#### 1\_1. Likely to shop - Black Friday

		Ge	nder		Age		Household	Income		Reg	ion	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		А	В	С	D	E	F	G	Н	I	J	К
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						НІК	
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%
			А									
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%
					С	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%
					С	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 (\*)

#### 1\_1. Likely to shop - Black Friday

		Children in	Household	Educa	ation		Employm	ent Status		Marita	Status	Ra	ice
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	В	C	D	E	F	G	Н	I	J	К	L
Base: All Respondents (unwtd)	1009	353	656	488	521	535	117	178	179	640	369	902	107
Base: All Respondents (wtd)	1009	333	685	488	544	538	108	178	173	623	386	765	244
			384	269	379	379			71				
Top 3 Box (Net)	648	264					84	114		403	245	467	181
	64%	81%	56%	58%	70%	70%	78%	64%	38%	65%	63%	61%	74%
	260	B		105	C	H	GH*	H	10	4.60	100	467	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%
		В			С	Н	H*	Н					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%
		В				Н	H*	Н					*
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%
			А	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 (\*)

#### 1\_2. Likely to shop - Cyber Monday

		Ge	nder		Age		Household	l Income		Reg	ion	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	В	С	D	E	F	G	Н	I	J	К
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%
					С	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	С						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

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

#### 1\_2. Likely to shop - Cyber Monday

	Children in	Household	Educa	ation		Employm	ent Status		Marita	Status	Ra	ace
Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	A	В	C	D	E	F	G	Н	I	J	К	L
1009	353	656	488	521	535	117	178	179	640	369	902	107
1009	324	685	465	544	538	108	176	187	623	386	765	244
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%
	В			С	Н	H*	Н					*
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%
	В				GH	GH*						K*
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%
	В			С	Н	H*	Н					*
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%
						*						*
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				*
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				*
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%
						*						*
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%
	1009 1009 704 704 70% 246 24% 239 24% 239 24% 219 22% 160 16% 16% 16% 127 13% 18 2% 18 2%	Total     Yes       A     A       1009     353       1009     324       704     274       70%     85%       B     246       24%     37%       B     24%       239     97       24%     30%       B     239       219     58       22%     18%       160     19       16%     6%       13%     9%       18     3       2%     1%       1009     324	Total     Yes     No       A     B       1009     353     656       1009     324     685       704     274     430       70%     85%     63%       70%     85%     63%       246     120     126       24%     37%     18%       239     97     143       24%     30%     21%       B	Total     Yes     No     No college degree degree       A     B     C       1009     353     656     488       1009     324     685     465       704     274     430     295       70%     85%     63%     63%       246     120     126     100       24%     37%     18%     21%       239     97     143     82       24%     30%     21%     18%       8	Total     Yes     No     No college degree     College degree       A     B     C     D       1009     353     656     488     521       1009     324     685     465     544       704     274     430     295     409       70%     85%     63%     63%     75%       B     C     C     C       246     120     126     100     146       24%     37%     18%     21%     27%       B     C     C     C     C       239     97     143     82     158       24%     30%     21%     18%     29%       B     C     C     C     C       160     19     141     89     71       160     19     141     89     71       16%     6%     21%     19%     13%       16%     6%     21%     19%     13% </td <td><math display="block">\begin{tabular}{ c c c c c c c c c c c c c c c c c c c</math></td> <td><math display="block">\begin{tabular}{ c c c c c c c c c c c c c c c c c c c</math></td> <td><math display="block">\begin{tabular}{ c c c c c c c c c c c c c c c c c c c</math></td> <td><math display="block">\begin{tabular}{ c c c c c c c c c c c c c c c c c c c</math></td> <td><math display="block"> \begin{tabular}{ c c c c c c c c c c c c c c c c c c c</math></td> <td><math display="block"> \begin{array}{ c c c c c c c c c c c c c c c c c c c</math></td> <td>Total     Yes     No     No college degree d</td>	$\begin{tabular}{ c c c c c c c c c c c c c c c c c c c$	$\begin{tabular}{ c c c c c c c c c c c c c c c c c c c$	$\begin{tabular}{ c c c c c c c c c c c c c c c c c c c$	$\begin{tabular}{ c c c c c c c c c c c c c c c c c c c$	$ \begin{tabular}{ c c c c c c c c c c c c c c c c c c c$	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$	Total     Yes     No     No college degree d

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 (\*)

#### 2. In store vs. online

		Ge	nder		Age		Household	Income		Reg	ion	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		А	В	С	D	E	F	G	Н	I	J	К
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%
		В				*			*			*
Mostly in stores, a little online	186	94	92	88	64	34	76	110	29	39	83	35
	29%	30%	28%	34%	28%	21%	36%	25%	27%	32%	31%	24%
				E		*	G		*			*
Equally in stores and online	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%
			А			*			*			*
Entirely online	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 (\*)

#### 2. In store vs. online

		Children in	Household	Educa	ation		Employm	ent Status		Marital	Status	Ra	ice
	Total	Yes	No	No college	College	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
				degree	degree								
		A	В	С	D	E	F	G	Н	I	J	К	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		К*
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 (\*)

## 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
	А	В	С	D	E	F	G	Н	l	J	К	L	M	N	0	Р
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	153	138	99	108	65	105	80	116	202	152	116	100	69	127	113	88
myself	24%	21%	15%	17%	10%	16%	12%	18%	31%	23%	18%	15%	11%	20%	17%	14%
	CDEFGHKLM OP	CEGLMP	EM	EM		EM		EGM	ABCDEFGHJK LMNOP	CDEFGLMOP	EGM	EM		EGMP	EGM	
Waiting for Black Friday to buy one of these as a	90	95	123	95	64	96	139	163	201	148	155	104	76	94	91	233
gift	14%	15%	19%	15%	10%	15%	21%	25%	31%	23%	24%	16%	12%	14%	14%	36%
		E	EM	E		E	ABDEFMNO	ABCDEFLMN O	ABCDEFGJKL MNO	ABDEFLMNO	ABDEFLMNO	E				ABCDEFGHJK LMNO
May buy one of these on Black Friday for myself	186	185	157	186	124	224	174	146	280	190	105	155	94	144	204	75
if I see something I like	29%	29%	24%	29%	19%	35%	27%	23%	43%	29%	16%	24%	14%	22%	32%	12%
Ŭ	EHKMNP	EKMNP	КМР	EKMNP	Р	CEGHKLMNP	EKMP	КМР	ABCDEFGHJK LMNOP	EHKMNP		КМР		КМР	CEHKLMNP	
May buy one of these on Black Friday as a gift if	78	91	124	106	57	125	168	154	145	151	130	151	43	88	111	166
I see something I like	12%	14%	19%	16%	9%	19%	26%	24%	22%	23%	20%	23%	7%	14%	17%	26%
	Μ	EM	AEMN	EM		ABEMN	ABCDEFKMN O	ABDEMNO	ABDEMN	ABDEMNO	ABEMN	ABDEMNO		EM	AEM	ABCDEFMNO
Definitely won't be looking in this category	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%
	IJP	IJP	FHIJP	HIJP	ABCDFGHIJKL NOP	IJ	IJ	IJ		I	IJP	HIJP	ABCDFGHIJKL NOP	ABCDFGHIJKL OP	IJ	I
Sigma	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	222	200	197	178	112	172	187	230	322	237	232	172	118	185	178	302
myself/Waiting for Black Friday to buy one of	34%	31%	30%	27%	17%	27%	29%	36%	50%	37%	36%	27%	18%	29%	27%	47%
these as a gift	DEFLMO	EM	EM	EM		EM	EM		ABCDEFGHJK LMNO			EM		EM	EM	ABCDEFGHJK LMNO
May buy one of these on Black Friday for myself	242	258	249	266	171	321	295	268	353	304	217	274	128	211	296	231
if I see something I like/May buy one of these	37%	40%	38%	41%	26%	49%	45%	41%	54%	47%	34%	42%	20%	33%	46%	36%
on Black Friday as a gift if I see something I like	EM	EMN	EM	EKMN	М	ABCDEHKLM NP	ACEKMNP	EKMN	ABCDEGHJKL MNOP	ABCEKMNP	EM	EKMN		М	ACEKMNP	EM
Waiting for Black Friday to buy one of these for	323	309	243	280	176	312	244	250	458	319	209	237	153	262	306	152
myself/ May buy one of these on Black Friday	50%	48%	38%	43%	27%	48%	38%	39%	71%	49%	32%	37%	24%	40%	47%	23%
for myself if I see something I like	CEGHKLMNP	CEGHKLMNP	EMP	EKMP		CEGHKLMNP	EMP	EMP	ABCDEFGHJK LMNOP	CEGHKLMNP	MP	EMP		EKMP	CEGHKLMP	
Waiting for Black Friday to buy one of these as a	165	179	235	195	118	214	298	298	327	287	279	249	115	176	196	374
gift/May buy one of these on Black Friday as a	26%	28%	36%	30%	18%	33%	46%	46%	50%	44%	43%	38%	18%	27%	30%	58%
gift if I see something I like	EM	EM	ABEMN	EM		AEM	ABCDEFLMN	ABCDEFLMN	ABCDEFKLM	ABCDEFMNO	ABDEFMNO	ABDEMNO		EM	EM	ABCDEFGHIJK
Statistics:							0	0	NO							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 (\*)

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

		Ge	nder		Age		Household	Income		Reg	ion	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		А	В	С	D	E	F	G	Н	I	J	К
Base: Expect To Shop On Black Friday Or Cyber	749	331	418	274	284	191	236	513	167	181	254	147
Monday (unwtd)												
Base: Expect To Shop On Black Friday Or Cyber	747	354	393	278	265	203	255	492	135	154	298	161
Monday (wtd)												
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%
		В										*
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 (\*)

- Column Means:

