

# Black Friday

Over the next few weeks, we're asking the One Pulse community about all things festive in the run up to Christmas! Our first one pager is about Black Friday, here are some of the insights we found...



OnePulse

## What do you think to Black Friday?

32%

said it's piggy  
backing off of  
America

42%

said it's  
Commercialism  
gone wrong

28%

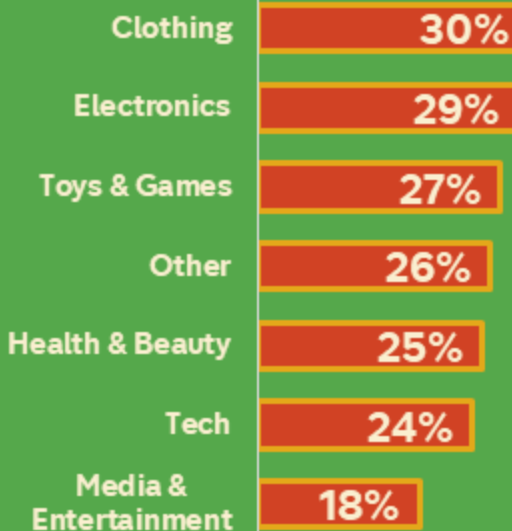
said it's perfect  
timing for  
xmas

And when asked if they'd  
shopped on Black Friday  
and/or Cyber Monday  
before...

54% have shopped on  
**Black Friday** before

38% have shopped on  
**Cyber Monday** before

## What will you be buying?



Source: One Pulse 03/10/2022, N=500

Source: Core4/4Youth Survey July 2022, n=1105, Q1: Have you shopped on Black Friday and/or Cyber Monday before?