

Black Friday Statistics 2022:

A consumer advocacy website and review platform, [PissedConsumer.com](https://www.pissedconsumer.com), has conducted a survey among 500 US consumers between Oct. 5 - 19, 2022.

The survey aimed at finding out consumers' preferences for Black Friday shopping this year and uncovering the factors that impact consumers' purchase decisions.

Below are the key findings and graphics based on consumer responses to the survey.

Key Black Friday Statistics

→ 62.4% won't be shopping on Black Friday this year.

→ 5.9% replied that they used to shop on Black Friday before but not this year.

→ 9% reported that they won't shop this year because of inflation.

→ 61.3% say they find the best deals via online ads and websites.

→ 84.6% read reviews before shopping on Black Friday.

→ 81.8% say negative reviews impact their purchase decisions.

→ 37.2% plan to spend between \$100-500 on purchases this year.

→ 11.5% plan to spend more than \$1,000 on Black Friday shopping.

→ 17.9% plan to shop in-store.

→ 37.2% of consumers will shop online.

→ 44.9% plan to shop both online and in-store.

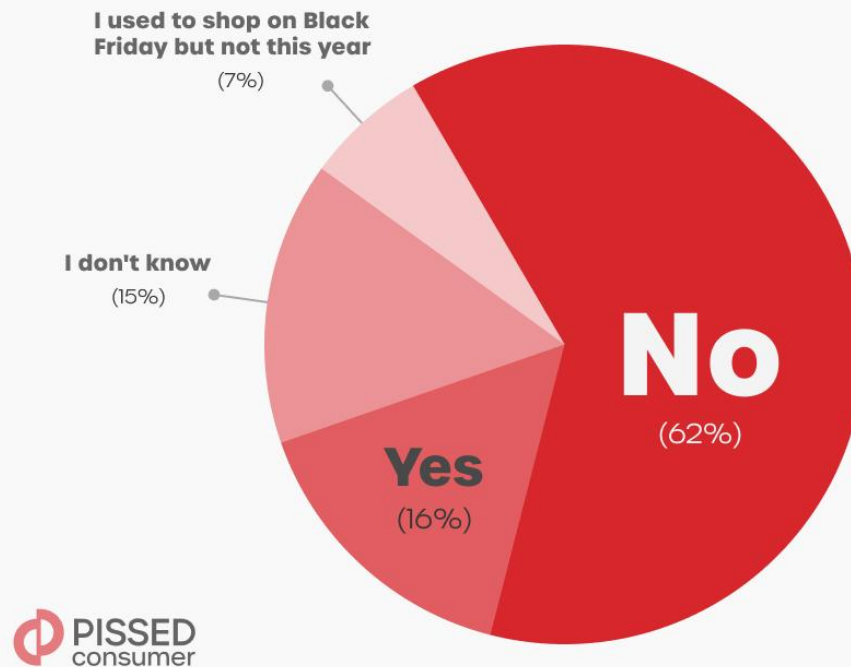
→ 8.8% want to buy TVs or iPad.

