

1_1. Likely to shop - Black Friday

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1009	460	549	293	367	349	357	652	220	251	330	208
Base: All Respondents (wtd)	1009	486	523	298	348	364	374	635	180	212	378	238
Top 3 Box (Net)	648	315	333	256	228	163	215	433	110	123	268	147
	64%	65%	64%	86%	66%	45%	57%	68%	61%	58%	71%	62%
				DE	E			F			I	
Definitely will	268	143	125	124	97	47	92	175	42	47	126	53
	27%	29%	24%	42%	28%	13%	25%	28%	23%	22%	33%	22%
				DE	E						HIK	
Probably will	218	114	104	91	84	44	64	155	45	38	77	57
	22%	23%	20%	30%	24%	12%	17%	24%	25%	18%	20%	24%
				E	E			F				
Might or might not	162	58	103	42	47	73	59	103	23	37	65	37
	16%	12%	20%	14%	14%	20%	16%	16%	13%	17%	17%	15%
			A									
Probably won't	174	73	101	20	55	99	78	96	39	55	45	35
	17%	15%	19%	7%	16%	27%	21%	15%	22%	26%	12%	15%
					C	CD			J	JK		
Definitely won't	177	92	84	20	56	100	79	97	27	34	63	52
	17%	19%	16%	7%	16%	28%	21%	15%	15%	16%	17%	22%
					C	CD						
Don't know	10	5	5	1	8	2	2	8	4	1	2	4
	1%	1%	1%	*	2%	*	1%	1%	2%	*	1%	2%
Sigma	1009	486	523	298	348	364	374	635	180	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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1_1. Likely to shop - Black Friday

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1009	353	656	488	521	535	117	178	179	640	369	902	107
Base: All Respondents (wtd)	1009	324	685	465	544	538	108	176	187	623	386	765	244
Top 3 Box (Net)	648	264	384	269	379	379	84	114	71	403	245	467	181
	64%	81%	56%	58%	70%	70%	78%	64%	38%	65%	63%	61%	74%
		B			C	H	GH*	H					K*
Definitely will	268	127	141	105	163	168	38	42	19	160	108	167	101
	27%	39%	21%	23%	30%	31%	36%	24%	10%	26%	28%	22%	41%
		B			C	H	H*	H					K*
Probably will	218	102	116	88	131	141	25	36	16	142	77	178	41
	22%	32%	17%	19%	24%	26%	23%	21%	9%	23%	20%	23%	17%
		B				H	H*	H					*
Might or might not	162	35	127	76	86	70	21	35	36	102	60	122	39
	16%	11%	19%	16%	16%	13%	19%	20%	19%	16%	16%	16%	16%
			A				*						*
Probably won't	174	28	146	89	85	72	13	31	58	109	65	143	31
	17%	9%	21%	19%	16%	13%	12%	18%	31%	18%	17%	19%	13%
			A				*		EFG				*
Definitely won't	177	29	148	101	76	80	11	30	56	105	71	148	29
	17%	9%	22%	22%	14%	15%	10%	17%	30%	17%	18%	19%	12%
			A	D			*		EFG				*
Don't know	10	3	8	6	5	8	-	1	1	5	5	7	3
	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%
							*						*
Sigma	1009	324	685	465	544	538	108	176	187	623	386	765	244
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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1_2. Likely to shop - Cyber Monday

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1009	460	549	293	367	349	357	652	220	251	330	208
Base: All Respondents (wtd)	1009	486	523	298	348	364	374	635	180	212	378	238
Top 3 Box (Net)	704	336	369	268	246	190	241	463	130	146	272	156
	70%	69%	71%	90%	71%	52%	64%	73%	72%	69%	72%	66%
				DE	E			F				
Definitely will	246	128	118	119	83	44	82	164	50	40	110	46
	24%	26%	23%	40%	24%	12%	22%	26%	28%	19%	29%	19%
				DE	E				I		IK	
Probably will	239	101	139	83	89	68	83	157	41	59	82	57
	24%	21%	27%	28%	26%	19%	22%	25%	23%	28%	22%	24%
				E								
Might or might not	219	107	112	67	74	78	76	143	39	47	80	54
	22%	22%	21%	22%	21%	21%	20%	23%	22%	22%	21%	22%
Probably won't	160	74	86	18	44	99	72	88	28	40	60	32
	16%	15%	17%	6%	13%	27%	19%	14%	16%	19%	16%	14%
					C	CD						
Definitely won't	127	70	57	11	45	71	55	72	17	26	40	45
	13%	14%	11%	4%	13%	19%	15%	11%	9%	12%	10%	19%
					C	C						HJ
Don't know	18	7	11	1	12	4	6	12	5	1	7	5
	2%	1%	2%	*	4%	1%	2%	2%	3%	1%	2%	2%
					C							
Sigma	1009	486	523	298	348	364	374	635	180	212	378	238
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

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1_2. Likely to shop - Cyber Monday

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1009	353	656	488	521	535	117	178	179	640	369	902	107
Base: All Respondents (wtd)	1009	324	685	465	544	538	108	176	187	623	386	765	244
Top 3 Box (Net)	704	274	430	295	409	410	79	132	83	442	262	522	182
	70%	85%	63%	63%	75%	76%	73%	75%	45%	71%	68%	68%	75%
		B			C	H	H*	H					*
Definitely will	246	120	126	100	146	153	35	34	24	152	94	165	81
	24%	37%	18%	21%	27%	28%	32%	19%	13%	24%	24%	22%	33%
		B			C	GH	GH*						K*
Probably will	239	97	143	82	158	143	23	52	20	157	83	187	52
	24%	30%	21%	18%	29%	27%	22%	30%	11%	25%	21%	25%	21%
		B			C	H	H*	H					*
Might or might not	219	58	161	114	105	113	21	46	39	134	85	170	49
	22%	18%	24%	24%	19%	21%	19%	26%	21%	22%	22%	22%	20%
							*						*
Probably won't	160	19	141	89	71	61	20	19	60	96	64	123	37
	16%	6%	21%	19%	13%	11%	18%	11%	32%	15%	17%	16%	15%
			A		D		*		EFG				*
Definitely won't	127	28	99	70	57	56	8	22	41	75	52	105	22
	13%	9%	14%	15%	10%	10%	7%	13%	22%	12%	13%	14%	9%
			A				*		EF				*
Don't know	18	3	15	10	7	11	1	3	2	10	8	14	3
	2%	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%
							*						*
Sigma	1009	324	685	465	544	538	108	176	187	623	386	765	244
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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2. In store vs. online

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect To Shop On Black Friday (unwtd)	639	295	344	247	247	145	189	450	138	146	225	130
Base: Expect To Shop On Black Friday (wtd)	648	315	333	256	228	163	215	433	110	123	268	147
Entirely in stores	101	62	39	46	29	26	28	72	24	22	37	17
	16%	20%	12%	18%	13%	16%	13%	17%	22%	18%	14%	12%
Mostly in stores, a little online		B				*			*			*
	186	94	92	88	64	34	76	110	29	39	83	35
	29%	30%	28%	34%	28%	21%	36%	25%	27%	32%	31%	24%
Equally in stores and online				E		*	G		*			*
	171	83	88	60	66	45	50	121	25	26	75	45
	26%	26%	26%	23%	29%	28%	23%	28%	23%	21%	28%	31%
Mostly online, a little in stores						*			*			*
	132	48	85	43	55	34	43	89	20	24	57	31
	20%	15%	25%	17%	24%	21%	20%	21%	19%	19%	21%	21%
Entirely online			A			*			*			*
	58	30	29	20	15	23	17	41	11	12	17	18
	9%	9%	9%	8%	7%	14%	8%	10%	10%	10%	7%	12%
Sigma						*			*			*
	648	315	333	256	228	163	215	433	110	123	268	147
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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2. In store vs. online

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect To Shop On Black Friday (unwtd)	639	290	349	275	364	372	91	115	61	427	212	559	80
Base: Expect To Shop On Black Friday (wtd)	648	264	384	269	379	379	84	114	71	403	245	467	181
Entirely in stores	101	39	61	40	60	66	15	13	6	64	37	73	28
	16%	15%	16%	15%	16%	17%	18%	12%	9%	16%	15%	16%	15%
							*	*	*				*
Mostly in stores, a little online	186	76	110	81	105	112	28	29	17	92	94	114	72
	29%	29%	29%	30%	28%	30%	33%	26%	24%	23%	38%	24%	40%
							*	*	*		I		K*
Equally in stores and online	171	74	96	72	99	104	18	34	15	119	52	133	37
	26%	28%	25%	27%	26%	27%	22%	30%	20%	30%	21%	29%	21%
							*	*	*				*
Mostly online, a little in stores	132	58	74	55	77	69	16	29	18	85	47	100	32
	20%	22%	19%	21%	20%	18%	19%	26%	25%	21%	19%	21%	18%
							*	*	*				*
Entirely online	58	17	42	20	38	28	7	7	16	43	15	46	12
	9%	6%	11%	8%	10%	7%	9%	6%	22%	11%	6%	10%	7%
							*	*	EG*				*
Sigma	648	264	384	269	379	379	84	114	71	403	245	467	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Black Friday categories - Grid Table