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

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

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

		Children in	Household	Educ	ation		Employm	ent Status		Marita	l Status	Ra	ace
	Total	Yes	No	No college	College	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
				degree	degree								
		A	В	C	D	E	F	G	Н	I	J	К	L
Base: Expect To Shop On Black Friday Or Cyber	749	315	434	337	412	429	98	142	80	487	262	661	88
Monday (unwtd)													
Base: Expect To Shop On Black Friday Or Cyber	747	284	463	322	425	433	89	137	88	461	286	547	200
Monday (wtd)													
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%
							*	Н	*				*
1 week before	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%
		В			С	Н	*	FH	*				*
A few days before	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%
			A				EG*		*				*
Not planning to do	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%
			A				*		E*				*
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%

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 (\*)

#### 5. Emotions

		Ge	nder		Age		Househol	d Income		Reg	gion	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		А	В	С	D	E	F	G	Н		J	К
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%
	0170	0.170	0.170	E	0.170	*			*	0070		*
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%
						*			*			*
Нарру	237	139	98	117	81	39	67	170	48	38	92	58
	37%	44%	30%	46%	36%	24%	31%	39%	43%	31%	34%	40%
		В		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%
					С	C*			*	Н		*
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 (\*)

#### 5. Emotions

		Children in	Household	Educ	ation		Employm	ent Status		Marita	Status	Ra	ice
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	В	С	D	E	F	G	Н	I	J	К	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%
							*	*	*				*
Нарру	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%
		В				Н	*	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%
		В				Н	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 (\*) Table of Contents

#### 6. Attitudes - Black Friday or Cyber Monday

				Age		Household				ion	
Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
	А	В	С	D	E	F	G	Н	I	J	К
740	224	44.0	274	204	101	226	F40	107	101	254	1 47
749	331	418	274	284	191	236	513	167	181	254	147
747	354	393	278	265	203	255	492	135	154	298	161
, , ,	334	333	270	205	205	233	-152	135	134	250	101
85	61	24	32	31	22	23	62	17	17	31	21
11%	17%	6%	11%	12%	11%	9%	13%	12%	11%	10%	13%
	В										*
419	176	243	163	130	126	152	267	65	100	161	93
56%	50%	62%	58%	49%	62%	59%	54%	48%	65%	54%	58%
		А			D				Н		*
											52
41%	37%	45%	39%	43%	41%	42%	41%	39%	43%		32%
											*
											66
40%	42%	39%		37%	33%	44%	38%	35%	41%	41%	41%
											*
											27
20%		16%		1/%	13%	1/%	21%	21%	19%	21%	17%
200		120		405	60	01	207			100	
											60
39%		33%		40%	30%	32%		47%	37%	36%	37%
402		220		120	111	120		65	0.4	170	
											83 52%
54%	49%	36%	55%	5270	55%	51%	55%	40%	55%	57%	\$270
164	95	69	69	51	44	49	115	28	35	62	39
						-					24%
									/	/	*
189		91	90	55	45	68	121	42	31	64	53
25%	28%		32%	21%	22%	27%	25%	31%		21%	33%
			D								*
40	24	16	13	17	9	17	23	10	4	14	12
5%	7%	4%	5%	6%	5%	7%	5%	8%	2%	5%	7%
											*
2340	1149	1191	963	783	594	781	1559	418	487	931	505
313%	325%	303%	346%	295%	293%	307%	317%	310%	317%	313%	315%
	749 747 85 11% 419 56% 306 41% 299 40% 147 20% 288 39% 288 39% 288 39% 164 22% 164 22% 164 22% 189 25% 40 55%	A       749     331       747     354       85     61       11%     17%       B     419       419     176       56%     50%       306     130       41%     37%       299     147       40%     42%       147     84       20%     24%       B     160       39%     45%       B     160       39%     45%       B     189       99     25%       28%     7%       40     24       5%     7%       40     24       5%     7%       40     24       5%     7%       2340     1149	A     B       749     331     418       747     354     393       85     61     24       11%     17%     6%       B	A     B     C       749     331     418     274       747     354     393     278       85     61     24     32       11%     17%     6%     11%       85     61     24     32       11%     17%     6%     11%       8	A     B     C     D       749     331     418     274     284       747     354     393     278     265       85     61     24     32     31       11%     17%     6%     11%     12%       B	A     B     C     D     E       749     331     418     274     284     191       747     354     393     278     265     203       85     61     24     32     31     22       11%     17%     6%     11%     12%     11%       419     176     243     163     130     126       56%     50%     62%     58%     49%     62%       419     176     243     163     130     126       56%     50%     62%     58%     49%     62%       419     176     243     163     130     126       56%     50%     62%     58%     49%     62%       414%     37%     45%     39%     43%     41%       306     130     177     109     114     82       414%     37%     33%     48%     37%     33%       68     DE	A     B     C     D     E     F       749     331     418     274     284     191     236       747     354     393     278     265     203     255       85     61     24     32     31     22     23       11%     17%     6%     11%     12%     11%     9%       8	A     B     C     D     E     F     G       749     331     418     274     284     191     236     513       747     354     393     278     265     203     255     492       85     61     24     32     31     22     23     62       11%     17%     6%     11%     12%     11%     9%     13%       8     -     -     -     -     -     -     -       419     176     243     163     130     126     152     267       56%     50%     62%     58%     49%     62%     59%     54%       -     A     -     D     -     -     -     -       306     130     177     109     114     82     106     200       41%     37%     43%     37%     33%     44%     38%       04     2%     39%     48%	$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	$ \begin{array}{c c c c c c c c c c c c c c c c c c c $	$ \begin{array}{ c c c c c c c c c c c c c c c c c c c$

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 (\*) Table of Contents

## 6. Attitudes - Black Friday or Cyber Monday

		Children in	Household	Educ	ation		Employm	ent Status		Marita	l Status	R	ace
	Total	Yes	No	No college	College	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
				degree	degree								
		A	В	C	D	E	F	G	н	I	J	К	L
Base: Expect To Shop On Black Friday Or Cyber	749	315	434	337	412	429	98	142	80	487	262	661	88
Monday (unwtd)	-		_							_			
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	419	160	259	180	239	233	52	80	54	266	153	315	104
Holidays	56%	56%	56%	56%	56%	54%	59%	58%	62%	58%	53%	58%	52%
							*		*				*
It is when you find promotions that are not	306	128	178	132	174	176	36	62	33	192	114	227	79
available at any other time of year	41%	45%	38%	41%	41%	41%	40%	45%	38%	42%	40%	42%	39%
, , ,							*		*				*
It is the best opportunity to buy expensive	299	124	175	126	173	169	39	66	25	171	128	208	91
items (e.g. TVs, Appliances) at a discount	40%	44%	38%	39%	41%	39%	44%	49%	28%	37%	45%	38%	46%
							*	н	*				*
It is a good way to spend quality time with	147	75	72	52	95	98	16	33	1	102	45	119	28
friends/ family	20%	26%	16%	16%	22%	23%	18%	24%	1%	22%	16%	22%	14%
		В				Н	H*	Н	*				*
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%
		В			С	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	164	63	101	64	100	107	17	23	16	110	54	124	40
interested in	22%	22%	22%	20%	23%	25%	20%	17%	19%	24%	19%	23%	20%
							*		*				*
I will wait until Cyber Monday to do most of my	189	87	102	69	121	118	18	31	22	133	57	139	50
shopping	25%	31%	22%	21%	28%	27%	21%	23%	25%	29%	20%	25%	25%
		В					*		*	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 (\*)

#### 7. Black Friday Attitudes

			nder		Age		Household	inconic		Inc <sub>8</sub>	ion	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		А	В	С	D	E	F	G	Н		J	К
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%
		В				*			*			*
t is a great opportunity to buy gifts for the	271	108	163	118	86	66	95	175	38	57	118	58
Holidays	42%	34%	49%	46%	38%	41%	44%	40%	35%	46%	44%	39%
			A			*			*			*
t is when you find promotions that are not	200	79	121	81	72	46	67	133	32	41	86	40
available at any other time of year	31%	25%	36%	32%	32%	28%	31%	31%	29%	34%	32%	27%
· · ·			А			*			*			*
t is the best opportunity to buy expensive	216	103	113	98	70	47	86	130	28	44	98	46
tems (e.g. TVs, Appliances) at a discount	33%	33%	34%	38%	31%	29%	40%	30%	25%	36%	37%	31%
						*	G		*			*
t is a good way to spend quality time with	124	71	53	67	33	25	39	86	23	25	53	23
friends/ family	19%	23%	16%	26%	14%	15%	18%	20%	21%	21%	20%	16%
				DE		*			*			*
t'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*			*
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	102	61	42	45	31	26	29	74	14	23	41	24
nterested in	16%	19%	13%	18%	14%	16%	13%	17%	12%	19%	15%	17%
						*			*			*
will wait until Cyber Monday to do most of my	119	61	58	58	37	24	45	74	27	18	43	31
shopping	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%
	0,0	0.0			0.0	*		.,.	*		0,0	*
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 (\*) Table of Contents

