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# Home Retail Consumer Monitor



## Methodology

N = 729

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MOE  $\pm$  3.63%

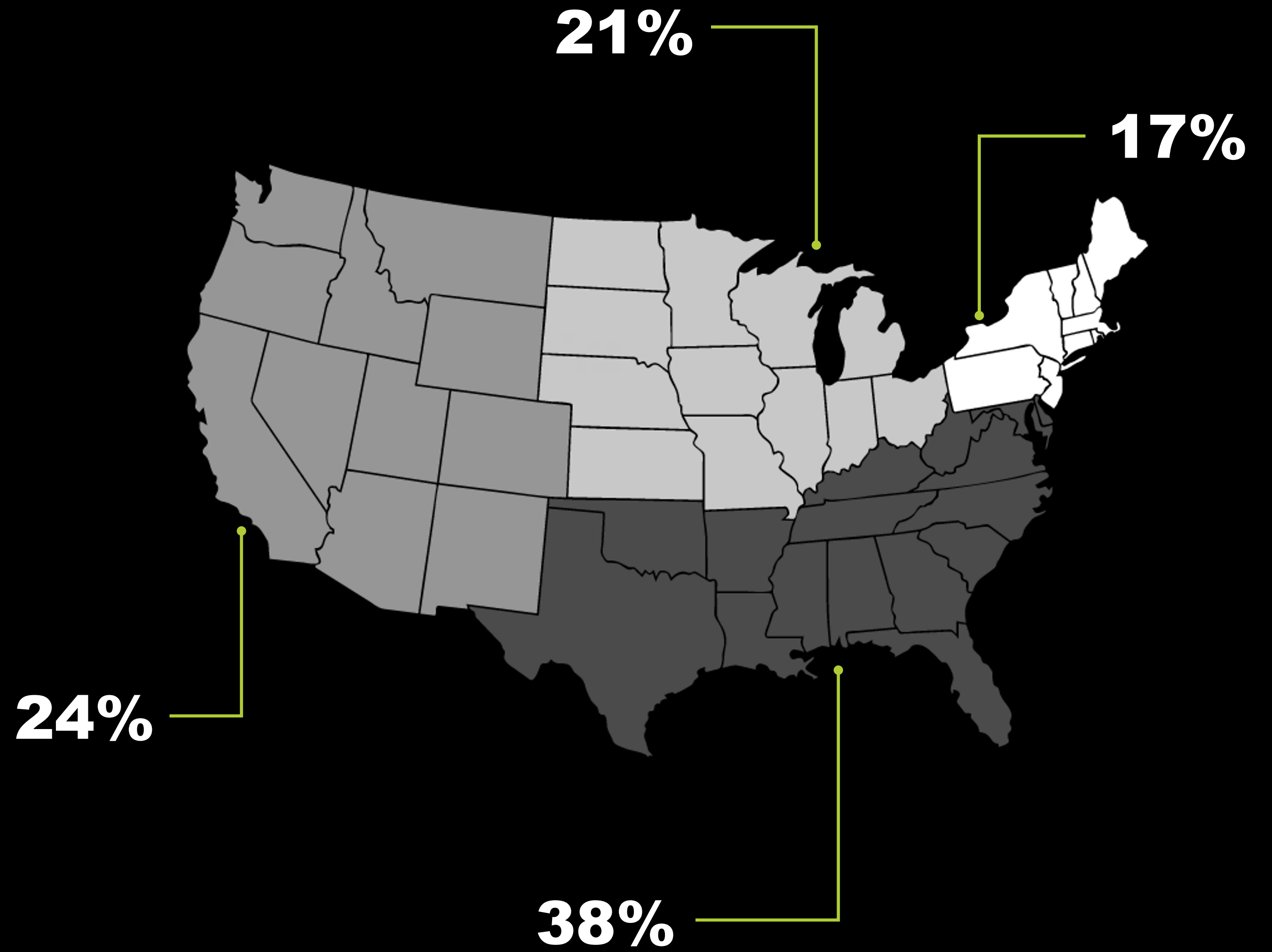
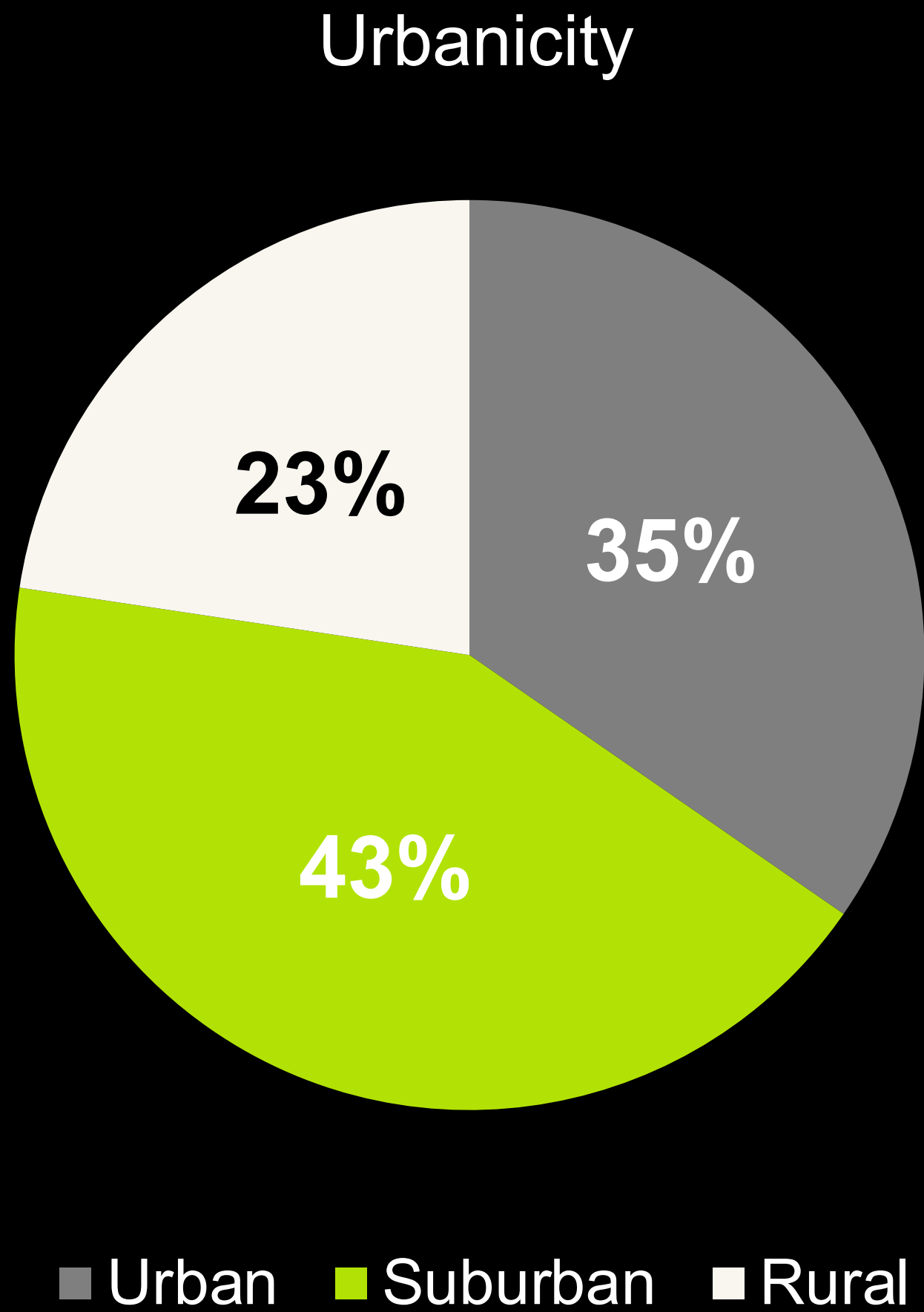
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Panel: General Population

