

BLACK FRIDAY IS GAINING TRACTION IN THE UK

THE FOCUS FOR SHOPPERS IS ON GIFTING AND GETTING THE LATEST TECHNOLOGY



3 IN 5 ARE PLANNING TO BUY SOMETHING



81% ARE AWARE OF BLACK FRIDAY

68%  ARE PLANNING TO BUY PRIMARILY ONLINE

 **32%** ARE PLANNING TO BUY PRIMARILY IN STORE

 **13%** Fashion & clothing

 **11%** Books

 **10%** Toys

 **8%** Shoes & accessories

 **11%** Tablet/laptop/e-reader

 **7%** TV / HiFi

 **9%** Smartphone/mobile

 **7%** Games consoles

 **6%** Christmas decorations

Future Thinking asked 2,300 shoppers what their plans are for Black Friday 2014.

For more information on Shopper Behaviour, Path to Purchase or our annual Shopper Barometer, please contact Noreen Kinsey, Head of Shopper Insights.

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Data courtesy of Future Thinking and Toluna

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Toluna
In touch with people

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