\begin{gathered} 58 \% \\ \times \end{gathered}$ | 5\% | $\begin{gathered} \text { z.AB.AC } \end{gathered}$ | $\begin{gathered} 50 \% \\ \text { AC } \end{gathered}$ | $\begin{aligned} & \quad 67 \% \\ & \text { Y.Z.AB.AC } \end{aligned}$ | $\begin{gathered} 43 \% \\ \text { AC } \end{gathered}$ |  | $\begin{gathered} 68 \% \\ \mathrm{AE}^{*} \end{gathered}$ | 37\% | $\stackrel{5}{\text { 52\% }}$ |
| I bought something for myself in-store | 9\% | 6\% | $\underset{H}{\substack{12 \% \\ \hline}}$ | $\underset{\times}{20 \%}$ | 2\% | $\begin{gathered} 22 \% \\ \text { z.AA.AC } \end{gathered}$ | $\begin{gathered} \text { 18\% } \\ \text { AC } \end{gathered}$ | $\begin{gathered} 16 \% \\ \text { AC } \end{gathered}$ | $\begin{gathered} \quad 70 \% \\ \text { Y.Z.AA.AC } \end{gathered}$ | - | $\stackrel{25 \%}{*}$ | 15\% | $\stackrel{15 \%}{ }$ |
| 1 bought something as a gift online | 27\% | 23\% | $\underset{H}{31 \%} \underset{H}{3}$ | $\underset{x}{55 \%}$ | $8 \%$ | $\begin{gathered} \text { z.AB.AC } \\ \text { z.AC } \end{gathered}$ | $\begin{gathered} 52 \% \\ \text { AC } \end{gathered}$ | $\begin{gathered} \quad 70 \% \\ \text { Y.Z.AB.AC } \end{gathered}$ | $\begin{gathered} 50 \% \\ \text { AC } \end{gathered}$ | - | $\begin{aligned} & 61 \% \\ & \mathrm{AE}^{*} \end{aligned}$ | 39\% | $\stackrel{54 \%}{ }$ |
| 1 bought something as a gift in store | 9\% | 7\% | 11\% | $\begin{gathered} 19 \% \\ \times \end{gathered}$ | $3 \%$ | $\begin{gathered} 21 \% \\ \text { z.AA.AC } \end{gathered}$ | $\begin{gathered} 18 \% \\ \text { AC } \end{gathered}$ | $\begin{aligned} & \text { 15\% } \\ & { }_{4 C} \end{aligned}$ | $\underset{\text { Y.z.AA.AC }}{69 \%}$ | - | $\stackrel{25 \%}{*}$ | 14\% | $\stackrel{15 \%}{*}$ |
| 1 intended to buy something but decided against it | 8\% | 9\% | 8\% | 7\% | 9\% | - | $\begin{gathered} 15 \% \\ \text { Y.AA.AB.AC } \end{gathered}$ | - | - | - | 10\% | $\begin{gathered} \text { 18\% } \\ \text { AF } \end{gathered}$ | 5\% |
| 1 intended to buy something but encountered technical issues | 1\% | 1\% | 1\% | 1\% | 1\% | - | $\stackrel{2 \%}{\text { Y.AA.AC }}$ | - | - | - | : | - | $\stackrel{2 \%}{*}$ |
| I did not buy anything and didn't intend to | 42\% | $47 \%$ | 38\% | 2\% | $\begin{gathered} 69 \% \\ w \end{gathered}$ | - | - | - | - | $\begin{gathered} 100 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | $3 \%$ | $\begin{gathered} 23 \% \\ \text { AD.AF } \end{gathered}$ | 4\% |
| Don't know | 0\% | 0\% | 0\% | 0\% | 0\% | - | - | - | - | - | : | - | $\begin{gathered} 4 \% \\ A E^{*} \end{gathered}$ |
| Not applicable | 5\% | 6\% | 4\% | 1\% | $\begin{aligned} & \text { 8\% } \\ & \text { w } \end{aligned}$ | - | - | - | - | - | : | 1\% | $\stackrel{2 \%}{*}$ |
| Net: Bought from the sale | 44\% | 37\% | $\begin{aligned} & 49 \% \\ & H \end{aligned}$ | 88\% | 14\% | 100\% | 83\% | $\begin{aligned} & 100 \% \\ & \hline A C \end{aligned}$ | 100\% | - | ${ }_{\text {A }}^{\text {A }{ }^{* *}}$ | 58\% | $\begin{aligned} & 84 \% \\ & A F^{*} \end{aligned}$ |
| Net: Bought or intended to buy in thesale | 53\% | 47\% | $\underset{H}{58 \%}$ | $\begin{gathered} 96 \% \\ \times \end{gathered}$ | 23\% | $\begin{gathered} 100 \% \\ \text { AC } \end{gathered}$ | $\begin{gathered} 100 \% \\ \text { AC } \end{gathered}$ | $\begin{gathered} 100 \% \\ \text { AC } \end{gathered}$ | $\begin{gathered} 100 \% \\ \text { AC } \end{gathered}$ | - | 97\% ${ }_{\text {AE* }}$ | 76\% | $\begin{aligned} & 91 \% \\ & A E^{*} \end{aligned}$ |
| Net: Bought online | 39\% | 33\% | $\begin{gathered} 44 \% \\ H \end{gathered}$ | $\underset{\times}{80 \%}$ | 11\% | $\begin{gathered} 89 \% \\ \text { z.AB.AC } \end{gathered}$ | $\begin{aligned} & 74 \% \\ & \text { AB.AC } \end{aligned}$ | $\begin{gathered} 100 \% \\ \text { Y.Z.AB.AC } \end{gathered}$ | $\begin{aligned} & 63 \% \\ & \text { AC } \end{aligned}$ | - | $\begin{aligned} & 81 \% \\ & \hline 1 \% \end{aligned}$ | 54\% | $\begin{gathered} 77 \% \\ A E^{*} \end{gathered}$ |
| Net: Bought in-store | 14\% | 11\% | $\underset{H}{\substack{16 \% \\ H}}$ | $\underset{\substack{27 \% \\ \times}}{ }$ | 5\% | $\begin{gathered} 31 \% \\ \text { Z.AA.AC } \end{gathered}$ | $\begin{aligned} & 26 \% \\ & \text { AA.AC } \end{aligned}$ | $\begin{aligned} & 22 \% \\ & \hline 22 \% \end{aligned}$ | $\begin{gathered} 100 \% \\ \text { Y.Z.AA.AC } \end{gathered}$ | - | 32\% | 21\% | 20\% |

