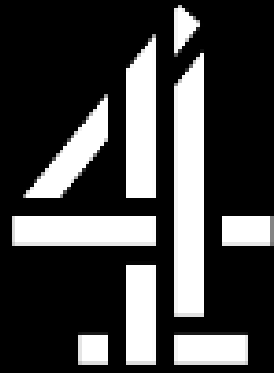




**little
black
book**



...of Black Friday



Contents

little
black
book



01

Who bought &
who for

02

What they bought
& how much they
spent

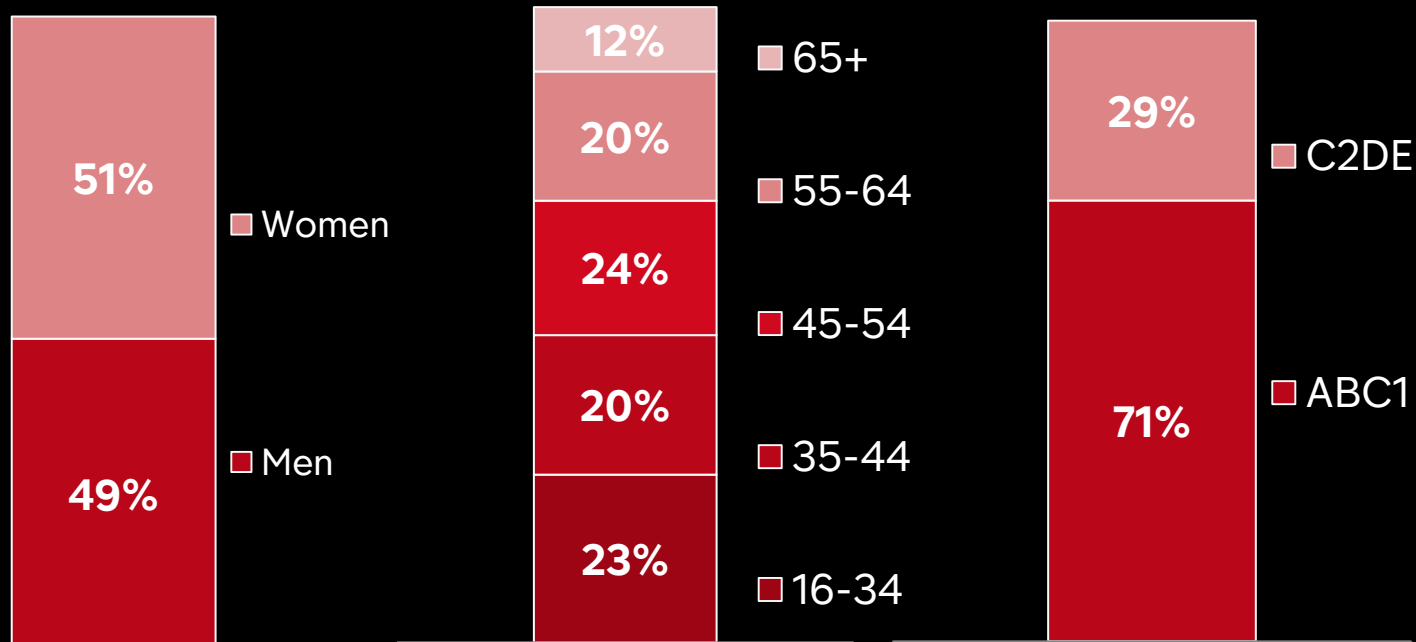
03

Influences for
purchases

04

Our channels

The sample had an upmarket skew





01

Who bought & who for

little
black
book



44% bought something in the sales

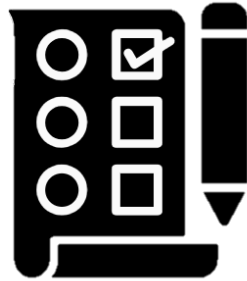
Of the 100% who had heard of Black Friday...

44%



bought something in the Black Friday sales

35%



of those that made a purchase had **something in mind** beforehand

61%



of those who bought something in the sales **spent more** than the previous year

little
black
book



Over 2 in 3 shoppers treated themselves

Who did you buy for?

Myself



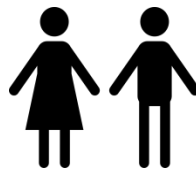
69%

Kids



20%

Parents



19%

Partner



15%

Other Family



14%

Siblings



12%

Friends



10%

Grandparents



1%

little
black
book





02

What they bought & how much they spent

little
black
book



Clothes & Electronics were popular purchases

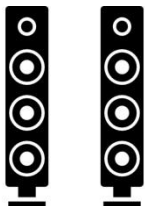
Which of the following items did you buy on Black Friday weekend?