	Televisions	Laptop computers	Headphones	Kitchen appliances	Laundry appliances	Home Furnishings	Jewelry	Beauty products and Fragrances	Clothes	Athletic Shoes and Sneakers	Video Games	Sporting goods	Guns and ammunition	Mobile Phones	Seasonal and Holiday decorations	Toys
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: Expect To Shop On Black Friday (unwtd)	639	639	639	639	639	639	639	639	639	639	639	639	639	639	639	639
Base: Expect To Shop On Black Friday (wtd)	648	648	648	648	648	648	648	648	648	648	648	648	648	648	648	648
Waiting for Black Friday to buy one of these for myself	153	138	99	108	65	105	80	116	202	152	116	100	69	127	113	88
	24%	21%	15%	17%	10%	16%	12%	18%	31%	23%	18%	15%	11%	20%	17%	14%
Waiting for Black Friday to buy one of these as a gift	CDEFGHKLM	CEGLMP	EM	EM		EM		EGM	ABCDEFGHIJK LMNOP	CDEFGLMOP	EGM	EM		EGMP	EGM	
	90	95	123	95	64	96	139	163	201	148	155	104	76	94	91	233
	14%	15%	19%	15%	10%	15%	21%	25%	31%	23%	24%	16%	12%	14%	14%	36%
May buy one of these on Black Friday for myself if I see something I like		E	EM	E		E	ABDEFMNO	ABCDEFMLN O	ABCDEFJKL MNO	ABDEFMLNO	ABDEFMLNO	E				ABCDEFGHIJK LMNO
	186	185	157	186	124	224	174	146	280	190	105	155	94	144	204	75
	29%	29%	24%	29%	19%	35%	27%	23%	43%	29%	16%	24%	14%	22%	32%	12%
May buy one of these on Black Friday as a gift if I see something I like	EHKMNP	EKMNP	KMP	EKMNP	P	CEGHKLMNP	EKMP	KMP	ABCDEFGHIJK LMNOP	EHKMNP		KMP		KMP	CEHKLMNP	
	78	91	124	106	57	125	168	154	145	151	130	151	43	88	111	166
	12%	14%	19%	16%	9%	19%	26%	24%	22%	23%	20%	23%	7%	14%	17%	26%
Definitely won't be looking in this category	M	EM	AEMN	EM		ABEMN	ABCDEFKMN O	ABDEMNO	ABDEMNO	ABDEMNO	ABEMN	ABDEMNO		EM	AEM	ABCDEFMNO
	212	224	235	231	386	191	204	186	30	143	226	229	421	285	194	165
	33%	35%	36%	36%	60%	29%	31%	29%	5%	22%	35%	35%	65%	44%	30%	25%
Sigma	IJP	IJP	FHIJP	HIJP	ABCDFGHIJKL NOP	IJ	IJ	IJ		I	IJP	HIJP	ABCDFGHIJKL NOP	ABCDFGHIJKL OP	IJ	I
	719	734	737	724	696	741	765	765	858	783	731	739	702	737	714	726
	111%	113%	114%	112%	107%	114%	118%	118%	132%	121%	113%	114%	108%	114%	110%	112%
Summary																
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	222	200	197	178	112	172	187	230	322	237	232	172	118	185	178	302
	34%	31%	30%	27%	17%	27%	29%	36%	50%	37%	36%	27%	18%	29%	27%	47%
	DEFLMO	EM	EM	EM		EM	EM	DEFGLMNO	ABCDEFGHIJK LMNO	DEFGLMNO	DEFGLMNO	EM		EM	EM	ABCDEFGHIJK LMNO
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	242	258	249	266	171	321	295	268	353	304	217	274	128	211	296	231
	37%	40%	38%	41%	26%	49%	45%	41%	54%	47%	34%	42%	20%	33%	46%	36%
	EM	EMN	EM	EKMN	M	ABCDEHKLM NP	ACEKMNP	EKMN	ABCDEGHJKL MNOP	ABCEKMNP	EM	EKMN		M	ACEKMNP	EM
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	323	309	243	280	176	312	244	250	458	319	209	237	153	262	306	152
	50%	48%	38%	43%	27%	48%	38%	39%	71%	49%	32%	37%	24%	40%	47%	23%
	CEGHKLMNP	CEGHKLMNP	EMP	EKMP		CEGHKLMNP	EMP	EMP	ABCDEFGHIJK LMNOP	CEGHKLMNP	MP	EMP		EKMP	CEGHKLMNP	
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	165	179	235	195	118	214	298	298	327	287	279	249	115	176	196	374
	26%	28%	36%	30%	18%	33%	46%	46%	50%	44%	43%	38%	18%	27%	30%	58%
	EM	EM	ABEMN	EM		AEM	ABCDEFMLN O	ABCDEFMLN O	ABCDEFKLM NO	ABCDEFMNO	ABDEFMNO	ABDEMNO		EM	EM	ABCDEFGHIJK LMNO

Statistics:
 Overlap formula used
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P
 Minimum Base: 30 (**), Small Base: 100 (*)

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4. Shopping Preparation - Decide which types of products you will definitely buy

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect To Shop On Black Friday Or Cyber Monday (unwtd)	749	331	418	274	284	191	236	513	167	181	254	147
Base: Expect To Shop On Black Friday Or Cyber Monday (wtd)	747	354	393	278	265	203	255	492	135	154	298	161
2 - 4 weeks before	72	45	27	36	21	14	31	40	16	13	30	13
	10%	13%	7%	13%	8%	7%	12%	8%	12%	8%	10%	8%
		B										*
1 week before	156	74	82	63	68	25	41	115	24	32	67	33
	21%	21%	21%	23%	26%	12%	16%	23%	18%	21%	22%	21%
				E	E							*
A few days before	264	129	135	89	107	68	97	167	49	53	101	61
	35%	36%	34%	32%	40%	34%	38%	34%	36%	34%	34%	38%
												*
On the actual day	175	67	109	61	53	61	57	119	34	42	68	31
	23%	19%	28%	22%	20%	30%	22%	24%	25%	28%	23%	19%
			A			D						*
Not planning to do	80	40	40	30	17	34	29	52	13	14	31	23
	11%	11%	10%	11%	6%	17%	11%	10%	9%	9%	10%	14%
						D						*
Sigma	747	354	393	278	265	203	255	492	135	154	298	161
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Shopping Preparation - Decide which types of products you will definitely buy

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect To Shop On Black Friday Or Cyber Monday (unwtd)	749	315	434	337	412	429	98	142	80	487	262	661	88
Base: Expect To Shop On Black Friday Or Cyber Monday (wtd)	747	284	463	322	425	433	89	137	88	461	286	547	200
2 - 4 weeks before	72	32	39	39	33	39	9	21	2	36	36	45	26
	10%	11%	8%	12%	8%	9%	10%	15%	3%	8%	13%	8%	13%
1 week before							*	H	*				*
	156	82	74	51	105	96	12	39	9	105	51	119	37
	21%	29%	16%	16%	25%	22%	13%	29%	10%	23%	18%	22%	19%
A few days before		B			C	H	*	FH	*				*
	264	104	160	120	143	164	28	37	34	160	104	188	76
	35%	37%	34%	37%	34%	38%	32%	27%	39%	35%	36%	34%	38%
On the actual day							*		*				*
	175	52	123	78	98	95	32	24	24	111	64	131	44
	23%	18%	27%	24%	23%	22%	36%	18%	28%	24%	23%	24%	22%
Not planning to do			A				EG*		*				*
	80	14	67	34	47	40	7	15	18	50	30	64	16
	11%	5%	14%	10%	11%	9%	8%	11%	20%	11%	11%	12%	8%
Sigma			A				*		E*				*
	747	284	463	322	425	433	89	137	88	461	286	547	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5. Emotions

