

HOLIDAY SHOPPING

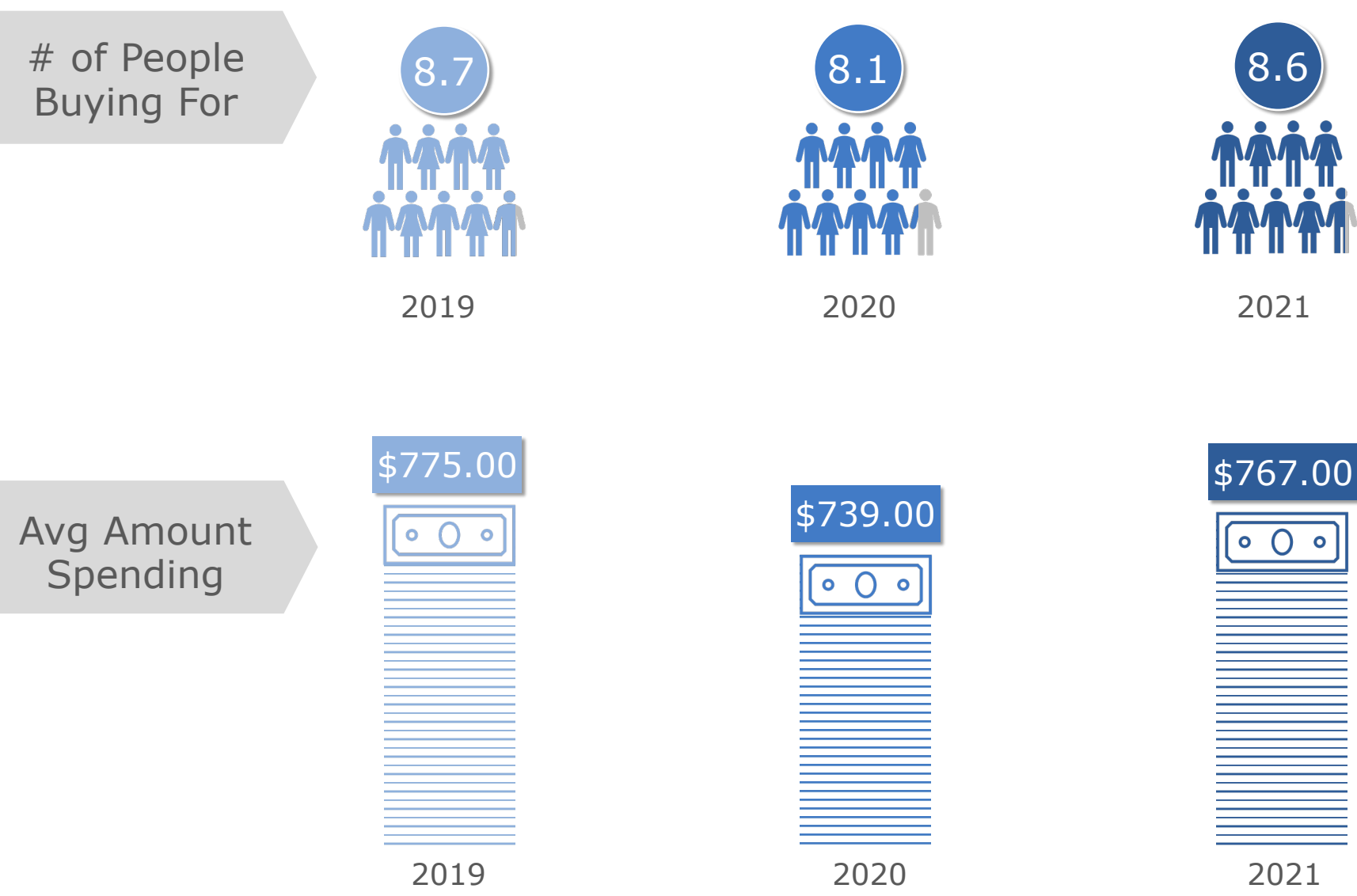
during COVID-19

This week's insights were collected Friday, September 17 – Monday, September 20, 2021, among a general population of n=317 U.S. consumers age 21+ who are purchasing gifts during the 2021 holidays. Some results are compared to last year's study conducted Friday, November 13 – Sunday, November 15, 2020, among a general population of n=300 U.S. consumers age 21+ who were purchasing gifts during the 2020 holidays.