Clothes



30%

Electronics



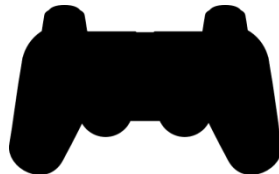
20%

Makeup/beauty products



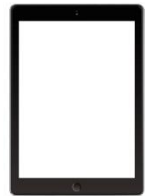
16%

Games console or games



10%

Smartphone or Tablet



6%

Toys



6%

Jewellery



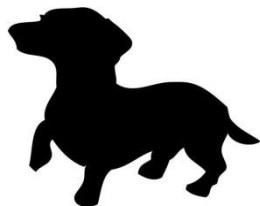
5%

Kitchen appliances



4%

Pet products



2%



Amazon was top of mind for Black Friday

Which of the following retailers would you associate with Black Friday offers?

Amazon



86%

Currys/PC
World



65%

Argos



64%

John Lewis



42%

Debenhams



40%

eBay



35%

Tesco



35%

Asda



33%

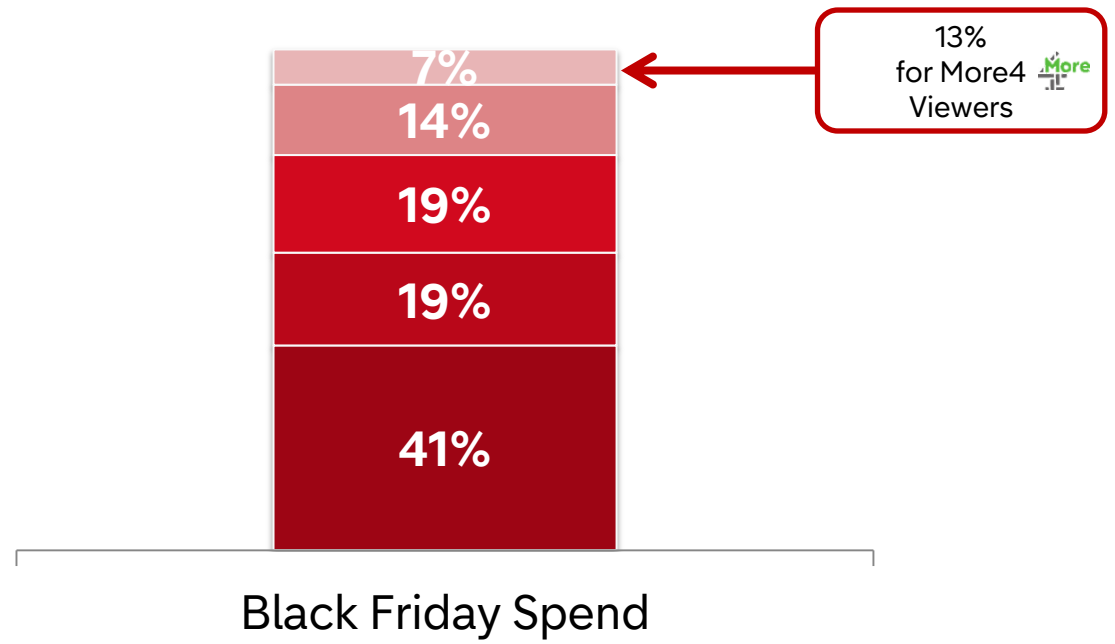
little
black
book



Over a fifth spend more than £200 in the sales

In total, how much did you spend?

£501+ £201-500 £101-200 £51-£100 £1-£50





03

Influences for purchases

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book



42% agree there's always good deals on Black Friday

To what extent do you agree or disagree with the following statements?

1 in 3

agree...

"I always know about the deals available during Black Friday weekend"



39%

agree...

"Black Friday weekend marks the start of the Christmas shopping season"



42%

agree...

"There are always good deals on Black Friday"



little
black
book



TV advertising stood out


You said you've seen advertising for the Black Friday weekend, where did you see it?

Of those that had seen advertising for Black Friday weekend...

3 in 4


had seen advertising on **TV**



82% 
for Channel4 Viewers



Other advertising they noticed...

 **3 in 4** said emails sent to them

 **1 in 2** said online adverts

**little
black
book**





04

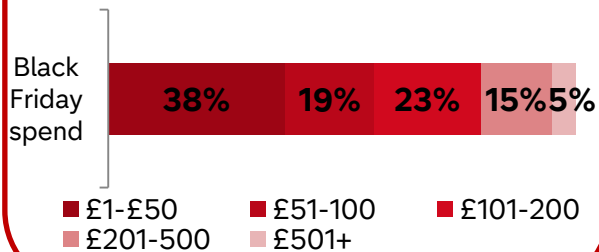


Our channels



45%

bought something from the black Friday sales



89%

BF is longer than just a weekend

41%

BF marks start of xmas shopping

39%

There's always good deals on BF

38%

I research what I want before BF

36%

I always know the deals available

16%

I buy things I wouldn't normally

82%



recall seeing adverts for BF on TV

C4 viewers are most likely to...