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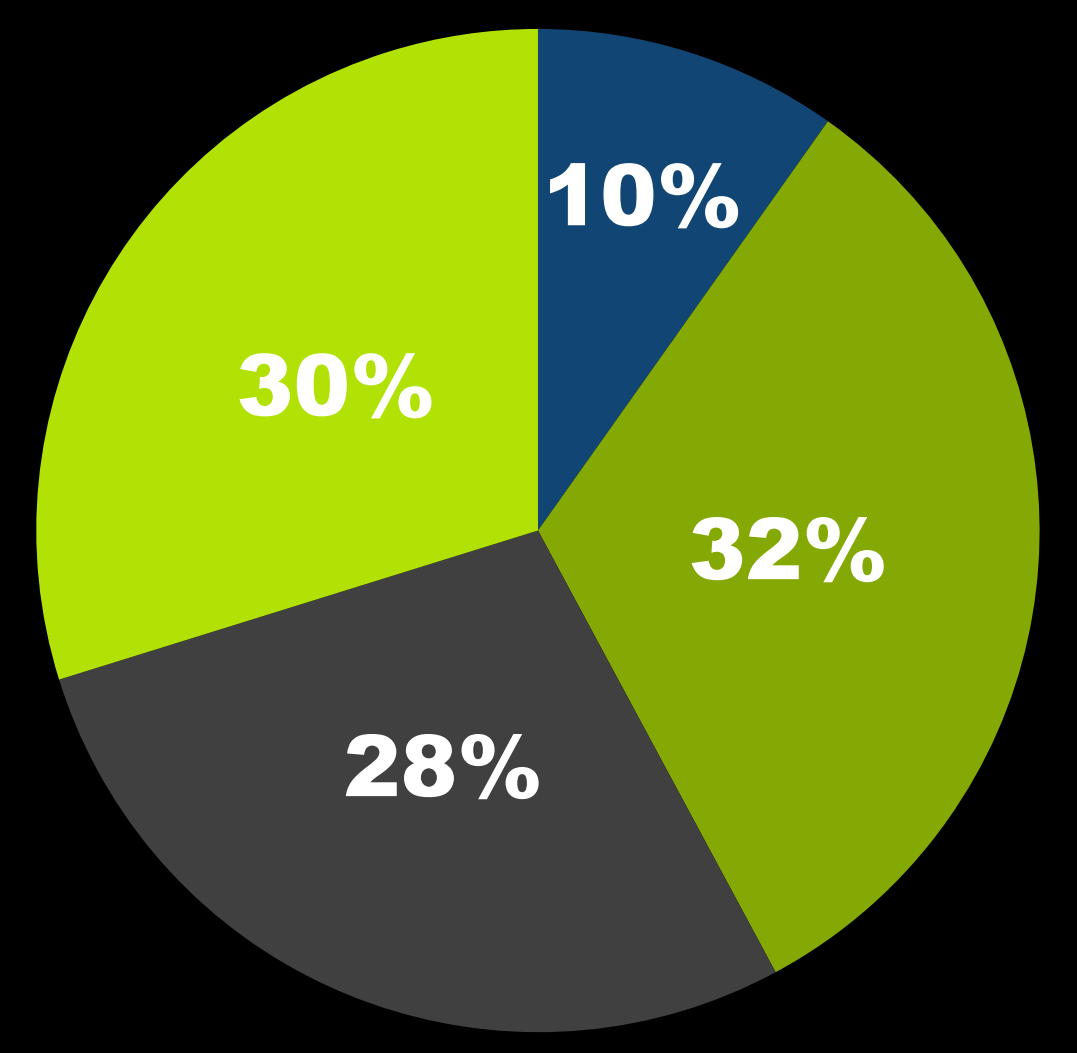
Collected: 11/05/21, 11/06/21

