



CONSUMER SURVEY

2021 Cyber Weekend





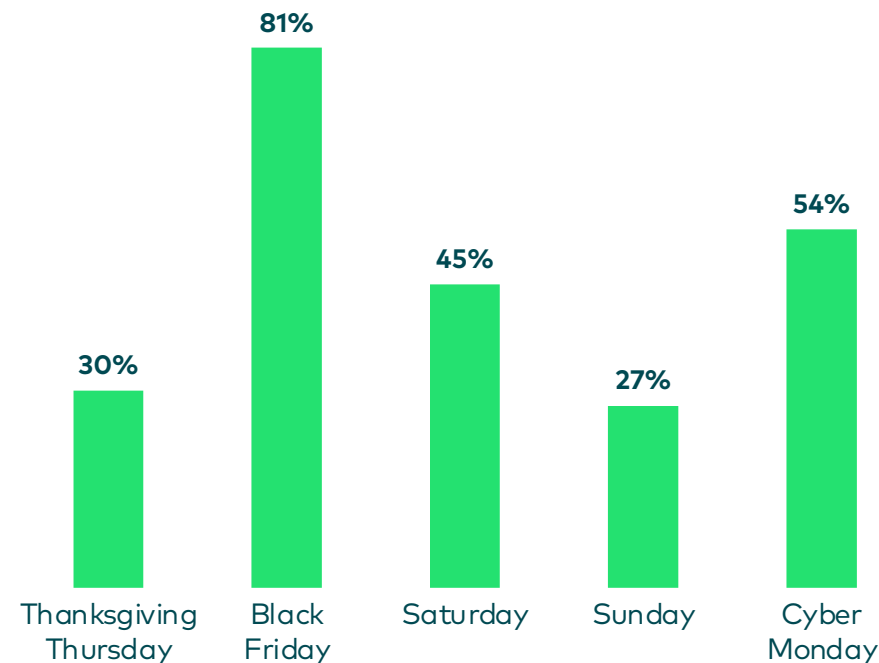
We asked 10k Cyber Weekend shoppers about their experiences.

Numerator's 2021 Cyber Weekend survey was fielded between Thursday 11/25 and Tuesday 11/30 to more than **10,000 individuals** who made a purchase at qualifying retailers* between Thanksgiving and Cyber Monday. All shoppers indicated that the shopping they did over the weekend was related to holiday deals or special promotional events.

Black Friday was the most popular day for shoppers.

Among those who shopped over the holiday weekend, **4 in 5** did so on Black Friday proper, followed by just over half on Cyber Monday. These days varied based on where consumers made their purchases— Amazon buyers were more likely to shop on Thanksgiving Day (+10pts), while Kohl's, Macy's, and Best Buy shoppers were more likely to go on Black Friday (+5, +5, +7pts). Regionally, those in the Midwest & Northeast shopped more on Black Friday (+2, +3pts), and shoppers in the West favored Cyber Monday (+3pts).

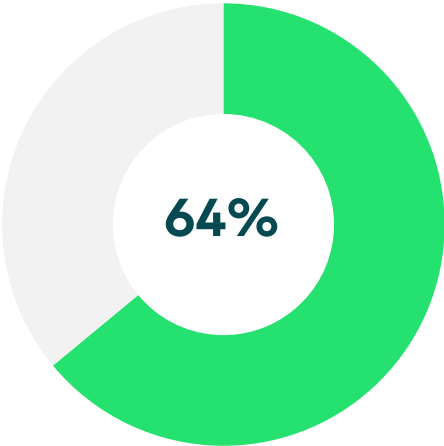
DAYS SHOPPED



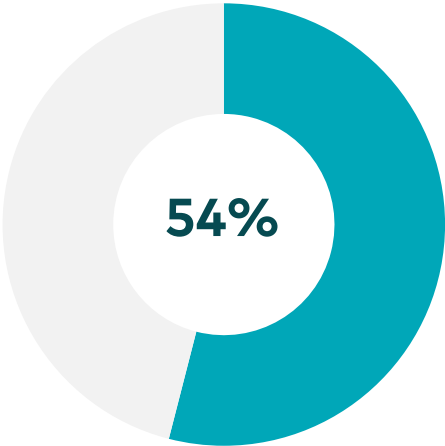
Early Black Friday deals were also key for shoppers.

