

Black Friday is the day after Thanksgiving and Cyber Monday follows the weekend and is when many retailers offer deep discounts ar

	Age				Gene		
	Total	18-34	35-54	55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 58)
	A	B	C	D	E	F	G
BASE: All Respondents	1525	331	486	708	105	366	422
BASE: WEIGHTED	1525	441	502	582	146*	446	423
SHOP ON EITHER OR BOTH DAYS (NET)	891	355	299	236	115	338	242
	58%	81%	60%	41%	79%	76%	57%
		CD	D		GHIJ	GHIJ	HIJ
Only on Black Friday	181	110	46	25	40	85	35
	12%	25%	9%	4%	27%	19%	8%
		CD	D		GHIJ	GHIJ	IJ
Only on Cyber Monday	178	68	55	54	22	66	45
	12%	15%	11%	9%	15%	15%	11%
		D			I	IJ	I
On both Black Friday and Cyber Monday	532	177	198	157	53	188	162
	35%	40%	39%	27%	36%	42%	38%
		D	D		IJ	HIJ	HIJ
I won't be shopping on either of those days	634	86	203	346	30	108	182
	42%	19%	40%	59%	21%	24%	43%
			B	BC			EF

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P - Q/R/S - T/U/V/W - X/Y - Z/a/b

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 23rd, 2023

Maru/Blue

October 24th, 2023

24 Oct 2023

And when you do your shopping, do you intend to do it:

	Age				Gene		
	Total	18-34	35-54	55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 58)
	A	B	C	D	E	F	G
BASE: If Not I Won't Be Shopping In S2	824	255	285	284	83	263	236
BASE: WEIGHTED	891	355	299	236	115*	338	242
Mostly in person at bricks and mortar stores	266	135	73	57	48	112	60
	30%	38%	25%	24%	41%	33%	25%
		CD			GIJ	IJ	

Mostly online	625	220	226	179	68	226	182
	70%	62%	75%	76%	59%	67%	75%
			B	B			E

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P - Q/R/S - T/U/V/W - X/Y - Z/a/b

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Comparison Groups

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And, when you add up all of the money you may spend over either or both of those days, how much money are you currently planning

	Age				Gene		
	Total	18-34	35-54	55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 58)
	A	B	C	D	E	F	G
BASE: If Not I Won't Be Shopping In S2	824	255	285	284	83	263	236
BASE: WEIGHTED	891	355	299	236	115*	338	242
(\$49.5) Less than \$100	70	41	19	10	17	28	15
	8%	11%	6%	4%	15%	8%	6%
		D			GHIJ		
(\$149.5) \$100 to \$199	152	78	38	35	32	56	32
	17%	22%	13%	15%	28%	17%	13%
		C			FGIJ		
(\$249.5) \$200 to \$299	162	75	41	46	23	67	38
	18%	21%	14%	20%	20%	20%	16%
		C					
(\$349.5) \$300 to \$399	110	33	40	37	11	38	27
	12%	9%	13%	16%	10%	11%	11%
				B			
(\$449.5) \$400 to \$499	72	20	28	24	5	24	22
	8%	6%	9%	10%	5%	7%	9%
(\$549.5) \$500 to \$599	108	26	47	35	10	36	33
	12%	7%	16%	15%	9%	11%	14%
			B	B			
(\$649.5) \$600 to \$699	37	10	19	8	5	11	14
	4%	3%	6%	3%	4%	3%	6%
(\$749.5) \$700 to \$799	20	3	8	8	0	4	7
	2%	1%	3%	4%	-	1%	3%
(\$849.5) \$800 to \$899	14	6	4	4	0	6	5
	2%	2%	1%	2%	-	2%	2%