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect To Shop On Black Friday (unwtd)	639	295	344	247	247	145	189	450	138	146	225	130
Base: Expect To Shop On Black Friday (wtd)	648	315	333	256	228	163	215	433	110	123	268	147
Excited	351	170	181	153	124	74	108	243	57	61	155	77
	54%	54%	54%	60%	54%	45%	50%	56%	52%	50%	58%	52%
				E		*			*			*
Overwhelmed	194	64	131	88	65	41	75	119	37	36	74	47
	30%	20%	39%	34%	29%	25%	35%	28%	34%	29%	28%	32%
			A			*			*			*
Disinterested	56	31	25	24	14	18	18	38	8	13	16	19
	9%	10%	8%	9%	6%	11%	8%	9%	7%	10%	6%	13%
						*			*			*
Happy	237	139	98	117	81	39	67	170	48	38	92	58
	37%	44%	30%	46%	36%	24%	31%	39%	43%	31%	34%	40%
		B		E	E	*			*			*
Relieved	63	36	26	24	22	17	15	47	12	14	20	16
	10%	12%	8%	9%	9%	10%	7%	11%	11%	11%	7%	11%
						*			*			*
Anxious	224	112	111	111	76	37	84	140	47	38	91	47
	35%	36%	34%	43%	33%	23%	39%	32%	43%	31%	34%	32%
				E		*			*			*
None of these	44	28	16	5	25	14	11	33	2	11	20	12
	7%	9%	5%	2%	11%	8%	5%	8%	2%	9%	7%	8%
					C	C*			*	H		*
Sigma	1168	580	589	524	407	238	378	790	212	211	469	277
	180%	184%	177%	204%	178%	146%	176%	182%	192%	172%	175%	188%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5. Emotions

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect To Shop On Black Friday (unwtd)	639	290	349	275	364	372	91	115	61	427	212	559	80
Base: Expect To Shop On Black Friday (wtd)	648	264	384	269	379	379	84	114	71	403	245	467	181
Excited	351	156	195	144	207	222	58	50	20	226	124	240	110
	54%	59%	51%	53%	55%	59%	69%	44%	29%	56%	51%	51%	61%
						GH	GH*	*	*				*
Overwhelmed	194	77	117	85	109	98	18	53	25	107	88	136	58
	30%	29%	30%	32%	29%	26%	21%	47%	36%	26%	36%	29%	32%
							*	EF*	*				*
Disinterested	56	15	40	23	33	32	5	13	5	33	23	49	6
	9%	6%	11%	8%	9%	9%	6%	11%	8%	8%	9%	11%	4%
							*	*	*				*
Happy	237	126	111	91	146	154	27	44	12	163	74	171	66
	37%	48%	29%	34%	38%	41%	32%	38%	17%	40%	30%	37%	36%
		B				H	*	H*	*				*
Relieved	63	27	36	19	44	39	7	6	10	50	13	50	12
	10%	10%	9%	7%	12%	10%	8%	5%	14%	12%	5%	11%	7%
							*	*	*	J			*
Anxious	224	112	111	98	126	133	31	46	13	143	81	167	57
	35%	43%	29%	36%	33%	35%	37%	40%	19%	35%	33%	36%	31%
		B				H	H*	H*	*				*
None of these	44	14	30	14	30	29	3	4	9	25	20	35	9
	7%	5%	8%	5%	8%	8%	4%	3%	12%	6%	8%	8%	5%
							*	*	*				*
Sigma	1168	528	640	473	695	708	149	216	95	747	422	849	319
	180%	200%	167%	176%	183%	187%	177%	190%	134%	185%	172%	182%	176%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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6. Attitudes - Black Friday or Cyber Monday

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect To Shop On Black Friday Or Cyber Monday (unwtd)	749	331	418	274	284	191	236	513	167	181	254	147
Base: Expect To Shop On Black Friday Or Cyber Monday (wtd)	747	354	393	278	265	203	255	492	135	154	298	161
Retailers just discount their worst brands	85	61	24	32	31	22	23	62	17	17	31	21
	11%	17%	6%	11%	12%	11%	9%	13%	12%	11%	10%	13%
		B										*
It is a great opportunity to buy gifts for the Holidays	419	176	243	163	130	126	152	267	65	100	161	93
	56%	50%	62%	58%	49%	62%	59%	54%	48%	65%	54%	58%
			A			D				H		*
It is when you find promotions that are not available at any other time of year	306	130	177	109	114	82	106	200	53	66	136	52
	41%	37%	45%	39%	43%	41%	42%	41%	39%	43%	46%	32%
											K	*
It is the best opportunity to buy expensive items (e.g. TVs, Appliances) at a discount	299	147	152	133	98	68	111	188	47	63	123	66
	40%	42%	39%	48%	37%	33%	44%	38%	35%	41%	41%	41%
				DE								*
It is a good way to spend quality time with friends/ family	147	84	63	77	44	26	44	103	29	30	61	27
	20%	24%	16%	28%	17%	13%	17%	21%	21%	19%	21%	17%
		B		DE								*
It's a tradition	288	160	128	123	105	60	81	207	64	57	108	60
	39%	45%	33%	44%	40%	30%	32%	42%	47%	37%	36%	37%
		B		E				F				*
I like it even more now that I can shop online	402	174	228	154	138	111	130	272	65	84	170	83
	54%	49%	58%	55%	52%	55%	51%	55%	48%	55%	57%	52%
												*
Promotions are never on products I am interested in	164	95	69	69	51	44	49	115	28	35	62	39
	22%	27%	18%	25%	19%	22%	19%	23%	21%	23%	21%	24%
		B										*
I will wait until Cyber Monday to do most of my shopping	189	99	91	90	55	45	68	121	42	31	64	53
	25%	28%	23%	32%	21%	22%	27%	25%	31%	20%	21%	33%
				D								I*
None of these	40	24	16	13	17	9	17	23	10	4	14	12
	5%	7%	4%	5%	6%	5%	7%	5%	8%	2%	5%	7%
												*
Sigma	2340	1149	1191	963	783	594	781	1559	418	487	931	505
	313%	325%	303%	346%	295%	293%	307%	317%	310%	317%	313%	315%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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6. Attitudes - Black Friday or Cyber Monday

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect To Shop On Black Friday Or Cyber Monday (unwtd)	749	315	434	337	412	429	98	142	80	487	262	661	88
Base: Expect To Shop On Black Friday Or Cyber Monday (wtd)	747	284	463	322	425	433	89	137	88	461	286	547	200
Retailers just discount their worst brands	85	46	38	23	61	54	10	9	12	66	19	70	15
	11%	16%	8%	7%	14%	13%	11%	7%	13%	14%	7%	13%	7%
		B			C		*		*	J			*
It is a great opportunity to buy gifts for the Holidays	419	160	259	180	239	233	52	80	54	266	153	315	104
	56%	56%	56%	56%	56%	54%	59%	58%	62%	58%	53%	58%	52%
							*		*				*
It is when you find promotions that are not available at any other time of year	306	128	178	132	174	176	36	62	33	192	114	227	79
	41%	45%	38%	41%	41%	41%	40%	45%	38%	42%	40%	42%	39%
							*		*				*
It is the best opportunity to buy expensive items (e.g. TVs, Appliances) at a discount	299	124	175	126	173	169	39	66	25	171	128	208	91
	40%	44%	38%	39%	41%	39%	44%	49%	28%	37%	45%	38%	46%
							*	H	*				*
It is a good way to spend quality time with friends/ family	147	75	72	52	95	98	16	33	1	102	45	119	28
	20%	26%	16%	16%	22%	23%	18%	24%	1%	22%	16%	22%	14%
		B				H	H*	H	*				*
It's a tradition	288	140	148	108	180	189	41	40	17	188	101	213	75
	39%	49%	32%	34%	42%	44%	47%	29%	20%	41%	35%	39%	38%
		B			C	GH	GH*		*				*
I like it even more now that I can shop online	402	154	248	159	244	241	38	73	49	243	160	281	122
	54%	54%	54%	49%	57%	56%	43%	54%	56%	53%	56%	51%	61%
							*		*				*
Promotions are never on products I am interested in	164	63	101	64	100	107	17	23	16	110	54	124	40
	22%	22%	22%	20%	23%	25%	20%	17%	19%	24%	19%	23%	20%
							*		*				*
I will wait until Cyber Monday to do most of my shopping	189	87	102	69	121	118	18	31	22	133	57	139	50
	25%	31%	22%	21%	28%	27%	21%	23%	25%	29%	20%	25%	25%
		B					*		*	J			*
None of these	40	14	26	18	22	23	2	7	7	29	10	32	8
	5%	5%	6%	5%	5%	5%	3%	5%	8%	6%	4%	6%	4%
							*		*				*
Sigma	2340	993	1348	931	1409	1408	270	425	237	1500	841	1728	612
	313%	349%	291%	289%	331%	325%	304%	311%	270%	325%	294%	316%	306%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7. Black Friday Attitudes