94%



have seen adverts for BF

66%



avoid the shops because of crowds

41%



see BF as the start of xmas shopping

16%



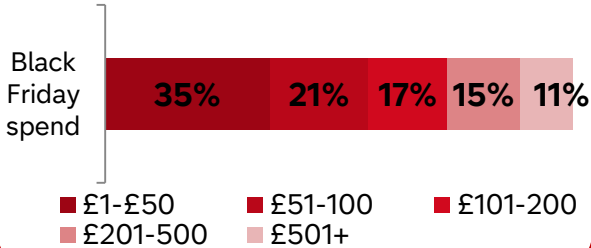
bought for their partner

little black book



46%

bought something from the black Friday sales



88%

43%

39%

38%

36%

17%

BF is longer than just a weekend

There's always good deals on BF

BF marks start of xmas shopping

I always know the deals available

I research what I want before BF

I buy things I wouldn't on BF

76%



recall seeing adverts for BF on TV

E4 viewers are most likely to...

69%



spent more than last year

36%



feel overwhelmed by BF

90%



associate Amazon with BF offers

8%

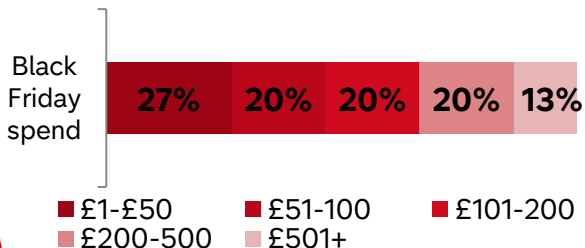


bought toys



44%

bought something from the black Friday sales



86%

BF is longer than just a weekend

42%

There's always good deals on BF

38%

I always know the deals available

38%

BF marks start of xmas shopping

36%

I research what I want before BF

19%

I buy things I normally wouldn't on BF

80%



recall seeing adverts for BF on TV

More4 viewers are the most likely to...

38%



bought clothes

38%



always know about the BF deals

22%



bought for their children

13%

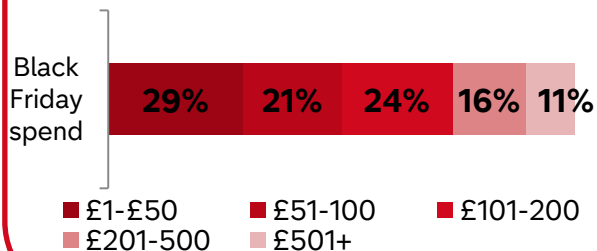


spent £500+



48%

bought something from the black Friday sales



87%



77%



recall seeing adverts for BF on TV

Film4 viewers are most likely to...

74%



bought something for themselves

48%



bought something from the BF sales

41%



knew what they wanted to buy

11%



bought Jewellery

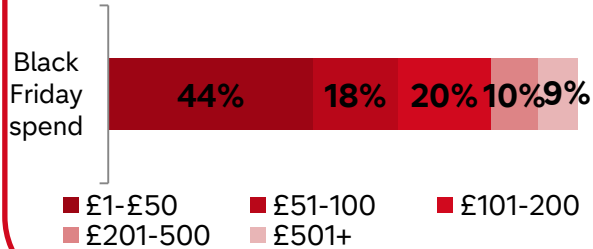
little black book



ABC1 Adults

46%

bought something from the black Friday sales



90%

BF is longer than just a weekend

43%

BF marks start of xmas shopping

42%

There's always good deals on BF

34%

I always know the deals available

39%

I research what I want before BF

16%

I buy things I wouldn't on BF

74%



recall seeing adverts for BF on TV

ABC1 viewers are most likely to...

39%



to research what they want before BF

61%



to not trust BF deals

94%



to have seen adverts for BF

82%



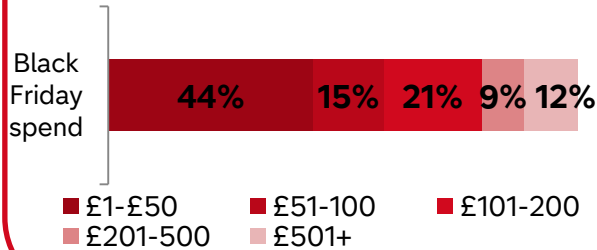
spent up to £200



16-34

52%

bought something from the black Friday sales



85%

BF is longer than just a weekend

45%

BF marks start of xmas shopping

42%

There's always good deals on BF

34%

I always know the deals available

31%

I research what I want before BF

31%

I buy things I wouldn't on BF

76%



recall seeing adverts for BF on TV

16-34 viewers are most likely to...

31%



BF makes them buy things wouldn't normally get

15%



to have bought games consoles or games

71%



to have spent more than last year

45%



to say BF marks xmas shopping

little black book

