

YouGov

# Black Friday or Bleak Friday?

Sale shopping sentiment in the UK

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# Key findings

Just under half (**49%**) of British consumers are planning on shopping in the Black Friday sales, and **29%** of those say that they will spend less than previous years.

Whether this is due to low stock/unavailable items (**19%**), overcrowded stores (**10%**), or simply not believing that the sales offer genuine discounts (**27%**), this may not be the Black Friday retailers had hoped for.

Utilising [YouGov Surveys: Self-serve](#) this report uncovers what Brits are planning on buying this Black Friday, what discounts and offers they are looking for, and explore the profiles and behaviours of Black Friday shoppers vs. Black Friday abandoners.



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# Black Friday 2023 Outlook

# 49%

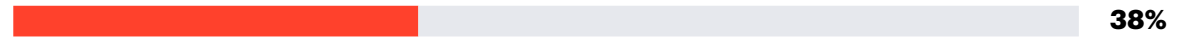


Just under half of Brits are planning to shop the Black Friday sales this year.

## Expected participation in Black Friday 2023

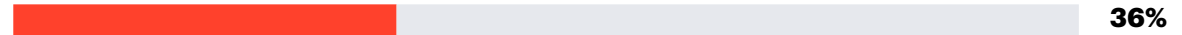
### Returners

I've shopped for Black Friday deals before and will do so again this year



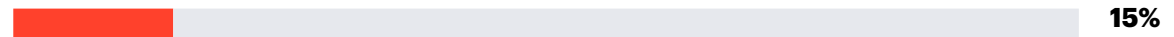
### Abandoners

I've shopped for Black Friday deals before, but will skip this year



### Not applicable

I've never heard of Black Friday



### Newbies

I haven't shopped for Black Friday deals before, but will do so this year



# Black Friday 2023 Outlook

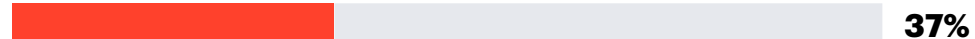
# 29%

of those who plan on shopping in the Black Friday sales say they will spend less than previous years. Only **4%** say they'll spend more.

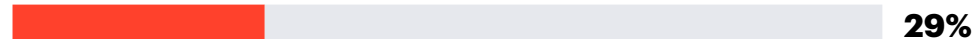
YouGov Surveys, October 16-18 (N>1000)

## Spend relative to previous years

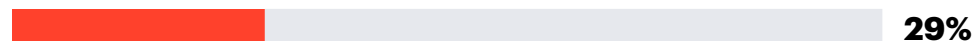
I'll spend roughly the same amount



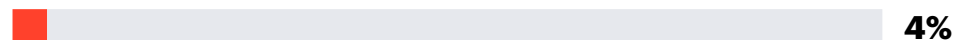
I'll spend less than before



Don't know



I'll spend more than before



■ Returners

# Shoppers' sales confidence

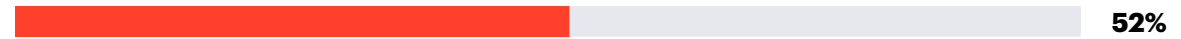
# 15%

Only **15%** of Brits say that they think Black Friday sales offer genuine discounts. Compared to **27%** of Brits saying that they do not believe Black Friday sales offer genuine discounts.

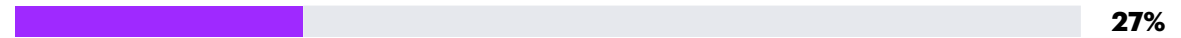
YouGov Surveys, October 16-18 (N>1000)

## Expected participation in Black Friday 2023

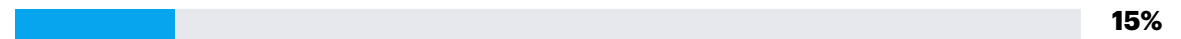
Black Friday offers genuine discounts, but sometimes there are better deals at other times of the year



