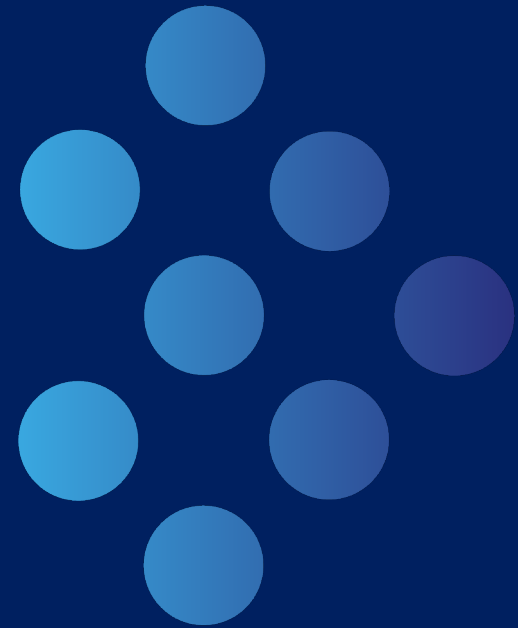


# Prospero Commerce

2022 BLACK FRIDAY CONSUMER ANALYSIS

1<sup>ST</sup> DECEMBER 2022



## 6 Things you want to know about Black Friday from a consumer viewpoint

Black Friday November 2022 – Prospero Commerce annual poll of UK consumers

Prospero Commerce's latest findings from our annual Black Friday poll of consumers across the UK. We tried to understand the motivations and sentiment of UK shoppers and how they are adapting to the challenges they face at Christmas 2022.

Our findings show:

*More than a quarter of those polled do not trust Black Friday discounts*

There is a growing sense that trust is being broken down – we all know how easy it is to keep track of prices these days – and this is leading to a fair amount of cynicism amongst the population. The number of people who admitted to doing their research reached a high of over 50% this year – almost all of which is online.

Early day analysis suggests the event generated growth ahead of last year – which in the current climate might surprise some. However, our research suggests that margins may well have taken a bashing – and that a lot of trade is effectively pulled being forward from December.

*Over 38% of men were simply waiting for a big-ticket discount*

This could have a big impact on the final few weeks to Christmas making them even more challenging than in previous years, however, most households expect the number of doorstep deliveries (excluding groceries) to be above 4 per week between now and the end of the year.

*Over 28% of UK consumers feel scared about being able to afford this Christmas.*

Finally, and maybe more worrying, is the emerging feeling of being scared about the affordability of Christmas. Whilst January credit card bills are a little way off, we were concerned to see that so many people are really worried.

## The 6 Things you want to know about Black Friday:

1. Over 35% of households didn't buy anything on Black Friday and nearly half think Black Friday is no longer important to them. Of those who think it is still important, more than half think it's becoming much less important than previously.
2. Over 50% of people did all their research online – and over 60% of their eventual purchases were made online. Those who exclusively shopped only in store reached only 16%
3. A mere 6.5% of shoppers did their shopping on social media (Insta/TikTok) but for the under 35 age group this number rose to 10% indicating a generational preference. However, the 18–35-year-old group are the most enthusiastic about the event
4. Female shoppers cited Children and Christmas Gifting as the key drivers for shopping on Black Friday. We found men to be much more likely to buy single large ticket items for themselves.
5. The average household expects to receive approx. 4 non grocery deliveries per week between now and Christmas. The youngest age groups expect slightly less than their older counterparts
6. Over 65% of shoppers expected to return none of their purchases.

Please see below for the full report.

*At Prospero we take a holistic view of your digital challenges. We are able to rapidly re-define what your business needs for an increasingly digital-first world. We analyse at speed all aspects of your business to generate performance improvements that can be realised quickly. If you need an independent /external viewpoint – give us a call.*

If you'd like to find out more about our findings below or would like to chat please drop us a line at [hello@prosperocommerce.com](mailto:hello@prosperocommerce.com)