(\$949.5) \$900 to \$999	17	6	7	4	2	7	6
	2%	2%	2%	2%	2%	2%	2%
(\$1,099.5) \$1,000 to \$1,199	47	15	22	10	1	19	18
	5%	4%	7%	4%	1%	6%	8%
							E
(\$1,249.5) \$1,200 to \$1,299	14	7	6	2	1	8	3
	2%	2%	2%	1%	1%	2%	1%
(\$1,349.5) \$1,300 to \$1,399	7	3	3	1	0	3	4
	1%	1%	1%	1%	-	1%	1%
(\$1,449.5) \$1,400 to \$1,499	16	9	4	2	1	10	4
	2%	3%	1%	1%	1%	3%	2%
(\$1,749.5) \$1,500 to \$1,999	14	6	3	5	0	6	4
	2%	2%	1%	2%	-	2%	2%
(\$2,499.5) \$2,000 to \$2,999	12	5	4	2	3	6	2
	1%	1%	1%	1%	2%	2%	1%
(\$3,999.5) \$3,000 to \$4,999	13	8	6	0	0	8	5
	2%	2%	2%	-	-	2%	2%
			D				
(\$5,000) \$5,000 +	7	5	1	1	4	1	1
	1%	1%	0%	0%	4%	0%	0%
					F		
\$1-\$999 (NET)	761	298	250	213	106	277	200
	85%	84%	83%	90%	92%	82%	83%
			C				
\$1,000-\$2,999 (NET)	109	45	42	22	5	52	35
	12%	13%	14%	9%	5%	15%	14%
						EJ	E
\$3,000+ (NET)	21	13	7	1	4	9	6
	2%	4%	2%	0%	4%	3%	3%
		D					
MEAN	569.30	584.00	616.30	487.40	519.40	605.20	618.70
			D				IJ
STD. DEV.	726.0	871.2	700.7	466.5	980.4	752.4	718.2
STD. ERR.	25.3	54.6	41.5	27.7	107.6	46.4	46.8

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and special sales to consumers. This year, do you intend to shop on either or both days?

Generation			Gender		Region			
Boomers II(59 to 68)	Boomers I+(69+)	Boomers+(59+)	Male	Female	Northeast	Midwest	South	West
H	I	J	K	L	M	N	O	P
300	332	632	667	858	277	351	578	319
247	263	510	736	789	264	316	580	364
114	82	195	431	460	164	176	330	221
46%	31%	38%	59%	58%	62%	56%	57%	61%
IJ		I						
17	5	22	110	71	31	47	59	45
7%	2%	4%	15%	9%	12%	15%	10%	12%
IJ		I	L					
28	16	44	83	94	38	32	80	28
11%	6%	9%	11%	12%	14%	10%	14%	8%
I		I			P		P	
69	61	130	237	295	95	97	191	148
28%	23%	25%	32%	37%	36%	31%	33%	41%
								NO
133	181	314	305	329	100	140	250	144
54%	69%	62%	41%	42%	38%	44%	43%	39%
EFG	EFGHJ	EFGH						

Generation			Gender		Region			
Boomers II(59 to 68)	Boomers I+(69+)	Boomers+(59+)	Male	Female	Northeast	Midwest	South	West
H	I	J	K	L	M	N	O	P
138	104	242	349	475	153	166	327	178
114	82*	195	431	460	164	176*	330	221
30	16	46	151	115	43	51	109	62
27%	19%	24%	35%	25%	26%	29%	33%	28%
			L					

2	1	2	12	5	1	0	9	8
2%	1%	1%	3%	1%	0%	-	3%	4%
								N
6	3	9	28	19	3	15	17	12
5%	4%	5%	6%	4%	2%	9%	5%	6%
						M		
1	0	1	7	7	1	3	4	6
1%	-	1%	2%	2%	1%	2%	1%	3%
0	0	0	4	3	1	0	3	2
-	-	-	1%	1%	1%	-	1%	1%
1	0	1	16	0	7	6	2	2
1%	-	1%	4%	-	4%	3%	0%	1%
			L		O	O		
2	2	3	10	3	4	2	4	4
1%	2%	2%	2%	1%	2%	1%	1%	2%
1	1	1	5	7	3	1	4	3
0%	1%	1%	1%	1%	2%	0%	1%	1%
0	0	0	11	2	3	4	4	2
-	-	-	3%	1%	2%	2%	1%	1%
			L					
1	0	1	6	1	2	0	2	3
1%	-	0%	1%	0%	1%	-	1%	1%
102	76	178	344	417	140	145	290	187
90%	93%	91%	80%	91%	85%	83%	88%	85%
	FG	FG		K				
11	6	17	70	39	19	27	34	29
9%	7%	8%	16%	9%	12%	15%	10%	13%
			L					
1	0	1	17	3	5	4	7	5
1%	-	0%	4%	1%	3%	2%	2%	2%
			L					
507.60	430.60	475.40	678.90	466.50	610.60	514.10	546.60	616.30
			L					
509.9	374.9	458.9	892.0	504.6	833.8	674.2	691.4	730.6
43.4	36.8	29.5	47.8	23.2	67.4	52.3	38.2	54.8