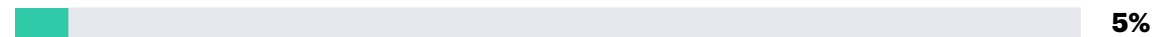
I don't think that Black Friday offers genuine discounts



I think I can find genuine discounts during Black Friday

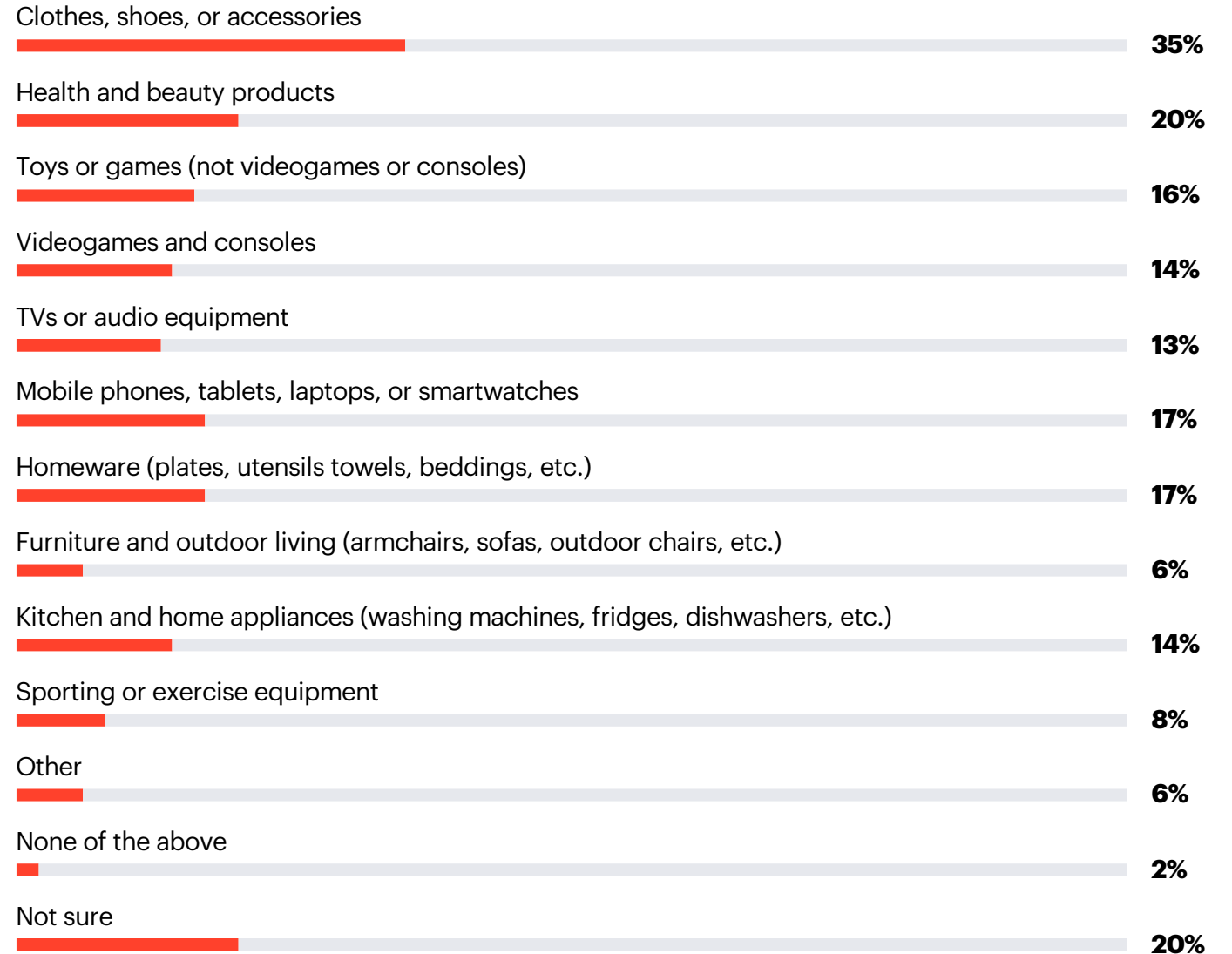


Not sure



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# What are Brits planning on buying this Black Friday?