Nearly **two-thirds** of Cyber Weekend shoppers participated in Early Black Friday deals before Thanksgiving this year; only **half** said they participated in these early deals last year. A little **over half** of shoppers participated in Prime Day 2021 earlier this year.

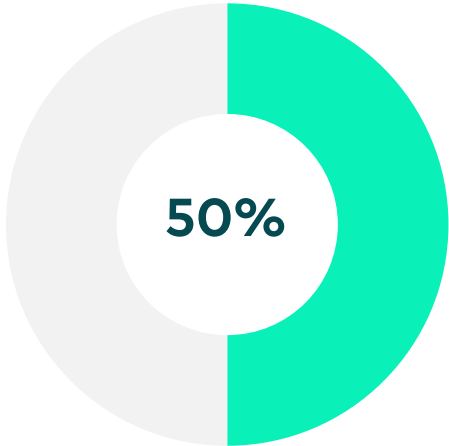
EARLY BLACK FRIDAY 2021



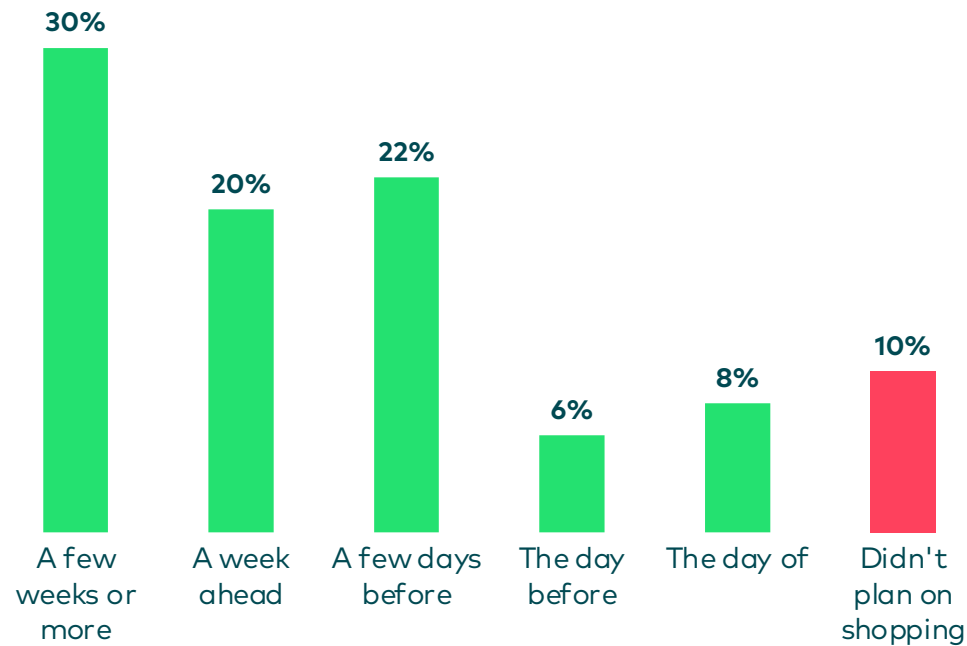
PRIME DAY 2021



EARLY BLACK FRIDAY 2020



PLANNING AHEAD



**4% didn't recall how far ahead they made their plans*

Half planned their shopping a week or more ahead of time.

90% of Cyber Weekend shoppers planned their purchases, though **14%** didn't do so until the day before or day of shopping— this is up significantly from the **84%** who planned ahead last year. Low-income shoppers were slightly less likely to plan ahead (-3pts) while high-income shoppers were more likely to plan (+2pts). **40%** of shoppers made a list of items they intended to purchase, and **19%** received a list of items to buy from someone else.

Many researched deals & products prior to Cyber Weekend shopping.

