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	Total	Age							Gender	
		18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	Male	Female
		A	B	C	D	E	F	G	H	I

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	18-24 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Net: 18-34 (F)	Net: 35-54 (G)	Male (H)	Female (I)
Base	1007	101	171	164	157	414	272	321	477	530
I'm aware and I shopped during the sales day period last year	30%	43% E	37% E	37% E	34% E	20%	39% E	35% E	26%	34% H
I'm aware but I did not shop during the sales day period last year	64%	51%	56%	57%	63%	75% A.B.C.D.F.G	54%	60%	69% I	61%
I'm not aware of the sales day period	4%	1%	5%	6% A	3%	4%	3%	5%	4%	4%
Don't know	1%	5% C.D.E.G	2% G	1%	-	1%	3% D.E.G	0%	1%	1%
Net: Aware	95%	94%	93%	93%	97%	95%	93%	95%	95%	95%

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

	Total	18-24 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Net: 18-34 (F)	Net: 35-54 (G)	Male (H)	Female (I)
Base	1007	101	171	164	157	414	272	321	477	530
Yes – I've already started	9%	11%	12%	12% E	8%	7%	11% E	10%	7%	11% H
Yes – I plan to nearer the time	32%	45% E	41% E	33% E	38% E	22%	42% E	36% E	31%	33%
No	43%	28%	36%	38%	40% A	53% A.B.C.D.F.G	33%	39% A	47% I	40%
Don't know	16%	17%	12%	16%	14%	18%	14%	15%	15%	17%
Net: Yes	41%	55% E	53% E	45% E	46% E	29%	54% E.G	45% E	38%	44%

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	Total	Age							Gender	
		18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	Male	Female
		A	B	C	D	E	F	G	H	I

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

	Total	18-24 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Net: 18-34 (F)	Net: 35-54 (G)	Male (H)	Female (I)
Base	413	56	90	74	72	121	146	146	182	231
5 – Strongly agree	8%	7% *	9% *	12% *	8% *	5%	8%	10%	7%	9%
4	21%	34% C.D.E.G*	24% *	18% *	17% *	18%	28% G	17%	16%	25% H
3	28%	21% *	29% *	20% *	29% *	34% C	26%	25%	30%	26%
2	19%	20% *	11% *	23% B*	25% B*	19%	14%	24% B.F	20%	18%
1 – Strongly disagree	21%	13% *	21% *	27% A*	18% *	23%	18%	23%	24%	19%
Don't know	3%	5% C*	6% C.E*	- *	3% *	1%	5% C.E	1%	3%	3%
Net: Agree (top 2)	29%	41% E*	33% *	30% *	25% *	23%	36% E	27%	24%	34% H
Net: Disagree (bottom 2)	40%	32% *	32% *	50% A.B.F*	43% *	42%	32%	47% B.F	44%	37%

It makes me feel more negative towards the brands involved

	Total	18-24 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Net: 18-34 (F)	Net: 35-54 (G)	Male (H)	Female (I)
Base	413	56	90	74	72	121	146	146	182	231
5 – Strongly agree	3%	4% *	3% *	1% *	6% *	3%	3%	3%	4%	3%
4	7%	5% *	4% *	4% *	7% *	12% F	5%	5%	8%	6%
3	27%	32% *	21% *	30% *	24% *	30%	25%	27%	27%	27%
2	28%	21% *	36% C*	20% *	29% *	30%	30%	25%	26%	29%
1 – Strongly disagree	28%	27% *	27% *	41% E.F*	28% *	21%	27%	34% E	25%	30%
Don't know	7%	11% *	9% *	4% *	7% *	5%	10%	5%	9%	5%
Net: Agree (top 2)	10%	9% *	8% *	5% *	13% *	15% C	8%	9%	13%	9%
Net: Disagree (bottom 2)	56%	48% *	62% *	61% *	57% *	50%	57%	59%	51%	59%

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Sample Size: 1,007 GB Adults