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect To Shop On Black Friday (unwtd)	639	295	344	247	247	145	189	450	138	146	225	130
Base: Expect To Shop On Black Friday (wtd)	648	315	333	256	228	163	215	433	110	123	268	147
Retailers just discount their worst brands	61	42	19	21	21	19	19	42	10	12	26	14
	9%	13%	6%	8%	9%	12%	9%	10%	9%	10%	10%	9%
		B				*			*			*
It is a great opportunity to buy gifts for the Holidays	271	108	163	118	86	66	95	175	38	57	118	58
	42%	34%	49%	46%	38%	41%	44%	40%	35%	46%	44%	39%
			A			*			*			*
It is when you find promotions that are not available at any other time of year	200	79	121	81	72	46	67	133	32	41	86	40
	31%	25%	36%	32%	32%	28%	31%	31%	29%	34%	32%	27%
			A			*			*			*
It is the best opportunity to buy expensive items (e.g. TVs, Appliances) at a discount	216	103	113	98	70	47	86	130	28	44	98	46
	33%	33%	34%	38%	31%	29%	40%	30%	25%	36%	37%	31%
						*	G		*			*
It is a good way to spend quality time with friends/ family	124	71	53	67	33	25	39	86	23	25	53	23
	19%	23%	16%	26%	14%	15%	18%	20%	21%	21%	20%	16%
				DE		*			*			*
It's a tradition	251	136	115	106	93	52	70	181	56	46	98	51
	39%	43%	35%	41%	41%	32%	32%	42%	51%	38%	36%	35%
						*			JK*			*
I like it even more now that I can shop online	239	109	129	95	80	64	74	165	40	36	103	59
	37%	35%	39%	37%	35%	39%	34%	38%	37%	29%	38%	40%
						*			*			*
Promotions are never on products I am interested in	102	61	42	45	31	26	29	74	14	23	41	24
	16%	19%	13%	18%	14%	16%	13%	17%	12%	19%	15%	17%
						*			*			*
I will wait until Cyber Monday to do most of my shopping	119	61	58	58	37	24	45	74	27	18	43	31
	18%	19%	17%	23%	16%	15%	21%	17%	25%	15%	16%	21%
						*			*			*
None of these	33	19	15	14	11	8	15	19	4	4	15	10
	5%	6%	4%	6%	5%	5%	7%	4%	4%	3%	6%	7%
						*			*			*
Sigma	1616	789	827	704	535	377	538	1077	274	307	680	356
	249%	250%	249%	275%	234%	231%	250%	249%	249%	250%	254%	242%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7. Black Friday Attitudes

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect To Shop On Black Friday (unwtd)	639	290	349	275	364	372	91	115	61	427	212	559	80
Base: Expect To Shop On Black Friday (wtd)	648	264	384	269	379	379	84	114	71	403	245	467	181
Retailers just discount their worst brands	61	31	30	17	44	37	6	8	10	47	14	48	13
	9%	12%	8%	6%	11%	10%	8%	7%	14%	12%	6%	10%	7%
							*	*	*				*
It is a great opportunity to buy gifts for the Holidays	271	114	157	125	146	147	37	50	35	174	97	194	77
	42%	43%	41%	46%	39%	39%	44%	44%	50%	43%	40%	41%	42%
							*	*	*				*
It is when you find promotions that are not available at any other time of year	200	88	111	81	119	109	31	39	22	124	76	151	48
	31%	34%	29%	30%	31%	29%	36%	34%	30%	31%	31%	32%	27%
							*	*	*				*
It is the best opportunity to buy expensive items (e.g. TVs, Appliances) at a discount	216	87	129	93	123	122	27	48	20	121	95	148	68
	33%	33%	34%	35%	32%	32%	32%	42%	28%	30%	39%	32%	38%
							*	*	*				*
It is a good way to spend quality time with friends/ family	124	61	64	45	80	85	14	24	1	85	39	98	26
	19%	23%	17%	17%	21%	22%	17%	22%	1%	21%	16%	21%	14%
						H	H*	H*	*				*
It's a tradition	251	122	128	97	154	162	38	36	14	165	85	183	68
	39%	46%	33%	36%	41%	43%	45%	32%	20%	41%	35%	39%	38%
		B				H	H*	*	*				*
I like it even more now that I can shop online	239	98	141	86	153	157	15	39	27	154	85	157	81
	37%	37%	37%	32%	40%	42%	18%	35%	38%	38%	35%	34%	45%
						F	*	F*	F*				*
Promotions are never on products I am interested in	102	42	61	36	66	70	9	15	8	67	35	73	29
	16%	16%	16%	13%	18%	19%	11%	13%	12%	17%	14%	16%	16%
							*	*	*				*
I will wait until Cyber Monday to do most of my shopping	119	61	59	41	79	70	14	20	15	82	37	91	28
	18%	23%	15%	15%	21%	19%	17%	18%	21%	20%	15%	20%	16%
		B					*	*	*				*
None of these	33	10	23	16	17	18	2	5	8	22	11	25	8
	5%	4%	6%	6%	5%	5%	3%	4%	11%	6%	5%	5%	4%
							*	*	*				*
Sigma	1616	712	903	636	980	978	194	284	160	1041	575	1168	448
	249%	270%	235%	236%	259%	258%	230%	250%	224%	258%	235%	250%	247%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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8. Expected Spend

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect To Shop On Black Friday Or Cyber Monday (unwtd)	749	331	418	274	284	191	236	513	167	181	254	147
Base: Expect To Shop On Black Friday Or Cyber Monday (wtd)	747	354	393	278	265	203	255	492	135	154	298	161
Under \$100 (50)	75	20	55	30	17	28	48	27	9	29	23	13
	10%	6%	14%	11%	7%	14%	19%	5%	7%	19%	8%	8%
			A			D	G			HJK		*
\$100-250 (175)	160	64	96	68	53	38	81	78	29	38	68	25
	21%	18%	24%	24%	20%	19%	32%	16%	21%	25%	23%	15%
							G					*
\$251-\$500 (375)	198	83	116	66	74	58	63	136	39	40	82	38
	27%	23%	29%	24%	28%	28%	25%	28%	29%	26%	27%	24%
												*
\$501-\$750 (625)	97	50	46	39	28	30	22	75	18	9	43	26
	13%	14%	12%	14%	11%	15%	8%	15%	13%	6%	15%	16%
								F			I	I*
\$751-\$1000 (875)	75	43	31	27	40	8	10	65	11	10	28	25
	10%	12%	8%	10%	15%	4%	4%	13%	8%	7%	9%	16%
					E			F				I*
Over \$1000 (1125)	84	65	19	42	30	12	17	66	17	14	33	19
	11%	18%	5%	15%	11%	6%	7%	13%	13%	9%	11%	12%
		B		E				F				*
Don't know	59	29	30	7	22	30	14	45	12	13	20	14
	8%	8%	8%	2%	8%	15%	6%	9%	9%	9%	7%	9%
					C	C						*
Sigma	747	354	393	278	265	203	255	492	135	154	298	161
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	473.9	571.5	386.4	490.4	510.9	396	339.9	546	490.2	384.6	477.8	538.3
		B		E	E	*		F	I*		I	I*

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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8. Expected Spend

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect To Shop On Black Friday Or Cyber Monday (unwtd)	749	315	434	337	412	429	98	142	80	487	262	661	88
Base: Expect To Shop On Black Friday Or Cyber Monday (wtd)	747	284	463	322	425	433	89	137	88	461	286	547	200
Under \$100 (50)	75	13	62	43	32	32	18	14	11	40	34	59	16
	10%	5%	13%	13%	8%	7%	20%	10%	13%	9%	12%	11%	8%
\$100-250 (175)	160	53	106	81	78	90	12	41	17	76	84	114	46
	21%	19%	23%	25%	18%	21%	14%	30%	20%	17%	29%	21%	23%
\$251-\$500 (375)	198	70	128	91	107	121	22	32	23	122	76	141	57
	27%	25%	28%	28%	25%	28%	25%	24%	26%	27%	27%	26%	29%
\$501-\$750 (625)	97	37	60	34	62	58	16	16	6	59	38	65	32
	13%	13%	13%	11%	15%	13%	18%	12%	7%	13%	13%	12%	16%
\$751-\$1000 (875)	75	53	22	17	58	60	9	3	3	62	13	62	12
	10%	19%	5%	5%	14%	14%	10%	3%	3%	13%	5%	11%	6%
Over \$1000 (1125)	84	47	36	25	59	51	9	17	6	59	24	59	25
	11%	17%	8%	8%	14%	12%	10%	12%	7%	13%	9%	11%	12%
Don't know	59	11	48	30	29	21	3	14	22	42	17	47	12
	8%	4%	10%	9%	7%	5%	3%	10%	24%	9%	6%	9%	6%
Sigma	747	284	463	322	425	433	89	137	88	461	286	547	200
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	473.9	580.6	403.5	394	532.5	506.7	460.2	421.9	384.2	522.5	398.1	474.6	471.9
		B			C		H	*	*	*	J		*

