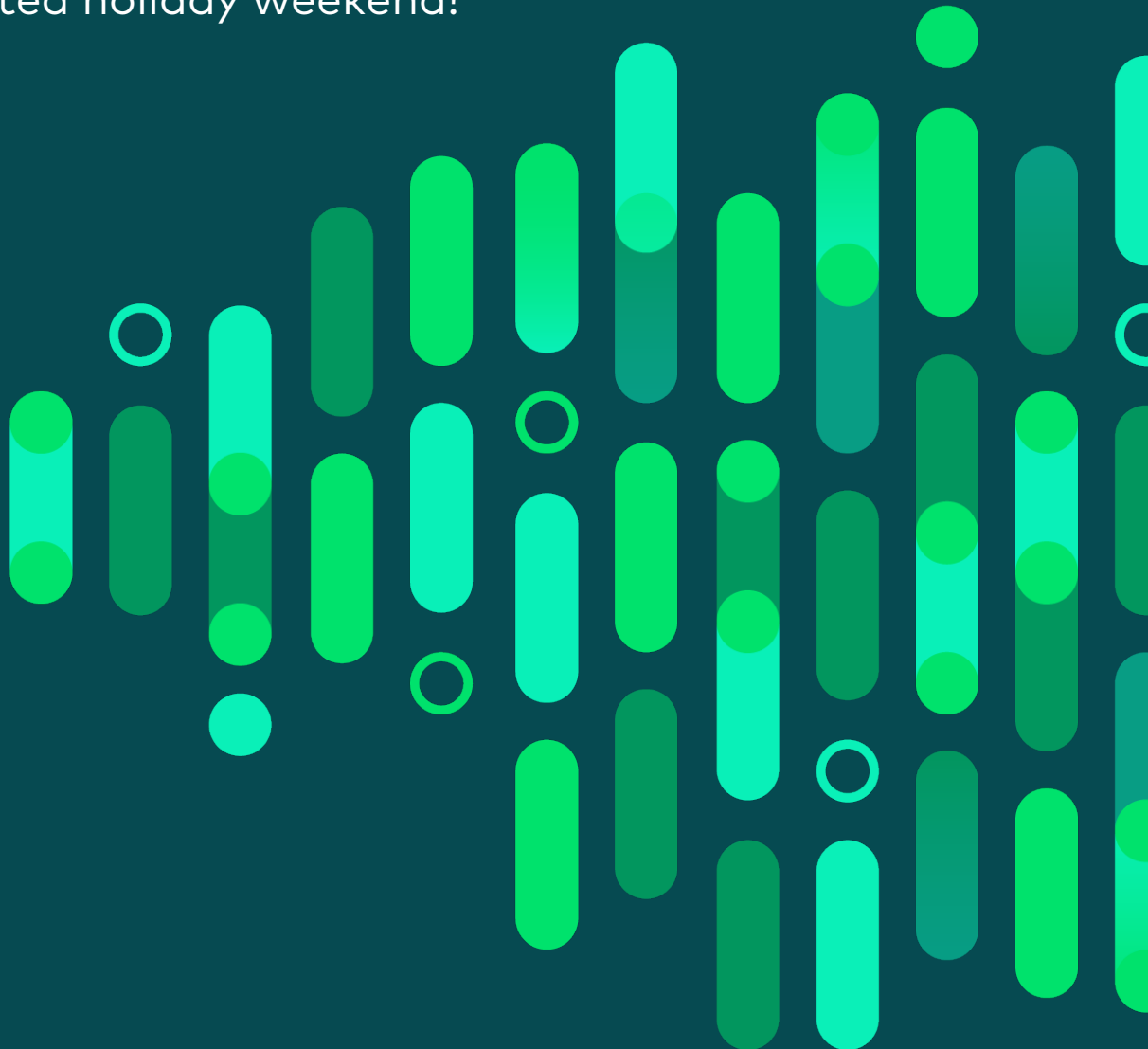




Black Friday & Cyber Weekend

2020 Consumer Survey

How did consumers shop an
unprecedented holiday weekend?