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	Total	Age							Gender	
		18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	Male	Female
		A	B	C	D	E	F	G	H	I

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

	Total	18-24 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Net: 18-34 (F)	Net: 35-54 (G)	Male (H)	Female (I)
Base	413	56	90	74	72	121	146	146	182	231
5 – Strongly agree	18%	16% *	16% *	22% *	14% *	20%	16%	18%	23% I	14%
4	34%	27% *	36% *	34% *	38% *	36%	32%	36%	37%	32%
3	28%	34% *	26% *	19% *	29% *	31%	29%	24%	20%	34% H
2	11%	16% E*	10% *	15% *	10% *	7%	12%	12%	12%	10%
1 – Strongly disagree	5%	4% *	8% *	7% *	1% *	4%	6%	4%	3%	6%
Don't know	5%	4% *	6% *	4% *	8% *	2%	5%	6%	4%	5%
Net: Agree (top 2)	52%	43% *	51% *	55% *	51% *	55%	48%	53%	60% I	46%
Net: Disagree (bottom 2)	16%	20% *	18% *	22% E*	11% *	11%	18%	16%	15%	16%

The discounts help with my Christmas budget

	Total	18-24 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Net: 18-34 (F)	Net: 35-54 (G)	Male (H)	Female (I)
Base	413	56	90	74	72	121	146	146	182	231
5 – Strongly agree	19%	25% *	21% *	23% *	17% *	14%	23%	20%	15%	23% H
4	31%	32% *	29% *	24% *	31% *	36%	30%	27%	30%	32%
3	31%	18% *	33% A.F*	35% A*	35% A*	31%	27% A	35% A	31%	31%
2	8%	7% *	7% *	8% *	8% *	8%	7%	8%	10%	6%
1 – Strongly disagree	8%	7% *	4% *	9% *	6% *	10%	5%	8%	12% I	4%
Don't know	4%	11% C.E.G*	6% C*	- *	4% *	2%	8% C.E.G	2% C	3%	4%
Net: Agree (top 2)	50%	57% *	50% *	47% *	47% *	50%	53%	47%	45%	54%
Net: Disagree (bottom 2)	15%	14% *	11% *	18% *	14% *	18%	12%	16%	21% I	10%

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	Total	Age							Gender	
		18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	Male	Female
		A	B	C	D	E	F	G	H	I

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

	Total	18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	Male	Female
Base	413	56	90	74	72	121	146	146	182	231
5 – Strongly agree	13%	5% *	14% *	12% *	15% *	15%	11%	14%	13%	13%
4	26%	36% B.F*	20% *	28% *	21% *	28%	26% B	25%	24%	28%
3	25%	34% D*	28% *	27% *	18% *	21%	30%	23%	25%	24%
2	13%	14% *	16% *	11% *	15% *	12%	15%	13%	15%	12%
1 – Strongly disagree	18%	5% *	17% A*	16% *	24% A.F*	23% A.F	12% A	20% A	17%	19%
Don't know	5%	5% *	6% *	5% *	7% *	2%	5%	6%	5%	4%
Net: Agree (top 2)	39%	41% *	34% *	41% *	36% *	43%	37%	38%	37%	41%
Net: Disagree (bottom 2)	31%	20% *	32% *	27% *	39% A*	35% A	27%	33%	32%	31%

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

	Total	18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	Male	Female
Base	413	56	90	74	72	121	146	146	182	231
5 – Strongly agree	7%	9% *	9% *	4% *	10% *	3%	9%	7%	6%	7%
4	11%	21% B.F*	7% *	12% *	10% *	11%	12% B	11%	7%	15% H
3	29%	27% *	27% *	31% *	25% *	34%	27%	28%	31%	28%
2	25%	14% *	30% A.F*	26% *	29% A*	23%	24% A	27%	25%	25%
1 – Strongly disagree	23%	21% *	21% *	24% *	22% *	26%	21%	23%	27%	21%
Don't know	4%	7% *	7% *	3% *	4% *	2%	7%	3%	5%	4%
Net: Agree (top 2)	18%	30% B.E.F*	16% *	16% *	19% *	14%	21% B	18%	13%	22% H
Net: Disagree (bottom 2)	48%	36% *	51% *	50% *	51% *	50%	45%	51%	52%	46%