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_1. Black Friday and Cyber Monday combines - Televisions

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	331	418	274	284	191	236	513	167	181	254	147
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	354	393	278	265	203	255	492	135	154	298	161
Waiting for Black Friday to buy one of these for myself	189	117	71	95	67	27	67	121	33	26	99	30
	25%	33%	18%	34%	25%	13%	26%	25%	25%	17%	33%	19%
		B		E	E						IK	*
Waiting for Black Friday to buy one of these as a gift	139	86	53	62	51	26	46	93	24	17	65	33
	19%	24%	13%	22%	19%	13%	18%	19%	18%	11%	22%	20%
		B		E							I	*
May buy one of these on Black Friday for myself if I see something I like	277	153	124	120	97	60	86	191	43	54	108	72
	37%	43%	32%	43%	37%	29%	34%	39%	32%	35%	36%	45%
		B		E								*
May buy one of these on Black Friday as a gift if I see something I like	123	59	64	46	49	29	41	82	20	20	47	35
	16%	17%	16%	16%	18%	14%	16%	17%	15%	13%	16%	22%
												*
Definitely won't be looking in this category	247	77	170	73	84	90	92	155	53	71	79	44
	33%	22%	43%	26%	32%	44%	36%	32%	40%	46%	27%	27%
			A			CD			J	JK		*
Sigma	974	493	482	396	348	231	332	643	174	189	398	214
	130%	139%	123%	142%	131%	114%	130%	131%	129%	123%	134%	133%
Summary												
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	256	154	102	119	88	49	85	171	42	36	125	53
	34%	44%	26%	43%	33%	24%	33%	35%	31%	24%	42%	33%
		B		E							I	*
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	345	183	162	144	122	79	110	236	54	65	135	91
	46%	52%	41%	52%	46%	39%	43%	48%	40%	42%	45%	57%
		B		E								HI*
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	410	233	178	183	147	80	137	274	71	70	181	88
	55%	66%	45%	66%	55%	40%	54%	56%	53%	46%	61%	55%
		B		DE	E						I	*
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	237	136	101	95	92	51	79	158	42	34	100	61
	32%	38%	26%	34%	34%	25%	31%	32%	31%	22%	34%	38%
		B									I	I*

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_1. Black Friday and Cyber Monday combines - Televisions

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	315	434	337	412	429	98	142	80	487	262	661	88
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	284	463	322	425	433	89	137	88	461	286	547	200
Waiting for Black Friday to buy one of these for myself	189	99	89	68	121	130	18	29	11	107	82	125	64
	25%	35%	19%	21%	28%	30%	20%	21%	13%	23%	29%	23%	32%
Waiting for Black Friday to buy one of these as a gift	139	82	57	50	89	98	18	16	6	98	40	102	37
	19%	29%	12%	16%	21%	23%	20%	12%	7%	21%	14%	19%	18%
May buy one of these on Black Friday for myself if I see something I like	277	132	145	109	168	167	29	52	29	179	98	203	74
	37%	46%	31%	34%	39%	39%	33%	38%	33%	39%	34%	37%	37%
May buy one of these on Black Friday as a gift if I see something I like	123	53	70	53	70	64	17	28	14	76	47	90	33
	16%	19%	15%	17%	16%	15%	20%	20%	16%	16%	17%	16%	17%
Definitely won't be looking in this category	247	61	186	122	125	122	36	50	39	148	99	195	53
	33%	21%	40%	38%	29%	28%	40%	37%	44%	32%	35%	36%	26%
Sigma	974	427	547	402	572	581	118	175	100	608	367	714	260
	130%	150%	118%	125%	135%	134%	133%	128%	113%	132%	128%	131%	130%
Summary													
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	256	133	123	94	162	176	28	35	17	160	96	177	79
	34%	47%	27%	29%	38%	41%	32%	25%	19%	35%	33%	32%	39%
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	410	189	221	161	250	259	41	72	37	247	164	285	126
	55%	67%	48%	50%	59%	60%	47%	53%	42%	53%	57%	52%	63%
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	237	121	116	89	148	151	28	39	18	162	75	173	64
	32%	42%	25%	28%	35%	35%	32%	28%	21%	35%	26%	32%	32%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_2. Black Friday and Cyber Monday combines - Laptop computers

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	331	418	274	284	191	236	513	167	181	254	147
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	354	393	278	265	203	255	492	135	154	298	161
Waiting for Black Friday to buy one of these for myself	173	119	54	105	54	15	63	110	33	21	76	43
	23%	34%	14%	38%	20%	7%	25%	22%	25%	14%	26%	27%
Waiting for Black Friday to buy one of these as a gift	125	87	38	54	47	23	34	91	25	19	51	30
	17%	25%	10%	20%	18%	11%	13%	18%	19%	12%	17%	19%
May buy one of these on Black Friday for myself if I see something I like	271	146	126	113	103	55	73	198	40	52	117	63
	36%	41%	32%	41%	39%	27%	29%	40%	30%	34%	39%	39%
May buy one of these on Black Friday as a gift if I see something I like	147	63	84	46	59	42	54	93	23	30	70	24
	20%	18%	21%	17%	22%	20%	21%	19%	17%	20%	24%	15%
Definitely won't be looking in this category	274	86	188	82	83	109	105	169	53	68	97	55
	37%	24%	48%	29%	31%	54%	41%	34%	39%	44%	33%	34%
Sigma	990	501	489	401	345	244	329	661	175	190	411	214
	133%	142%	124%	144%	130%	120%	129%	134%	129%	124%	138%	133%
Summary												
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	245	166	80	127	84	34	79	167	49	35	99	62
	33%	47%	20%	46%	32%	17%	31%	34%	36%	23%	33%	39%
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	352	178	174	132	143	77	107	245	55	67	153	77
	47%	50%	44%	47%	54%	38%	42%	50%	41%	44%	51%	48%
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	381	224	157	180	134	67	116	265	62	66	165	88
	51%	63%	40%	65%	51%	33%	46%	54%	46%	43%	55%	55%
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	238	133	105	88	92	58	77	161	43	41	109	45
	32%	38%	27%	32%	35%	29%	30%	33%	32%	26%	37%	28%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_2. Black Friday and Cyber Monday combines - Laptop computers

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	315	434	337	412	429	98	142	80	487	262	661	88
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	284	463	322	425	433	89	137	88	461	286	547	200
Waiting for Black Friday to buy one of these for myself	173	91	83	65	109	107	21	40	5	98	75	115	59
	23%	32%	18%	20%	26%	25%	24%	29%	5%	21%	26%	21%	29%
Waiting for Black Friday to buy one of these as a gift	125	83	42	41	83	87	16	14	9	94	31	99	26
	17%	29%	9%	13%	20%	20%	18%	10%	10%	20%	11%	18%	13%
May buy one of these on Black Friday for myself if I see something I like	271	135	136	104	168	179	29	45	17	175	96	194	77
	36%	48%	29%	32%	39%	41%	33%	33%	19%	38%	34%	36%	38%
May buy one of these on Black Friday as a gift if I see something I like	147	65	82	68	79	93	17	23	15	100	47	110	37
	20%	23%	18%	21%	19%	21%	19%	17%	17%	22%	17%	20%	19%
Definitely won't be looking in this category	274	63	211	127	147	138	30	52	53	166	108	211	63
	37%	22%	46%	39%	34%	32%	34%	38%	60%	36%	38%	39%	32%
Sigma	990	436	554	404	586	605	113	174	98	632	358	728	262
	133%	154%	120%	126%	138%	139%	128%	127%	111%	137%	125%	133%	131%
Summary													
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	245	133	113	87	158	155	32	45	13	154	91	172	74
	33%	47%	24%	27%	37%	36%	36%	33%	15%	33%	32%	31%	37%
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	352	166	186	142	210	225	43	57	27	229	123	255	97
	47%	58%	40%	44%	49%	52%	48%	42%	30%	50%	43%	47%	49%
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	381	178	202	151	230	246	43	72	20	228	153	262	119
	51%	63%	44%	47%	54%	57%	48%	53%	23%	49%	53%	48%	59%
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	238	126	113	98	141	163	25	30	21	168	70	181	58
	32%	44%	24%	30%	33%	38%	28%	22%	24%	36%	25%	33%	29%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_3. Black Friday and Cyber Monday combines - Kitchen appliances