→ 42.3% say a discount of 25-50% impacts their decision to make a purchase

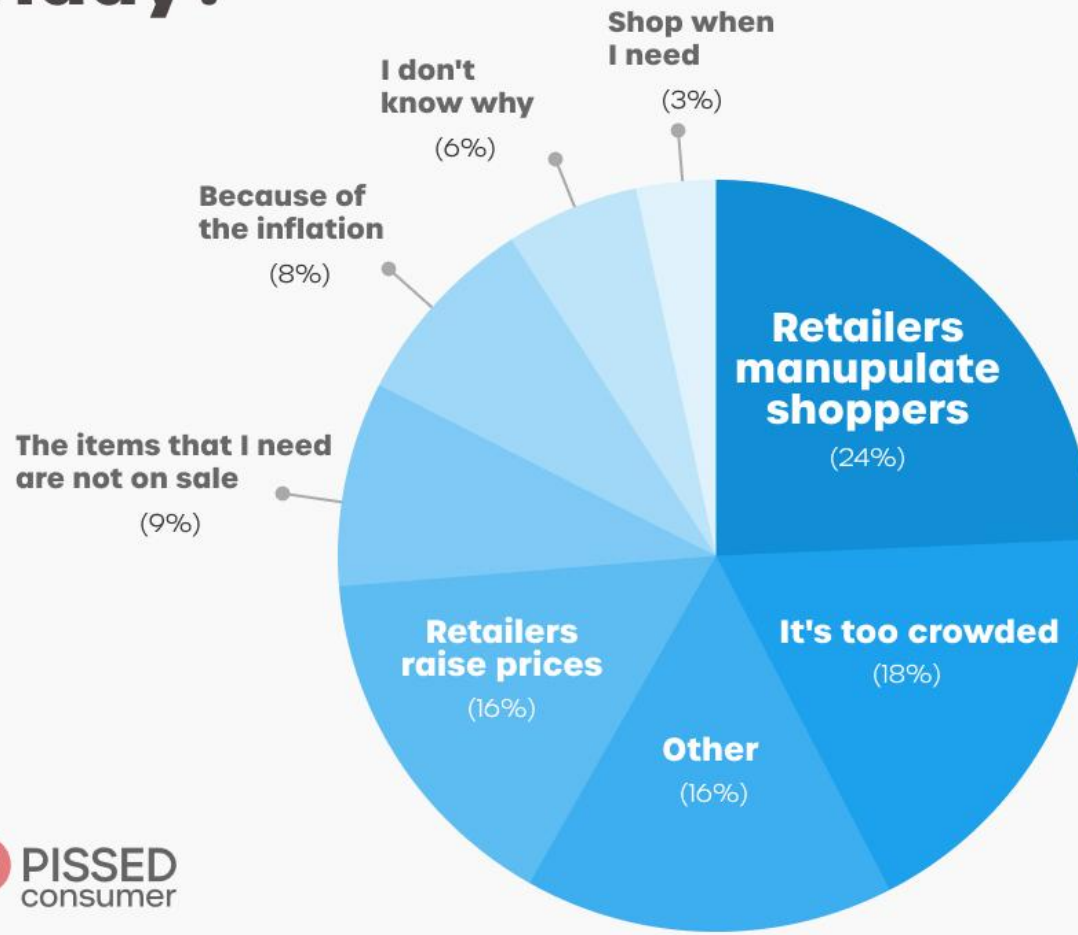
Graphic Overview for the Black Friday Survey

Consumers' responses to particular questions in 11 comprehensive graphics below.

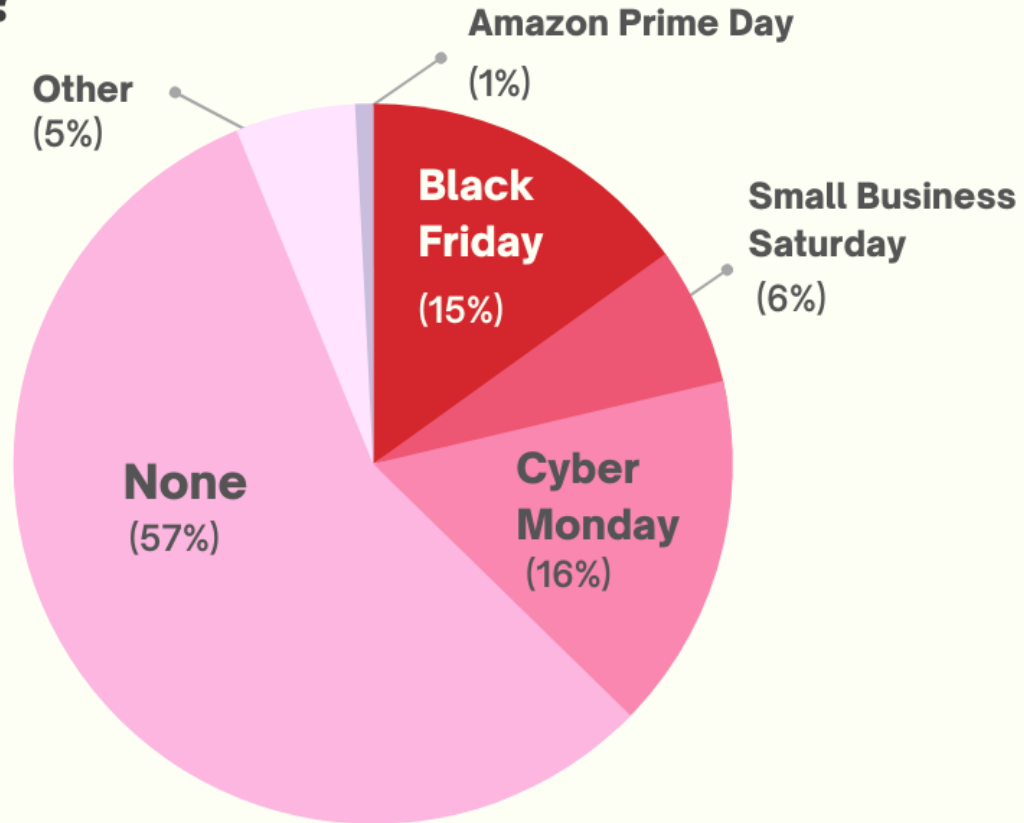
Do you plan to shop on Black Friday this year?