# 7. Black Friday Attitudes

		Children in	Household	Educa	ation		Employm	ent Status		Marita	Status	Ra	ace
	Total	Yes	No	No college	College	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
				degree	degree								
		A	В	C	D	E	F	G	Н	I	J	К	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	271	114	157	125	146	147	37	50	35	174	97	194	77
Holidays	42%	43%	41%	46%	39%	39%	44%	44%	50%	43%	40%	41%	42%
							*	*	*				*
It is when you find promotions that are not	200	88	111	81	119	109	31	39	22	124	76	151	48
available at any other time of year	31%	34%	29%	30%	31%	29%	36%	34%	30%	31%	31%	32%	27%
· · · ·							*	*	*				*
It is the best opportunity to buy expensive	216	87	129	93	123	122	27	48	20	121	95	148	68
items (e.g. TVs, Appliances) at a discount	33%	33%	34%	35%	32%	32%	32%	42%	28%	30%	39%	32%	38%
							*	*	*				*
It is a good way to spend quality time with	124	61	64	45	80	85	14	24	1	85	39	98	26
friends/ family	19%	23%	17%	17%	21%	22%	17%	22%	1%	21%	16%	21%	14%
· · ·						Н	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%
		В				Н	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	102	42	61	36	66	70	9	15	8	67	35	73	29
interested in	16%	16%	16%	13%	18%	19%	11%	13%	12%	17%	14%	16%	16%
							*	*	*				*
I will wait until Cyber Monday to do most of my	119	61	59	41	79	70	14	20	15	82	37	91	28
shopping	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%
	0,0				0,0		*	*	*		0,0	0,0	*
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%
	2.570	2,0,0		20070	20070	200/0	23070			200/0	20070	20070	24770

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 (\*)

## 8. Expected Spend

		Ge	nder		Age		Househol	d Income		Reg	ion	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	В	С	D	Е	F	G	Н		J	К
Base: Expect To Shop On Black Friday Or Cyber	749	331	418	274	284	191	236	513	167	181	254	147
Monday (unwtd)												
Base: Expect To Shop On Black Friday Or Cyber	747	354	393	278	265	203	255	492	135	154	298	161
Monday (wtd)												
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%
			А			D	G			НЈК		*
\$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	*
\$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				۱*
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%
		В		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%
					С	С						*
Sigma	747	354	393	278	265	203	255	492	135	154	298	161
5	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
		В		E	E	*		F	1*		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 (\*)

# 8. Expected Spend

		Children in	Household	Educ	ation		Employm	ent Status		Marita	l Status	Ra	се
	Total	Yes	No	No college	College	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
				degree	degree								
		A	В	C	D	E	F	G	н	I	J	К	L
Base: Expect To Shop On Black Friday Or Cyber	749	315	434	337	412	429	98	142	80	487	262	661	88
Monday (unwtd)													
Base: Expect To Shop On Black Friday Or Cyber	747	284	463	322	425	433	89	137	88	461	286	547	200
Monday (wtd)													
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%
-			A	D			E*		*				*
\$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%
-							*	F	*		I		*
\$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%
-	20/0	B	0,0	0,0	C	GH	G*	070	*	J	0,0		*
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%
-		В			C		*		*				*
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%
-			A				*		EFG*				*
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%
-	200/0				200/0								
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
	475.5	B		337	C	H	*	*	*	J	550.1		*
Statistics:			1	1	~		1	1	1	<b>J</b>	1	1	

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 (\*)

#### 9\_1. Black Friday and Cyber Monday combines - Televisions

		Ge	nder		Age		Household	d Income		Reg	ion	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		А	В	С	D	E	F	G	Н		J	К
Base: Expect to shop on Black Friday or Cyber	749	331	418	274	284	191	236	513	167	181	254	147
Monday (unwtd)												
Base: Expect to shop on Black Friday or Cyber	747	354	393	278	265	203	255	492	135	154	298	161
Monday (wtd)												
Waiting for Black Friday to buy one of these for	189	117	71	95	67	27	67	121	33	26	99	30
myself	25%	33%	18%	34%	25%	13%	26%	25%	25%	17%	33%	19%
		В		E	E						IK	*
Waiting for Black Friday to buy one of these as	139	86	53	62	51	26	46	93	24	17	65	33
a gift	19%	24%	13%	22%	19%	13%	18%	19%	18%	11%	22%	20%
		В		E								*
May buy one of these on Black Friday for myself	277	153	124	120	97	60	86	191	43	54	108	72
if I see something I like	37%	43%	32%	43%	37%	29%	34%	39%	32%	35%	36%	45%
-		В		E								*
May buy one of these on Black Friday as a gift if	123	59	64	46	49	29	41	82	20	20	47	35
I see something I like	16%	17%	16%	16%	18%	14%	16%	17%	15%	13%	16%	22%
3												*
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%
_			А			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	256	154	102	119	88	49	85	171	42	36	125	53
myself/Waiting for Black Friday to buy one of	34%	44%	26%	43%	33%	24%	33%	35%	31%	24%	42%	33%
these as a gift		В		E							I	*
May buy one of these on Black Friday for myself	345	183	162	144	122	79	110	236	54	65	135	91
if I see something I like/May buy one of these	46%	52%	41%	52%	46%	39%	43%	48%	40%	42%	45%	57%
on Black Friday as a gift if I see something I like		В		E								HI*
Waiting for Black Friday to buy one of these for	410	233	178	183	147	80	137	274	71	70	181	88
myself/ May buy one of these on Black Friday	55%	66%	45%	66%	55%	40%	54%	56%	53%	46%	61%	55%
for myself if I see something Llike		В		DE	E						I	*
Waiting for Black Friday to buy one of these as	237	136	101	95	92	51	79	158	42	34	100	61
a gift/May buy one of these on Black Friday as a	32%	38%	26%	34%	34%	25%	31%	32%	31%	22%	34%	38%
gift if Lsee something Llike	•	В										*

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 (\*)

## 9\_1. Black Friday and Cyber Monday combines - Televisions

		Children in	Household	Educa	ation		Employm	ent Status		Marita	Status	Ra	ace
	Total	Yes	No	No college	College	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
				degree	degree								
		Α	В	С	D	E	F	G	н	I	J	К	L
Base: Expect to shop on Black Friday or Cyber	749	315	434	337	412	429	98	142	80	487	262	661	88
Monday (unwtd)		010											
Base: Expect to shop on Black Friday or Cyber	747	284	463	322	425	433	89	137	88	461	286	547	200
Monday (wtd)													
Waiting for Black Friday to buy one of these for	189	99	89	68	121	130	18	29	11	107	82	125	64
myself	25%	35%	19%	21%	28%	30%	20%	21%	13%	23%	29%	23%	32%
		В				н	*		*				*
Waiting for Black Friday to buy one of these as a	139	82	57	50	89	98	18	16	6	98	40	102	37
gift	19%	29%	12%	16%	21%	23%	20%	12%	7%	21%	14%	19%	18%
		В				GH	H*		*				*
May buy one of these on Black Friday for myself	277	132	145	109	168	167	29	52	29	179	98	203	74
if I see something I like	37%	46%	31%	34%	39%	39%	33%	38%	33%	39%	34%	37%	37%
		В					*		*				*
May buy one of these on Black Friday as a gift if	123	53	70	53	70	64	17	28	14	76	47	90	33
I see something I like	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%
			A				*		E*				*
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	256	133	123	94	162	176	28	35	17	160	96	177	79
myself/Waiting for Black Friday to buy one of	34%	47%	27%	29%	38%	41%	32%	25%	19%	35%	33%	32%	39%
these as a gift		В			С	GH	*		*				*
May buy one of these on Black Friday for myself	345	157	188	139	206	202	42	63	38	223	122	251	94
if I see something I like/May buy one of these	46%	55%	41%	43%	48%	47%	47%	46%	44%	48%	43%	46%	47%
on Black Friday as a gift if I see something I like		В					*		*				*
Waiting for Black Friday to buy one of these for	410	189	221	161	250	259	41	72	37	247	164	285	126
myself/ May buy one of these on Black Friday	55%	67%	48%	50%	59%	60%	47%	53%	42%	53%	57%	52%	63%
for myself if I see something I like	/-	B				H	*		*				*
Waiting for Black Friday to buy one of these as a	237	121	116	89	148	151	28	39	18	162	75	173	64
gift/May buy one of these on Black Friday as a	32%	42%	25%	28%	35%	35%	32%	28%	21%	35%	26%	32%	32%
gift if I see something I like	02/0	B				Н	*		*	0070		52/0	*

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 (\*)

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

		Ge	nder		Age		Househol	d Income		Reg	gion	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		А	В	С	D	E	F	G	Н	I	J	К
Base: Expect to shop on Black Friday or Cyber	749	331	418	274	284	191	236	513	167	181	254	147
Monday (unwtd)												
Base: Expect to shop on Black Friday or Cyber	747	354	393	278	265	203	255	492	135	154	298	161
Monday (wtd)												
Waiting for Black Friday to buy one of these for	173	119	54	105	54	15	63	110	33	21	76	43
myself	23%	34%	14%	38%	20%	7%	25%	22%	25%	14%	26%	27%
		В		DE	E				I		I	*
Waiting for Black Friday to buy one of these as	125	87	38	54	47	23	34	91	25	19	51	30
a gift	17%	25%	10%	20%	18%	11%	13%	18%	19%	12%	17%	19%
-		В										*
May buy one of these on Black Friday for myself	271	146	126	113	103	55	73	198	40	52	117	63
if I see something I like	36%	41%	32%	41%	39%	27%	29%	40%	30%	34%	39%	39%
		В		E	E			F				*
May buy one of these on Black Friday as a gift if	147	63	84	46	59	42	54	93	23	30	70	24
I see something I like	20%	18%	21%	17%	22%	20%	21%	19%	17%	20%	24%	15%
U												*
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%
			Α			CD				J		*
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	245	166	80	127	84	34	79	167	49	35	99	62
myself/Waiting for Black Friday to buy one of	33%	47%	20%	46%	32%	17%	31%	34%	36%	23%	33%	39%
these as a gift		В		DE	E				I		1	*
May buy one of these on Black Friday for myself	352	178	174	132	143	77	107	245	55	67	153	77
if I see something I like/May buy one of these	47%	50%	44%	47%	54%	38%	42%	50%	41%	44%	51%	48%
on Black Friday as a gift if I see something I like					E							*
Waiting for Black Friday to buy one of these for	381	224	157	180	134	67	116	265	62	66	165	88
myself/ May buy one of these on Black Friday	51%	63%	40%	65%	51%	33%	46%	54%	46%	43%	55%	55%
for myself if I see something I like		В		DE	E						I	*
Waiting for Black Friday to buy one of these as	238	133	105	88	92	58	77	161	43	41	109	45
a gift/May buy one of these on Black Friday as a	32%	38%	27%	32%	35%	29%	30%	33%	32%	26%	37%	28%
gift if I see something I like		B										*