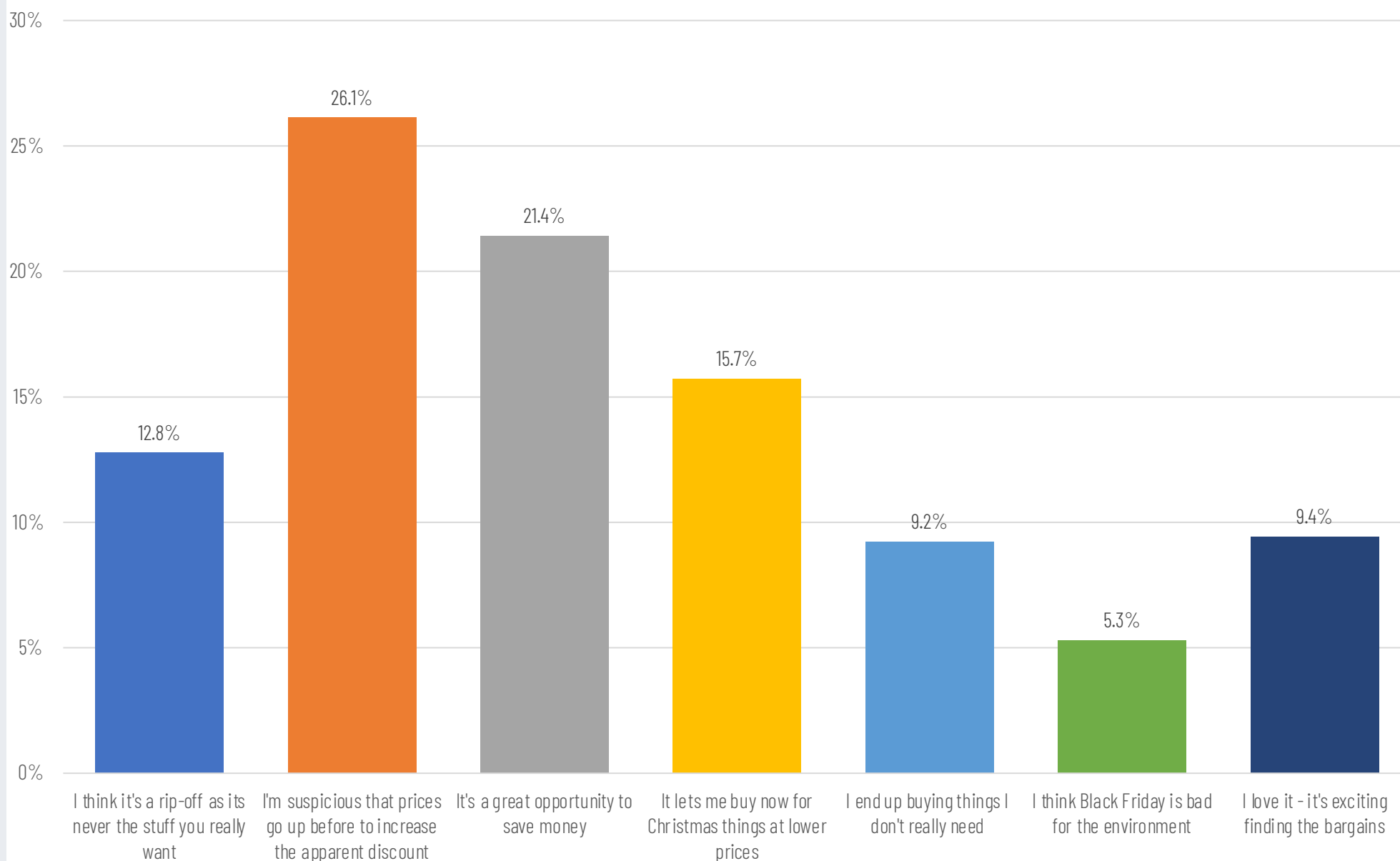
Q1

TYPE: MULTIPLE SELECTION

## What do you think of Black Friday?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	I think it's a rip-off as its never the stuff you really want	21.67%	12.77%	65	22.64%	13.96%	67.91
A2	I'm suspicious that prices go up before to increase the apparent discount	44.33%	26.13%	133	44.97%	27.74%	134.92
A3	It's a great opportunity to save money	36.33%	21.41%	109	37.13%	22.90%	111.4
A4	It lets me buy now for Christmas things at lower prices	26.67%	15.72%	80	24.98%	15.41%	74.93
A5	I end up buying things I don't really need	15.67%	9.23%	47	11.72%	7.23%	35.17
A6	I think Black Friday is bad for the environment	9.00%	5.30%	27	7.02%	4.33%	21.05
A7	I love it - it's exciting finding the bargains	16.00%	9.43%	48	13.67%	8.43%	41.0

## Q1: What do you think of Black Friday?



## Q2

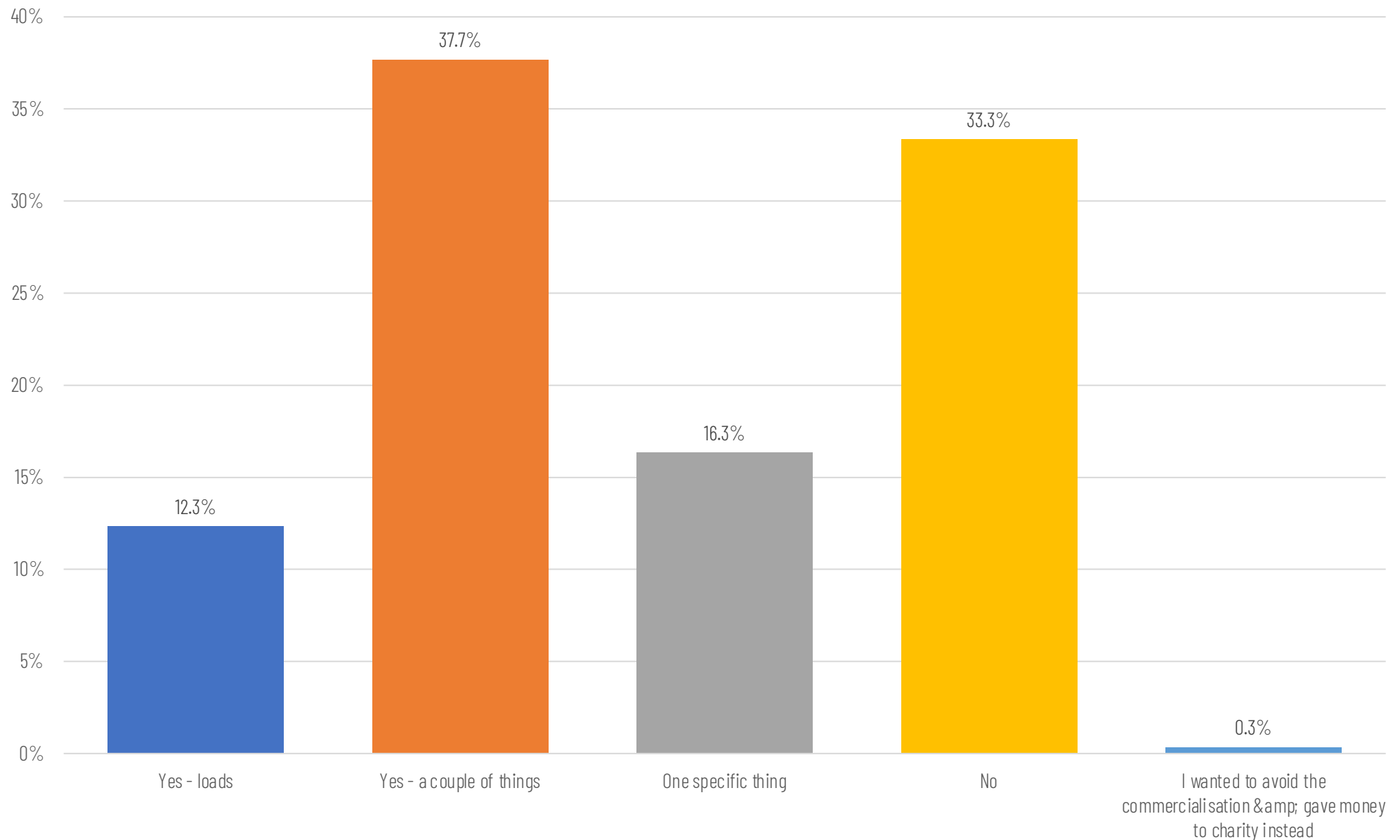
TYPE: SINGLE SELECTION

Did you buy anything on a Black Friday promotion last weekend?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Yes - loads	12.33%	37	10.16%	
A2	Yes - a couple of things	37.67%	113	35.14%	
A3	One specific thing	16.33%	49	17.86%	
A4	No	33.33%	100	36.63%	
A5	I wanted to avoid the commercialisation & gave money to charity instead	0.33%	1	0.21%	