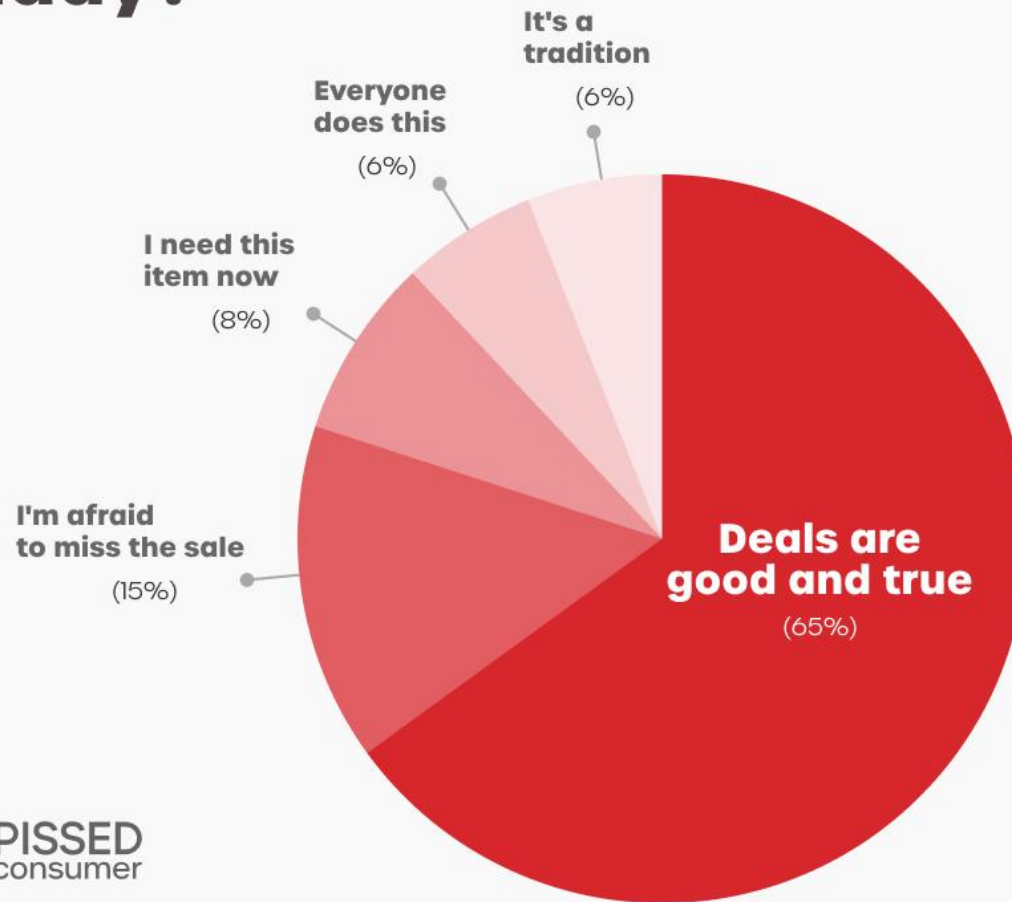
Why don't you shop on Black Friday?