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 (\*)

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

		Children in	Household	Educa	ation		Employm	ent Status		Marita	Status	Ra	ace
	Total	Yes	No	No college	College	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
				degree	degree								
		A	В	С	D	E	F	G	H	I	J	К	L
Base: Expect to shop on Black Friday or Cyber	749	315	434	337	412	429	98	142	80	487	262	661	88
Monday (unwtd)	745	515		557	412	425	50	142	00	407	202	001	00
Base: Expect to shop on Black Friday or Cyber	747	284	463	322	425	433	89	137	88	461	286	547	200
Monday (wtd)													
Waiting for Black Friday to buy one of these for	173	91	83	65	109	107	21	40	5	98	75	115	59
myself	23%	32%	18%	20%	26%	25%	24%	29%	5%	21%	26%	21%	29%
		В				н	H*	н	*				*
Waiting for Black Friday to buy one of these as a	125	83	42	41	83	87	16	14	9	94	31	99	26
gift	17%	29%	9%	13%	20%	20%	18%	10%	10%	20%	11%	18%	13%
		В			С	G	*		*	J			*
May buy one of these on Black Friday for myself	271	135	136	104	168	179	29	45	17	175	96	194	77
if I see something I like	36%	48%	29%	32%	39%	41%	33%	33%	19%	38%	34%	36%	38%
		В				Н	*		*				*
May buy one of these on Black Friday as a gift if	147	65	82	68	79	93	17	23	15	100	47	110	37
I see something I like	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%
			A				*		EFG*				*
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	245	133	113	87	158	155	32	45	13	154	91	172	74
myself/Waiting for Black Friday to buy one of	33%	47%	24%	27%	37%	36%	36%	33%	15%	33%	32%	31%	37%
these as a gift		В			С	Н	H*	н	*				*
May buy one of these on Black Friday for myself	352	166	186	142	210	225	43	57	27	229	123	255	97
if I see something I like/May buy one of these	47%	58%	40%	44%	49%	52%	48%	42%	30%	50%	43%	47%	49%
on Black Friday as a gift if I see something I like		В				Н	H*		*				*
Waiting for Black Friday to buy one of these for	381	178	202	151	230	246	43	72	20	228	153	262	119
myself/ May buy one of these on Black Friday	51%	63%	44%	47%	54%	57%	48%	53%	23%	49%	53%	48%	59%
for myself if I see something I like		B	-	-		H	H*	Н	*				*
Waiting for Black Friday to buy one of these as a	238	126	113	98	141	163	25	30	21	168	70	181	58
gift/May buy one of these on Black Friday as a	32%	44%	24%	30%	33%	38%	28%	22%	24%	36%	25%	33%	29%
gift if I see something I like		B				GH	*		*	1			*

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 (\*)

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

		Ge	nder		Age		Household	Income		Reg	ion	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		А	В	С	D	E	F	G	Н	l	J	К
Base: Expect to shop on Black Friday or Cyber	749	331	418	274	284	191	236	513	167	181	254	147
Monday (unwtd)												
Base: Expect to shop on Black Friday or Cyber	747	354	393	278	265	203	255	492	135	154	298	161
Monday (wtd)												
Waiting for Black Friday to buy one of these for	136	79	57	74	52	9	38	98	31	18	65	21
myself	18%	22%	14%	27%	20%	5%	15%	20%	23%	12%	22%	13%
		В		E	E				I		I	*
Waiting for Black Friday to buy one of these as	137	104	32	75	45	17	35	101	25	16	54	42
a gift	18%	30%	8%	27%	17%	8%	14%	21%	19%	10%	18%	26%
5		В		DE	E							*
May buy one of these on Black Friday for myself	247	121	125	107	97	43	75	172	48	48	89	62
if I see something I like	33%	34%	32%	39%	36%	21%	30%	35%	35%	31%	30%	38%
5				E	E							*
May buy one of these on Black Friday as a gift if	152	82	70	51	49	52	50	101	21	29	59	43
I see something I like	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%
-			Α		С	CD				JK		*
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	220	141	79	116	77	26	61	159	40	28	95	56
myself/Waiting for Black Friday to buy one of	29%	40%	20%	42%	29%	13%	24%	32%	30%	18%	32%	35%
these as a gift		В		DE	E				1		I	*
May buy one of these on Black Friday for myself	343	178	165	135	123	85	112	231	58	61	136	88
if I see something I like/May buy one of these	46%	50%	42%	48%	46%	42%	44%	47%	43%	40%	46%	55%
on Black Friday as a gift if I see something I like												*
Waiting for Black Friday to buy one of these for	341	173	168	160	129	52	104	237	70	60	133	78
myself/ May buy one of these on Black Friday	46%	49%	43%	57%	49%	25%	41%	48%	52%	39%	45%	49%
for myself if I see something I like				E	E							*
Waiting for Black Friday to buy one of these as	264	166	98	120	85	59	79	185	44	41	104	75
a gift/May buy one of these on Black Friday as a	35%	47%	25%	43%	32%	29%	31%	38%	33%	27%	35%	47%
gift if I see something I like		B		DE								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 (\*)

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

		Children ir	Household	Educ	ation		Employm	ent Status		Marita	Status	Ra	ice
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	В	C	D	E	F	G	н	1	J	К	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	136	86	50	46	90	101	12	19	5	80	56	100	36
myself	18%	30%	11%	14%	21%	23%	13%	14%	6%	17%	19%	18%	18%
		В			С	GH	*		*				*
Waiting for Black Friday to buy one of these as a	137	87	50	43	94	101	14	17	5	88	49	99	38
gift	18%	31%	11%	13%	22%	23%	15%	13%	6%	19%	17%	18%	19%
		В			С	GH	*		*				*
May buy one of these on Black Friday for myself	247	118	129	90	156	160	30	43	14	163	84	192	54
if I see something I like	33%	42%	28%	28%	37%	37%	34%	31%	16%	35%	29%	35%	27%
		В			С	н	H*	н	*				*
May buy one of these on Black Friday as a gift if	152	52	99	57	95	91	23	24	14	98	53	112	40
I see something I like	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%
			A	D			*	E	EF*				*
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	220	131	89	74	146	160	21	29	10	132	88	156	64
myself/Waiting for Black Friday to buy one of	29%	46%	19%	23%	34%	37%	23%	21%	11%	29%	31%	29%	32%
these as a gift		В			С	FGH	*		*				*
May buy one of these on Black Friday for myself	343	147	196	127	216	218	45	55	25	223	120	256	87
if I see something I like/May buy one of these	46%	52%	42%	39%	51%	50%	51%	40%	29%	48%	42%	47%	44%
on Black Friday as a gift if I see something I like		В			С	н	H*		*				*
Waiting for Black Friday to buy one of these for	341	168	173	123	218	228	39	56	19	209	132	258	83
myself/ May buy one of these on Black Friday	46%	59%	37%	38%	51%	53%	43%	41%	21%	45%	46%	47%	41%
for myself if I see something I like		В			С	GH	H*	н	*				*
Waiting for Black Friday to buy one of these as a	264	130	134	90	175	174	34	37	19	168	96	195	69
gift/May buy one of these on Black Friday as a	35%	46%	29%	28%	41%	40%	38%	27%	22%	37%	34%	36%	34%
gift if I see something I like		В			С	GH	*		*				*

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 (\*)