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	331	418	274	284	191	236	513	167	181	254	147
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	354	393	278	265	203	255	492	135	154	298	161
Waiting for Black Friday to buy one of these for myself	136	79	57	74	52	9	38	98	31	18	65	21
	18%	22%	14%	27%	20%	5%	15%	20%	23%	12%	22%	13%
Waiting for Black Friday to buy one of these as a gift	137	104	32	75	45	17	35	101	25	16	54	42
	18%	30%	8%	27%	17%	8%	14%	21%	19%	10%	18%	26%
May buy one of these on Black Friday for myself if I see something I like	247	121	125	107	97	43	75	172	48	48	89	62
	33%	34%	32%	39%	36%	21%	30%	35%	35%	31%	30%	38%
May buy one of these on Black Friday as a gift if I see something I like	152	82	70	51	49	52	50	101	21	29	59	43
	20%	23%	18%	18%	18%	25%	20%	21%	15%	19%	20%	27%
Definitely won't be looking in this category	276	97	179	65	102	108	108	168	52	77	106	41
	37%	27%	45%	23%	39%	53%	42%	34%	38%	50%	36%	25%
Sigma	947	483	463	373	345	229	307	640	177	189	372	209
	127%	137%	118%	134%	130%	113%	121%	130%	131%	123%	125%	130%
Summary												
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	220	141	79	116	77	26	61	159	40	28	95	56
	29%	40%	20%	42%	29%	13%	24%	32%	30%	18%	32%	35%
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	343	178	165	135	123	85	112	231	58	61	136	88
	46%	50%	42%	48%	46%	42%	44%	47%	43%	40%	46%	55%
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	341	173	168	160	129	52	104	237	70	60	133	78
	46%	49%	43%	57%	49%	25%	41%	48%	52%	39%	45%	49%
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	264	166	98	120	85	59	79	185	44	41	104	75
	35%	47%	25%	43%	32%	29%	31%	38%	33%	27%	35%	47%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_3. Black Friday and Cyber Monday combines - Kitchen appliances

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	315	434	337	412	429	98	142	80	487	262	661	88
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	284	463	322	425	433	89	137	88	461	286	547	200
Waiting for Black Friday to buy one of these for myself	136	86	50	46	90	101	12	19	5	80	56	100	36
	18%	30%	11%	14%	21%	23%	13%	14%	6%	17%	19%	18%	18%
Waiting for Black Friday to buy one of these as a gift	137	87	50	43	94	101	14	17	5	88	49	99	38
	18%	31%	11%	13%	22%	23%	15%	13%	6%	19%	17%	18%	19%
May buy one of these on Black Friday for myself if I see something I like	247	118	129	90	156	160	30	43	14	163	84	192	54
	33%	42%	28%	28%	37%	37%	34%	31%	16%	35%	29%	35%	27%
May buy one of these on Black Friday as a gift if I see something I like	152	52	99	57	95	91	23	24	14	98	53	112	40
	20%	18%	21%	18%	22%	21%	26%	17%	16%	21%	19%	20%	20%
Definitely won't be looking in this category	276	70	206	151	125	122	32	67	54	176	100	207	69
	37%	24%	45%	47%	29%	28%	36%	49%	62%	38%	35%	38%	34%
Sigma	947	413	534	387	560	574	111	170	93	605	342	710	237
	127%	145%	115%	120%	132%	132%	125%	124%	105%	131%	120%	130%	118%
Summary													
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	220	131	89	74	146	160	21	29	10	132	88	156	64
	29%	46%	19%	23%	34%	37%	23%	21%	11%	29%	31%	29%	32%
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	343	147	196	127	216	218	45	55	25	223	120	256	87
	46%	52%	42%	39%	51%	50%	51%	40%	29%	48%	42%	47%	44%
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	341	168	173	123	218	228	39	56	19	209	132	258	83
	46%	59%	37%	38%	51%	53%	43%	41%	21%	45%	46%	47%	41%
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	264	130	134	90	175	174	34	37	19	168	96	195	69
	35%	46%	29%	28%	41%	40%	38%	27%	22%	37%	34%	36%	34%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_4. Black Friday and Cyber Monday combines - Laundry appliances

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	331	418	274	284	191	236	513	167	181	254	147
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	354	393	278	265	203	255	492	135	154	298	161
Waiting for Black Friday to buy one of these for myself	104	77	27	58	37	9	28	76	21	8	42	32
	14%	22%	7%	21%	14%	4%	11%	15%	16%	5%	14%	20%
Waiting for Black Friday to buy one of these as a gift	89	74	15	48	36	5	15	74	17	11	39	23
	12%	21%	4%	17%	14%	2%	6%	15%	12%	7%	13%	14%
May buy one of these on Black Friday for myself if I see something I like	172	91	81	88	57	27	59	113	28	26	76	43
	23%	26%	21%	32%	21%	14%	23%	23%	20%	17%	25%	27%
May buy one of these on Black Friday as a gift if I see something I like	72	46	26	30	22	20	18	54	13	10	22	26
	10%	13%	7%	11%	8%	10%	7%	11%	10%	7%	7%	16%
Definitely won't be looking in this category	458	177	281	136	174	148	169	289	85	116	175	82
	61%	50%	71%	49%	66%	73%	66%	59%	63%	75%	59%	51%
Sigma	894	464	431	360	326	209	289	606	164	171	354	205
	120%	131%	110%	129%	123%	103%	113%	123%	121%	112%	119%	128%
Summary												
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	146	110	37	81	53	12	35	111	28	15	61	43
	20%	31%	9%	29%	20%	6%	14%	23%	21%	10%	20%	27%
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	210	116	94	101	66	44	70	140	33	31	88	59
	28%	33%	24%	36%	25%	22%	28%	28%	24%	20%	29%	37%
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	228	132	96	115	76	37	70	158	43	29	97	59
	31%	37%	24%	41%	29%	18%	27%	32%	32%	19%	33%	37%
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	150	110	40	73	53	24	32	118	25	20	60	45
	20%	31%	10%	26%	20%	12%	12%	24%	19%	13%	20%	28%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_4. Black Friday and Cyber Monday combines - Laundry appliances

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	315	434	337	412	429	98	142	80	487	262	661	88
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	284	463	322	425	433	89	137	88	461	286	547	200
Waiting for Black Friday to buy one of these for myself	104	65	39	24	80	81	15	6	1	70	34	74	30
	14%	23%	8%	7%	19%	19%	17%	5%	2%	15%	12%	14%	15%
Waiting for Black Friday to buy one of these as a gift	89	65	24	20	69	75	10	4	-	63	26	66	23
	12%	23%	5%	6%	16%	17%	11%	3%	-	14%	9%	12%	11%
May buy one of these on Black Friday for myself if I see something I like	172	99	73	53	119	112	22	27	11	115	57	131	41
	23%	35%	16%	17%	28%	26%	24%	20%	13%	25%	20%	24%	20%
May buy one of these on Black Friday as a gift if I see something I like	72	40	32	24	48	47	11	10	3	56	16	54	17
	10%	14%	7%	7%	11%	11%	13%	8%	4%	12%	6%	10%	9%
Definitely won't be looking in this category	458	129	329	226	232	237	51	99	72	275	183	340	118
	61%	45%	71%	70%	55%	55%	57%	72%	82%	60%	64%	62%	59%
Sigma	894	397	497	347	548	551	109	147	88	579	315	666	229
	120%	140%	107%	108%	129%	127%	123%	107%	100%	126%	110%	122%	114%
Summary													
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	146	97	50	39	107	116	20	9	1	99	47	105	41
	20%	34%	11%	12%	25%	27%	23%	7%	2%	22%	17%	19%	21%
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	210	113	97	69	141	133	30	32	14	142	68	156	54
	28%	40%	21%	22%	33%	31%	34%	24%	16%	31%	24%	29%	27%
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	228	128	100	70	158	157	26	33	13	147	81	168	60
	31%	45%	22%	22%	37%	36%	29%	24%	14%	32%	28%	31%	30%
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	150	95	54	41	109	112	20	14	3	108	42	110	40
	20%	34%	12%	13%	26%	26%	23%	11%	4%	23%	15%	20%	20%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_5. Black Friday and Cyber Monday combines - Beauty products and Fragrances