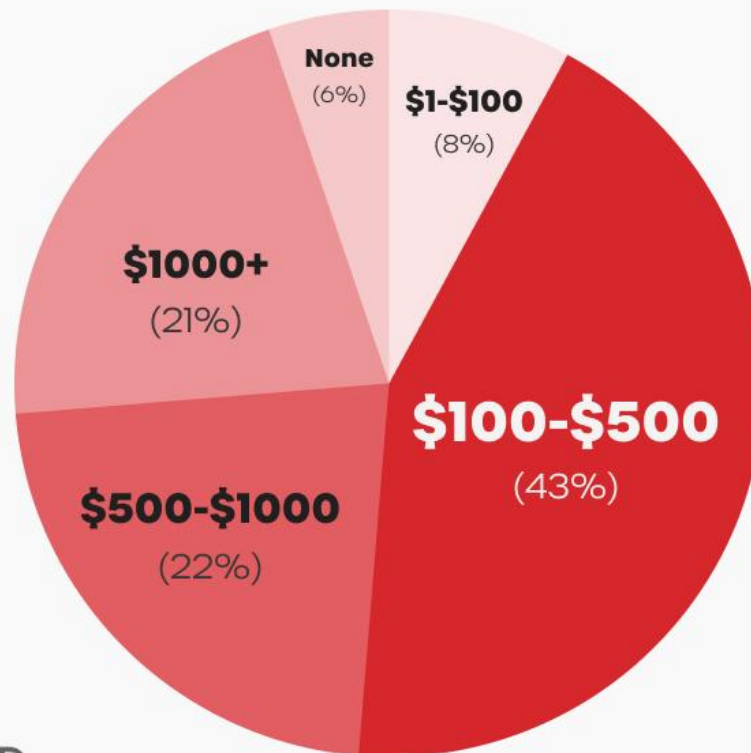
What's your favorite event for holiday shopping?



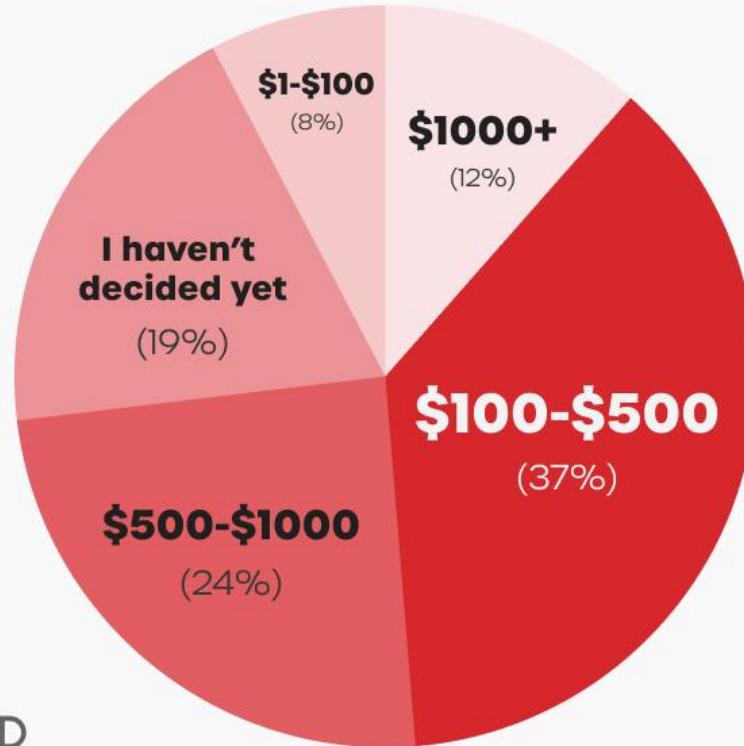
Why do you shop on Black Friday?