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

number     n     A     B     C     D     F     F     G     H     I     J     K       Base: Expect to shop on Black Friday or Cyber Monday (unwid)     749     331     418     274     284     191     236     513     167     181     254     147       Base: Expect to shop on Black Friday or Cyber Monday (unwid)     747     354     393     278     265     203     255     492     135     154     298     151       Monday (unwid)     747     354     393     278     265     203     255     492     135     154     298     161       Waiting for Black Friday to buy one of these as a gift.     89     74     15     48     36     5     15     74     17     11     39     238     266     66     13%     12%     7%     13%     14%       14 see comething 1 like     8     76     27     59     113     28     26     76     43       14 see comething 1 like			Ge	nder		Age		Household	d Income		Reg	ion	
Base: Expect to shop on Black Friday or Cyber Monday (unwid).     749     331     418     274     284     191     236     513     167     181     254     197       Base: Expect to shop on Black Friday or Cyber Monday (xtd).     747     354     393     278     265     203     255     492     135     154     298     161       Manday (xtd).     393     77     27     58     37     9     28     76     21     8     42     32       Waiting for Black Friday to buy one of these as a gift     8     F     F     -     1     3     1     1     1     1     1     1     1     1     1     1     1     1		Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
Wandar (unwid) Base: Expect to shop on Black Friday or Cyber (Matting for Black Friday to buy one of these for myelf     747     354     393     278     265     203     255     492     135     154     298     161       Waiting for Black Friday to buy one of these for myelf     104     77     27     58     37     9     28     76     21     8     42     32       Waiting for Black Friday to buy one of these as g gft     89     74     15     48     36     5     15     74     17     11     39     23       B     E     E     E     14%     22%     7%     14%     23%     23%     14%     23%     14%     23%     11     39     12%     14%     23%     15%     15%     16     1     1     1     1     1     1     1     39     23     13%     13%     13%     13%     13%     13%     13%     13%     13%     13%     13%     13%     13%     13%     13%     13%			Α	В	С	D	E	F	G	Н	I	J	К
Mondar (unwid) Base: Expect to shop on Black Friday or Oyber     747     354     393     278     265     203     255     492     135     154     298     161       Base: Expect to shop on Black Friday to buy one of these or myself     104     77     27     58     37     9     28     76     21     8     42     32       Waiting for Black Friday to buy one of these as a gift     8     74     15     48     26     5     15     74     17     11     39     23       Base: Expect to shop on Black Friday to buy one of these as a gift     89     74     4%     17%     14%     2%     6%     15%     15%     12%     13%     13%     13%     13%     13%     13%     13%     13%     13%     13%     10%     15%     12%     14%     25%     27%     6%     15%     13%     10%     13%     13%     13%     13%     13%     13%     13%     13%     13%     13%     13%     12%     13%     13%     1													
Base: Expect to shop on Black Friday or Cyber Myadim for Black Friday to buy one of these on syster     747     354     393     278     265     203     255     492     135     154     298     161       Waiting for Black Friday to buy one of these on syster     14%     22%     7%     213     14%     4%     4%     118     15%     16%     5%     14%     220       Waiting for Black Friday to buy one of these on a gift     89     74     15     48     36     5     15     74     17     11     39     23       May buy one of these on Black Friday to myself     172     91     81     88     57     27     59     113     28     26     76     43       1 / see something I like     172     391     81     88     57     27     59     113     28     26     76     43       1 / see something I like     10%     13%     11%     8%     10%     7%     12%     25%     25%     25%     25%     25%     116     175	Base: Expect to shop on Black Friday or Cyber	749	331	418	274	284	191	236	513	167	181	254	147
Mandar (wtd)     Image: Constraint of the set of the													
Waiting for Black Friday to buy one of these for myself     104     77     27     58     37     9     28     76     21     8     42     32       myself     14%     22%     7%     21%     14%     4%     11%     15%     16%     5%     1 <t< td=""><td>Base: Expect to shop on Black Friday or Cyber</td><td>747</td><td>354</td><td>393</td><td>278</td><td>265</td><td>203</td><td>255</td><td>492</td><td>135</td><td>154</td><td>298</td><td>161</td></t<>	Base: Expect to shop on Black Friday or Cyber	747	354	393	278	265	203	255	492	135	154	298	161
myself   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     a gift   21%   21%   4%   17%   14%   22%   6%   15%   12%   7%   13%   14%     May buy one of these on Black Friday for myself   172   91   81   88   57   27   59   113   28   26   76   43     16 see something I like   172   46   26   30   22   20   18   54   13   10   22   26     see something I like   10%   13%   7%   11%   8%   10%   7%   11%   13%   10   22   26   6   10   13%   11%   8%   10%   7%   11%   10%   7%   11%   10%   7%   11%   10%   7%   10%   7%   11%													
B     E     E     E     C     I	Waiting for Black Friday to buy one of these for												
Waiting for Black Friday to buy one of these as a gift     89     74     15     48     36     5     15     74     17     11     39     23       a gift     21%     4%     17%     14%     2%     6%     15%     12%     7%     13%     14%       May buy one of these on Black Friday for myself     172     91     81     88     57     27     59     113     28     26     76     43       May buy one of these on Black Friday as a gift if se 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%     12%     25%     23%     25%     23%     25%     25%     25%     25%     25%     25%     25%     25%     25%     25%     25%     25%     25%     25%     25%     25%     25%     25%     25%     15%     16% <td< td=""><td>myself</td><td>14%</td><td>22%</td><td>7%</td><td>21%</td><td>14%</td><td>4%</td><td>11%</td><td>15%</td><td>16%</td><td>5%</td><td>14%</td><td></td></td<>	myself	14%	22%	7%	21%	14%	4%	11%	15%	16%	5%	14%	
a gift   12%   21%   4%   17%   14%   2%   6%   15%   12%   7%   13%   14%     May buy one of these on Black Friday for myself   172   91   81   88   57   27   59   113   28   26   76   43     fi l see something I like   23%   26%   21%   32%   21%   14%   23%   23%   20%   17%   25%   27%   6%   17%   13%   7%   13%   7%   13%   7%   13%   7%   13%   7%   13%   7%   13%   23%   23%   23%   20%   17%   25%   27%   7%   13%   17%   25%   27%   15%   13%   10%   22   26   30   22   20   18   54   13   10   22   26   30   22   20   18   54   13   10   22   26   30   22   20   18   54   13   10   22   26   36   36   75   57   59%   51% <td></td> <td></td> <td>В</td> <td></td> <td>E</td> <td>E</td> <td></td> <td></td> <td></td> <td>I</td> <td></td> <td>I</td> <td>I*</td>			В		E	E				I		I	I*
B     E     E     E     F	Waiting for Black Friday to buy one of these as	89	74	15	48	36	5	15	74	17	11	39	23
May buy one of these on Black Friday for myself   172   91   81   88   57   27   59   113   28   26%   76   43     f1 see something I like   23%   22%   21%   132%   22%   21%   14%   23%   23%   20%   17%   25%   27%     May buy one of these on Black Friday as a gift if see something I like   72   46   26   30   22   20   18   54   13   10   22   26   66   18   54   13   10   22   26   66   18   54   13   10   22   26   66   18   54   13   10   22   26   66   16   17   18   54   13   10   22   26   66   16   17   18   54   13   10   22   26   66   16   17   18   56   16   17   18   56   55   55   55   55   55   55   55   55   55   55   55   55   55   55	a gift	12%	21%	4%	17%	14%	2%	6%	15%	12%	7%	13%	14%
if I see something I like   23%   26%   21%   32%   21%   14%   23%   23%   20%   17%   25%   27%     May buy one of these on Black Friday as a gift if   72   46   26   30   22   20   18   54   13   10   22   26     I see something I like   10%   13%   7%   11%   8%   10%   7%   11%   10%   7%   16%   16%     Definitely won't be looking in this category   458   177   281   136   174   148   169   289   85   116   175   82     Definitely won't be looking in this category   458   177   281   136   174   148   169   289   85   116   175   82     Sigma   894   464   431   360   326   209   289   606   164   171   354   205     Sigma   20%   131%   10%   29%   20%   6%   14%   23%   21%   10%   128%   119%   128%   <			В		E	E			F				*
May by one of these on Black Friday as a gift if I see something I like     C     DE     C     DE     C <thc< th="">     C     C</thc<>	May buy one of these on Black Friday for myself	172	91	81	88	57	27	59	113	28	26	76	43
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   1 see something I like 10% 13% 7% 11% 8% 10% 7% 11% 10% 7% 7% 10%   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% 10% 129% 123% 103% 113% 128% 121% 112% 119% 128%   Summary 110 37 81 53 12 35 111 28 15 61 43   myself/valing for Black Friday to buy one of these for myself 16 10 37 81 53 12 35 111 28 15 61 43   myself/valing for Black Fri	if I see something I like	23%	26%	21%	32%	21%	14%	23%	23%	20%	17%	25%	27%
1 see something I like   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%     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     Summary   120%   131%   110%   129%   123%   103%   113%   121%   112%   119%   128%     Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these for   146   110   37   81   53   12   35   111   28   15   61   43     May buy one of these on Black Friday to buy one	J				DE								*
B     B     C     C     C     C     C     C     U     U     U       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%     120%     123%     103%     113%     120%     123%     103%     113%     120%     123%     103%     121%     112%     112%     112%     112%     112%     112%     112%     112%     113%     110%     22%     23%     23%     21%     113%     110%     24%     23%     21%     111%     28     15     61	May buy one of these on Black Friday as a gift if	72	46	26	30	22	20	18	54	13	10	22	26
B     B	I see something I like	10%	13%	7%	11%	8%	10%	7%	11%	10%	7%	7%	16%
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       Sigma     894     464     431     360     326     209     289     606     164     171     354     205       Sigma     120%     131%     110%     129%     123%     103%     113%     121%     112%     119%     128%       Summary               128%       Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these on Black Friday to buy one of these on Black Friday for myself     210     116     94     101     66     44     70     140     33     31     88     59       if I see something Like/May buy one of these for myself/May buy one of these on Black Friday to buy one of these for myself/May buy one of these on Black Friday to buy one of these for mysel			В										IJ*
Sigma     A     C     C     C     C     HIK     HIK     *       Sigma     894     464     431     360     326     209     289     606     164     171     354     205       120%     131%     110%     129%     123%     103%     113%     121%     111%     111%     112%     111%     112%     111%     111%     112%     112%     112%     112%     111%     111%     112%     111%     112%     111%     112%     111%     112%     111%     112%     112%     111%     111%     111%     11     11     11     11     11     11     11     11     11     11     11     11     11     11     <	Definitely won't be looking in this category	458	177	281	136	174	148	169	289	85	116	175	82
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     120%     131%     110%     129%     123%     103%     113%     123%     121%     112%     119%     128%       Waiting for Black Friday to buy one of these for myself     146     110     37     81     53     12     35     111     28     15     61     43       myself/Waiting for Black Friday to buy one of these on Black Friday for myself     16     94     101     66     44     70     140     33     31     88     59       n Black Friday to buy one of these on Black Friday for myself     210     116     94     101     66     44     70     140     33     31     88     59       n Black Friday to buy one of these on Black Friday to buy one of these on Black Friday to buy one of these on Black Friday t		61%	50%	71%	49%	66%	73%	66%	59%	63%	75%	59%	51%
120%   131%   110%   129%   123%   103%   113%   123%   121%   112%   119%   128%     Summary   10%   129%   123%   103%   113%   123%   121%   111%   119%   128%     Waiting for Black Friday to buy one of these for myself/Waiting for Black Friday to buy one of these on Black Friday to buy one of these on Black Friday for myself   146   110   37   81   53   12   35   111   28   15   61   43     May buy one of these on Black Friday to buy one of these on Black Friday for myself   210   116   94   101   66   44   70   140   33   31   88   59     if I see something I like/May buy one of these on Black Friday to buy one of these as   150				Α		С	С				HJK		*
Summary     Image: Constraint of the section of the secon of the secon of the section of the section of the section of t	Sigma	894	464	431	360	326	209	289	606	164	171	354	205
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     myself/Waiting for Black Friday to buy one of these as a gift   00%   31%   9%   29%   20%   6%   14%   23%   21%   10%   20%   27%     these as a gift   B   DE   E   F   I   I   I*     May buy one of these on Black Friday for myself   210   116   94   101   66   44   70   140   33   31   88   59     if I see something I like/May buy one of these on Black Friday as a gift if I see something I like   B   DE   -   -   -   -   I*     Waiting for Black Friday to buy one of these for myself/May buy one of these on Black Friday   8   DE   DE   -   -   -   -   I*     Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a   150   110   40   73   53   24   32   118   25	<u> </u>	120%	131%	110%	129%	123%	103%	113%	123%	121%	112%	119%	128%
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     myself/Waiting for Black Friday to buy one of these as a gift   00%   31%   9%   29%   20%   6%   14%   23%   21%   10%   20%   27%     these as a gift   B   DE   E   F   I   I   I*     May buy one of these on Black Friday for myself   210   116   94   101   66   44   70   140   33   31   88   59     if I see something I like/May buy one of these on Black Friday as a gift if I see something I like   B   DE   -   -   -   -   I*     Waiting for Black Friday to buy one of these for myself/May buy one of these on Black Friday   8   DE   DE   -   -   -   -   I*     Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a   150   110   40   73   53   24   32   118   25													
Myself/Waiting for Black Friday to buy one of these as a gift   20%   31%   9%   29%   20%   6%   14%   23%   21%   10%   20%   27%     these as a gift   B   DE   E   F   I   I   I*     May buy one of these on Black Friday for myself   210   116   94   101   66   44   70   140   33   31   88   59     if I see something I like/May buy one of these on Black Friday to buy one of these   28%   33%   24%   36%   25%   22%   28%   24%   20%   29%   37%     on Black Friday as a gift if I see something I like   B   DE     I   I*     Waiting for Black Friday to buy one of these for myself   218   132   96   115   76   37   70   158   43   29   97   59     myself/May buy one of these on Black Friday to buy one of these for myself if I see something I like   B   DE   E   I   I   I   I*     Waiting for Black Friday to buy one of these as a gift if I see something I like   B   DE   E	Summary												
Hese as a gift   B   DE   E   F   I   I   I*     May buy one of these on Black Friday for myself   210   116   94   101   66   44   70   140   33   31   88   59     if I see something I like/May buy one of these   28%   33%   24%   36%   25%   22%   28%   28%   20%   29%   37%     On Black Friday as a gift if I see something I like   B   DE   E   E   E   E   E   I   I*     Waiting for Black Friday to buy one of these for myself if I see something I like   B   DE   DE   E   E   I   I*   I*     Waiting for Black Friday to buy one of these on Black Friday   31%   37%   24%   41%   29%   18%   27%   32%   32%   19%   33%   37%     for myself if I see something I like   B   DE   E   I   I   I   I*     Waiting for Black Friday to buy one of these as a 150   110   40   73   53   24   32   118   25   20   60	Waiting for Black Friday to buy one of these for	146	110	37	81	53	12	35	111	28	15	61	43
Hese as a gift   B   DE   E   F   I   I   I*     May buy one of these on Black Friday for myself   210   116   94   101   66   44   70   140   33   31   88   59     if I see something I like/May buy one of these   28%   33%   24%   36%   25%   22%   28%   28%   24%   20%   29%   37%     on Black Friday as a gift if I see something I like   B   DE	myself/Waiting for Black Friday to buy one of	20%	31%	9%	29%	20%	6%	14%	23%	21%	10%	20%	27%
May buy one of these on Black Friday for myself   210   116   94   101   66   44   70   140   33   31   88   59     if I see something I like/May buy one of these on Black Friday as a gift if I see something I like   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   31%   37%   24%   41%   29%   18%   27%   32%   32%   99   97   59     for myself if I see something I like   B   DE			В		DE	E			F	I		I	*
If I see something I like/May buy one of these28%33%24%36%25%22%28%28%24%20%29%37%on Black Friday as a gift if I see something I likeBDE1*Waiting for Black Friday to buy one of these for myself/May buy one of these on Black Friday2281329611576377015843299759myself/May buy one of these on Black Friday31%37%24%41%29%18%27%32%32%19%33%37%for myself if I see something I likeBDEE111*Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a150110407353243211825206045a gift/May buy one of these on Black Friday as a20%31%10%26%20%12%12%24%19%13%20%28%		210	116	94	101	66	44	70	140	33	31	88	59
on Black Friday as a gift if Lsee something LlikeBDEII*Waiting for Black Friday to buy one of these for myself/ May buy one of these on Black Friday2281329611576377015843299759myself/ May buy one of these on Black Friday31%37%24%41%29%18%27%32%32%19%33%37%for myself if Lsee something LlikeBDEEIII*Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a150110407353243211825206045a gift/May buy one of these on Black Friday as a20%31%10%26%20%12%12%24%19%13%20%28%		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 / May buy one of these on Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a2281329611576377015843299759Maiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a37%24%41%29%18%27%32%32%19%33%37%Maiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a150110407353243211825206045Maiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a20%31%10%26%20%12%12%24%19%13%20%28%			В		DE								*
myself/ May buy one of these on Black Friday   31%   37%   24%   41%   29%   18%   27%   32%   32%   19%   33%   37%     for myself if Lsee something Llike   B   DE   E   I   I   I*     Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a   150   110   40   73   53   24   32   118   25   20   60   45     a gift/May buy one of these on Black Friday as a   20%   31%   10%   26%   20%   12%   12%   24%   19%   13%   20%   28%		228		96		76	37	70	158	43	29	97	59
for myself if Lsee something Llike     B     DE     E     I     I     I*       Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a     150     110     40     73     53     24     32     118     25     20     60     45       a gift/May buy one of these on Black Friday as a     20%     31%     10%     26%     20%     12%     12%     24%     19%     13%     20%     28%												33%	37%
Waiting for Black Friday to buy one of these as a gift/May buy one of these on Black Friday as a 20%   110   40   73   53   24   32   118   25   20   60   45     a gift/May buy one of these on Black Friday as a   20%   31%   10%   26%   20%   12%   12%   24%   19%   13%   20%   28%		-		-				-	-		-	I	
a gift/May buy one of these on Black Friday as a 20% 31% 10% 26% 20% 12% 12% 24% 19% 13% 20% 28%		150		40			24	32	118	25	20	60	-
	gift if Lsee something Llike	20/0	B	10/0	E	20/0	12/0	12/0	F	1070	10/0	20/0	