COMPLETES 300

## Q2: Did you buy anything on a Black Friday promotion last week?



## Q3

TYPE: SINGLE SELECTION

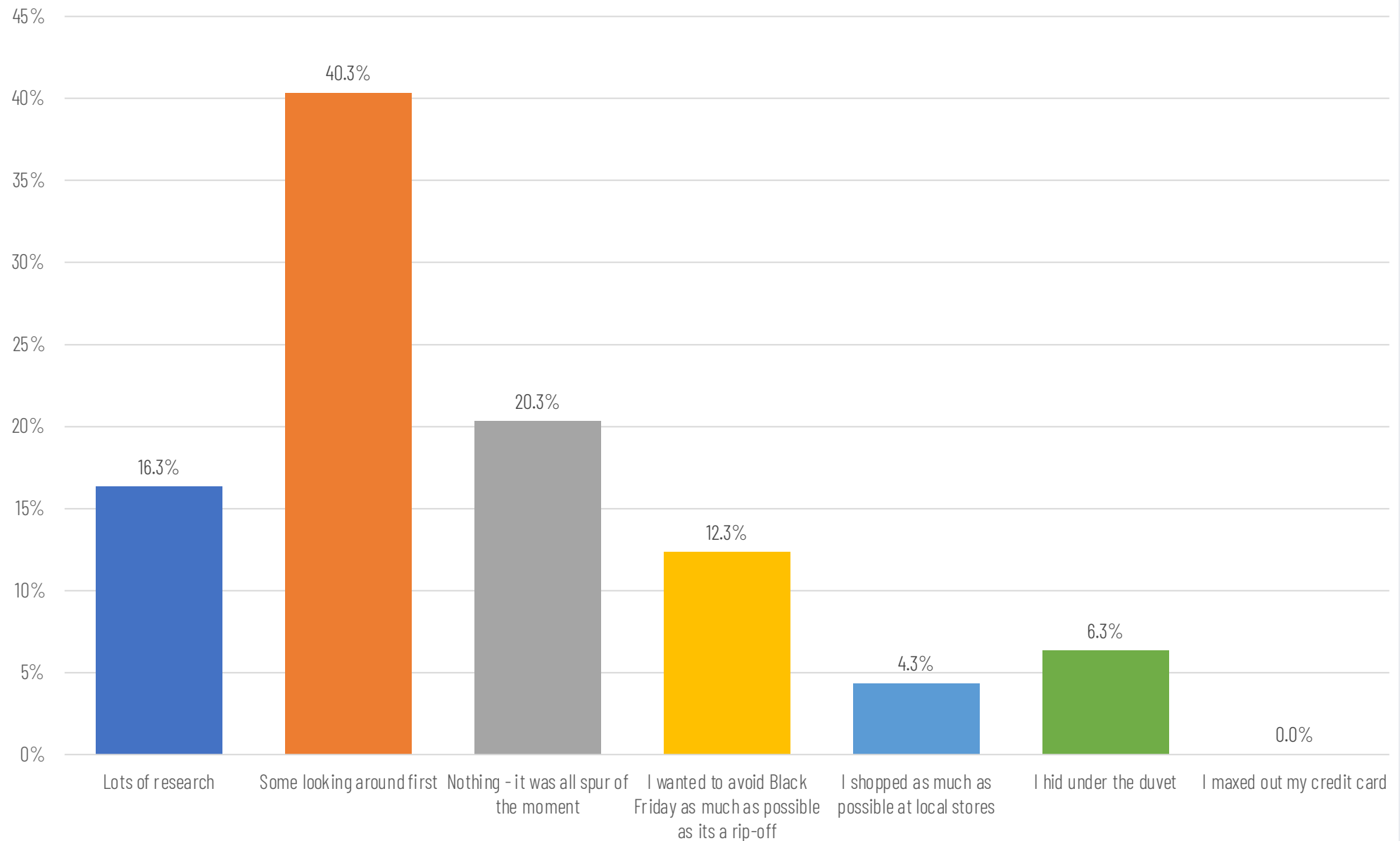
## What did you do to prepare for Black Friday?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Lots of research	16.33%	49	17.61%	
A2	Some looking around first	40.33%	121	38.43%	
A3	Nothing - it was all spur of the moment	20.33%	61	21.21%	
A4	I wanted to avoid Black Friday as much as possible as its a rip-off	12.33%	37	11.49%	
A5	I shopped as much as possible at local stores	4.33%	13	3.00%	
A6	I hid under the duvet	6.33%	19	8.26%	
A7	I maxed out my credit card	0.00%	0		