Panel Composition



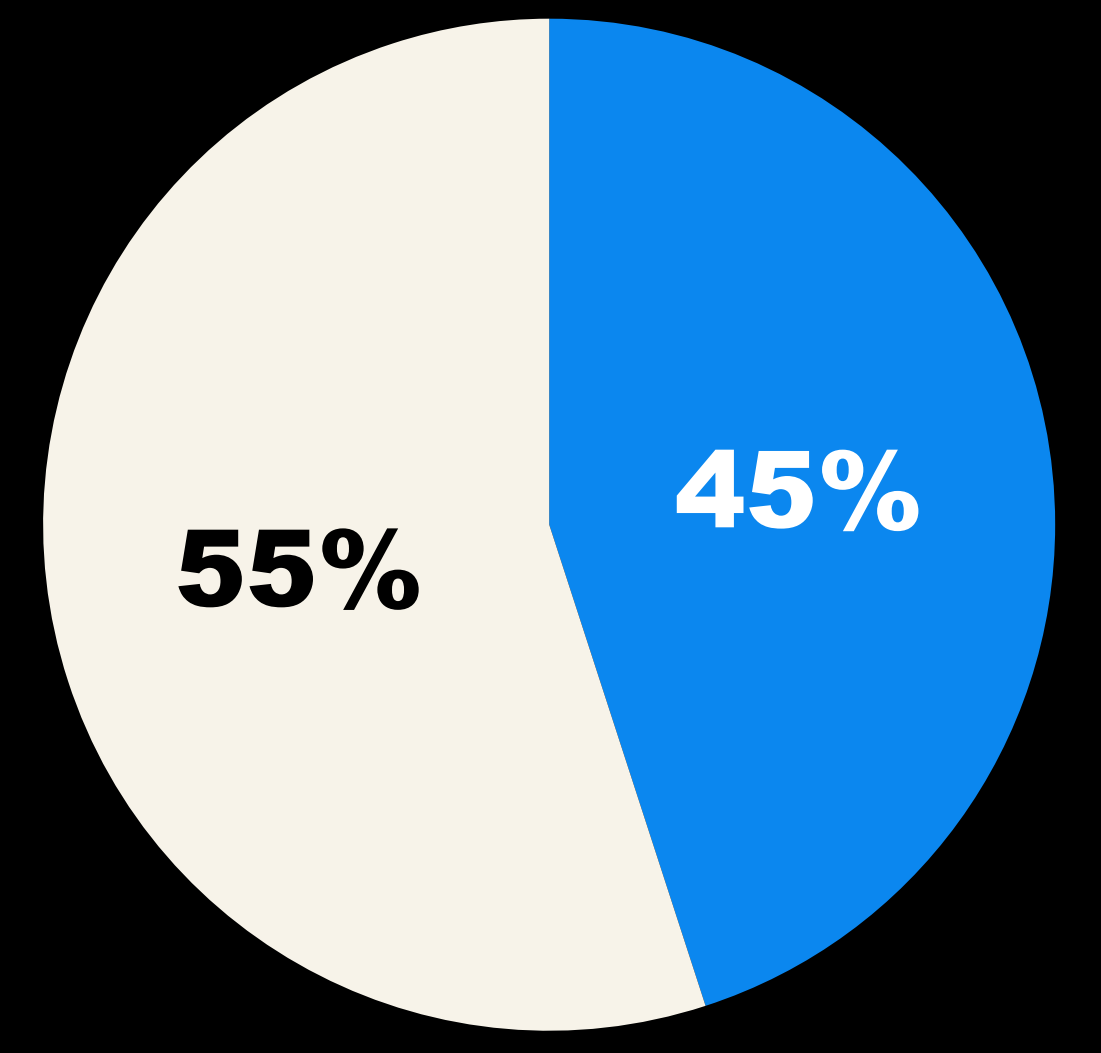


**Generation**



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

**Gender**



■ Male ■ Female

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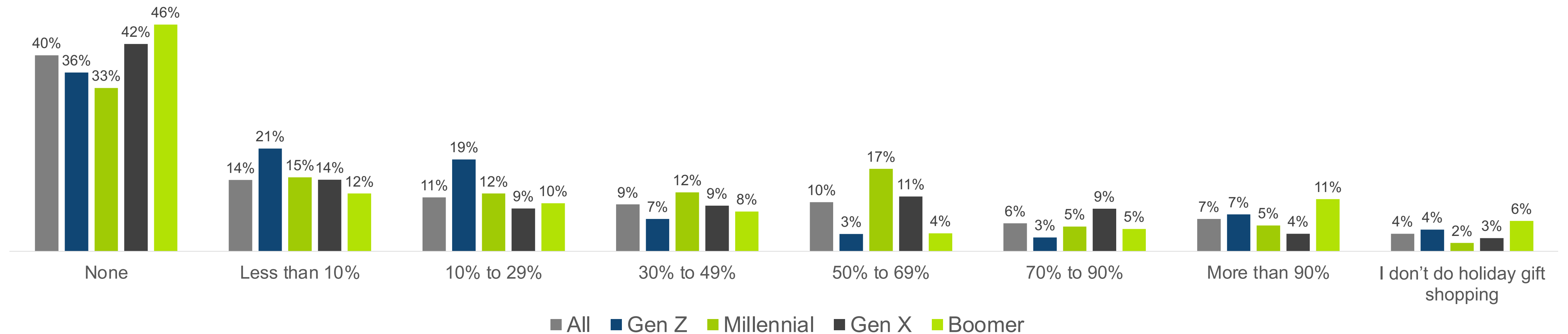
# Black Friday Shopping Plans

**BLACK  
FRIDAY  
SPECIAL**



**40% of holiday shoppers have yet to start the process while only 7% are close to being done.**

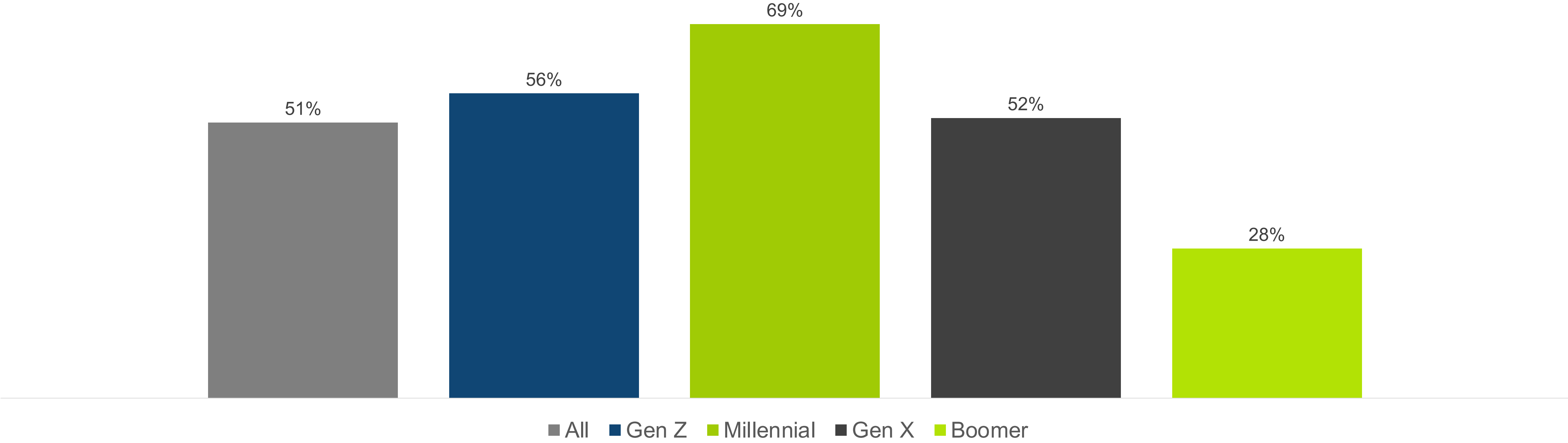
Amount of holiday shopping completed



What % of your holiday gift shopping have you completed?

**51% of respondents have done Black Friday shopping in stores in the past 5 years.**

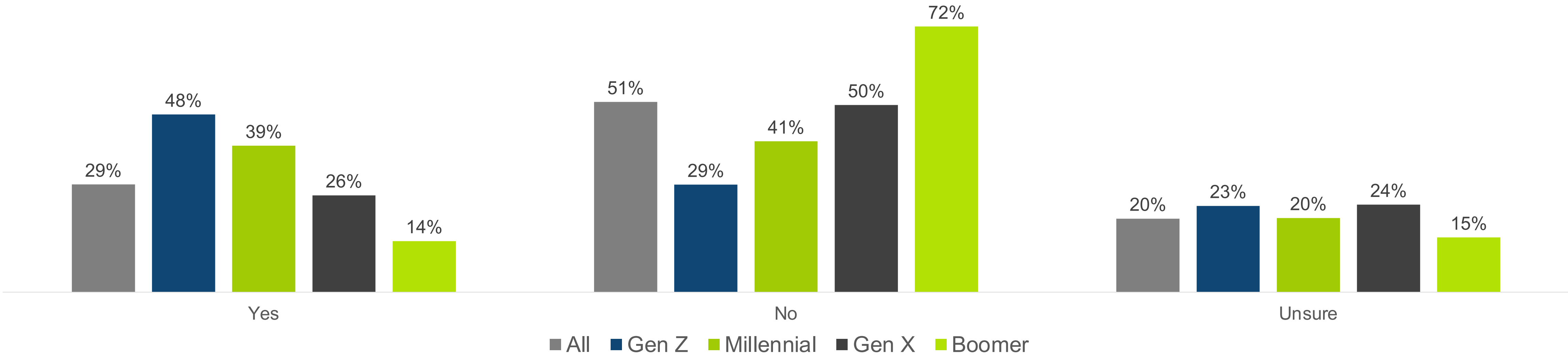
% Who have shopped in stores for Black Friday in the past five years



Have you shopped in stores on Black Friday in the past 5 years?

**Only 29% are committed to shopping Black Friday sales in stores this year while 20% are unsure of their plans.**

Will be shopping in stores for Black Friday this year

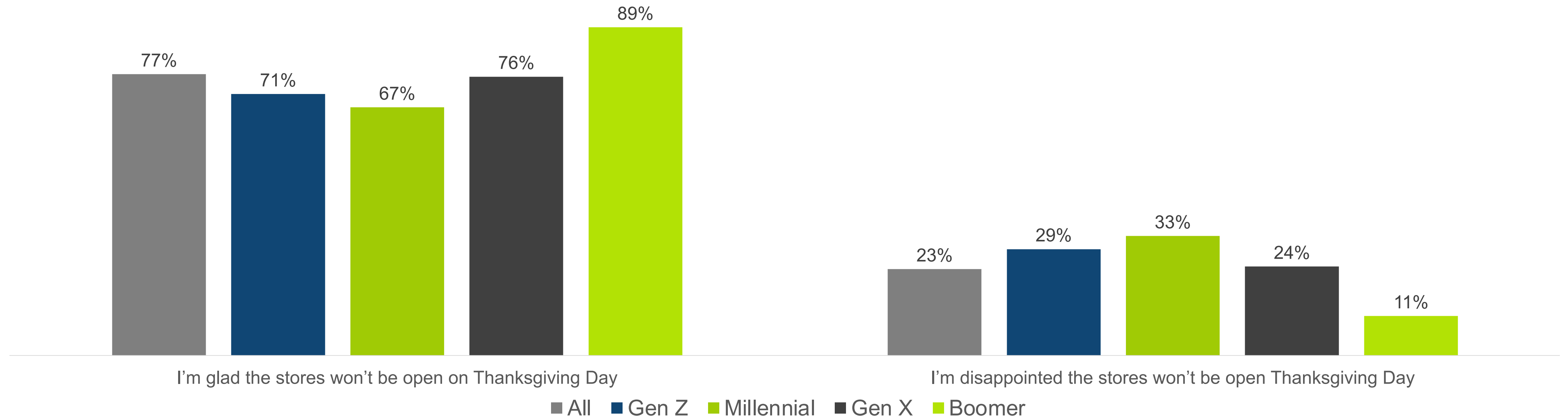


Will you be shopping in stores on Black Friday this year?



