

**Source: Gift Card Granny's Black Friday Cyber Monday Survey For 2018**

**Collection Period: 10/17/18 - 11/11/18**

**Respondents: 188**

**Q1. Will you make at least one purchase on Black Friday of this year?**

Yes	81.4%
No	18.6%
Total	100%

**Q2. Did you make a purchase on Black Friday in 2017?**

Yes	68.6%
No	31.4%
Total	100%

**Q3. Where do you prefer to make a purchase on Black Friday?**

In-store	13.3%
Online	50.0%
Both	36.7%
Total	100%

**Q4. Did you make an online purchase on Cyber Monday in 2017?**

Yes	54.3%
No	45.7%
Total	100%

**Q5. Based on previous years, do you prefer Black Friday deals or Cyber Monday deals?**

Black Friday	47.9%
Cyber Monday	31.4%
Neither	20.7%
Total	100%

**Q6. Have you ever purchased a discount gift card?**

Yes	56.4%
No	43.6%
Total	100%

**Q7. Are you going to give a gift card as a gift this holiday season?**

Yes	79.3%
No	20.7%
Total	100%

**Q8. If you receive a gift card as a gift this holiday season, how will you feel?**

Disappointed	0.5%
Indifferent	8.5%
Happy	50.5%
Thrilled	40.4%
Total	100%

**Q9. Have you ever sent an electronic gift card as a gift?**

Yes	50%
No	50%
Total	100%

**Q10. Would you consider sending an electronic gift card as a gift this holiday season?**

Yes	67.6%
No	32.5%
Total	100%

**Q11. Do you mail or ship gifts during the holidays?**

Yes	59.0%
No	41.0%
Total	100%

**Q12. How many gifts do you plan to ship (USPS, FedEx, UPS, etc) this holiday season?**

1 - 3	55.0%
4 - 6	29.7%
7 - 9	7.2%
10+	8.1%
Total	100%

**Q13. Your age:**

18 - 24	7.0%
25 - 34	18.7%
35 - 44	21.4%
45 - 54	23.5%
55 - 64	20.3%
65+	9.1%
Total	100%

**Q14. Your gender:**

Male	12.3%
Female	86.6%
Choose not to identify	1.1%
Total	100%