# Black Friday shoppers vs. Black Friday abandoners

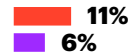


# Black Friday shoppers vs. Black Friday abandoners: Who are they?



## Generation

Gen Z (2000 and later)



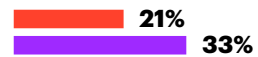
Millennial (1982-1999)



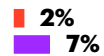
Gen X (1965-1981)



Baby Boomer (1946-1964)



Silent generation (1928-1945)



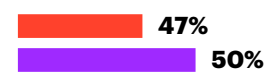
■ Shoppers ■ Abandoners

## Gender

Shoppers



Abandoners



■ Female ■ Male

**26%** of Black Friday shoppers tend to see something in-store and buy it online vs. 15% of Black Friday abandoners.

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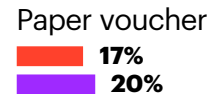
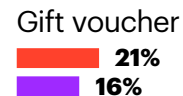
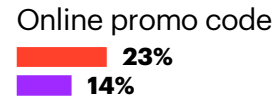
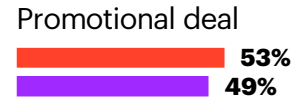
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# Black Friday shoppers vs. Black Friday abandoners: Bargain hunters

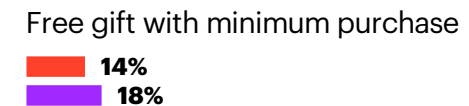
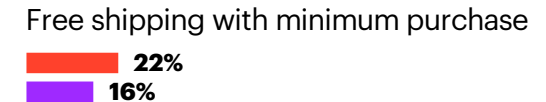
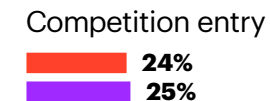
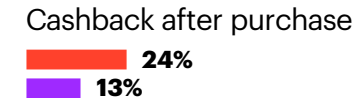
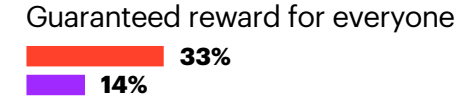


## Discount vehicle used



■ Shoppers ■ Abandoners

## Favourite types of promotion



■ Shoppers ■ Abandoners

# Black Friday shoppers vs. Black Friday abandoners: Gift givers

Black Friday shoppers are likely to purchase food and drinks as gifts



## Category of good purchased as gifts

Food/drink



Vouchers/gift cards



Clothes/shoes/bags



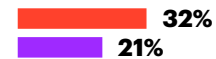
Health and beauty



Toys and games



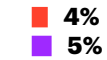
Jewellery



■ Shoppers ■ Abandoners

## Amount spent on gifting

£0.01 to £9.99



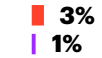
£10 to £49.99



£50 to £99.99



£100 to £199.99



■ Shoppers ■ Abandoners

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# Black Friday shoppers vs. Black Friday abandoners: How to target them



YouGov Surveys, October 16-18 (N>1000)

## Advertising channels that grab their attention

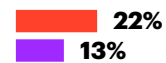
Online (apps, social network, websites, etc)



TV adverts



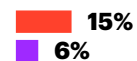
Radio



Billboards



Cinema



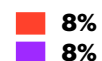
In-store promotions



Direct mail (flyers, leaflets, coupons, etc)

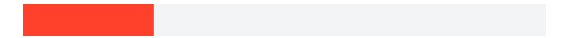


Podcasts



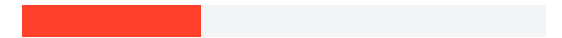
■ Shoppers ■ Abandoners

# 25%



of Black Friday shoppers notice sponsorship of social media posts vs. **8%** of Black Friday abandoners.

# 34%



of Black Friday shoppers say that a TV advert's creativity and originality is most important vs. **24%** of Black Friday abandoners.

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Build highly targeted rapid research surveys.