What's Inside

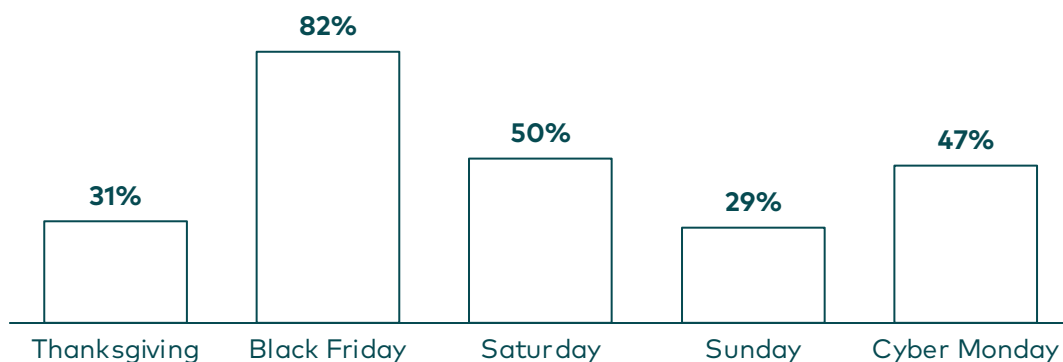


Prep & Planning	03
The Cyber Shift	04
The Gift Shift	05
The Spend Shift	06
COVID Considerations	07

SOURCE

Numerator Survey of **10,132** verified Black Friday and Cyber Weekend shoppers. Fielded 11/30 – 12/02 to anyone who made a non-grocery, non-tobacco purchase between Thanksgiving Thursday (11/27) and Cyber Monday (11/30). Purchases captured for both online and in-store channels. All respondents shared that the shopping they did over the weekend was related to holiday deals or events like Black Friday, Cyber Monday, or other post-Thanksgiving promotions.

Breakout of survey respondents by which day(s) they shopped, could select multiple:



Prep & Planning

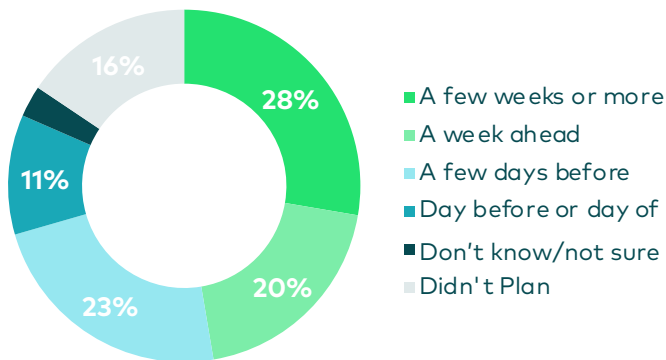


Most shoppers knew ahead of time that they would participate in Cyber Weekend sales, allowing them to research deals and promotions ahead of time. Four-in-five took part in the weekend of sales last year as well, and a similar number had already shopped this year's Early Black Friday deals.

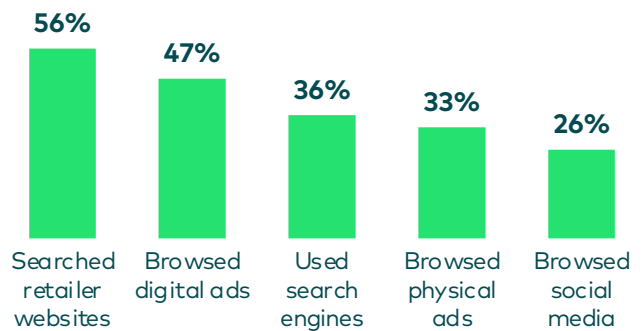


84% of Cyber weekend shoppers planned ahead to shop, and **48%** knew a week or more prior to the event. When it came to finding deals, searching retailer websites was the most popular method, followed by browsing digital ads.

Planning Ahead



Finding deals & products



Participation in Early Black Friday deals rose **10%** this year, as many brands and retailers extended sales and pushed the holiday shopping season earlier. As a result, many shoppers had already kicked off their holiday purchases leading into Cyber Weekend.