COMPLETES 300



### Q3: What did you do to prepare for Black Friday?



Q4

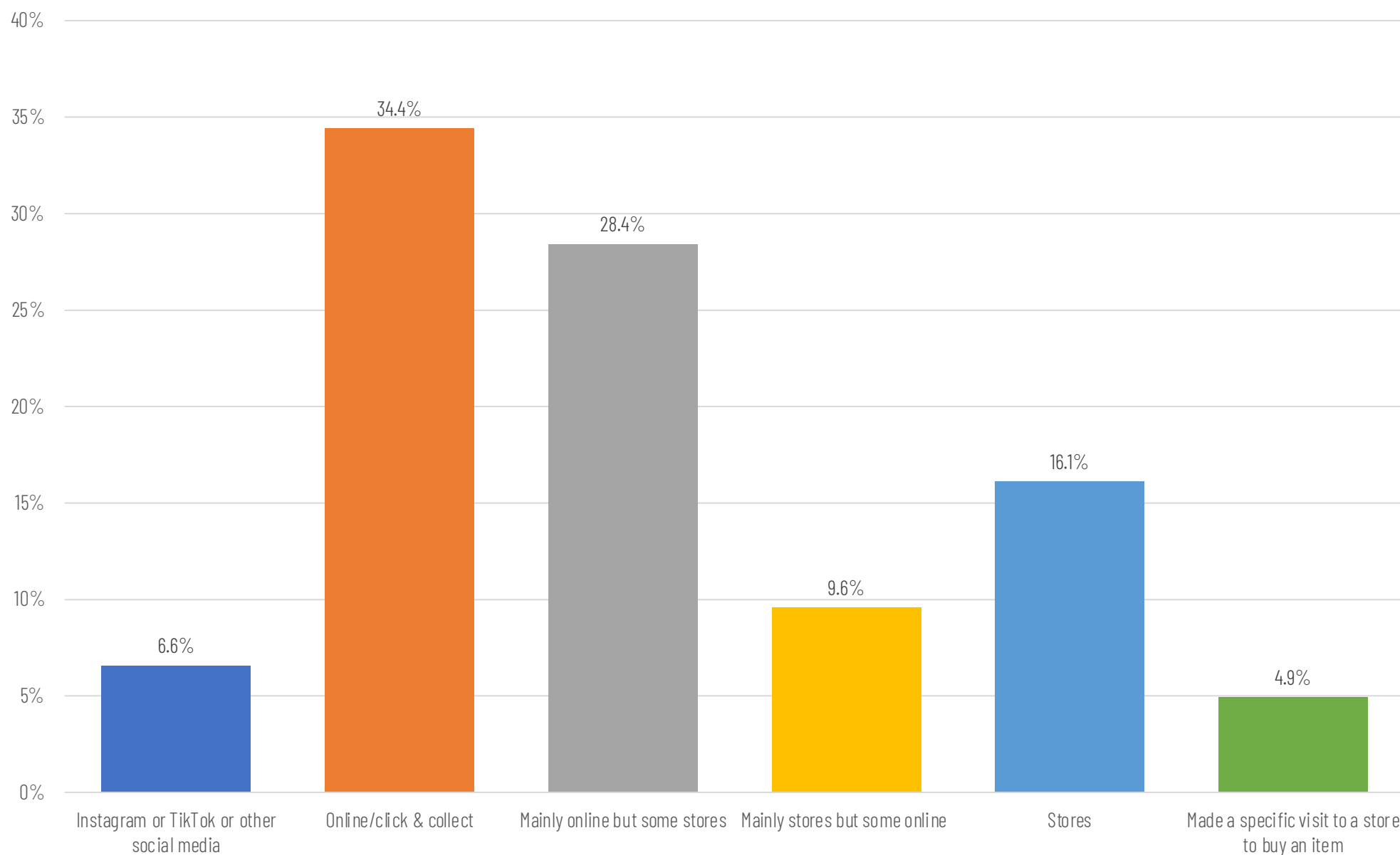
TYPE: MULTIPLE SELECTION

## Where did you shop?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Instagram or TikTok or other social media	8.00%	6.56%	24	5.84%	5.02%	17.52
A2	Online/click & collect	42.00%	34.43%	126	40.57%	34.88%	121.7
A3	Mainly online but some stores	34.67%	28.42%	104	30.99%	26.65%	92.96
A4	Mainly stores but some online	11.67%	9.56%	35	11.29%	9.71%	33.87
A5	Stores	19.67%	16.12%	59	22.55%	19.39%	67.66
A6	Made a specific visit to a store to buy an item	6.00%	4.92%	18	5.05%	4.35%	15.16