Fieldwork dates: 5th-10th December 2019
YouGov

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

Thinking about the sales day period just passed including Black Friday and Cyber Monday, did you hold off fro
purchasing an item in anticiaption of thes sale

| 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\% | $\begin{gathered} 87 \% \\ \mathrm{w} \end{gathered}$ | $\underset{A 1 \%}{51 \%}$ | 52\% | 49\% | 52\% | $\begin{gathered} 93 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | 27\% | $\begin{gathered} 58 \% \\ \text { AD.AF } \end{gathered}$ | $39 \%$ |
| Don't know | 2\% | 2\% | 2\% | 1\% | 2\% | 1\% | 1\% | 1\% | 1\% | 2\% | - | - | 3\% |


| Fieldwork dates: 5th-10th December 2019 Sample size: 1022 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| YouGov | 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 | Net: Bought in | Did not buy anything | I spent more money than 2018 | I spent less money than 2018 | $\begin{gathered} \text { I spent the } \\ \text { same as } 2018 \end{gathered}$ |
|  |  | H | 1 | 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 andlor online, including specific days such as Black Friday and Cyber Monday behaviour during the Sales Day period? |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Which type of products did you purchase during the recent sales? Please select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 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\% | $\stackrel{16 \%}{ }$ |
| Cosmetics and skin care (e.g. make-up or moisturisers etc.) | 18\% | 11\% | $\begin{gathered} \text { 23\% } \\ H \end{gathered}$ | $\begin{gathered} 20 \% \\ x \end{gathered}$ | $\stackrel{\text { \% }}{ }$ | 18\% | 18\% | 18\% | $\begin{gathered} 25 \% \\ \text { Y.Z } \end{gathered}$ | * | $\underset{A F^{*}}{29 \%}$ | 20\% | ${ }^{11 \%}$ |
| Toys \& Games | 12\% | 10\% | 13\% | 13\% | $8 \%$ | 12\% | 12\% | 12\% | 11\% | .. | $\underset{\text { AE* }}{21 \%}$ | 5\% | $\underset{A E^{*}}{25 \%}$ |
| Mobile phone/broadband product(s) | 6\% | $\begin{gathered} 10 \% \\ 1 \end{gathered}$ | 4\% | 6\% | 5\% | 6\% | 6\% | 6\% | 7\% | " | $7 \%$ | ${ }^{9}$ * | $\stackrel{11 \%}{ }$ |
| 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\% |
| Audio technology product(s) (e.g. MP3s / iPod, speakers, DAB, radios, headphones, docking stations etc.) | 10\% | 13\% | 8\% | $\begin{gathered} 12 \% \\ \mathrm{x} \end{gathered}$ | 3\% | 10\% | 10\% | 11\% | 11\% |  | $21 \%$ | 14\% | $\stackrel{7}{7}$ |
| Computing (e.g. tablets, laptops, e-readers, printers, etc.) | 11\% | 15\% | 8\% | 12\% | $8 \%$ | 11\% | 11\% | 12\% | 15\% | : | 22\% | 15\% | ${ }^{13 \%}$ |