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 (\*)

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

		Children ir	h Household	Educa	ation		Employm	ent Status		Marita	l Status	Ra	ice
	Total	Yes	No	No college	College	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
				degree	degree								
		А	В	С	D	E	F	G	Н	I	J	К	L
						100				107			
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	104	65	39	24	80	81	15	6	1	70	34	74	30
myself	14%	23%	8%	7%	19%	19%	17%	5%	2%	15%	12%	14%	15%
	11/0	B	0,0	770	C	GH	GH*	370	*	10/0	12/0	1170	*
Waiting for Black Friday to buy one of these as a	89	65	24	20	69	75	10	4	-	63	26	66	23
gift	12%	23%	5%	6%	16%	17%	11%	3%	-	14%	9%	12%	11%
		В			С	GH	GH*		*				*
May buy one of these on Black Friday for myself	172	99	73	53	119	112	22	27	11	115	57	131	41
if I see something I like	23%	35%	16%	17%	28%	26%	24%	20%	13%	25%	20%	24%	20%
		В			С	Н	*		*				*
May buy one of these on Black Friday as a gift if	72	40	32	24	48	47	11	10	3	56	16	54	17
I see something I like	10%	14%	7%	7%	11%	11%	13%	8%	4%	12%	6%	10%	9%
		В					*		*	J			*
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%
			A	D			*	EF	EF*				*
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	146	97	50	39	107	116	20	9	1	99	47	105	41
myself/Waiting for Black Friday to buy one of	20%	34%	11%	12%	25%	27%	23%	7%	2%	22%	17%	19%	21%
these as a gift		В			С	GH	GH*		*				*
May buy one of these on Black Friday for myself	210	113	97	69	141	133	30	32	14	142	68	156	54
if I see something I like/May buy one of these	28%	40%	21%	22%	33%	31%	34%	24%	16%	31%	24%	29%	27%
on Black Friday as a gift if I see something I like		В			С	Н	H*		*				*
Waiting for Black Friday to buy one of these for	228	128	100	70	158	157	26	33	13	147	81	168	60
myself/ May buy one of these on Black Friday	31%	45%	22%	22%	37%	36%	29%	24%	14%	32%	28%	31%	30%
for myself if I see something I like		В			С	GH	*		*				*
Waiting for Black Friday to buy one of these as a	150	95	54	41	109	112	20	14	3	108	42	110	40
gift/May buy one of these on Black Friday as a	20%	34%	12%	13%	26%	26%	23%	11%	4%	23%	15%	20%	20%
gift if I see something I like		В			С	GH	GH*		*	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 (\*)