COMPLETES 300

## Q4: Where did you shop?



Q5

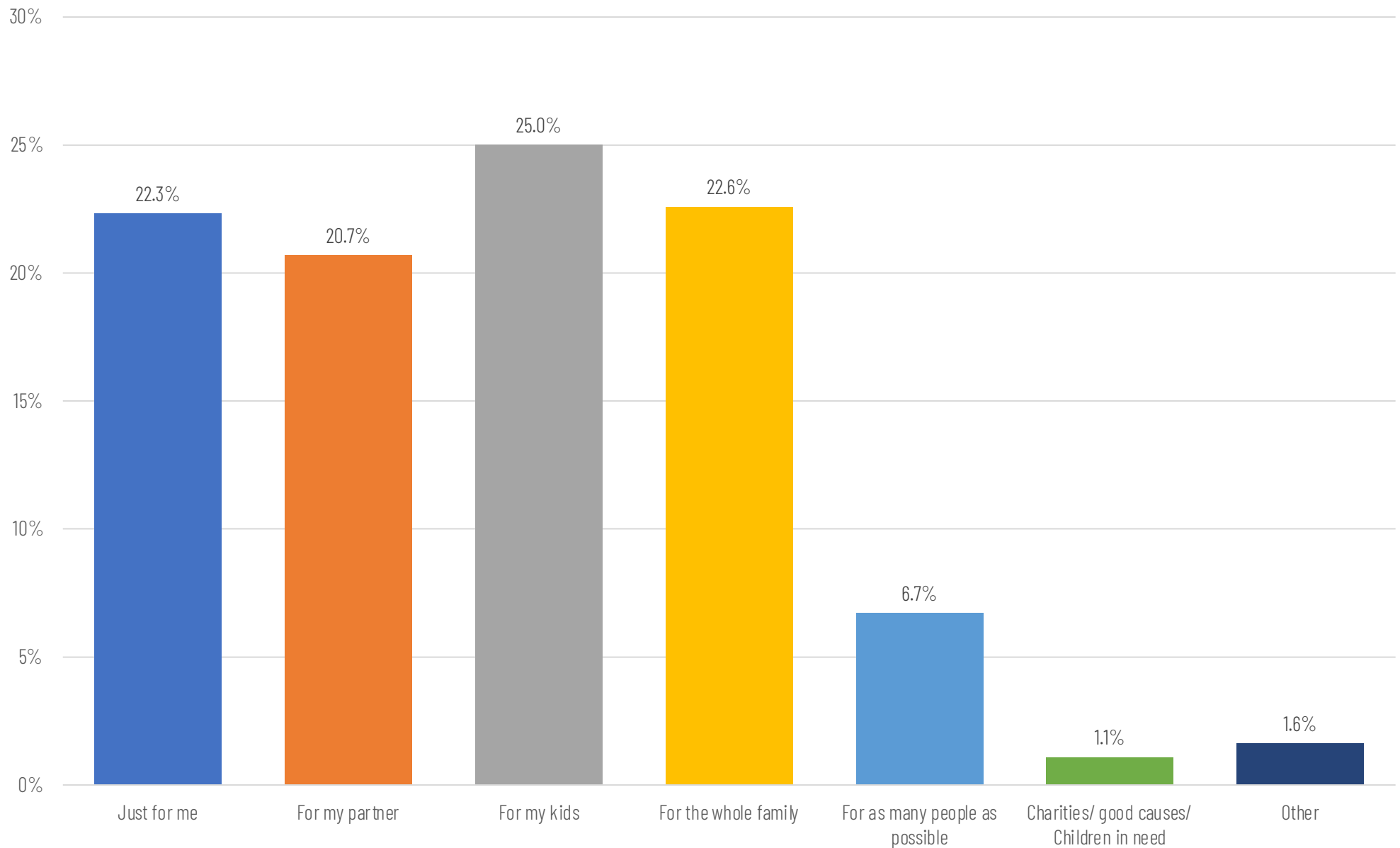
TYPE: MULTIPLE SELECTION

## Who did you buy for?

#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Just for me	27.67%	22.31%	83	27.04%	23.09%	81.12
A2	For my partner	25.67%	20.70%	77	26.43%	22.57%	79.29
A3	For my kids	31.00%	25.00%	93	25.60%	21.86%	76.8
A4	For the whole family	28.00%	22.58%	84	27.73%	23.68%	83.19
A5	For as many people as possible	8.33%	6.72%	25	6.33%	5.41%	19.0
A6	Charities/ good causes/ Children in need	1.33%	1.08%	4	0.86%	0.73%	2.58
A7	Other	2.00%	1.61%	6	3.10%	2.64%	9.29
A8	I didn't buy						
A9	no-one						
A10	Nobody						