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	331	418	274	284	191	236	513	167	181	254	147
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	354	393	278	265	203	255	492	135	154	298	161
Waiting for Black Friday to buy one of these for myself	149	70	80	77	59	14	61	88	37	20	65	28
	20%	20%	20%	28%	22%	7%	24%	18%	27%	13%	22%	17%
Waiting for Black Friday to buy one of these as a gift				E	E				I			*
	221	121	99	93	88	40	64	157	41	23	103	53
	30%	34%	25%	33%	33%	20%	25%	32%	30%	15%	35%	33%
May buy one of these on Black Friday for myself if I see something I like		B		E	E				I		I	I*
	232	75	157	91	87	54	78	154	40	56	81	55
	31%	21%	40%	33%	33%	26%	30%	31%	30%	36%	27%	34%
May buy one of these on Black Friday as a gift if I see something I like		A										*
	240	111	129	77	93	70	85	155	25	53	108	54
	32%	31%	33%	27%	35%	35%	33%	32%	19%	35%	36%	33%
Definitely won't be looking in this category									H	H	H	H*
	205	122	83	71	64	71	69	137	44	47	72	41
	27%	35%	21%	25%	24%	35%	27%	28%	33%	31%	24%	26%
Sigma		B				D						*
	1047	499	548	407	391	249	355	692	188	200	430	230
	140%	141%	139%	146%	147%	122%	139%	141%	139%	130%	144%	143%
Summary												
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	283	147	136	127	110	45	91	191	55	36	126	65
	38%	41%	35%	46%	42%	22%	36%	39%	41%	23%	42%	41%
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like				E	E				I		I	I*
	390	162	228	135	147	108	133	257	55	85	158	91
	52%	46%	58%	48%	55%	53%	52%	52%	41%	56%	53%	57%
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like		A								H		H*
	340	124	216	146	131	64	124	216	70	70	129	71
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like												*
	398	195	203	146	153	99	132	266	59	68	180	91
	53%	55%	52%	52%	58%	49%	52%	54%	44%	44%	60%	57%
										HI		*

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_5. Black Friday and Cyber Monday combines - Beauty products and Fragrances

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	315	434	337	412	429	98	142	80	487	262	661	88
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	284	463	322	425	433	89	137	88	461	286	547	200
Waiting for Black Friday to buy one of these for myself	149	83	66	62	87	88	22	32	7	86	63	112	37
	20%	29%	14%	19%	21%	20%	24%	23%	8%	19%	22%	20%	19%
Waiting for Black Friday to buy one of these as a gift		B				H	H*	H	*				*
	221	125	95	80	141	145	24	36	16	140	80	155	65
	30%	44%	21%	25%	33%	33%	27%	26%	18%	30%	28%	28%	33%
May buy one of these on Black Friday for myself if I see something I like		B				H	*		*				*
	232	107	125	87	145	137	28	46	21	160	72	173	59
	31%	38%	27%	27%	34%	32%	32%	34%	24%	35%	25%	32%	29%
May buy one of these on Black Friday as a gift if I see something I like		B					*		*	J			*
	240	91	149	104	136	148	30	35	26	155	85	179	61
	32%	32%	32%	32%	32%	34%	34%	26%	30%	34%	30%	33%	31%
Definitely won't be looking in this category							*		*				*
	205	49	156	95	111	109	20	40	36	117	88	158	47
	27%	17%	34%	29%	26%	25%	23%	30%	41%	25%	31%	29%	24%
Sigma		A					*		EF*				*
	1047	456	592	428	619	627	124	189	107	659	389	777	270
	140%	160%	128%	133%	146%	145%	140%	138%	121%	143%	136%	142%	135%
Summary													
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	283	152	130	110	173	181	35	49	17	170	113	199	83
	38%	54%	28%	34%	41%	42%	39%	36%	20%	37%	40%	36%	42%
		B				H	H*	H	*				*
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	390	158	232	161	228	237	47	64	41	259	131	286	104
	52%	55%	50%	50%	54%	55%	53%	47%	47%	56%	46%	52%	52%
							*		*	J			*
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	340	164	176	134	206	198	42	73	27	220	121	252	88
	46%	58%	38%	42%	48%	46%	48%	53%	30%	48%	42%	46%	44%
		B				H	H*	H	*				*
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	398	187	211	158	240	250	48	62	39	259	139	289	109
	53%	66%	46%	49%	56%	58%	54%	45%	44%	56%	49%	53%	54%
		B				G	*		*				*

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_6. Black Friday and Cyber Monday combines - Clothes

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	331	418	274	284	191	236	513	167	181	254	147
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	354	393	278	265	203	255	492	135	154	298	161
Waiting for Black Friday to buy one of these for myself	254	124	131	140	83	31	101	153	51	37	112	54
	34%	35%	33%	50%	31%	15%	40%	31%	38%	24%	38%	33%
Waiting for Black Friday to buy one of these as a gift	269	142	127	99	114	56	72	197	52	42	111	64
	36%	40%	32%	36%	43%	28%	28%	40%	39%	28%	37%	40%
May buy one of these on Black Friday for myself if I see something I like	400	190	210	144	138	118	134	266	69	86	157	88
	54%	54%	53%	52%	52%	58%	53%	54%	51%	56%	53%	55%
May buy one of these on Black Friday as a gift if I see something I like	234	105	128	68	105	61	78	155	42	53	92	46
	31%	30%	33%	24%	39%	30%	31%	32%	31%	34%	31%	29%
Definitely won't be looking in this category	43	17	26	17	12	13	17	26	9	10	15	9
	6%	5%	7%	6%	5%	7%	7%	5%	7%	7%	5%	6%
Sigma	1199	578	621	469	452	279	403	796	224	228	486	261
	161%	163%	158%	168%	170%	137%	158%	162%	166%	148%	163%	163%
Summary												
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	390	196	194	178	140	72	135	255	79	62	162	88
	52%	55%	49%	64%	53%	36%	53%	52%	58%	40%	54%	55%
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	491	233	258	166	179	146	164	327	87	105	191	108
	66%	66%	66%	60%	67%	72%	64%	66%	64%	69%	64%	67%
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	568	275	293	230	196	142	200	368	104	113	227	123
	76%	78%	74%	83%	74%	70%	79%	75%	77%	74%	76%	77%
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	438	218	220	144	187	107	132	306	80	86	179	93
	59%	62%	56%	52%	70%	53%	52%	62%	59%	56%	60%	58%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_6. Black Friday and Cyber Monday combines - Clothes

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	315	434	337	412	429	98	142	80	487	262	661	88
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	284	463	322	425	433	89	137	88	461	286	547	200
Waiting for Black Friday to buy one of these for myself	254	116	138	106	148	144	32	61	17	143	111	172	83
	34%	41%	30%	33%	35%	33%	36%	45%	20%	31%	39%	31%	41%
		B				H	H*	EH	*				*
Waiting for Black Friday to buy one of these as a gift	269	146	123	114	155	166	35	44	24	191	78	198	71
	36%	51%	27%	35%	36%	38%	39%	32%	27%	41%	27%	36%	35%
		B				*	*	J					*
May buy one of these on Black Friday for myself if I see something I like	400	159	241	160	240	233	54	67	46	241	159	310	90
	54%	56%	52%	50%	56%	54%	60%	49%	52%	52%	56%	57%	45%
						*	*		*				*
May buy one of these on Black Friday as a gift if I see something I like	234	102	132	104	130	130	33	43	28	158	75	195	39
	31%	36%	28%	32%	31%	30%	38%	31%	32%	34%	26%	36%	19%
						*	*		*			L	*
Definitely won't be looking in this category	43	9	34	23	20	21	1	13	7	28	14	33	10
	6%	3%	7%	7%	5%	5%	2%	10%	8%	6%	5%	6%	5%
		A				*	F	*					*
Sigma	1199	531	668	507	693	694	155	228	122	762	437	908	292
	161%	187%	144%	158%	163%	160%	175%	167%	139%	165%	153%	166%	146%
Summary													
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	390	183	207	165	225	230	48	79	33	245	145	269	121
	52%	64%	45%	51%	53%	53%	55%	58%	37%	53%	51%	49%	60%
		B				H	*	H	*				*
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	491	194	297	203	288	290	65	80	56	312	179	384	107
	66%	68%	64%	63%	68%	67%	74%	58%	64%	68%	63%	70%	54%
						G*	*		*			L	*
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	568	228	340	234	334	327	75	106	60	331	237	417	151
	76%	80%	73%	73%	79%	75%	84%	78%	68%	72%	83%	76%	76%
						H*	*		*	I			*
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	438	211	227	185	253	261	57	71	49	300	138	338	100
	59%	74%	49%	57%	60%	60%	64%	52%	56%	65%	48%	62%	50%
		B				*	*		*	J		L	*

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_7. Black Friday and Cyber Monday combines - Mobile Phones

