

2023 Christmas Survey

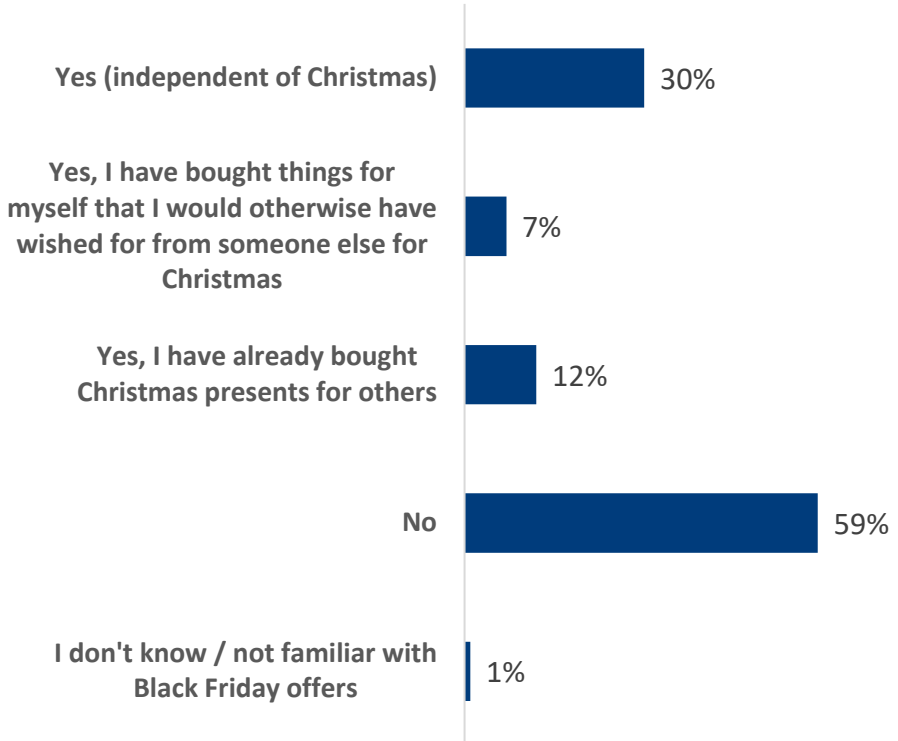
BLACK FRIDAY AND XMAS

**How Black Friday slows down the
Christmas shopping season**



2023 Christmas Survey

Did you consciously buy Black Friday deals this year?



Interested in
sub group
analyses?



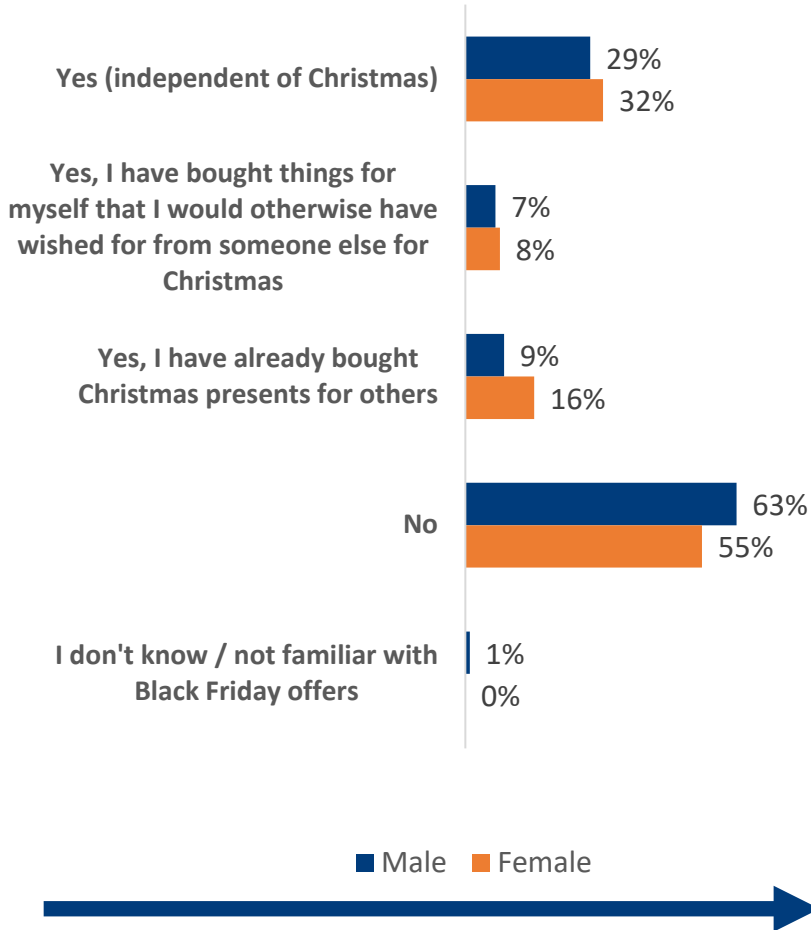
(multiple answers possible)