## Fewer than 1 in 4 respondents are disappointed with major retailers' decisions not to open on Thanksgiving this year.

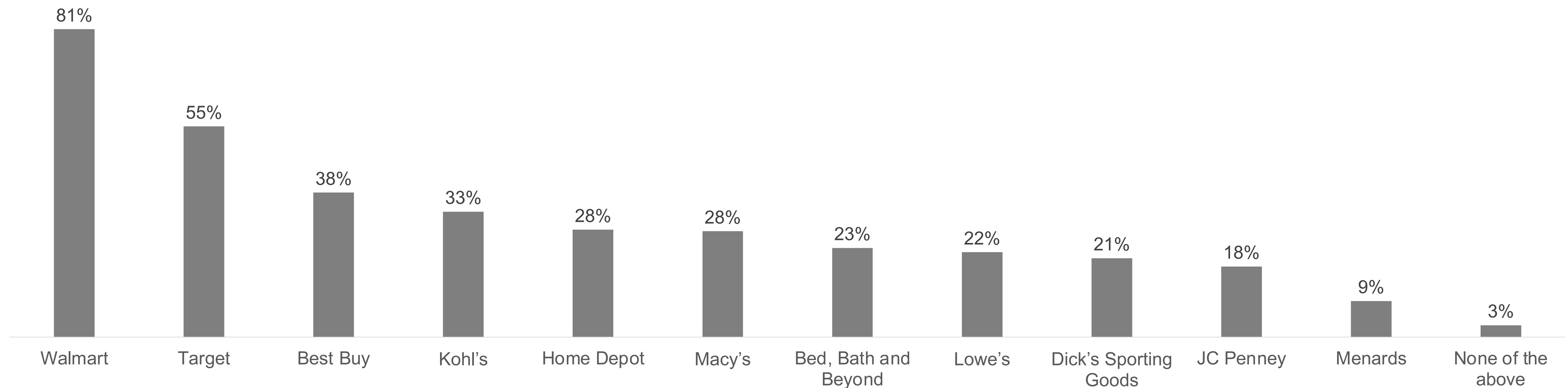
Feeling on popular stores not being open on Thanksgiving



Many stores that have opened for Black Friday on Thanksgiving Day in the past (Walmart, Target, Best Buy, etc.) won't be open this Thanksgiving. Which of the following best describes how you feel about that?

**Among those planning on shopping in stores this Black Friday, Walmart (81%) and Target (55%) are the most popular planned destinations.**

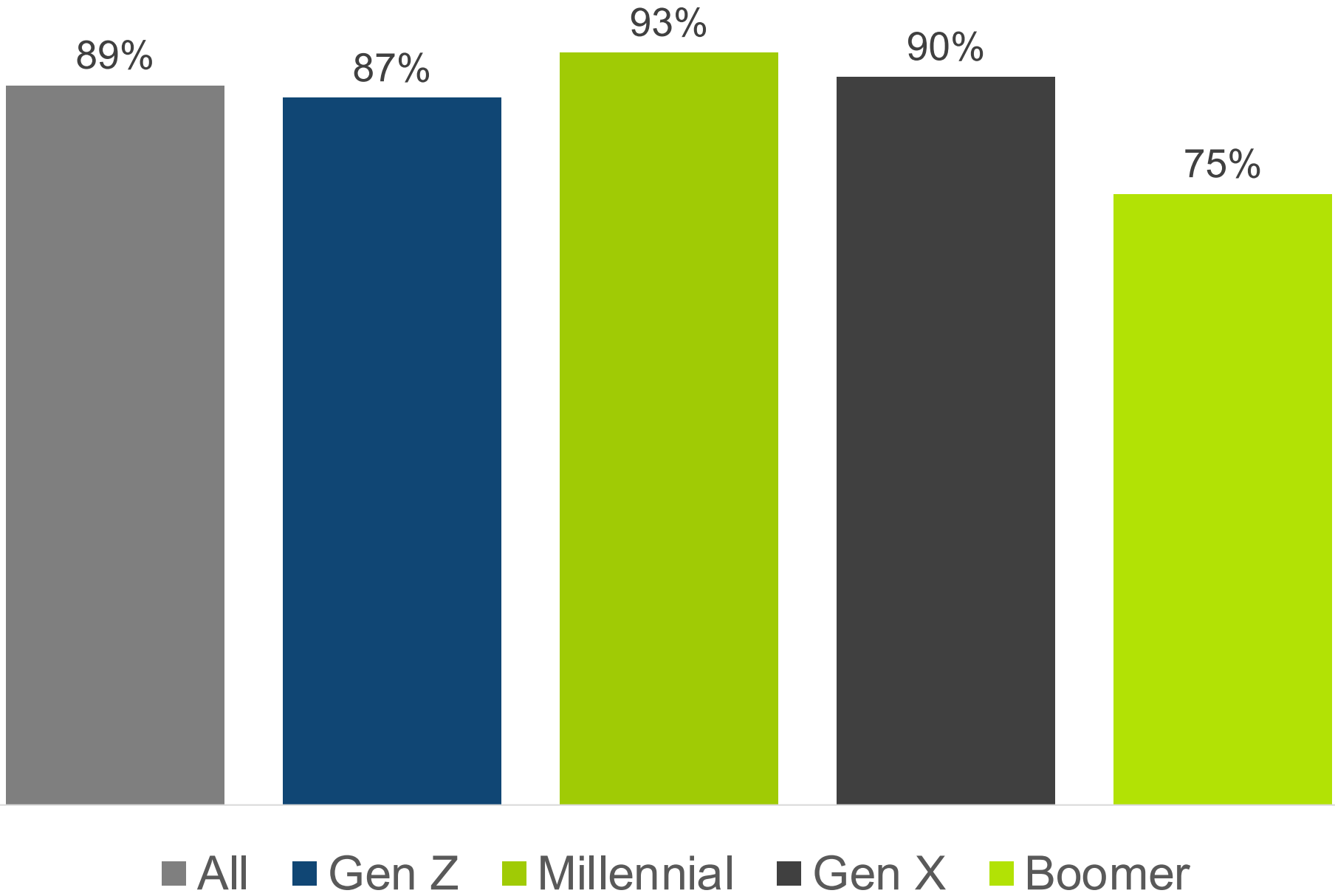
Retailers shopping in-store for Black Friday:



At which of the following popular retail stores do you think you'll be shopping on Black Friday? Select all that apply.