Among those who planned their shopping, **90%** researched deals or products they wanted to purchase. The most popular method was searching retailer websites, followed by browsing digital ads. Roughly **one-third** browsed physical ads— higher for those who shopped at Lowe's, Sam's Club and Target (+4, +4, +3pts), and lower for Amazon & Costco shoppers (-4pts).

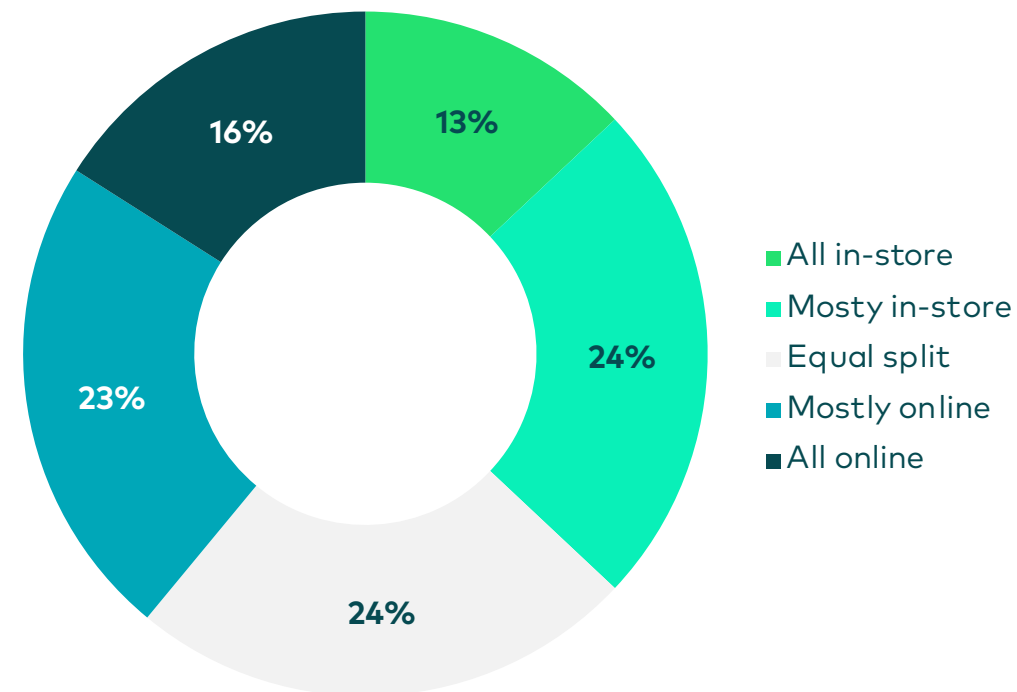
SHOPPING PREPARATION



Shoppers stepped up their in-store visits this Cyber Weekend.

37% of Cyber Weekend shoppers did all or most of their shopping in-store this year, up from 33% last year, but down from 45% in 2019. A slightly higher number (39%) of shoppers made their purchases entirely or mostly online. Online shopping was most popular with high-income consumers (+7pts) and shoppers in the Northeast (+3pts).

