Key themes from our holiday consumer pulse survey

Long road to recovery
(economic impact to consumer)
The road to recovery continues to be long—the number of people who have returned to work and who have lost their jobs is consistent with the July 2020 survey.

- 16% Returned to work
- 18% Lost their jobs

The impact to household income also remains the same.

- 36% of respondents indicate loss in income
- -34% Average decline

A higher percentage of respondents think the recovery will take 2+ years.

Holiday spend

75% of our survey respondents plan on starting shopping in either October or November.

- 12% in August
- 25% in October
- 38% in November

Holiday budgets appear to be lighter this year.

- 2020: $515 average spend
- 2019: $627 average spend

Respondents are buying for less people and spending less per person.

- -12% less per person spend

Shoppers will purchase less gifts for office co-workers and school children.

Retail preferences

- 41% of survey respondents say Black Friday is their most important shopping event, however
- 41% of respondents also say they are definitely not planning on going to Black Friday sales in person
- 25% enjoy on-line shopping
- 21% enjoy in-person shopping