Other periods and events shopped



The Cyber Shift

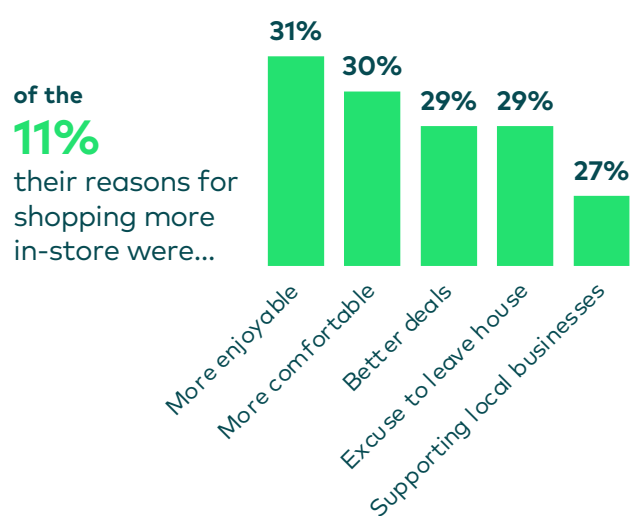
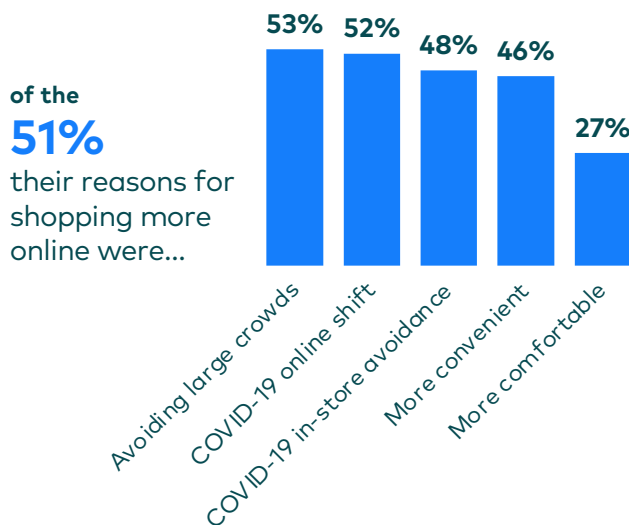


The shift to online shopping was significant this year. **46%** of shoppers did all or most of their Black Friday & Cyber Weekend shopping online this year, up from **34%** last year. Half of those who participated in both 2019 and 2020 say they did more of their shopping online this year.

Method of shopping



51% of those who participated last year said they shopped more online and less in-store this year than last; on the other end, **11%** said they shopped more in-store. Half of those who shopped more online this year—roughly 1 in 4 of the weekend's overall shoppers—did so to avoid crowds and because they've generally been shopping more online & less in-store due to COVID-19. Reasons for shopping more in-store hinged on enjoyment and familiarity, as well as supporting local businesses.



Overall on Cyber Weekend...

70%

Shopped at the same stores and websites they typically shop

24%

Shopped at 5 or more different stores or websites over the weekend

19%

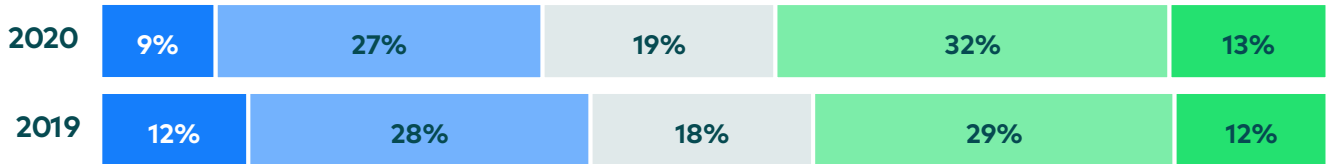
Shopped on the website of a retailer normally visit in-store

The Gift Shift



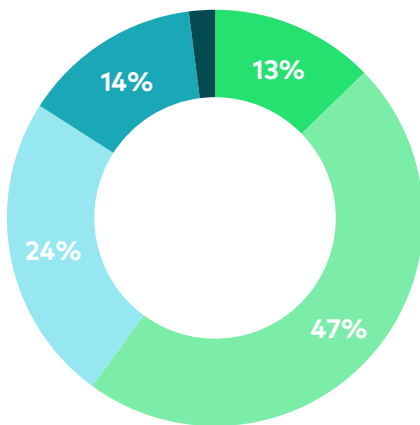
This year's Cyber Weekend shoppers were slightly more likely to be buying gifts for others and than last year's shoppers. **Over half** are now mostly or completely done with their holiday gift shopping, though **40%** still have a ways to go, meaning brands & retailers have time to make a final push.