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	Total	Age							Gender	
		18-24	**25-34**	**35-44**	**45-54**	**55+**	**Net: 18-34**	**Net: 35-54**	**Male**	**Female**
		A	**B**	**C**	**D**	**E**	**F**	**G**	**H**	**I**

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

	Total	A	B	C	D	E	F	G	H	I
Base	413	56	90	74	72	121	146	146	182	231
5 – Strongly agree	15%	11% *	24% A.C.E.G*	11% *	17% *	12%	19% A	14%	12%	18%
4	28%	23% *	29% *	27% *	21% *	34%	27%	24%	28%	28%
3	26%	21% *	24% *	36% E.F*	26% *	22%	23%	32%	23%	29%
2	15%	25% B.C.F.G*	9% *	9% *	17% *	18%	15% B	13%	20% I	11%
1 – Strongly disagree	12%	13% *	6% *	14% *	15% B*	12%	8%	14% B	13%	10%
Don't know	4%	7% E*	8% E*	3% *	4% *	1%	8% E	3%	4%	4%
Net: Agree (top 2)	43%	34% *	53% A.C.D.F.G*	38% *	38% *	46%	46% A	38%	40%	46%
Net: Disagree (bottom 2)	27%	38% B.F*	14% *	23% *	32% B*	31% B	23% B	27% B	34% I	22%

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

	Total	A	B	C	D	E	F	G	H	I
Base	413	56	90	74	72	121	146	146	182	231
5 – Strongly agree	11%	2% *	12% A.F*	14% A*	15% A*	12% A	8% A	14% A	9%	13%
4	16%	14% *	20% *	14% *	17% *	13%	18%	15%	10%	19% H
3	25%	23% *	23% *	27% *	24% *	26%	23%	25%	25%	25%
2	16%	14% *	12% *	14% *	18% *	18%	13%	16%	17%	14%
1 – Strongly disagree	26%	29% *	22% *	28% *	22% *	27%	25%	25%	33% I	20%
Don't know	7%	18% C.D.E.G*	10% *	4% *	4% *	4%	13% C.D.E.G	4%	6%	8%
Net: Agree (top 2)	27%	16% *	32% A.F*	27% *	32% A*	25%	26% A	29%	19%	33% H
Net: Disagree (bottom 2)	41%	43% *	34% *	42% *	40% *	45%	38%	41%	50% I	34%

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	Total	Age							Gender	
		18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	Male	Female
		A	B	C	D	E	F	G	H	I

What are the reasons that you don't plan or are not sure of shopping on or during the sales day period? Please select all that apply.

	Total	18-24 A	25-34 B	35-44 C	45-54 D	55+ E	Net: 18-34 F	Net: 35-54 G	Male H	Female I
Base	594	45	81	90	85	293	126	175	295	299
I have to wait for a long time for delivery for products	1%	7% B.E*	- *	2% *	2% *	0%	2% B.E	2% E	1%	1%
The products sold during these sales are usually of poor quality	9%	13% *	15% E*	11% *	8% *	7%	14% E	10%	10%	8%
The discounts offered are actually not as good as at other times of the year	30%	27% *	35% *	30% *	28% *	29%	32%	29%	28%	31%
I don't need to buy anything	53%	53% *	57% *	53% *	51% *	53%	56%	52%	57%	50%
There are many of these similar events throughout the year, so, I have no hurry	31%	29% *	25% *	28% *	28% *	36%	26%	28%	29%	34%
I am not interested in sales	20%	9% *	17% *	17% *	28% A.F*	21%	14%	22% A	26% I	14%
I am not aware of this event	1%	2% *	- *	2% *	- *	2%	1%	1%	1%	2%
Other	10%	7% *	12% *	9% *	12% *	10%	10%	10%	7%	13% H
None of these	5%	16% D.E.G*	7% E*	7% E*	2% *	2%	10% D.E	5%	6%	3%