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	331	418	274	284	191	236	513	167	181	254	147
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	354	393	278	265	203	255	492	135	154	298	161
Waiting for Black Friday to buy one of these for myself	168	118	50	100	50	18	61	107	35	16	90	28
	23%	33%	13%	36%	19%	9%	24%	22%	26%	11%	30%	17%
		B		DE	E				I		IK	*
Waiting for Black Friday to buy one of these as a gift	132	89	43	74	50	7	29	103	21	18	63	31
	18%	25%	11%	27%	19%	4%	11%	21%	15%	11%	21%	19%
		B		E	E			F			I	*
May buy one of these on Black Friday for myself if I see something I like	217	126	92	92	79	47	76	142	34	43	83	58
	29%	35%	23%	33%	30%	23%	30%	29%	25%	28%	28%	36%
		B										*
May buy one of these on Black Friday as a gift if I see something I like	133	66	67	38	56	39	41	91	19	23	48	43
	18%	19%	17%	14%	21%	19%	16%	19%	14%	15%	16%	27%
												HI*
Definitely won't be looking in this category	333	108	225	96	112	125	118	215	65	86	121	62
	45%	31%	57%	35%	42%	62%	46%	44%	48%	56%	40%	39%
			A			CD				JK		*
Sigma	983	507	476	401	347	236	325	658	172	186	404	221
	132%	143%	121%	144%	131%	116%	128%	134%	128%	121%	136%	138%
Summary												
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	221	146	75	124	74	23	69	152	42	25	111	44
	30%	41%	19%	45%	28%	11%	27%	31%	31%	16%	37%	27%
		B		DE	E				I		I	*
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	293	160	132	109	115	68	99	193	46	56	112	79
	39%	45%	34%	39%	43%	34%	39%	39%	34%	36%	38%	49%
		B										H*
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	329	207	122	162	109	57	112	216	56	52	143	77
	44%	58%	31%	58%	41%	28%	44%	44%	42%	34%	48%	48%
		B		DE	E						I	I*
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	236	143	93	102	89	44	64	172	37	37	97	65
	32%	40%	24%	37%	34%	22%	25%	35%	27%	24%	33%	41%
		B		E	E			F				I*

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_7. Black Friday and Cyber Monday combines - Mobile Phones

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	315	434	337	412	429	98	142	80	487	262	661	88
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	284	463	322	425	433	89	137	88	461	286	547	200
Waiting for Black Friday to buy one of these for myself	168	87	81	64	104	118	12	32	6	93	75	108	60
	23%	31%	17%	20%	24%	27%	14%	23%	7%	20%	26%	20%	30%
Waiting for Black Friday to buy one of these as a gift	132	89	43	37	95	90	20	21	1	82	49	99	33
	18%	31%	9%	12%	22%	21%	23%	16%	1%	18%	17%	18%	16%
May buy one of these on Black Friday for myself if I see something I like	217	101	116	86	131	152	23	32	11	140	77	162	56
	29%	35%	25%	27%	31%	35%	25%	24%	12%	30%	27%	30%	28%
May buy one of these on Black Friday as a gift if I see something I like	133	66	67	51	82	87	8	28	10	97	36	103	30
	18%	23%	14%	16%	19%	20%	9%	20%	11%	21%	12%	19%	15%
Definitely won't be looking in this category	333	84	250	161	173	160	45	63	66	199	135	250	83
	45%	29%	54%	50%	41%	37%	50%	46%	75%	43%	47%	46%	41%
Sigma	983	426	557	400	584	606	108	176	94	612	371	723	261
	132%	150%	120%	124%	137%	140%	121%	129%	106%	133%	130%	132%	130%
Summary													
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	221	127	95	75	147	151	25	38	7	130	92	154	67
	30%	45%	20%	23%	34%	35%	28%	28%	8%	28%	32%	28%	34%
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	293	140	152	117	175	199	27	49	17	196	97	222	70
	39%	49%	33%	36%	41%	46%	31%	36%	20%	42%	34%	41%	35%
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	329	152	177	128	201	224	32	56	16	201	128	228	101
	44%	53%	38%	40%	47%	52%	36%	41%	19%	44%	45%	42%	50%
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	236	132	104	79	157	157	27	41	11	164	72	177	59
	32%	47%	22%	25%	37%	36%	31%	30%	12%	36%	25%	32%	29%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_8. Black Friday and Cyber Monday combines - Toys

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	331	418	274	284	191	236	513	167	181	254	147
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	354	393	278	265	203	255	492	135	154	298	161
Waiting for Black Friday to buy one of these for myself	118	74	45	59	47	12	42	76	22	15	56	25
	16%	21%	11%	21%	18%	6%	17%	15%	16%	10%	19%	16%
Waiting for Black Friday to buy one of these as a gift	295	144	151	123	113	59	83	212	57	57	109	72
	40%	41%	38%	44%	43%	29%	33%	43%	42%	37%	37%	45%
May buy one of these on Black Friday for myself if I see something I like	143	95	49	66	57	21	33	110	24	25	46	49
	19%	27%	12%	24%	21%	10%	13%	22%	18%	16%	15%	30%
May buy one of these on Black Friday as a gift if I see something I like	265	106	159	87	102	76	86	179	33	58	120	54
	36%	30%	40%	31%	38%	38%	34%	36%	24%	38%	40%	34%
Definitely won't be looking in this category	191	76	115	64	54	74	85	107	46	42	66	37
	26%	22%	29%	23%	20%	36%	33%	22%	34%	28%	22%	23%
Sigma	1014	494	519	399	372	242	330	684	181	198	398	237
	136%	140%	132%	143%	140%	119%	129%	139%	134%	129%	134%	148%
Summary												
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	352	179	173	148	134	70	108	244	63	62	142	84
	47%	51%	44%	53%	50%	34%	42%	50%	47%	40%	48%	53%
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	365	178	187	135	142	88	103	262	52	72	147	93
	49%	50%	48%	48%	53%	43%	40%	53%	38%	47%	49%	58%
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	221	140	82	102	91	28	62	160	37	36	86	62
	30%	40%	21%	37%	34%	14%	24%	32%	27%	23%	29%	39%
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	474	219	255	180	179	116	147	327	75	101	194	104
	63%	62%	65%	65%	67%	57%	58%	66%	56%	65%	65%	65%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_8. Black Friday and Cyber Monday combines - Toys

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Expect to shop on Black Friday or Cyber Monday (unwtd)	749	315	434	337	412	429	98	142	80	487	262	661	88
Base: Expect to shop on Black Friday or Cyber Monday (wtd)	747	284	463	322	425	433	89	137	88	461	286	547	200
Waiting for Black Friday to buy one of these for myself	118	75	44	29	89	80	13	21	4	75	43	76	43
	16%	26%	9%	9%	21%	18%	15%	16%	4%	16%	15%	14%	21%
Waiting for Black Friday to buy one of these as a gift	295	173	122	122	173	173	28	63	30	212	83	231	64
	40%	61%	26%	38%	41%	40%	32%	46%	34%	46%	29%	42%	32%
May buy one of these on Black Friday for myself if I see something I like	143	95	48	39	105	96	17	24	6	109	35	112	31
	19%	34%	10%	12%	25%	22%	19%	18%	7%	24%	12%	21%	16%
May buy one of these on Black Friday as a gift if I see something I like	265	107	158	110	155	141	31	57	36	172	94	201	65
	36%	38%	34%	34%	37%	33%	35%	42%	41%	37%	33%	37%	32%
Definitely won't be looking in this category	191	14	178	104	87	101	28	34	28	89	102	132	59
	26%	5%	38%	32%	20%	23%	32%	25%	32%	19%	36%	24%	30%
Sigma	1014	464	550	404	609	591	118	200	104	656	357	752	262
	136%	163%	119%	126%	143%	136%	133%	146%	118%	142%	125%	137%	131%
Summary													
Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these as a gift	352	196	156	139	212	212	37	71	32	241	111	255	97
	47%	69%	34%	43%	50%	49%	42%	52%	37%	52%	39%	47%	48%
May buy one of these on Black Friday for myself if I see something I like/May buy one of these on Black Friday as a gift if I see something I like	365	174	191	132	233	217	42	67	38	248	117	279	85
	49%	61%	41%	41%	55%	50%	48%	49%	43%	54%	41%	51%	43%
Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday for myself if I see something I like	221	141	80	61	161	146	25	40	10	157	65	160	61
	30%	50%	17%	19%	38%	34%	28%	30%	11%	34%	23%	29%	31%
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a gift if I see something I like	474	234	240	197	277	274	51	91	58	324	150	362	112
	63%	82%	52%	61%	65%	63%	58%	67%	66%	70%	53%	66%	56%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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