| Gaming (e.g. games or games consoles such as PS4, Xbox One, etc.) | 10\% | 12\% | 8\% | 10\% | 8\% | 10\% | 10\% | 10\% | 12\% | $\div$ | 9\% | 13\% | 6\% |
| Smart technology (e.g. Amazon Echo, NEST, Hive, wearables, home monitoring, etc.) | 14\% | $21 \%$ | 9\% | $\begin{gathered} 16 \% \\ x \end{gathered}$ | 6\% | $\begin{gathered} 14 \% \\ \text { AB } \end{gathered}$ | $\begin{gathered} 14 \% \\ \text { AB } \end{gathered}$ | $\begin{gathered} \text { 15\% } \\ \text { AB } \end{gathered}$ | 7\% |  | $\begin{aligned} & 29 \% \\ & A F^{*} \end{aligned}$ | 16\% | $8 \%$ |
| Small Appliances (e.g. toasters, kettles, coffee machines, etc.) | 8\% | 6\% | 10\% | 10\% | $3 \%$ | 8\% | 8\% | 8\% | 11\% | $\div$ | 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\% | $\begin{gathered} 42 \% \\ H \end{gathered}$ | 38\% | 30\% | 36\% | 36\% | 37\% | $\begin{gathered} 51 \% \\ \text { Y.Z.AA } \end{gathered}$ | * | 36\% | 37\% | 37\% |
| Homeware, including utensils or decorative items | 9\% | 4\% | $\begin{gathered} 13 \% \\ H \end{gathered}$ | 10\% | 5\% | 9\% | 9\% | 10\% | 11\% | - | 5\% | $\begin{gathered} 15 \% \\ \substack{1 F^{*}} \end{gathered}$ | 2\% |
| 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\% | $3 \%$ | $\begin{gathered} 15 \% \\ A E^{*} \end{gathered}$ |
| 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\% | - |

Firelwork datas: sth-10n Docember 2019
YouGov

Towards the end of November many brands begin a period of sales day's in-store andlor 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?


## eldwork dates: 5th-10th December 2019

YouGov

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 yo 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\% | $\stackrel{7 \%}{*}$ | 11\% | 11\% | 12\% | 13\% | - | $9 \%$ | ${ }^{11 \%}$ | ${ }^{8 \%}$ |
| Online, whist travelling | 5\% | 6\% | 4\% | 6\% | 1\% | 5\% | 5\% | 5\% | 5\% | - | 19\% | 3\% | ${ }^{6 \%}$ |
| Online, somewhere else | 0\% | 1\% | 0\% | 1\% | : | 0\% | 0\% | 1\% | 2\% | - | : | $2 \%$ | - |
| In store | 25\% | 26\% | 24\% | 24\% | 27\% | $25 \%$ | $\underset{\text { AA }}{25 \%}$ | 17\% | $\begin{gathered} \text { 66\% } \\ \text { Y.Z.AA } \end{gathered}$ | * | ${ }^{17 \%}$ | 25\% | 32\% |
| Other | 1\% | 1\% | 0\% | 0\% | $\stackrel{2 \%}{*}$ | 1\% | 1\% | 1\% | - | - | : | : | - |
| Don't know | - | - | - | - | : | - | - | - | - | - | : | : | : |
| Net: Shopped online at all | 91\% | 90\% | 92\% | $\underset{x}{93 \%}$ | $\stackrel{83 \%}{ }$ | $\begin{gathered} 91 \% \\ A B \end{gathered}$ | $\begin{gathered} 91 \% \\ \mathrm{AB} \end{gathered}$ | $\begin{gathered} 99 \% \\ \text { y.z.AB } \end{gathered}$ | 73\% | * | $\stackrel{99}{*}$ | ${ }^{95 \%}$ | ${ }^{93 \%}$ |

