

HOLIDAY SHOPPING 2020

During the COVID-19 Pandemic



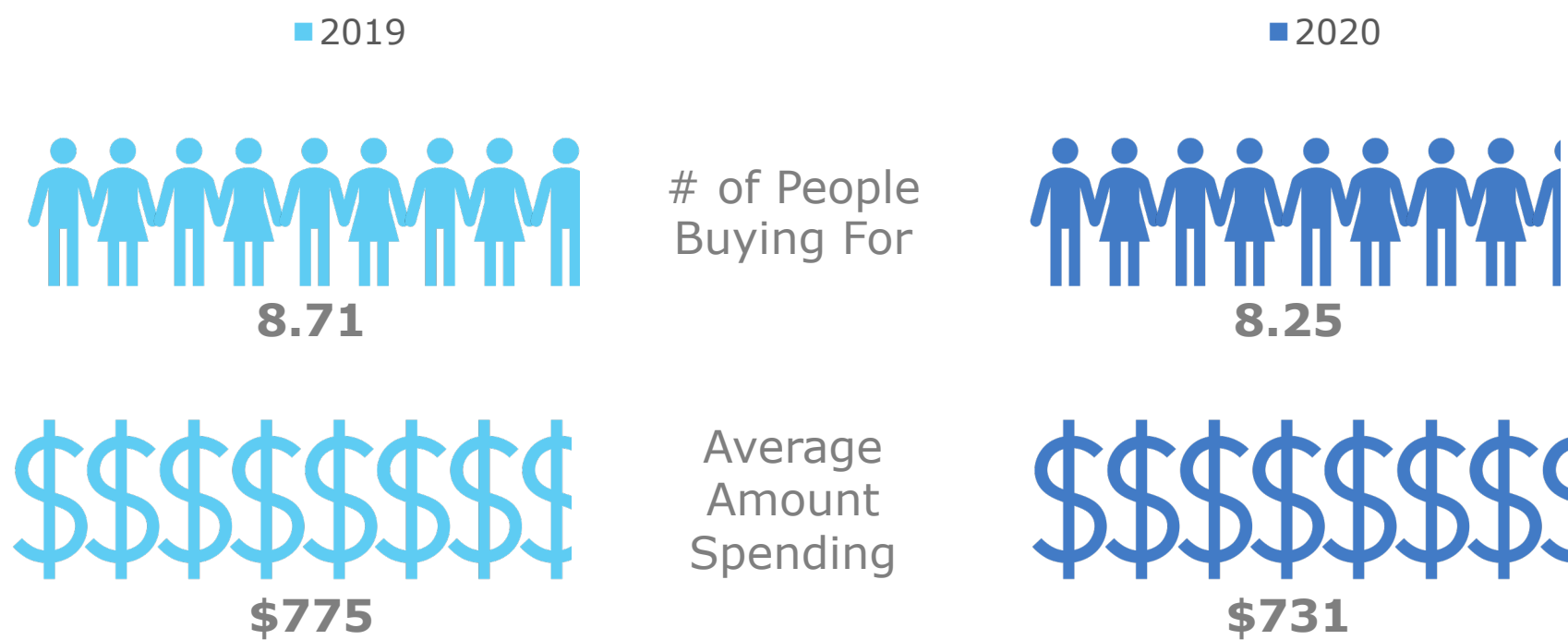
This week's insights were collected Friday, November 13 – Sunday, November 15 among a general population of n=300 U.S. consumers age 21+ who purchase gifts during the holidays.

Online Shopping Will See a Boost for 2020 Holiday Gifts

While the number of people shopping for and anticipated spending amounts are largely similar to last year, shopping behavior is likely to be a bit different. Many people will shift their shopping tactic from brick & mortar to online in 2020. Black Friday will see significant online shopping, with many planning to get their holiday shopping done earlier this year compared to last.