A Return To In Store Black Friday Shopping
 2021 holiday gifting shows a potential return to pre-COVID behaviors. Number of gift recipients and spend is closer to 2019 and there is a shift from online only shopping to both online and in store shopping on Black Friday. In 2020 many shifted their shopping to earlier than the previous year, this year there are concerns over out-of-stock items and another, but smaller, shift to shopping earlier. Many still hold concerns over exposure to COVID-19 while shopping in person.

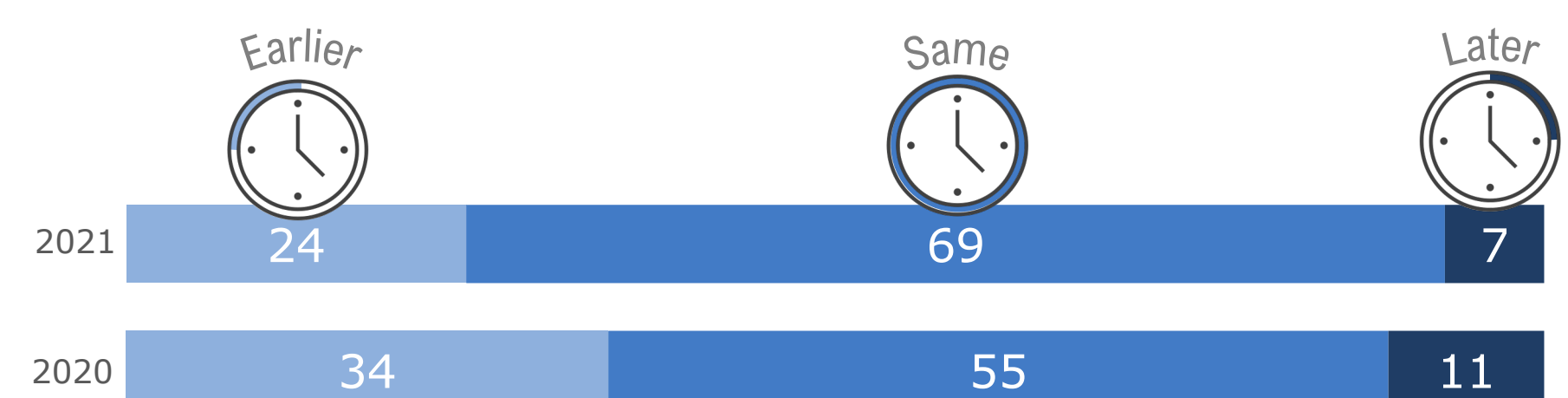
Gift Giving

Average of Gift Givers



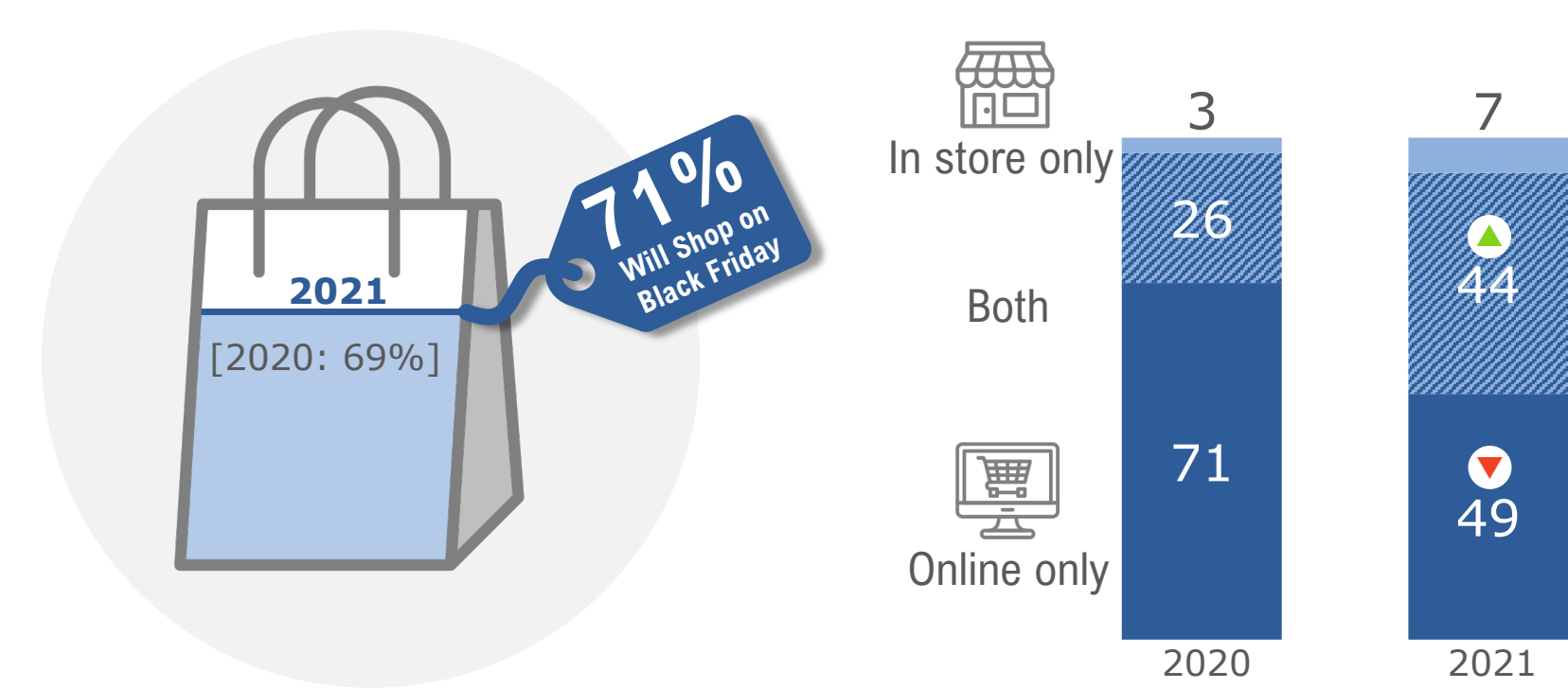
Timing Compared to Last Year

% of Gift Givers



Black Friday Shopping

% of Gift Givers



Attitudes Towards Gift Shopping

% of Gift Givers



2021 Base: Total (n=317)
 QP1: For how many people did you buy gifts (family and/or friends/coworkers) for the holidays (Christmas and/or Hanukkah) last year, in 2020?
 QP2: For how many people will you buy gifts (family and/or friends/coworkers) for the holidays (Christmas and/or Hanukkah) this year 2021?
 QP3: Roughly how much did you spend on gifts for Christmas and/or Hanukkah gifts last year, in 2020?
 QP4: Roughly how much do you think you will spend on Christmas and/or Hanukkah gifts this year, in 2021?
 QP7: How will you shop on Black Friday, the day after Thanksgiving?
 QP8: How will the timing of your holiday gift shopping look this year compared to last year? Will you shop...
 QP9: Please read each of the following statements and indicate if it is true or false.
 2020 Base: Total (n=300)
 Q1: For how many people did you buy gifts (family and/or friends/coworkers) for the holidays (Christmas and/or Hanukkah) last year, in 2019?
 Q3: Roughly how much did you spend on gifts for Christmas and/or Hanukkah last year, in 2019?
 Q7: How will you shop on Black Friday, the day after Thanksgiving?
 Q8: How will the timing of your holiday gift shopping look this year compared to last year? Will you shop...