**Surprisingly, 89% of respondents plan to use their mobile device for research while shopping in-store.**

% Who will use a mobile device to research when in-store

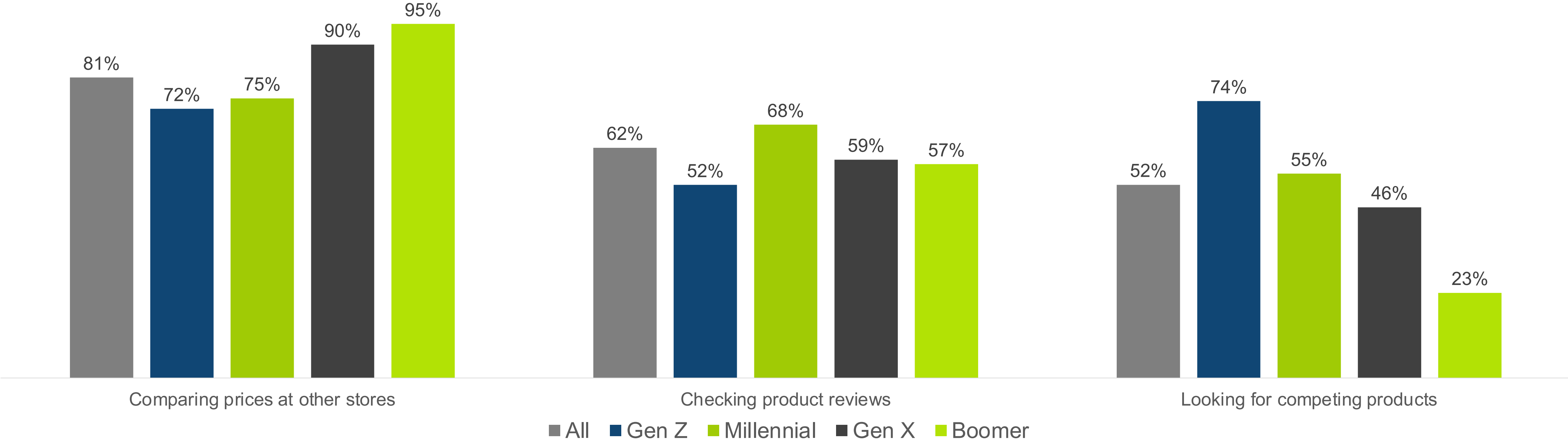


**Will you use your mobile device to do research when you are shopping in-store?**



**81% of those using their mobile device in-store expect to do price comparisons, led by Boomers at 95%. Gen Z is more than half again as likely to use their phone to search for competing products than other generations.**

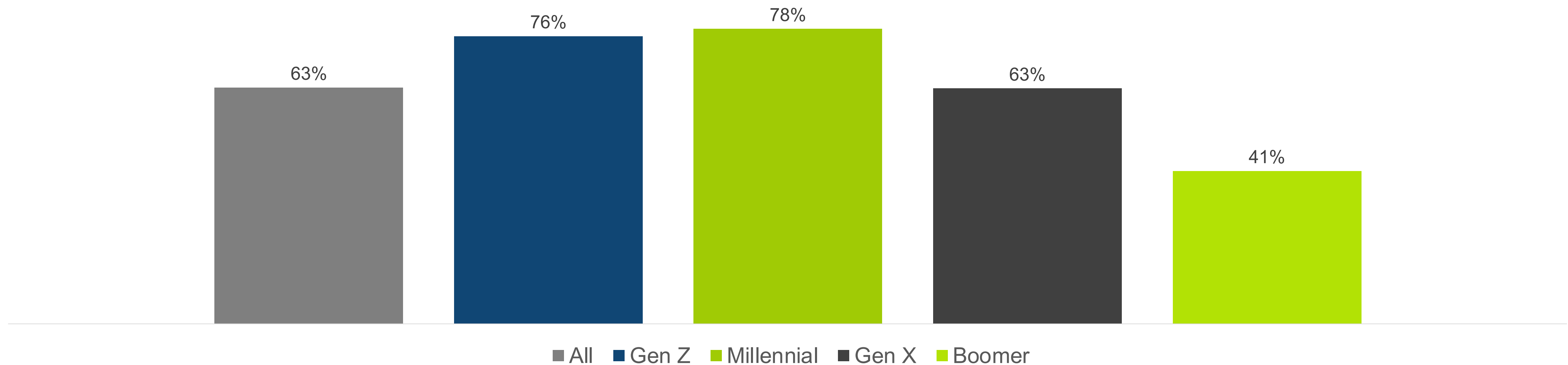
Types of research done on mobile devices in-store



Which of the following types of research will you be doing on your mobile device while you're shopping in-store? Select all that apply.

**While only 29% are committed to shopping in stores on Black Friday, nearly two-thirds (63%) will be shopping online.**

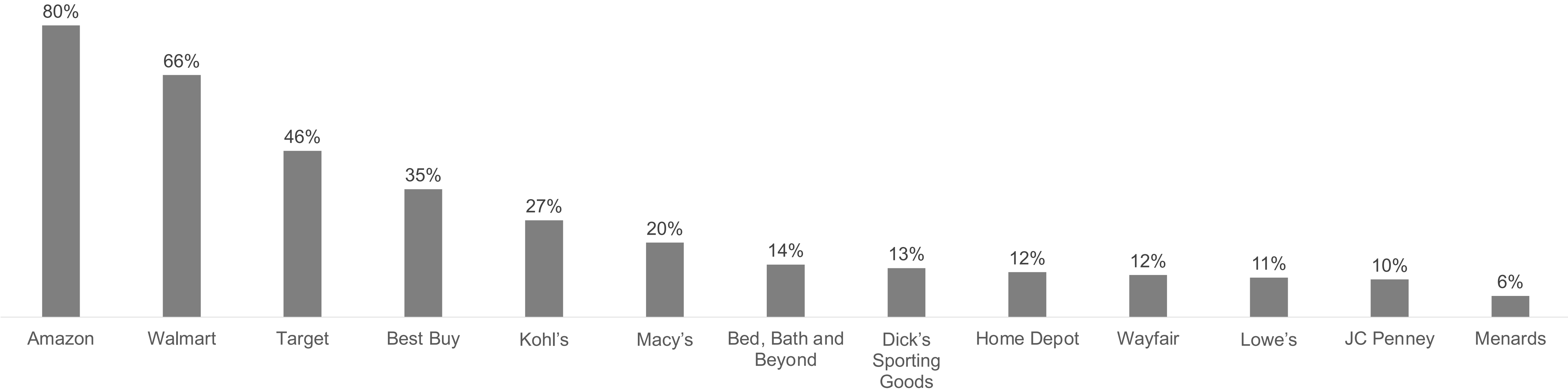
% Who will shop online for Black Friday



Will you be shopping online this Black Friday?