Primary intent of purchases



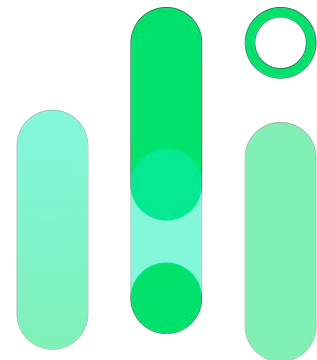
■ Only for myself
 ■ Primarily for myself
 ■ Equally for myself & others
 ■ Primarily gifts for others
 ■ Only gifts for others

60% of Cyber Weekend shoppers are now completely or mostly done with their holiday gift shopping. This is roughly in-line with last year's **58%** at the same point. Another **24%** have about half their shopping done, while **16%** have less or none.



Current status of holiday gift shopping

- Completely done
- Mostly done
- Halfway done
- Less than halfway done
- Have not started



Overall on Cyber Weekend...

44%

Try to get most of their gift shopping done early in the holiday season

20%

Received a list from someone with gifts they wanted prior to shopping

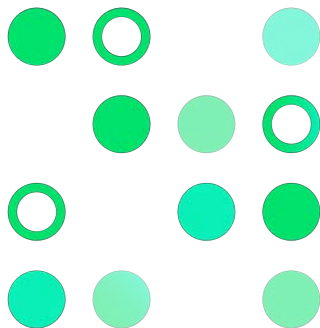
5%

Spent more overall because they were buying more gifts than last year

The Spend Shift

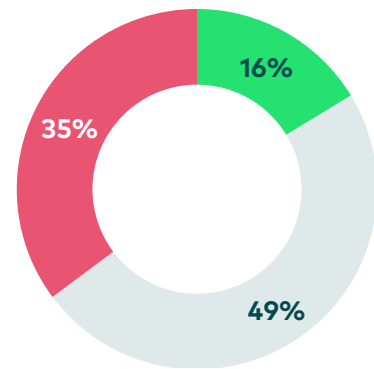


Half of shoppers spent the same amount over the course of the weekend as they did last year, while one-third spent less and one-sixth spent more. Much of this spending shift— both more and less – was impacted by COVID-19.