Discover real answers, from real people in your target audience, no matter how niche, with our panel-powered survey building platform. Reach Nat rep and granular audiences, to understand exactly what they think.

- 2 million+ datapoints for granular targeting capabilities
- Panel-powered research rapid results from 1 hour
- 24/7 self-service available in GB & US

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1. Define your audience
2. Build your questions
3. Launch your survey!

### 🏠 | Food survey

👤 Demographics

🧠 Psychographics

📁 Consumer behavior

🎧 Media NEW

🎯 Brands

### Your audience

Age (4-way)

- 18-24     40-54  
 25-39     55+

### Your question

Which do you consider healthy?

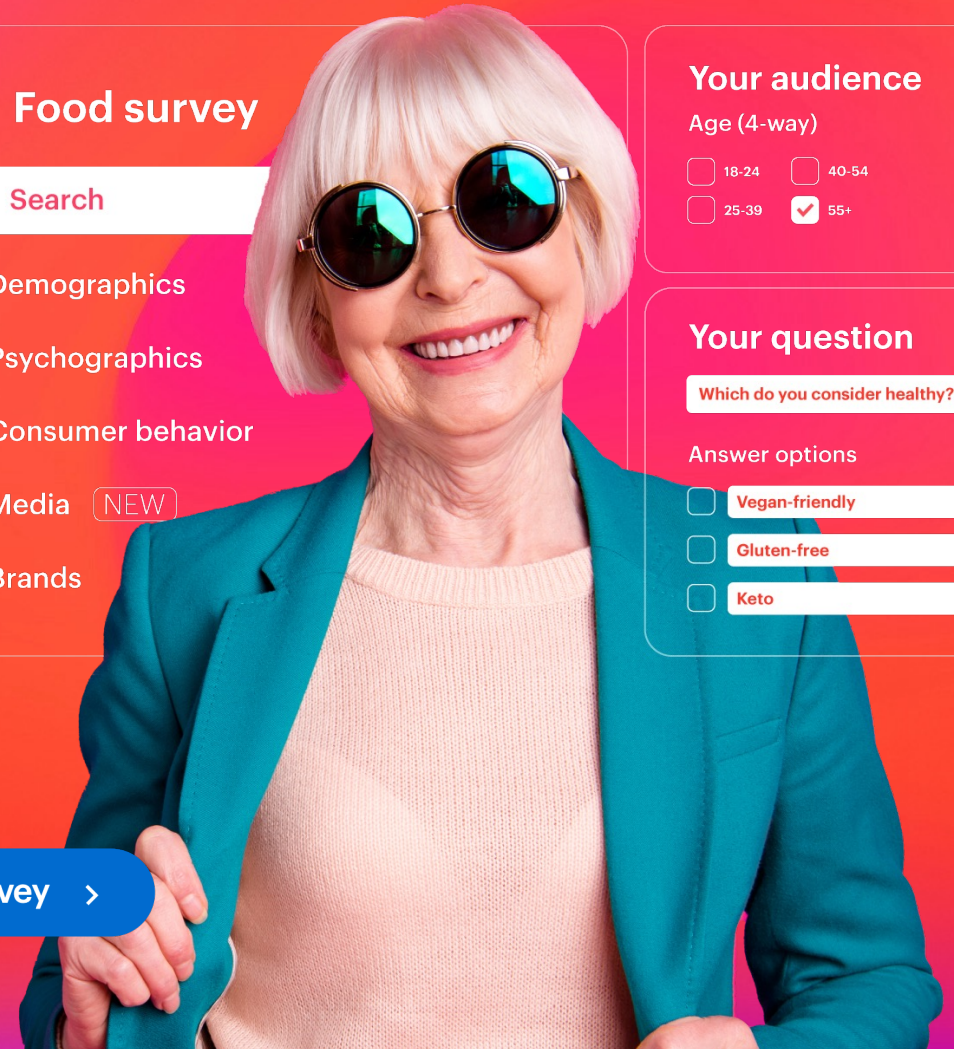
Answer options

- Vegan-friendly  
 Gluten-free  
 Keto

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