COMPLETES 300

## Q5: Who did you buy for?



Q6

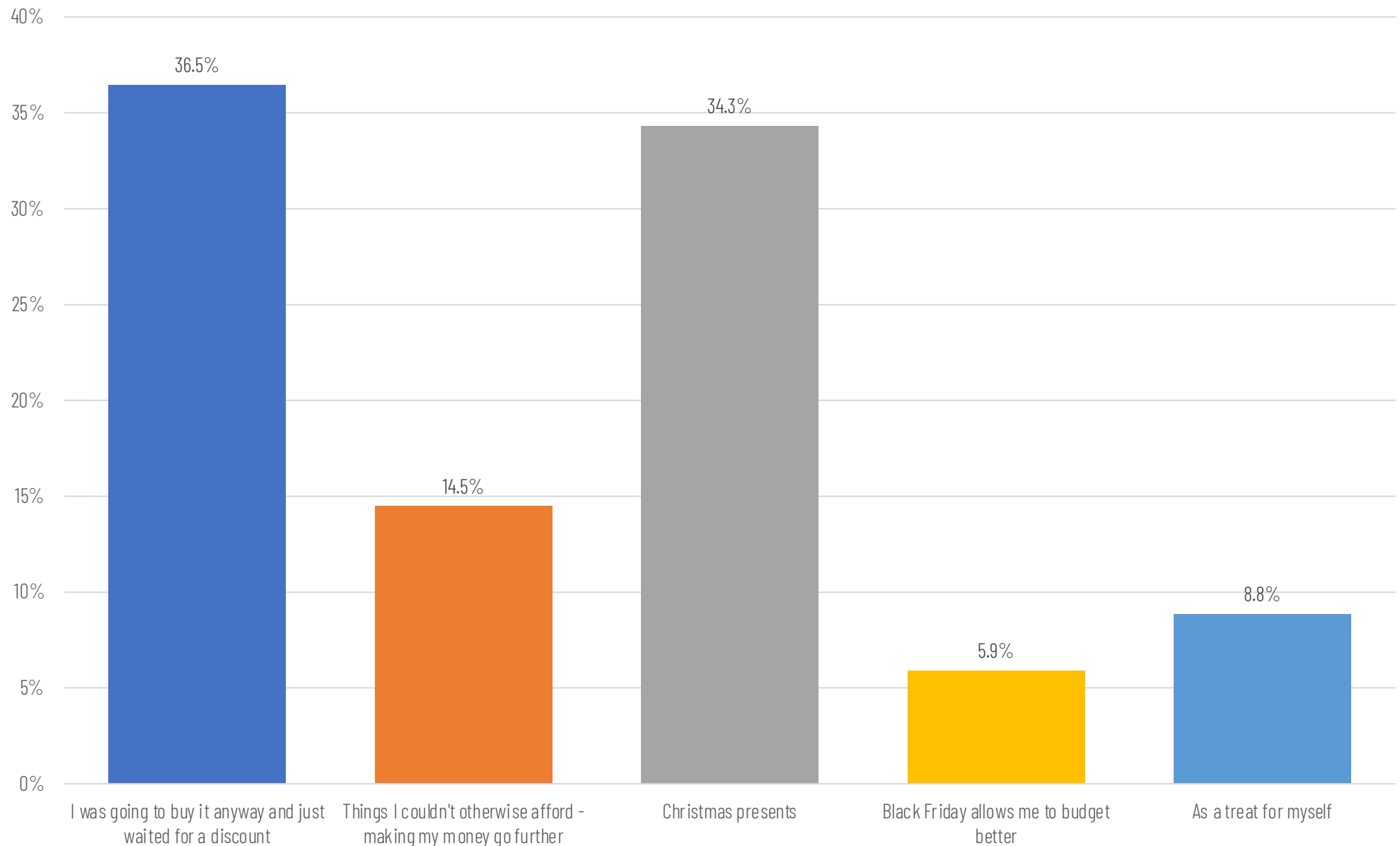
TYPE: MULTIPLE SELECTION

## What were your reasons for buying?

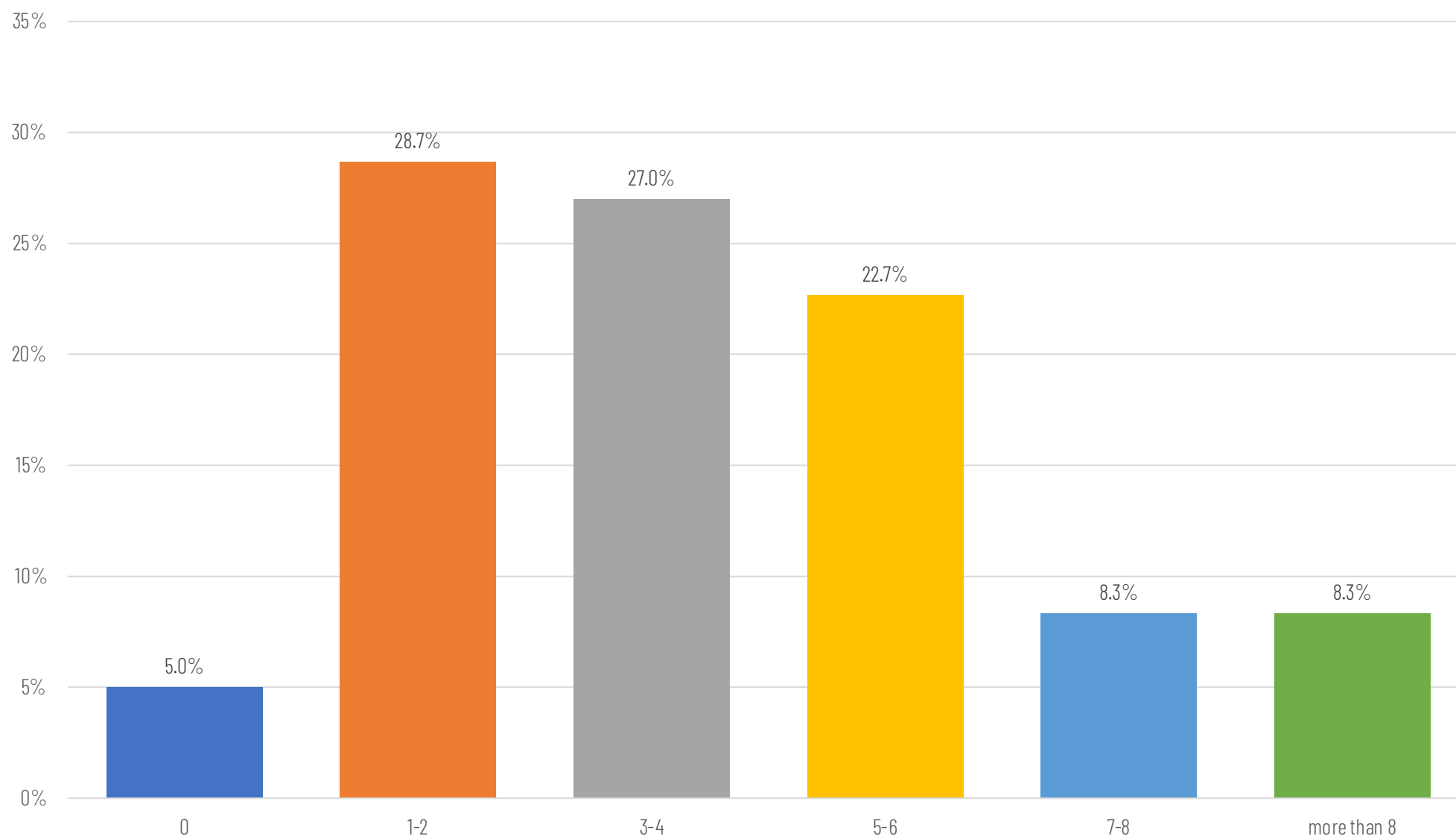
#	ANSWERS	RESPONDENTS(%)	ANSWERS(%)	COUNT	STRATIFIED RESPONDENTS(%)	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	I was going to buy it anyway and just waited for a discount	45.33%	36.46%	136	45.78%	37.86%	137.35
A2	Things I couldn't otherwise afford - making my money go further	18.00%	14.48%	54	15.09%	12.48%	45.27
A3	Christmas presents	42.67%	34.32%	128	41.16%	34.04%	123.49
A4	Black Friday allows me to budget better	7.33%	5.90%	22	7.25%	5.99%	21.75
A5	As a treat for myself	11.00%	8.85%	33	11.64%	9.62%	34.91