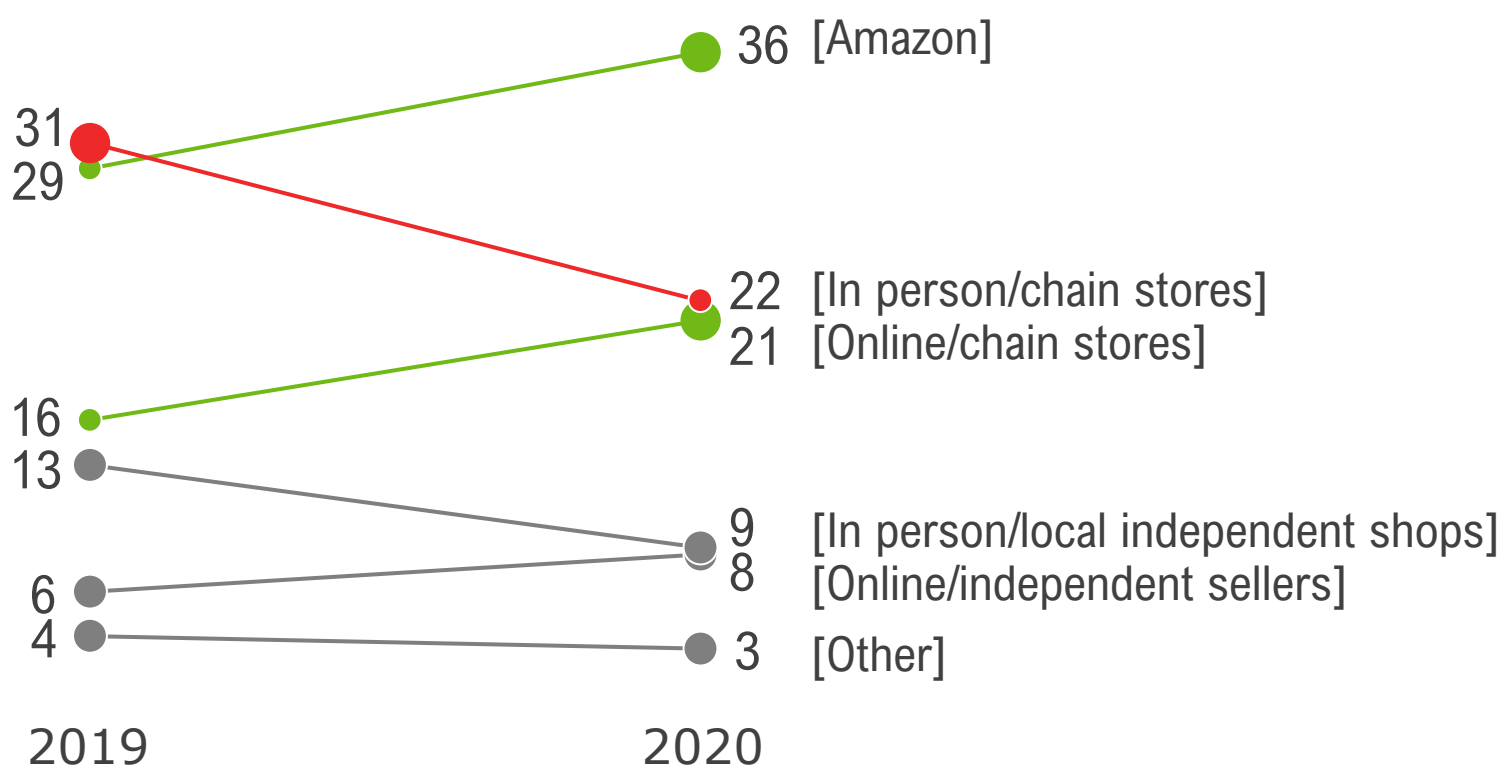
Gift Giving

Average of Total Respondents



Proportion of Spending by Store Type

% of Total Respondents



Black Friday Shopping 2020

% of Total Respondents



Timing Compared to Last Year

% of Total Respondents



Base: Total (n=300)
 Q1: For how many people did you buy gifts (family and/or friends/coworkers) for the holidays (Christmas and/or Hannukah) last year, in 2019?
 Q2: For how many people will you buy gifts (family and/or friends/coworkers) for the holidays (Christmas and/or Hannukah) this year (2020)?
 Q3: Roughly how much did you spend on gifts for Christmas and/or Hannukah last year, in 2019?
 Q4: What proportion (%) of your spending on holiday gifts last year (2019) was conducted...?
 Q5: Roughly how much do you think you will spend on Christmas and/or Hannukah gifts this year (2020)?
 Q6: What proportion (%) of your spending on holiday gifts this year do you think will be conducted...?
 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...