Fieldwork dates: 5th-10th December 2019
YouGov

Towards the end of November many brands begin a period of saless day's in-store andlor online, including specific days such as bick friay and Cyber Monday
Which of the following statements closest reflects yo behaviour during the Sales Day period?
Did you shop ding

| 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\% | $\begin{gathered} 76 \% \\ w \end{gathered}$ | 40\% | $\begin{aligned} & { }_{4}^{42 \%} \text { Y.AA } \end{aligned}$ | 39\% | 35\% | $\begin{gathered} 81 \% \\ \text { Y.Z.AA.AB } \end{gathered}$ | : | - | : |
| Don't know | 14\% | 14\% | 15\% | $\begin{gathered} 19 \% \\ \times \end{gathered}$ | 11\% | $\begin{aligned} & \text { 19\%\% } \\ & \text { Z.AC } \end{aligned}$ | $\begin{gathered} 17 \% \\ A C \end{gathered}$ | $\begin{gathered} 18 \% \\ \text { AC } \end{gathered}$ | $\underset{\text { AC }}{21 \%}$ | 11\% | : | - | : |

Fieldwork dates: 5th-10th December 2019
YouGov

Towards the end of November many brands begin a period of sales day's in-tore and/or online, including
specific days such as Black Friday and Cyber Monda specific days such as Black Friday and Cyber Monday.
Which of the following statements closest reflects your Whehaviour during the Sales Day period?
Which of these statements best describes how you think

changed compared with this time last year? Please select
one only.

| 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\% | $\underset{w^{71 \%}}{w^{*}}$ | 33\% | $\begin{aligned} & 39 \% \\ & \text { Y.AA } \end{aligned}$ | 35\% | 30\% | $\begin{gathered} 78 \% \\ \text { Y.Z.AA.AB* } \end{gathered}$ | 19\% | $\begin{aligned} & 74 \% \\ & \text { AD.AF } \end{aligned}$ | 10\% |
| I shopped the same over this time as last year | 30\% | 27\% | 32\% | $\begin{aligned} & 36 \% \\ & x \end{aligned}$ | 15\% | $37 \%$ | 32\% | ${ }^{35 \%} A$ | ${ }^{30 \%}$ | $8 \%$ | 15\% | 15\% | $\begin{gathered} 82 \% \\ A D . A E^{*} \end{gathered}$ |
| Not applicable | 2\% | $\begin{gathered} 4 \% \\ 1 \end{gathered}$ | - | 1\% | $\begin{aligned} & 5 \% \\ & w^{*} \end{aligned}$ | 1\% | 1\% | 1\% | : | $\begin{gathered} 11 \% \\ \text { Y.Z.AA.AB*} \end{gathered}$ | - | 2\% | - |

Fieldwork dates: 5th-10th December 2019
YouGov

Towards the end of November many brands begin a period of sales day's in-store andlor online, includuing specific days such as Black Friday and Cyber Monday.
Which of the following stements clo behaviour during the Sales Day period?
Overall, compared with the sales day period of 2018 did
you spend more or less money this year (20019)?

| 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\% | $32 \%$ | $12 \%$ | $\begin{aligned} & 32 \% \\ & A C \end{aligned}$ | $\begin{aligned} & 30 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & \text { 32\% } \\ & \text { AC } \end{aligned}$ | 37\% | $6 \%$ | 100\% | - | : |
| I spent less money than 2018 | 49\% | 47\% | 52\% | 41\% | 70\% | 40\% | $\begin{aligned} & \text { 45\% } \\ & \text { Y.AA } \end{aligned}$ | 40\% | $\stackrel{44 \%}{ }$ | $\begin{gathered} 83 \% \\ \text { Y.Z.AA.AB* } \end{gathered}$ | - | $\begin{aligned} & \text { 100\% } \\ & \text { AD.AF } \end{aligned}$ | : |
| I spent the same as 2018 | 20\% | 23\% | 16\% | 22\% | 15\% | $\underset{\text { AC }}{23 \%}$ | ${ }_{\text {AC }}^{21 \%}$ | $\underset{\substack{23 \% \\ A C}}{ }$ | 17\% | 5\% | . | - | $\begin{aligned} & 100 \% \\ & A D . A E^{*} \end{aligned}$ |
| Don't know | 5\% | 3\% | 7\% | 6\% | 3\% | 5\% | 5\% | 5\% | ${ }^{2 \%}$ | 7\% | . | - | - |