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

			nder		Age		Household	Income			ion	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		А	В	С	D	E	F	G	Н	I	J	К
Base: Expect to shop on Black Friday or Cyber	749	331	418	274	284	191	236	513	167	181	254	147
Monday (unwtd)												
Base: Expect to shop on Black Friday or Cyber	747	354	393	278	265	203	255	492	135	154	298	161
Monday (wtd)												
Waiting for Black Friday to buy one of these for	149	70	80	77	59	14	61	88	37	20	65	28
myself	20%	20%	20%	28%	22%	7%	24%	18%	27%	13%	22%	17%
				E	E				I			*
Waiting for Black Friday to buy one of these as	221	121	99	93	88	40	64	157	41	23	103	53
a gift	30%	34%	25%	33%	33%	20%	25%	32%	30%	15%	35%	33%
		В		E	E				I		I	۱*
May buy one of these on Black Friday for myself	232	75	157	91	87	54	78	154	40	56	81	55
if I see something I like	31%	21%	40%	33%	33%	26%	30%	31%	30%	36%	27%	34%
5			Α									*
May buy one of these on Black Friday as a gift if	240	111	129	77	93	70	85	155	25	53	108	54
I see something I like	32%	31%	33%	27%	35%	35%	33%	32%	19%	35%	36%	33%
										Н	Н	H*
Definitely won't be looking in this category	205	122	83	71	64	71	69	137	44	47	72	41
	27%	35%	21%	25%	24%	35%	27%	28%	33%	31%	24%	26%
		В				D						*
Sigma	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	283	147	136	127	110	45	91	191	55	36	126	65
myself/Waiting for Black Friday to buy one of	38%	41%	35%	46%	42%	22%	36%	39%	41%	23%	42%	41%
these as a gift				E	E				I		I	۱*
May buy one of these on Black Friday for myself	390	162	228	135	147	108	133	257	55	85	158	91
if I see something I like/May buy one of these	52%	46%	58%	48%	55%	53%	52%	52%	41%	56%	53%	57%
on Black Friday as a gift if I see something I like			Α							Н		H*
Waiting for Black Friday to buy one of these for	340	124	216	146	131	64	124	216	70	70	129	71
myself/ May buy one of these on Black Friday	46%	35%	55%	52%	49%	31%	49%	44%	52%	46%	43%	45%
for myself if I see something I like			А	E	E							*
Waiting for Black Friday to buy one of these as	398	195	203	146	153	99	132	266	59	68	180	91
a gift/May buy one of these on Black Friday as a	53%	55%	52%	52%	58%	49%	52%	54%	44%	44%	60%	57%
gift if I see something I like							-	•			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 (\*)

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

		Children in	Household	Educ	ation		Employm	ent Status		Marita	Status	Ra	ace
	Total	Yes	No	No college	College	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
				degree	degree								
		Α	В	С	D	E	F	G	н	I	J	К	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	149	83	66	62	87	88	22	32	7	86	63	112	37
myself	20%	29%	14%	19%	21%	20%	24%	23%	8%	19%	22%	20%	19%
	2070	B				H	H*	H	*	2070			*
Waiting for Black Friday to buy one of these as a	221	125	95	80	141	145	24	36	16	140	80	155	65
gift	30%	44%	21%	25%	33%	33%	27%	26%	18%	30%	28%	28%	33%
		В				Н	*		*				*
May buy one of these on Black Friday for myself	232	107	125	87	145	137	28	46	21	160	72	173	59
if I see something I like	31%	38%	27%	27%	34%	32%	32%	34%	24%	35%	25%	32%	29%
5		В					*		*	J			*
May buy one of these on Black Friday as a gift if	240	91	149	104	136	148	30	35	26	155	85	179	61
I see something I like	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%
			A				*		EF*				*
Sigma	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	283	152	130	110	173	181	35	49	17	170	113	199	83
myself/Waiting for Black Friday to buy one of	38%	54%	28%	34%	41%	42%	39%	36%	20%	37%	40%	36%	42%
these as a gift		В				Н	H*	Н	*				*
May buy one of these on Black Friday for myself	390	158	232	161	228	237	47	64	41	259	131	286	104
if I see something I like/May buy one of these	52%	55%	50%	50%	54%	55%	53%	47%	47%	56%	46%	52%	52%
on Black Friday as a gift if I see something I like							*		*	J			*
Waiting for Black Friday to buy one of these for	340	164	176	134	206	198	42	73	27	220	121	252	88
myself/ May buy one of these on Black Friday	46%	58%	38%	42%	48%	46%	48%	53%	30%	48%	42%	46%	44%
for myself if I see something I like		В				Н	H*	Н	*				*
Waiting for Black Friday to buy one of these as a	398	187	211	158	240	250	48	62	39	259	139	289	109
gift/May buy one of these on Black Friday as a	53%	66%	46%	49%	56%	58%	54%	45%	44%	56%	49%	53%	54%
gift if I see something I like		В				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 (\*)

#### 9\_6. Black Friday and Cyber Monday combines - Clothes

		Ge	nder		Age		Household	d Income		Reg	ion	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		А	В	С	D	Е	F	G	Н	I	J	К
Base: Expect to shop on Black Friday or Cyber	749	331	418	274	284	191	236	513	167	181	254	147
Monday (unwtd)												
Base: Expect to shop on Black Friday or Cyber	747	354	393	278	265	203	255	492	135	154	298	161
Monday (wtd)												
Waiting for Black Friday to buy one of these for	254	124	131	140	83	31	101	153	51	37	112	54
myself	34%	35%	33%	50%	31%	15%	40%	31%	38%	24%	38%	33%
				DE	E				I		I	*
Waiting for Black Friday to buy one of these as	269	142	127	99	114	56	72	197	52	42	111	64
a gift	36%	40%	32%	36%	43%	28%	28%	40%	39%	28%	37%	40%
					E			F				*
May buy one of these on Black Friday for myself	400	190	210	144	138	118	134	266	69	86	157	88
if I see something I like	54%	54%	53%	52%	52%	58%	53%	54%	51%	56%	53%	55%
												*
May buy one of these on Black Friday as a gift if 📘	234	105	128	68	105	61	78	155	42	53	92	46
I see something I like	31%	30%	33%	24%	39%	30%	31%	32%	31%	34%	31%	29%
-					С							*
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 📗	390	196	194	178	140	72	135	255	79	62	162	88
myself/Waiting for Black Friday to buy one of	52%	55%	49%	64%	53%	36%	53%	52%	58%	40%	54%	55%
these as a gift				DE	E				I		I	*
May buy one of these on Black Friday for myself	491	233	258	166	179	146	164	327	87	105	191	108
if I see something I like/May buy one of these	66%	66%	66%	60%	67%	72%	64%	66%	64%	69%	64%	67%
on Black Friday as a gift if I see something I like						С						*
Waiting for Black Friday to buy one of these for	568	275	293	230	196	142	200	368	104	113	227	123
myself/ May buy one of these on Black Friday	76%	78%	74%	83%	74%	70%	79%	75%	77%	74%	76%	77%
for myself if I see something I like				DE								*
Waiting for Black Friday to buy one of these as	438	218	220	144	187	107	132	306	80	86	179	93
a gift/May buy one of these on Black Friday as a	59%	62%	56%	52%	70%	53%	52%	62%	59%	56%	60%	58%
gift if I see something I like					CE			F				*

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 (\*)

## 9\_6. Black Friday and Cyber Monday combines - Clothes

		Children in	Household	Educa	ation		Employm	ent Status		Marita	Status	Race	
	Total	Yes	No	No college	College	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
				degree	degree								
		A	В	C	D	E	F	G	Н	I	J	К	L
	740	245	124	227	44.2	120	00	4.42		407	262	664	
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	254	116	138	106	148	144	32	61	17	143	111	172	83
myself	34%	41%	30%	33%	35%	33%	36%	45%	20%	31%	39%	31%	41%
		В				Н	H*	EH	*				*
Waiting for Black Friday to buy one of these as a	269	146	123	114	155	166	35	44	24	191	78	198	71
gift	36%	51%	27%	35%	36%	38%	39%	32%	27%	41%	27%	36%	35%
		В					*		*	J			*
May buy one of these on Black Friday for myself	400	159	241	160	240	233	54	67	46	241	159	310	90
if I see something I like	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	234	102	132	104	130	130	33	43	28	158	75	195	39
I see something I like	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	390	183	207	165	225	230	48	79	33	245	145	269	121
myself/Waiting for Black Friday to buy one of	52%	64%	45%	51%	53%	53%	55%	58%	37%	53%	51%	49%	60%
these as a gift		В				Н	*	н	*				*
May buy one of these on Black Friday for myself	491	194	297	203	288	290	65	80	56	312	179	384	107
if I see something I like/May buy one of these	66%	68%	64%	63%	68%	67%	74%	58%	64%	68%	63%	70%	54%
on Black Friday as a gift if I see something I like							G*		*			L	*
Waiting for Black Friday to buy one of these for	568	228	340	234	334	327	75	106	60	331	237	417	151
myself/ May buy one of these on Black Friday	76%	80%	73%	73%	79%	75%	84%	78%	68%	72%	83%	76%	76%
for myself if I see something I like							H*		*		I		*
Waiting for Black Friday to buy one of these as a	438	211	227	185	253	261	57	71	49	300	138	338	100
gift/May buy one of these on Black Friday as a	59%	74%	49%	57%	60%	60%	64%	52%	56%	65%	48%	62%	50%
gift if I see something I like		В					*		*	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 (\*)