Household Income			Education		
<\$50K	\$50K-99K	\$100K+	<=HS	College/Associate	Univ+
Q	R	S	Z	a	b
608	489	376	328	522	675
618	485	369	327	512	687
342	283	237	186	292	412
55%	58%	64%	57%	57%	60%
		Q			
96	46	36	56	50	75
16%	10%	10%	17%	10%	11%
RS			ab		
65	62	45	40	64	74
11%	13%	12%	12%	12%	11%
181	175	156	90	179	263
29%	36%	42%	27%	35%	38%
	Q	Q		Z	Z
275	201	132	141	219	275
45%	42%	36%	43%	43%	40%
S					

Household Income			Education		
<\$50K	\$50K-99K	\$100K+	<=HS	College/Associate	Univ+
Q	R	S	Z	a	b
302	267	229	171	277	376
342	283	237	186	292	412
121	81	55	78	79	109
35%	29%	23%	42%	27%	27%
S			ab		

221	202	182	108	213	303
65%	71%	77%	58%	73%	73%
		Q		Z	Z

Household Income			Education		
<\$50K	\$50K-99K	\$100K+	<=HS	College/Associate	Univ+
Q	R	S	Z	a	b
302	267	229	171	277	376
342	283	237	186	292	412
51	9	5	29	22	19
15%	3%	2%	16%	8%	5%
RS			ab		
91	31	25	52	48	53
27%	11%	11%	28%	16%	13%
RS			ab		
74	54	30	38	59	65
22%	19%	13%	21%	20%	16%
S					
44	47	18	13	47	50
13%	17%	8%	7%	16%	12%
	S			Z	
22	25	22	13	21	38
6%	9%	9%	7%	7%	9%
23	40	40	13	41	54
7%	14%	17%	7%	14%	13%
	Q	Q		Z	
8	17	10	7	8	21
2%	6%	4%	4%	3%	5%
	Q				
4	9	8	2	6	12
1%	3%	3%	1%	2%	3%
3	1	9	1	4	8
1%	0%	4%	0%	1%	2%
		QR			

3	6	9	1	4	13
1%	2%	4%	0%	1%	3%
		Q			
10	19	18	9	14	24
3%	7%	8%	5%	5%	6%
		Q			
2	3	9	2	4	8
1%	1%	4%	1%	1%	2%
		Q			
2	0	4	1	3	3
1%	-	2%	0%	1%	1%
1	10	4	0	3	13
0%	4%	2%	-	1%	3%
	Q				Z
0	5	8	3	2	9
-	2%	4%	2%	1%	2%
	Q	Q			
2	4	4	1	4	7
1%	1%	2%	1%	1%	2%
0	3	11	1	2	11
-	1%	5%	0%	1%	3%
		QR			
3	2	3	0	1	6
1%	1%	1%	-	0%	1%
322	238	176	169	260	332
94%	84%	74%	91%	89%	81%
RS	S		b	b	
18	41	47	16	29	64
5%	14%	20%	9%	10%	15%
	Q	Q			
3	4	14	1	3	17
1%	1%	6%	0%	1%	4%
		QR			Za
359.30	591.70	852.30	369.50	488.90	716.50
	Q	QR		Z	Za
523.7	636.8	958.1	442.2	565.9	883.8
30.1	39.0	63.3	33.8	34.0	45.6