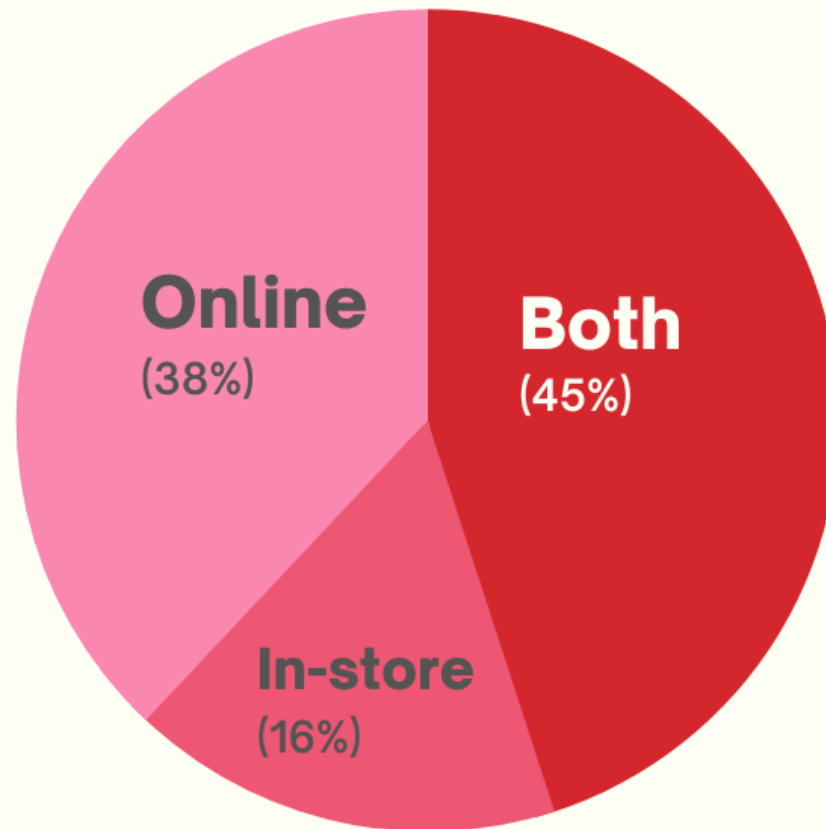
How much did you spend on Black Friday last year?



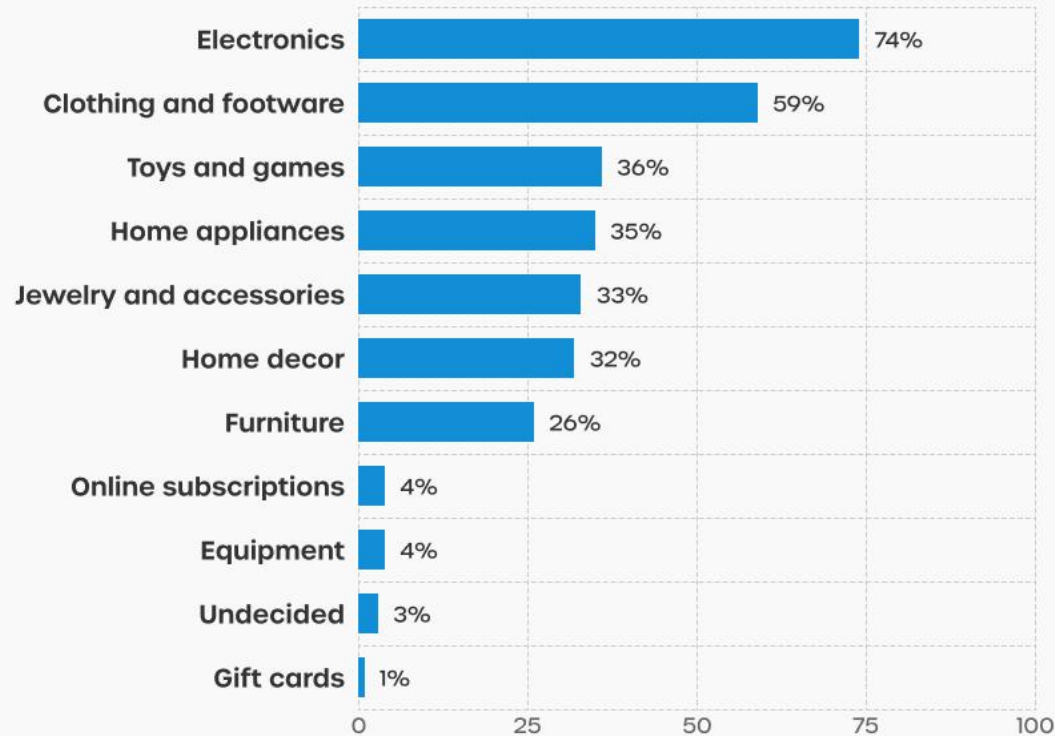
How much do you plan to spend on Black Friday this year?