**Amazon (80%), Walmart (66%), Target (46%), and Best Buy (33%) are the most likely destinations for the online shoppers.**

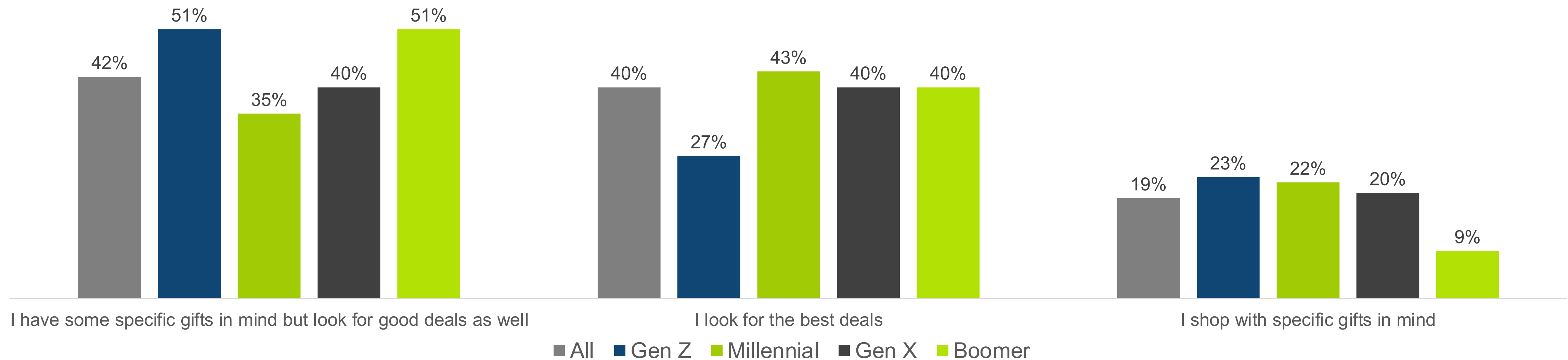
Websites will be shopping on Black Friday:



At which of the following popular websites do you think you'll be shopping on Black Friday? Select all that apply.

**Fewer than 1 person in 5 will approach their online shopping exclusively with specific gifts in mind. 82% will do some form of deal hunting.**

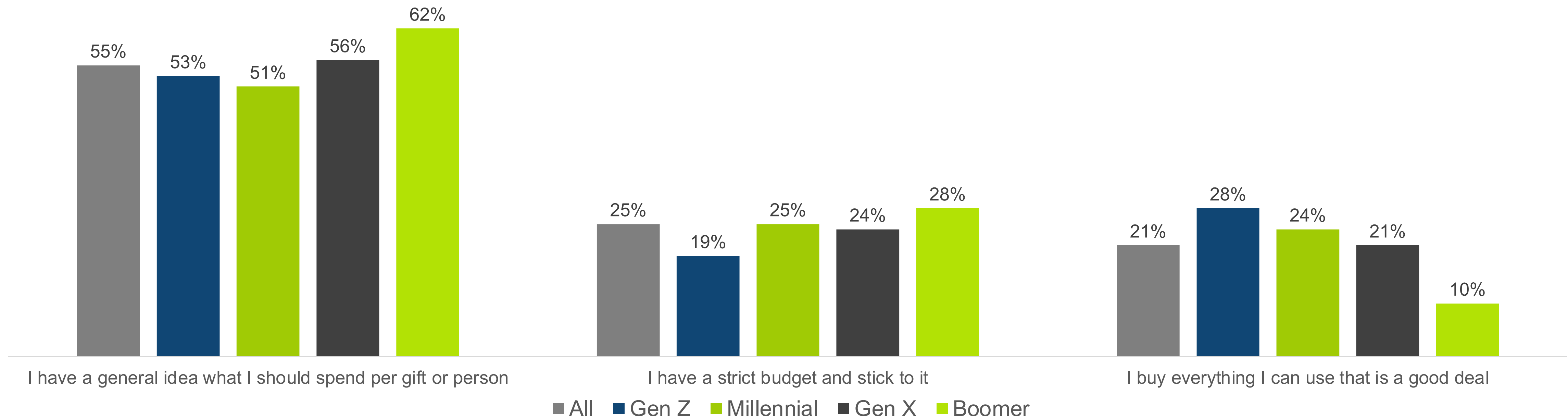
Approach to Black Friday shopping



Which of the following best describes your approach to Black Friday shopping?

**Only 25% of respondents will enter Black Friday with a stringent budget established. The majority (55%) will rely on a general idea of what they should spend per gift or person.**

Approach to Black Friday budgeting



Which of the following best describes your approach to budgeting for Black Friday shopping?



**Only 9% of Black Friday shoppers expect to complete their holiday shopping then.**

Amount of Remaining Holiday Shopping to be Completed on Black Friday



**What amount of your remaining holiday gift shopping do you hope to complete on Black Friday?**

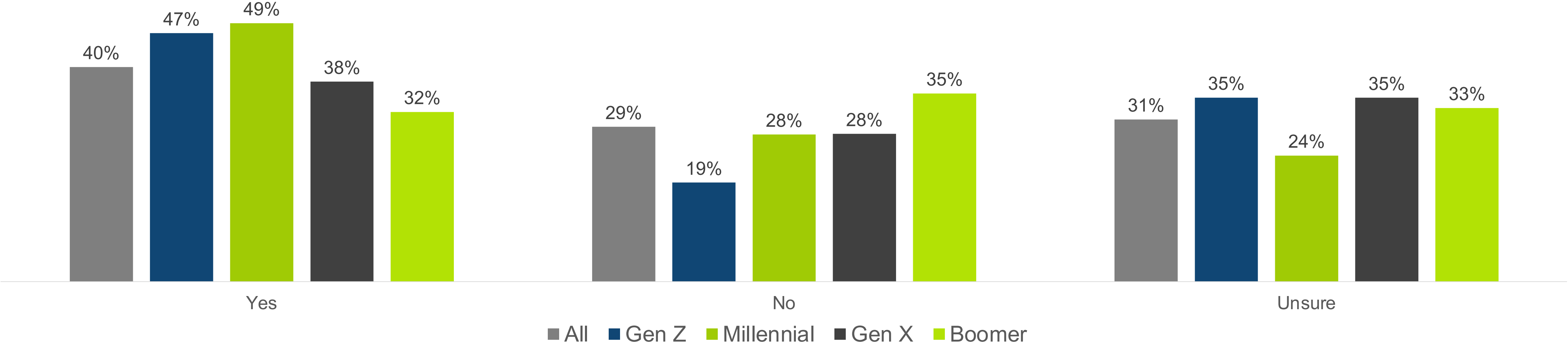
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# COVID-19



**40% of respondents feel that the recent reduction in COVID cases and deaths is an indication that the situation is being brought under control.**

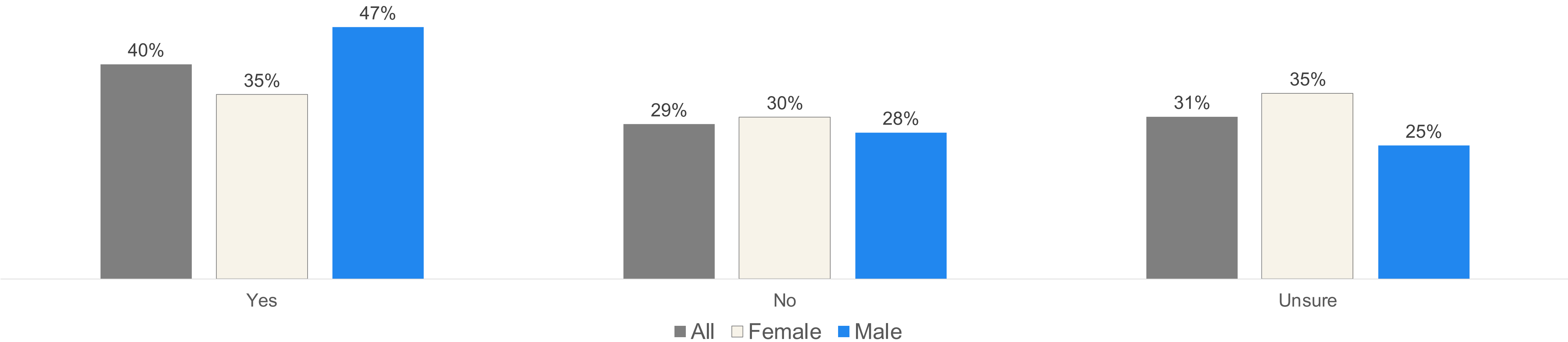
Think the U.S. is finally bringing COVID under control



The number of COVID-19 cases is dropping significantly in most of the country. Do you think we're finally bringing COVID under control?