N = 1,206



2023 Christmas Survey

Did you consciously buy Black Friday deals this year?

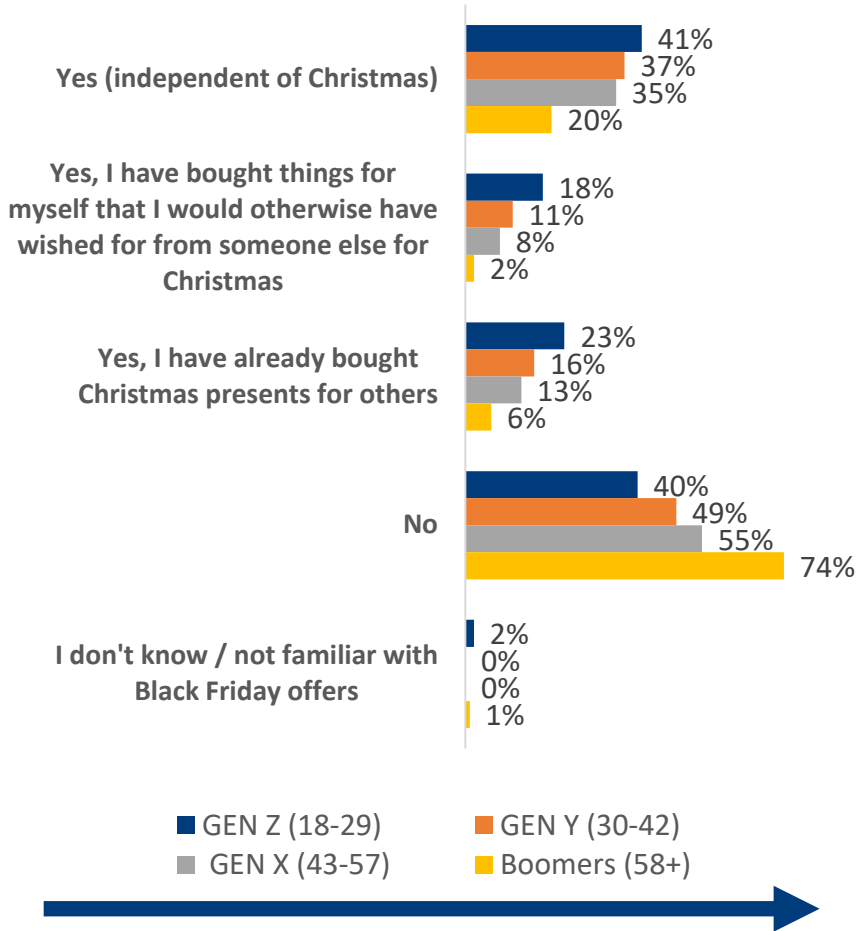


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