COMPLETES 300

## Q6: What were your reasons for buying?

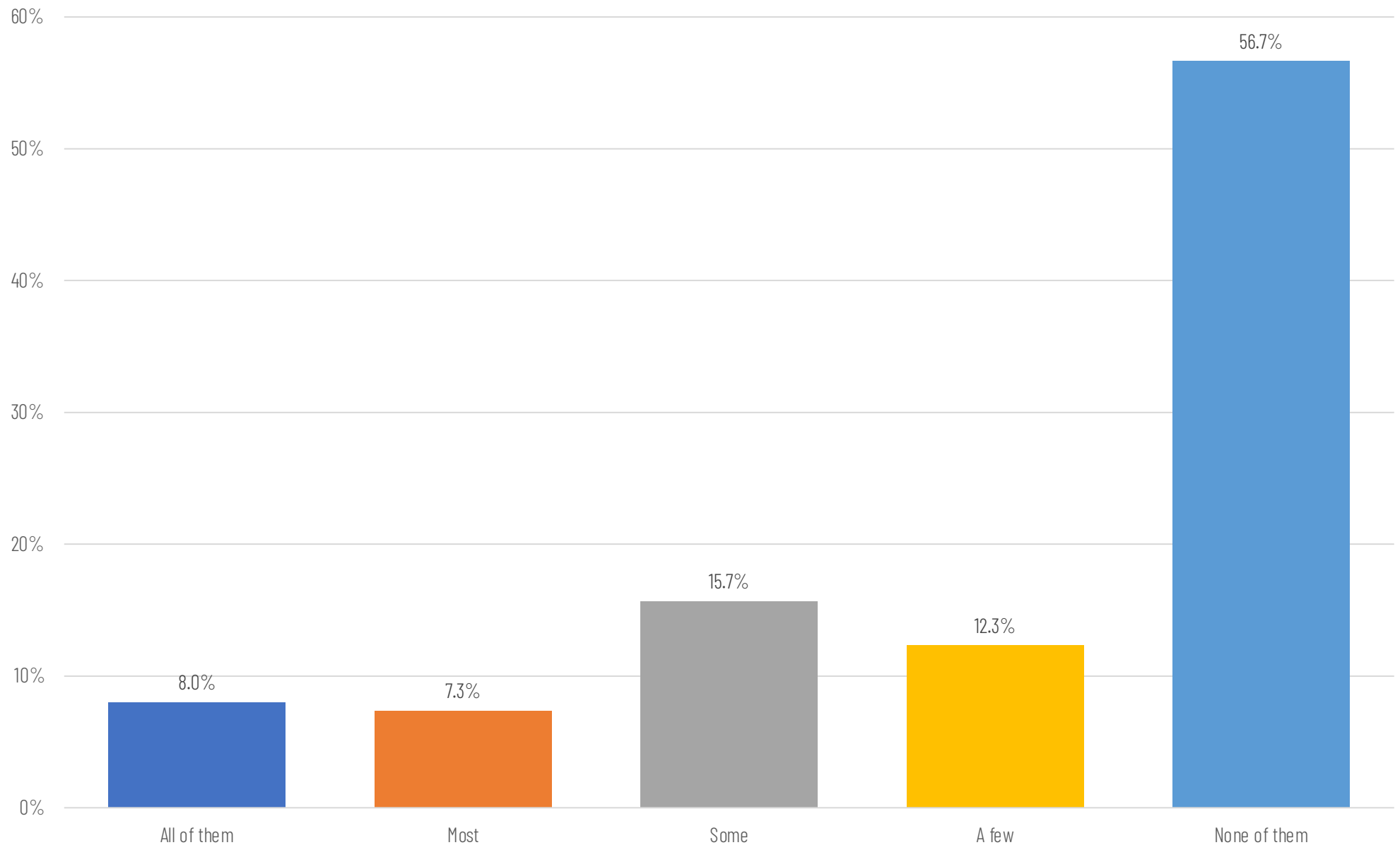


## Q7: How many home deliveries (exc groceries) do you expect a week between now and Christmas?





## Q8: How many Black Friday purchases do you expect to return?



Q9

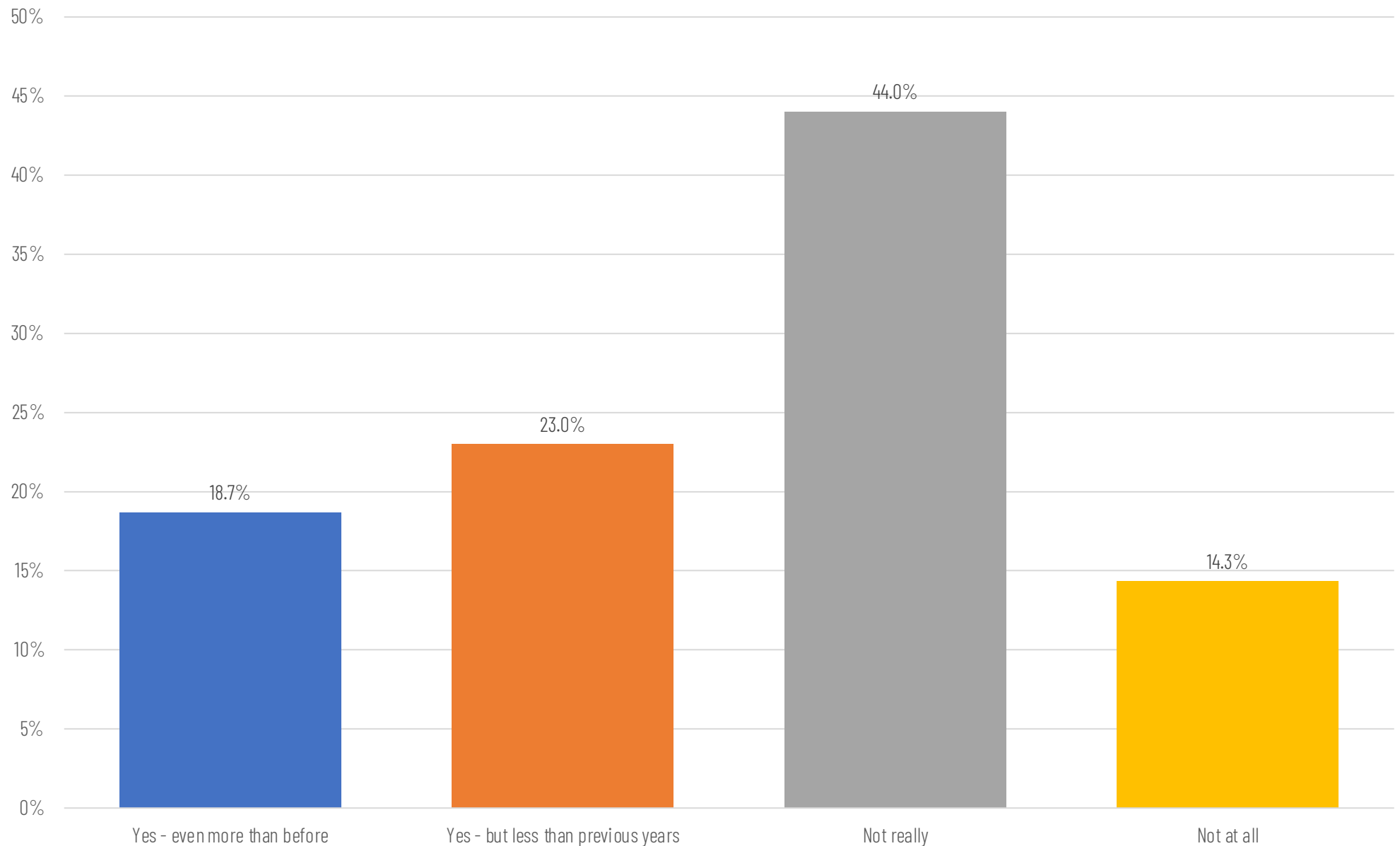
TYPE: SINGLE SELECTION

## Is Black Friday important to you?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Yes - even more than before	18.67%	56	16.92%	
A2	Yes - but less than previous years	23.00%	69	20.38%	
A3	Not really	44.00%	132	45.60%	
A4	Not at all	14.33%	43	17.10%	

