

Black Friday is the day after Thanksgiving and Cyber Monday follows the weekend and is when many retailers offer deep discounts and special sales to consumers. This year, do you intend to shop on either or both days?

	Age										Generation						Gender				Region						Household Income					Education																																																																																																																																																																																																																																																																																													
	Total		18-34		35-54		55+		Gen Z (18 to 26)		Millennials (27 to 42)		Gen X (43 to 58)		Boomers (59 to 74)		Boomers+ (75 to 99)		Male		Female		Northeast		Midwest		South		West		<\$50K		\$50K-\$99K		\$100K+		<HS		College/Assoc		Univ+																																																																																																																																																																																																																																																																																				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	Z	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v																																																																																																																																																																																																																																																																																			
BASE: All Respondents	1525	331	480	708	105	369	422	300	332	632	667	858	277	301	578	319	608	486	376	303	622	476	1525	441	502	552	148	446	442	247	263	513	736	789	264	316	583	364	618	466	369	327	512	687	891	355	293	236	115	338	242	114	82	195	431	460	164	176	330	221	342	283	237	186	292	412	58%	81%	60%	41%	27%	33%	52%	46%	31%	38%	58%	65%	65%	67%	61%	59%	56%	64%	64%	57%	57%	60%	60%	CD	D	GHUJ	GHUJ	HUJ	I	J	K	L	M	N	O	P	Q	R	S	Z	a	b	c	d	e	f	181	110	46	25	40	85	36	17	1	22	110	71	31	31	47	53	45	96	46	38	56	50	71%	12%	25%	9%	4%	27%	19%	8%	7%	2%	4%	15%	9%	12%	15%	10%	12%	16%	10%	10%	17%	10%	11%	11%	178	68	55	54	22	66	40	23	18	46	44	83	94	38	32	80	28	65	63	45	40	64	74%	12%	15%	11%	9%	15%	11%	11%	6%	9%	11%	12%	14%	14%	14%	11%	13%	12%	12%	12%	12%	12%	11%	11%	532	177	186	157	53	198	162	89	61	130	237	266	36	80	191	148	181	170	158	90	179	283	35%	40%	33%	27%	36%	42%	38%	28%	27%	22%	32%	27%	36%	31%	33%	41%	29%	35%	42%	42%	27%	39%	38%	634	86	203	346	30	108	182	133	181	314	305	329	100	140	250	144	275	201	132	141	219	279	42%	19%	40%	59%	21%	24%	43%	54%	69%	62%	41%	42%	38%	44%	43%	39%	46%	42%	36%	43%	43%	40%	40%	B	B	BC																				

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/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.
 Over: October 23rd, 2023
 Maru/Blue
 October 24th, 2023
 24 Oct 2023

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

	Age										Generation						Gender				Region						Household Income					Education																																																																																																																																																																										
	Total		18-34		35-54		55+		Gen Z (18 to 26)		Millennials (27 to 42)		Gen X (43 to 58)		Boomers (59 to 74)		Boomers+ (75 to 99)		Male		Female		Northeast		Midwest		South		West		<\$50K		\$50K-\$99K		\$100K+		<HS		College/Assoc		Univ+																																																																																																																																																																	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	Z	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v																																																																																																																																																																
BASE: If Not I Won't Be Shopping In Store	824	255	285	284	83	263	236	138	104	242	349	475	163	166	327	178	302	267	229	171	277	378	824	355	293	236	117	338	242	114	82	195	431	460	164	176	330	221	342	283	237	186	292	412	269	130	73	57	48	112	60	30	16	46	151	115	43	51	103	62	121	81	55	78	79	109	30%	38%	25%	24%	41%	33%	25%	27%	19%	24%	35%	25%	24%	29%	33%	28%	35%	29%	42%	42%	27%	27%	27%	CD	D	GHUJ	GHUJ	HUJ	I	J	K	L	M	N	O	P	Q	R	S	Z	a	b	c	d	e	f	625	220	226	178	68	226	182	83	68	149	280	345	121	124	221	158	221	202	182	108	213	303	70%	72%	75%	76%	59%	67%	73%	73%	81%	76%	65%	75%	74%	71%	67%	72%	65%	71%	77%	58%	73%	73%	70%	62%	55%	46%	62%	52%	46%	37%	24%	31%	46%	37%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	B	B	BC																				

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/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
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Over: October 23rd, 2023
 Maru/Blue
 October 24th, 2023
 24 Oct 2023

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 to spend?

	Age										Generation						Gender				Region						Household Income					Education																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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