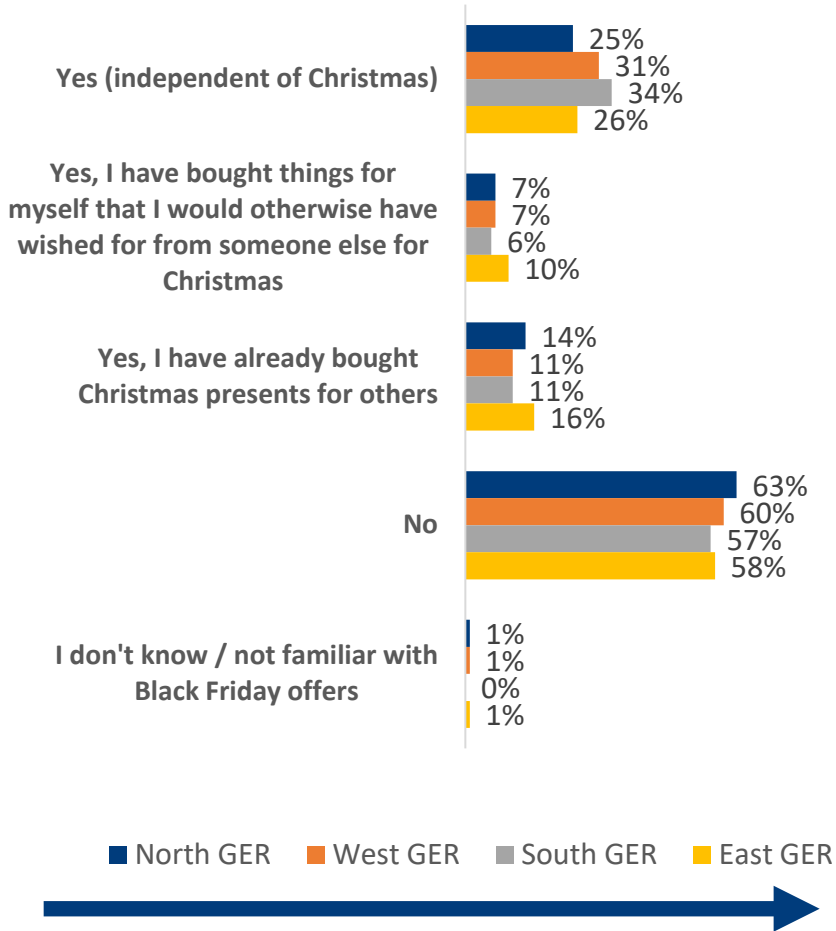
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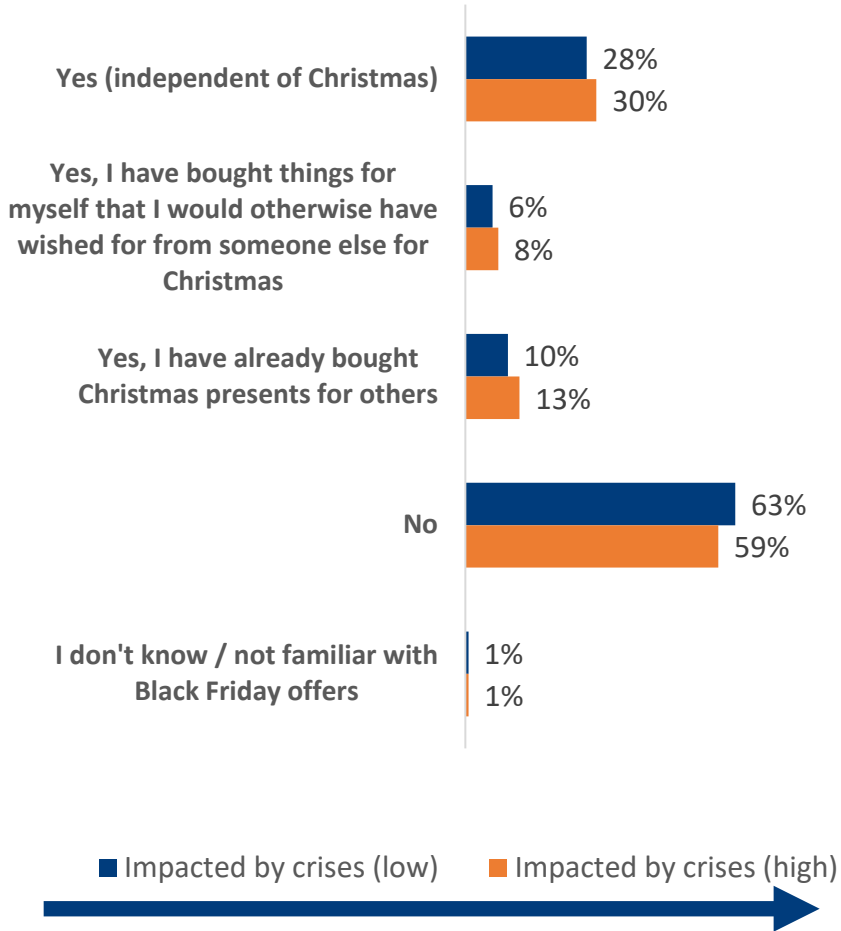
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