COMPLETES 300

## Q9: Is Black Friday important to you?



## Q10

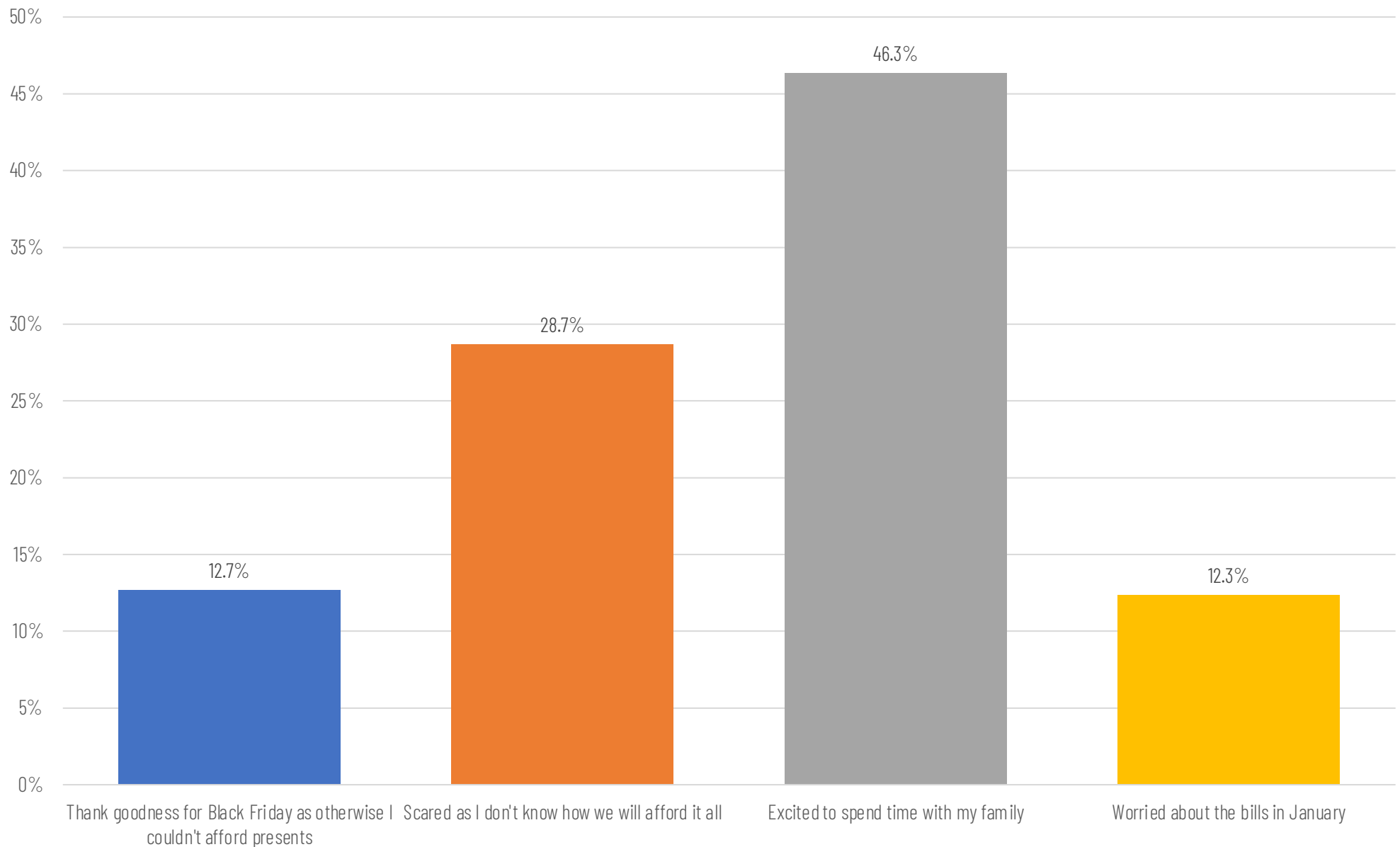
TYPE: SINGLE SELECTION

## How are you feeling about Christmas this year?

#	ANSWERS	ANSWERS(%)	COUNT	STRATIFIED ANSWERS(%)	STRATIFIED COUNT
A1	Thank goodness for Black Friday as otherwise I couldn't afford presents	12.67%	38	12.17%	
A2	Scared as I don't know how we will afford it all	28.67%	86	24.51%	
A3	Excited to spend time with my family	46.33%	139	47.98%	
A4	Worried about the bills in January	12.33%	37	15.35%	

COMPLETES 300

## Q10: How are you feeling about Christmas this year?



# Demographics

Total responses

300

Age groups

16 - 17 (1.33%), 18 - 24 (19.33%), 25 - 34 (23.67%), 35 - 44 (29.67%), 45 - 54 (13.67%), > 54 (12.33%)

Country

United Kingdom

Gender

Female (60.0%), Male (40.0%)

Residential Postal Code

KY4 8JE GB,FK2 0SU GB,ST2 8HX GB,IG11 7UF GB,WN7 5JZ GB,HU7 4LW GB,EN3 6RE GB,DN16 1AA GB,BS31 2PT GB,18414 US,HA8 0EA

GB,S13 8FX GB,BN25 1RY GB,B34 6DA  
GB,NG17 2AA GB,BS14 8AP GB,E3 3EE GB,CW9  
7EN GB,RM8 3JL GB,B9 5NX GB,BA2 5AA  
GB,BS32 9BH GB,BD4 0ER GB,DY2 0TX GB,RG2  
0AN GB,LE5 5FT GB

Thank you

Prospero Commerce

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