**Men (47%) are much more optimistic about the situation than women (35%).**

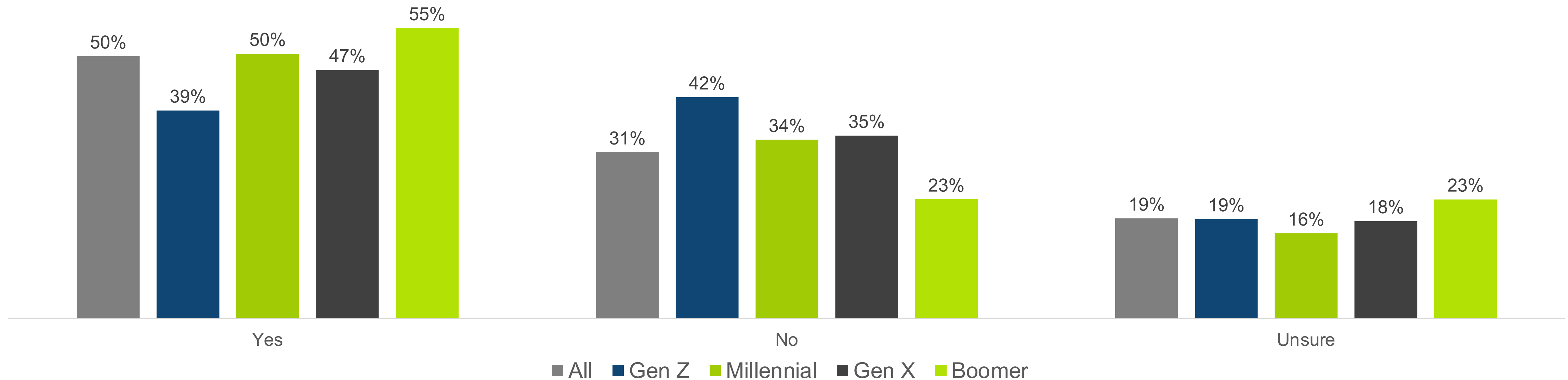
Think the U.S. is finally bringing COVID under control



The number of COVID-19 cases is dropping significantly in most of the country. Do you think we're finally bringing COVID under control?

**Half of the respondents feel children between the ages of 5 to 12 should be receiving the vaccine while 19% remain undecided.**

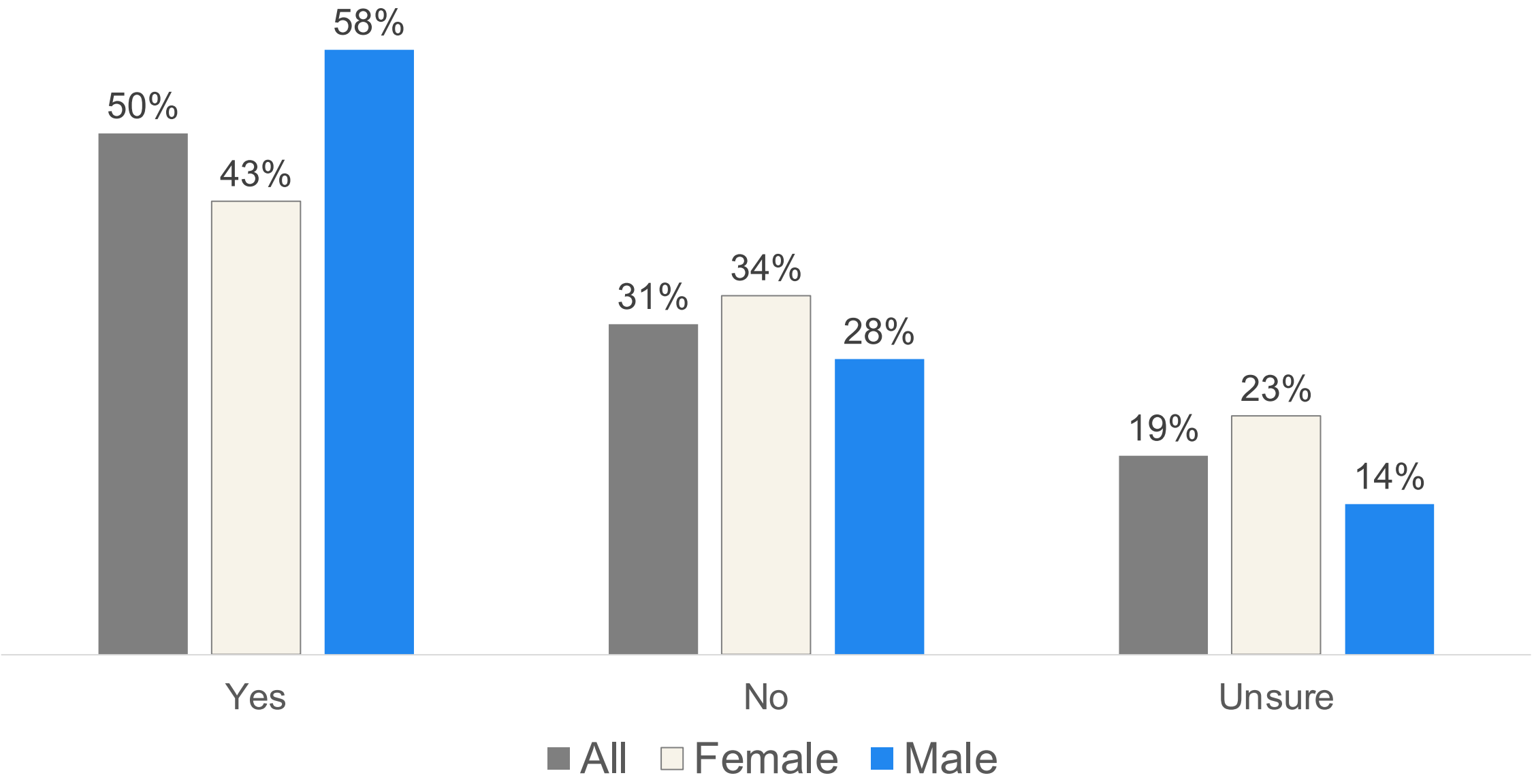
Think children should be getting the vaccine



The Pfizer vaccine has recently been approved for children between the ages of 5 and 12. Do you think children that young should be vaccinated?