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

	Total	18-24 A	25-34 B	35-44 C	45-54 D	55+ E	Net: 18-34 F	Net: 35-54 G	Male H	Female I
Base	413	56	90	74	72	121	146	146	182	231
Online	87%	89% *	87% *	88% *	89% *	85%	88%	88%	86%	88%
Via a retailer app	11%	11% *	18% E*	12% *	10% *	6%	15% E	11%	12%	10%
In-store	34%	29% *	33% *	38% *	28% *	38%	32%	33%	37%	32%
Don't know	3%	4% *	3% *	4% *	3% *	2%	3%	3%	4%	2%
Net: Online/ via App	89%	91% *	88% *	88% *	93% *	86%	89%	90%	87%	90%

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	Total	Age							Gender	
		18-24	25-34	35-44	45-54	55+	Net: 18-34	Net: 35-54	Male	Female
		A	B	C	D	E	F	G	H	I

Which device(s) do you plan to use for purchasing items on or during the sales day period? Please select all that apply.

	Total	18-24 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Net: 18-34 (F)	Net: 35-54 (G)	Male (H)	Female (I)
Base	366	51	79	65	67	104	130	132	158	208
Laptop	43%	53% C.G*	46% *	31% *	42% *	43%	48% C.G	36%	50% I	37%
Desktop computer	23%	27% *	20% *	20% *	21% *	27%	23%	20%	33% I	16%
Smart phone	54%	67% D.E*	73% D.E*	77% D.E.G*	46% E*	22%	71% D.E	61% D.E	54%	53%
Tablet	25%	12% *	23% *	15% *	30% A.C*	36% A.C.F.G	18%	23% C	18%	30% H
Other	2%	- *	1% *	3% *	- *	3%	1%	2%	1%	2%

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

	Total	18-24 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Net: 18-34 (F)	Net: 35-54 (G)	Male (H)	Female (I)
Base	366	51	79	65	67	104	130	132	158	208
Yes	85%	82% *	82% *	85% *	85% *	88%	82%	85%	87%	83%
No	7%	10% *	10% *	3% *	9% *	6%	10%	6%	6%	9%
Don't know	8%	8% *	8% *	12% *	6% *	7%	8%	9%	8%	8%

Will you search online whilst shopping in-store to compare prices you find on the same product before making your purchase decision?

	Total	18-24 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Net: 18-34 (F)	Net: 35-54 (G)	Male (H)	Female (I)
Base	140	16	30	28	20	46	46	48	67	73
Yes	66%	56% **	70% *	75% **	75% **	57% *	65% *	75% *	69% *	63% *
No	23%	25% **	23% *	18% **	10% **	30% *	24% *	15% *	21% *	25% *
Don't know	11%	19% **	7% *	7% **	15% **	13% *	11% *	10% *	10% *	12% *

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

	Total	18-24 (A)	25-34 (B)	35-44 (C)	45-54 (D)	55+ (E)	Net: 18-34 (F)	Net: 35-54 (G)	Male (H)	Female (I)
Base	413	56	90	74	72	121	146	146	182	231
I expect to spend more money than at the 2018 sales days	22%	30% E*	29% E*	22% *	18% *	15%	29% E	20%	25%	19%
I expect to spend less money than at the 2018 sales days	31%	29% *	37% *	28% *	33% *	26%	34%	31%	26%	34%
I expect to spend the same as at the 2018 sales days	28%	14% *	16% *	30% A.B.F*	28% F*	42% A.B.D.F.G	15%	29% A.B.F	30%	26%
Don't know/not applicable	20%	27% *	19% *	20% *	21% *	17%	22%	21%	19%	20%

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