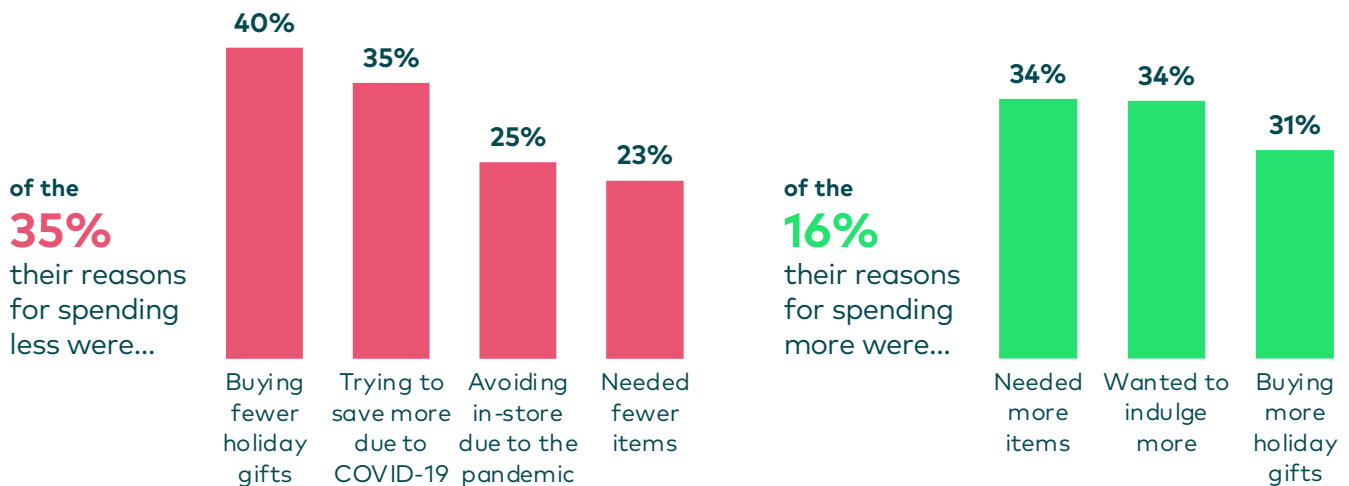


Weekend spend versus last year

- Spent more
- Spent the same
- Spent less



For those who increased their spending, the top reasons were needing or wanting more items than last year, as well as the desire to splurge or indulge this year. Those who spent less did so because they were buying fewer holiday gifts, were trying to save more amidst COVID-19, and as a result of avoiding in-store shopping.



Overall on Cyber Weekend...

4%

Spent more because they were able to save during the pandemic, while **6%** spent less because they had to dip into savings

7%

Spent less due to a job loss or change, while **2%** spent more due to a job improvement

10%

Spent less because they thought the deals were worse, while **5%** spent more for the opposite reason.

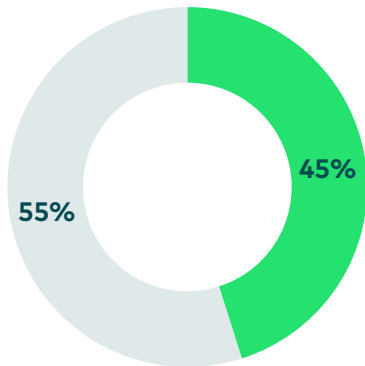
COVID Considerations



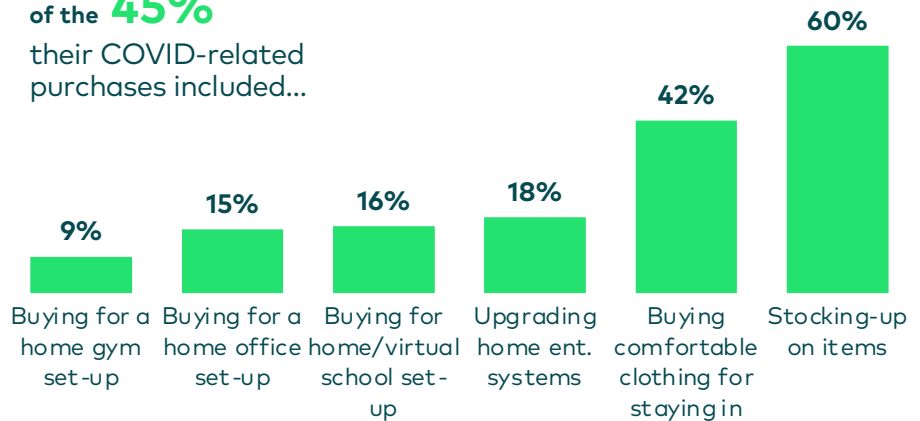
In addition to impacting where consumers shopped and how much they spent, COVID-19 also influenced what people purchased. Nearly half of Cyber Weekend shoppers made purchases influenced by COVID-related changes in their routines. One in four of the weekend's shoppers took advantage of deals to stock-up on food and household goods.



45% said at least some of their weekend purchases stemmed from COVID-related routine changes. **60%** of those shoppers— 27% of the weekend's shoppers overall— said they took advantage of deals to stock-up on food and household goods. Others used the sales to buy comfortable clothes, to upgrade at-home entertainment, school, office or gym setups.



of the **45%**
their COVID-related
purchases included...



and specific items included...

44%

Toilet paper

32%

Sanitizing wipes

25%

Vitamins

11%

Television

11%

Headphones

8%

Computer

5%

Weights

2%

Stationary bike



For more information or to see how these insights apply to your business, contact your Numerator representative or reach out to us at

hello@numerator.com