**Men (58%) are much more likely to favor the vaccine for children than are women (43%).**

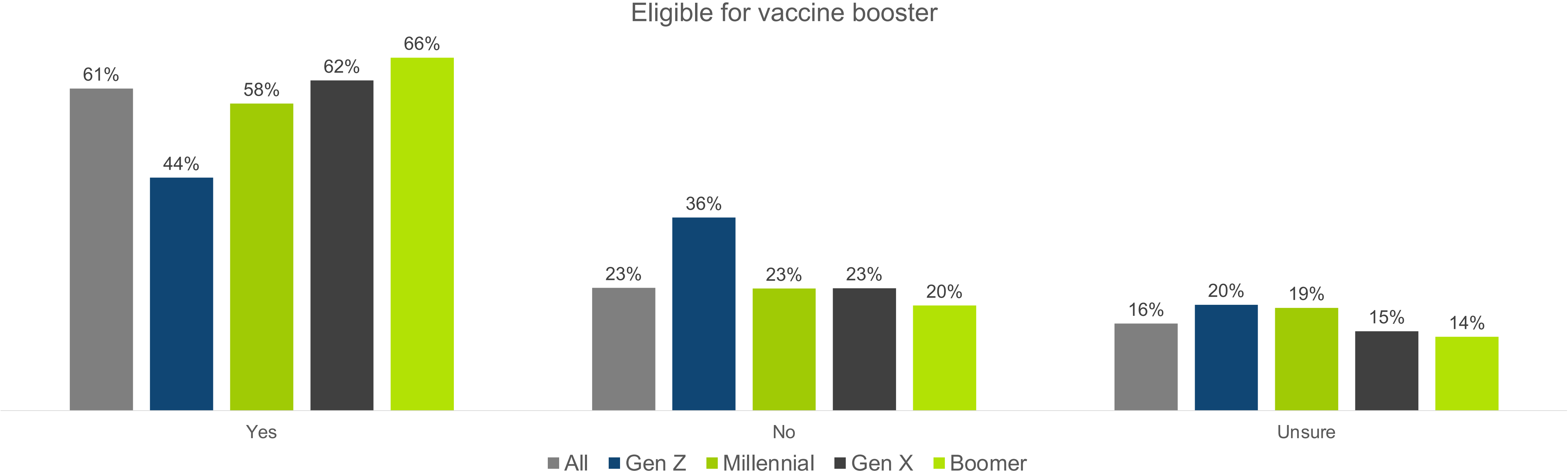
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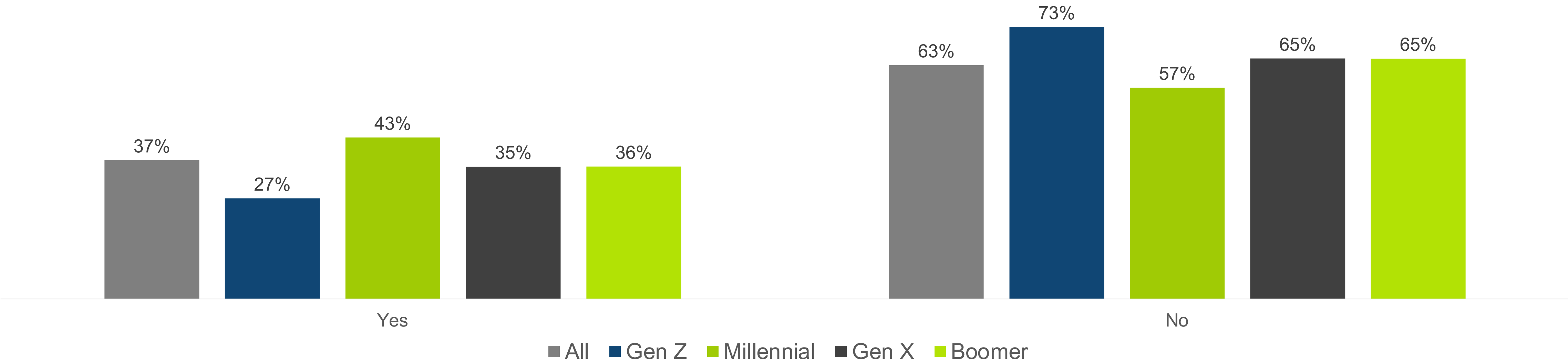
**61% of those who received the full initial dose of one of the vaccines believe they are eligible to receive a booster shot.**



Are you eligible for a vaccine booster shot?

**Of those who believe they are eligible, only 37% have taken advantage of the opportunity to get a booster.**

Have gotten the vaccine booster

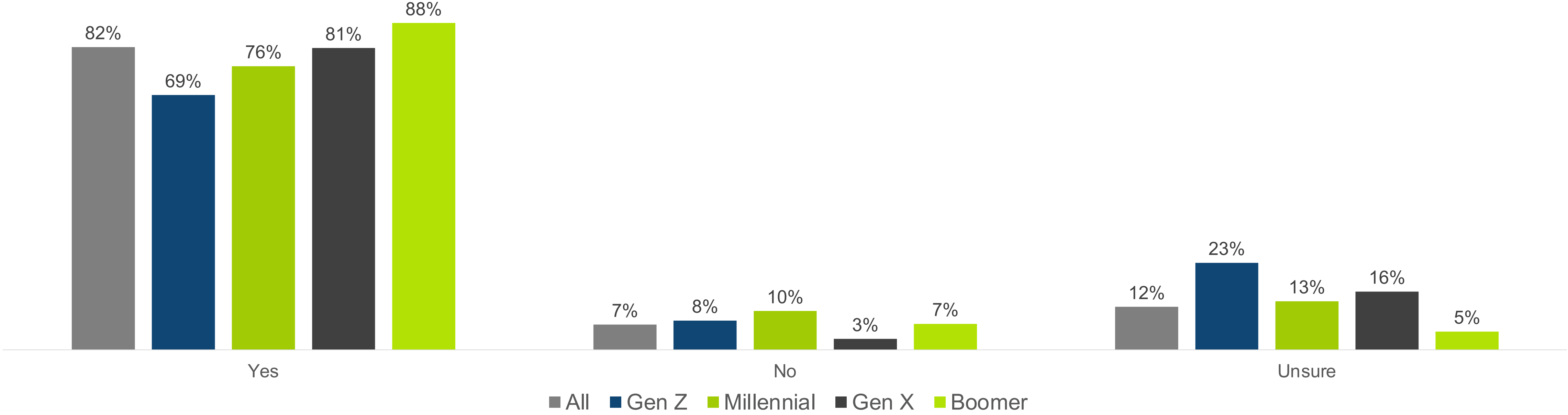


Have you gotten your vaccine booster shot?



**Among those vaccinated who have not received their booster shot, 82% plan to do so in the future.**

Will get the vaccine booster in the future



Will you get your COVID vaccine booster in the future?

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## Summary

# Black Friday Shopping Plans

- 40% of holiday shoppers have yet to start the process, while only 7% are close to being done.
- 51% of respondents have done Black Friday shopping in stores in the past five years.
- Only 29% are committed to shopping in stores this year, while 20% are unsure of their plans.
- Fewer than 1 in 4 respondents are disappointed with major retailers' decisions not to open on Thanksgiving this year.
- Among those planning on shopping in-store this Black Friday, Walmart (81%) and Target (55%) are the most popular planned destinations.
- Surprisingly, 89% of respondents plan to use their mobile device for research while in-store.
- 81% of those using their mobile in-store expect to do price comparisons, which is led by Boomers at 95%.
  - Gen Z is more than half again as likely to be using their phone to search for competing products than other generations.

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## Summary

# Black Friday Shopping Plans – cont.

- While only 29% are committed to shopping in stores on Black Friday, nearly two-thirds (63%) will be shopping online.
- Amazon (80%), Walmart (66%), Target (46%), and Best Buy (33%) are the most likely destinations for online shoppers.
- Fewer than 1 person in 5 will approach their online shopping exclusively with specific gifts in mind.
  - 82% will do some form of deal hunting.
- Only 25% of respondents will enter Black Friday with a stringent budget established.
  - The majority (55%) will rely on a general idea of what they should spend per gift or person.
- Only 9% of Black Friday shoppers expect to complete their holiday shopping then.

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## Summary

# COVID - 19

- 40% of respondents feel that the recent reduction in COVID cases and deaths is an indication that the situation is being brought under control.
  - Men (47%) are much more optimistic about the situation than women (35%).
- Half of the respondents feel children between the ages of 5 to 12 should be receiving the vaccine, while 19% remain undecided.
  - Men (58%) are much more likely to favor the vaccine for children than are women (43%).
- 61% of those who received the full initial dose of one of the vaccines believe they are eligible to receive a booster shot.
  - Of those who believe they are eligible, only 37% have taken advantage of the opportunity to get a booster.
- Among those vaccinated who have not received their booster shot, 82% plan to do so in the future.