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

	Total			Age					Region			
	TOLAT	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		Α	В	С	D	E	F	G	Н	I	J	К
Base: Expect to shop on Black Friday or Cyber	749	331	418	274	284	191	236	513	167	181	254	147
Monday (unwtd)												
Base: Expect to shop on Black Friday or Cyber	747	354	393	278	265	203	255	492	135	154	298	161
Monday (wtd)												
Waiting for Black Friday to buy one of these for	168	118	50	100	50	18	61	107	35	16	90	28
myself	23%	33%	13%	36%	19%	9%	24%	22%	26%	11%	30%	17%
		В		DE	E				I		IK	*
Waiting for Black Friday to buy one of these as	132	89	43	74	50	7	29	103	21	18	63	31
a gift	18%	25%	11%	27%	19%	4%	11%	21%	15%	11%	21%	19%
		В		E	E			F			I	*
May buy one of these on Black Friday for myself	217	126	92	92	79	47	76	142	34	43	83	58
if I see something I like	29%	35%	23%	33%	30%	23%	30%	29%	25%	28%	28%	36%
		В										*
May buy one of these on Black Friday as a gift if	133	66	67	38	56	39	41	91	19	23	48	43
I see something I like	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%
			А			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	221	146	75	124	74	23	69	152	42	25	111	44
myself/Waiting for Black Friday to buy one of	30%	41%	19%	45%	28%	11%	27%	31%	31%	16%	37%	27%
these as a gift		В		DE	E				I		Ι	*
May buy one of these on Black Friday for myself	293	160	132	109	115	68	99	193	46	56	112	79
if I see something I like/May buy one of these	39%	45%	34%	39%	43%	34%	39%	39%	34%	36%	38%	49%
on Black Friday as a gift if I see something I like		В										H*
Waiting for Black Friday to buy one of these for	329	207	122	162	109	57	112	216	56	52	143	77
myself/ May buy one of these on Black Friday	44%	58%	31%	58%	41%	28%	44%	44%	42%	34%	48%	48%
for myself if I see something I like		В		DE	E						I	*
Waiting for Black Friday to buy one of these as	236	143	93	102	89	44	64	172	37	37	97	65
a gift/May buy one of these on Black Friday as a	32%	40%	24%	37%	34%	22%	25%	35%	27%	24%	33%	41%
gift if I see something I like		B		E	E			F	-	-		*

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 (\*)

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

		Children in	Household	Educa	ation		Employm	ent Status		Marita	Status	Ra	ace
	Total	Yes	No	No college	College	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
				degree	degree								
		A	В	С	D	E	F	G	Н	I	J	К	L
Base: Expect to shop on Black Friday or Cyber	749	315	434	337	412	429	98	142	80	487	262	661	88
Monday (unwtd)	745	515	434	557	412	425	50	142	80	407	202	001	00
Base: Expect to shop on Black Friday or Cyber	747	284	463	322	425	433	89	137	88	461	286	547	200
Monday (wtd)													
Waiting for Black Friday to buy one of these for	168	87	81	64	104	118	12	32	6	93	75	108	60
myself	23%	31%	17%	20%	24%	27%	14%	23%	7%	20%	26%	20%	30%
		В				FH	*	Н	*				*
Waiting for Black Friday to buy one of these as a	132	89	43	37	95	90	20	21	1	82	49	99	33
gift	18%	31%	9%	12%	22%	21%	23%	16%	1%	18%	17%	18%	16%
		В			С	н	H*	н	*				*
May buy one of these on Black Friday for myself	217	101	116	86	131	152	23	32	11	140	77	162	56
if I see something I like	29%	35%	25%	27%	31%	35%	25%	24%	12%	30%	27%	30%	28%
		В				GH	*		*				*
May buy one of these on Black Friday as a gift if	133	66	67	51	82	87	8	28	10	97	36	103	30
I see something I like	18%	23%	14%	16%	19%	20%	9%	20%	11%	21%	12%	19%	15%
		В				F	*		*	J			*
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%
			A	D			E*		EFG*				*
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	221	127	95	75	147	151	25	38	7	130	92	154	67
myself/Waiting for Black Friday to buy one of	30%	45%	20%	23%	34%	35%	28%	28%	8%	28%	32%	28%	34%
these as a gift	00/0	B			C	H	H*	H	*		02/0		*
May buy one of these on Black Friday for myself	293	140	152	117	175	199	27	49	17	196	97	222	70
if I see something I like/May buy one of these	39%	49%	33%	36%	41%	46%	31%	36%	20%	42%	34%	41%	35%
on Black Friday as a gift if I see something I like	0070	B				FH	*	H	*		0.70		*
Waiting for Black Friday to buy one of these for	329	152	177	128	201	224	32	56	16	201	128	228	101
myself/ May buy one of these on Black Friday	44%	53%	38%	40%	47%	52%	36%	41%	19%	44%	45%	42%	50%
for myself if I see something I like		B	50/0		-1/0	FH	H*	H	*			72/0	*
Waiting for Black Friday to buy one of these as a	236	132	104	79	157	157	27	41	11	164	72	177	59
gift/May buy one of these on Black Friday as a	32%	47%	22%	25%	37%	36%	31%	30%	12%	36%	25%	32%	29%
	J2/0	4770 B	22/0	23/0	C	H	H*	30%	*	30%	2370	5270	*
gift if I see something I like		D			L L	П	11			J			1

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 (\*)

#### 9\_8. Black Friday and Cyber Monday combines - Toys

		Ge	nder		Age		Househol	d Income		Reg	ion	
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		Α	В	С	D	E	F	G	Н	I	J	К
Base: Expect to shop on Black Friday or Cyber	749	331	418	274	284	191	236	513	167	181	254	147
Monday (unwtd)												
Base: Expect to shop on Black Friday or Cyber	747	354	393	278	265	203	255	492	135	154	298	161
Monday (wtd)												
Waiting for Black Friday to buy one of these for	118	74	45	59	47	12	42	76	22	15	56	25
myself	16%	21%	11%	21%	18%	6%	17%	15%	16%	10%	19%	16%
		В		E	E						Ι	*
Waiting for Black Friday to buy one of these as	295	144	151	123	113	59	83	212	57	57	109	72
a gift	40%	41%	38%	44%	43%	29%	33%	43%	42%	37%	37%	45%
-				E	E			F				*
May buy one of these on Black Friday for myself	143	95	49	66	57	21	33	110	24	25	46	49
if I see something I like	19%	27%	12%	24%	21%	10%	13%	22%	18%	16%	15%	30%
0		В		E	E			F				HIJ*
May buy one of these on Black Friday as a gift if	265	106	159	87	102	76	86	179	33	58	120	54
I see something I like	36%	30%	40%	31%	38%	38%	34%	36%	24%	38%	40%	34%
3			А							Н	Н	*
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%
						CD	G		J			*
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	352	179	173	148	134	70	108	244	63	62	142	84
myself/Waiting for Black Friday to buy one of	47%	51%	44%	53%	50%	34%	42%	50%	47%	40%	48%	53%
these as a gift				E	E							*
May buy one of these on Black Friday for myself	365	178	187	135	142	88	103	262	52	72	147	93
if I see something I like/May buy one of these	49%	50%	48%	48%	53%	43%	40%	53%	38%	47%	49%	58%
on Black Friday as a gift if I see something I like								F				H*
Waiting for Black Friday to buy one of these for	221	140	82	102	91	28	62	160	37	36	86	62
myself/ May buy one of these on Black Friday	30%	40%	21%	37%	34%	14%	24%	32%	27%	23%	29%	39%
for myself if I see something I like		В		E	E							۱*
Waiting for Black Friday to buy one of these as	474	219	255	180	179	116	147	327	75	101	194	104
a gift/May buy one of these on Black Friday as a	63%	62%	65%	65%	67%	57%	58%	66%	56%	65%	65%	65%
gift if I see something I like								• • • •				*

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 (\*)

# 9\_8. Black Friday and Cyber Monday combines - Toys

		Children in	Household	Educ	ation		Employm	ent Status		Marita	Status	Ra	ace
	Total	Yes	No	No college	College	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
				degree	degree								
		А	В	С	D	E	F	G	Н	I	J	К	L
Base: Expect to shop on Black Friday or Cyber	749	315	434	337	412	429	98	142	80	487	262	661	88
Monday (unwtd)													
Base: Expect to shop on Black Friday or Cyber	747	284	463	322	425	433	89	137	88	461	286	547	200
Monday (wtd)													
Waiting for Black Friday to buy one of these for	118	75	44	29	89	80	13	21	4	75	43	76	43
myself	16%	26%	9%	9%	21%	18%	15%	16%	4%	16%	15%	14%	21%
		В			С	Н	H*	Н	*				*
Waiting for Black Friday to buy one of these as a	295	173	122	122	173	173	28	63	30	212	83	231	64
gift	40%	61%	26%	38%	41%	40%	32%	46%	34%	46%	29%	42%	32%
		В					*		*	J			*
May buy one of these on Black Friday for myself	143	95	48	39	105	96	17	24	6	109	35	112	31
if I see something I like	19%	34%	10%	12%	25%	22%	19%	18%	7%	24%	12%	21%	16%
		В			С	Н	H*		*	J			*
May buy one of these on Black Friday as a gift if	265	107	158	110	155	141	31	57	36	172	94	201	65
I see something I like	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%
			A	D			*		*		I		*
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	352	196	156	139	212	212	37	71	32	241	111	255	97
myself/Waiting for Black Friday to buy one of	47%	69%	34%	43%	50%	49%	42%	52%	37%	52%	39%	47%	48%
these as a gift		В					*		*	J			*
May buy one of these on Black Friday for myself	365	174	191	132	233	217	42	67	38	248	117	279	85
if I see something I like/May buy one of these	49%	61%	41%	41%	55%	50%	48%	49%	43%	54%	41%	51%	43%
on Black Friday as a gift if I see something I like		В			С		*		*	J			*
Waiting for Black Friday to buy one of these for	221	141	80	61	161	146	25	40	10	157	65	160	61
myself/ May buy one of these on Black Friday	30%	50%	17%	19%	38%	34%	28%	30%	11%	34%	23%	29%	31%
for myself if I see something I like		В			С	н	H*	н	*	J			*
Waiting for Black Friday to buy one of these as a	474	234	240	197	277	274	51	91	58	324	150	362	112
gift/May buy one of these on Black Friday as a	63%	82%	52%	61%	65%	63%	58%	67%	66%	70%	53%	66%	56%
gift if I see something I like		В					*		*	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 (\*)