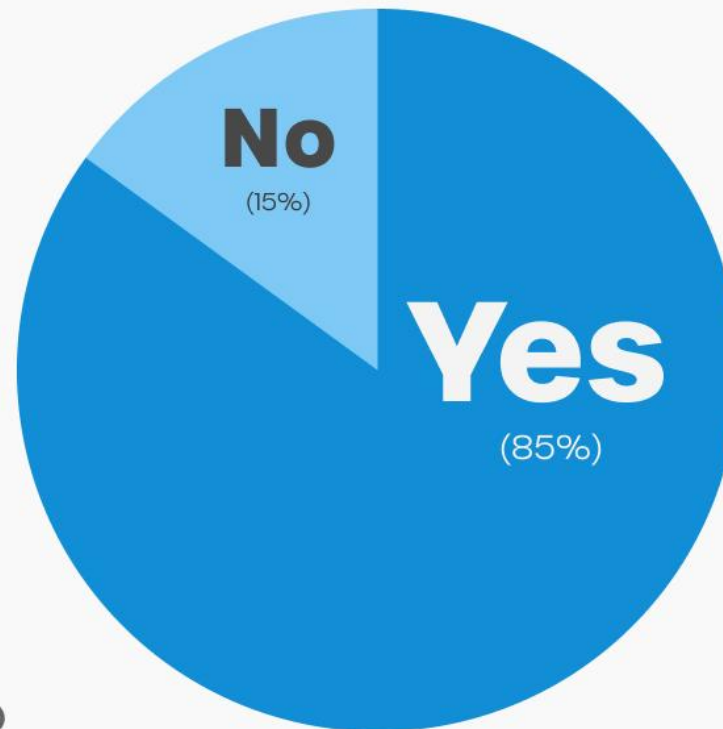
How do you plan to shop?



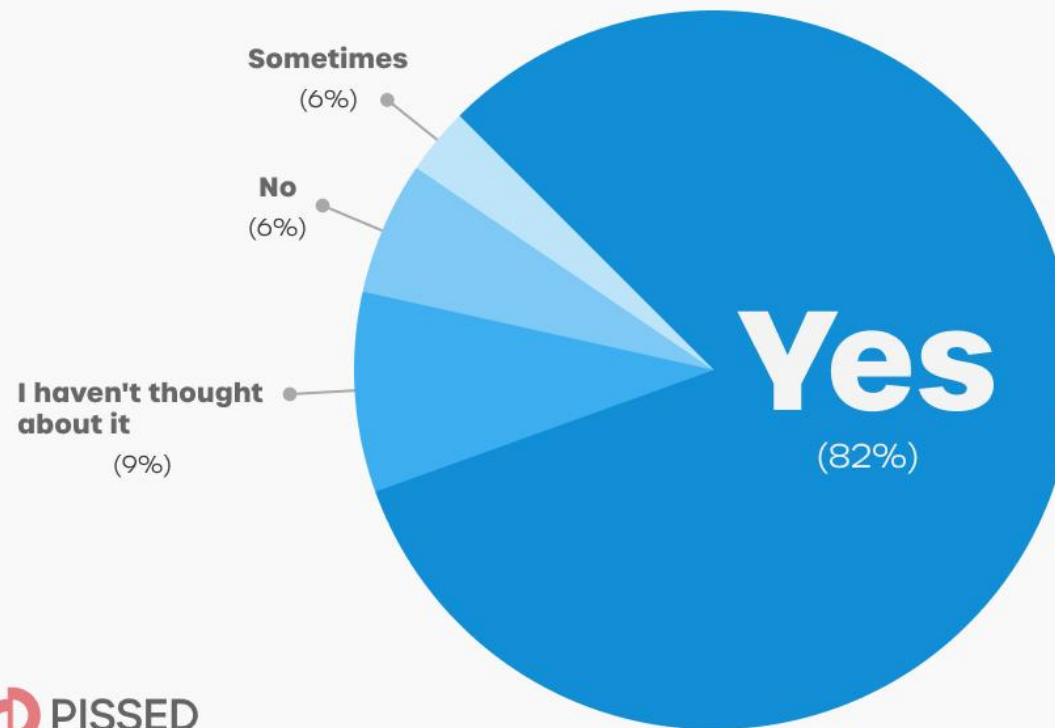
What type of products do you plan to shop at on Black Friday?



Do you read online reviews before shopping on Black Friday?



Can negative reviews impact your shopping decision?



What review website do you use?