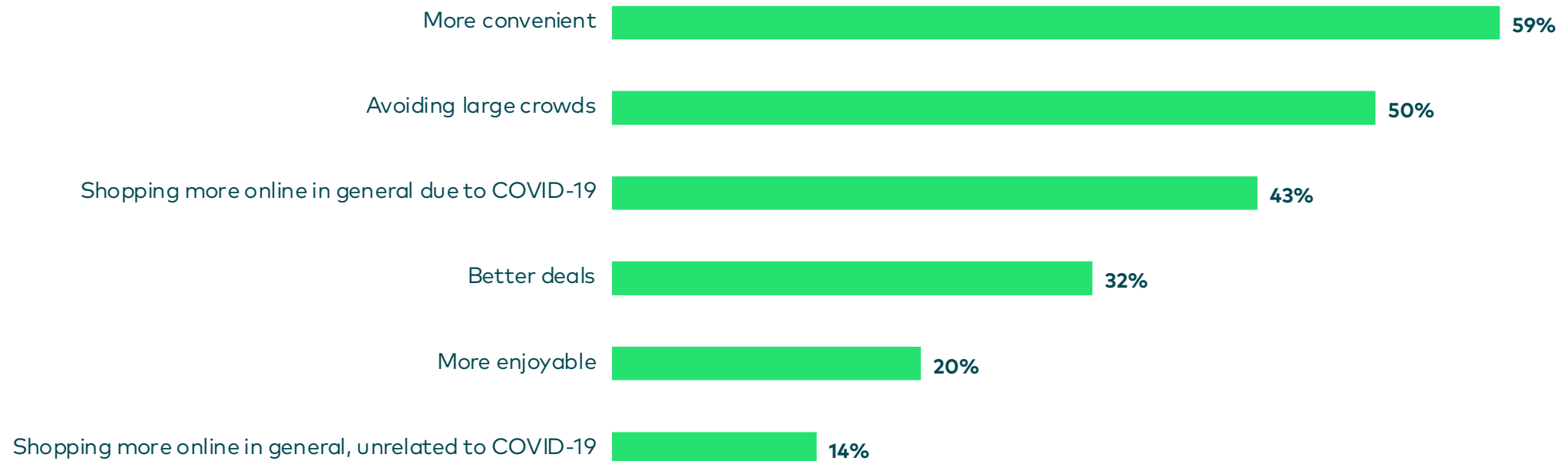
SHOPPING METHOD



Convenience was key for online shoppers.

For individuals who shopped Cyber Weekend in both 2021 and 2020, **37%** shared that they shopped more online and less in-store this year. Their reasons for doing so centered around convenience and avoiding large crowds.

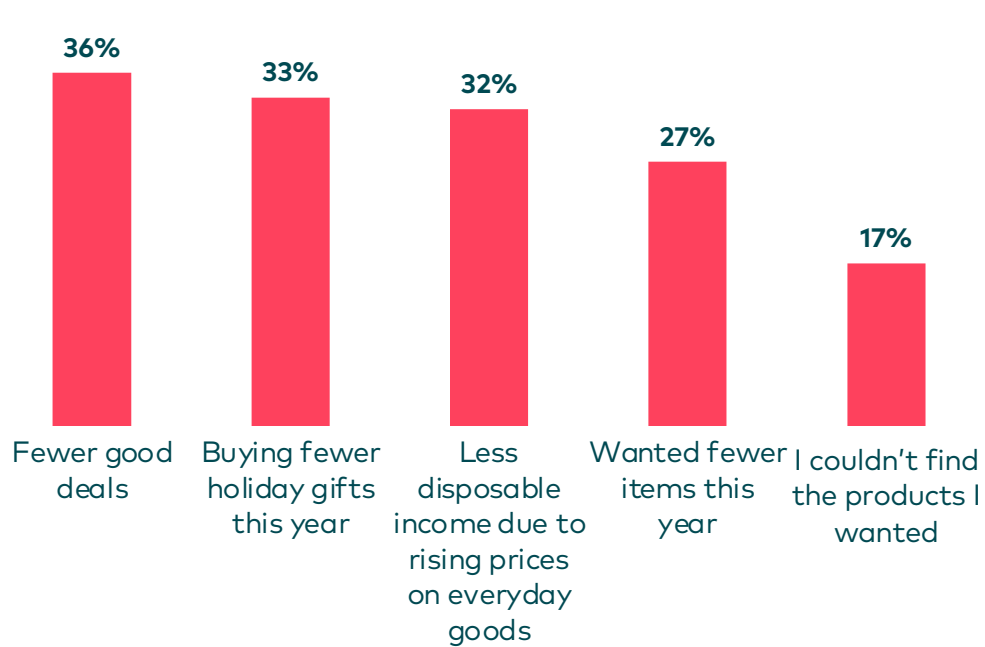
REASON FOR SHOPPING ONLINE



Inflation led to higher spend for some shoppers, lower for others.

Overall, **30%** of repeat Cyber Weekend shoppers say they spent less this year, while **24%** spent more. The top reason shoppers gave for spending less were fewer good deals, and the top reason for spending more was wanting more items. Inflation was cited by both sides— leading to less disposable income for some, and to higher necessary spend for others.

REASONS FOR SPENDING LESS (30%)



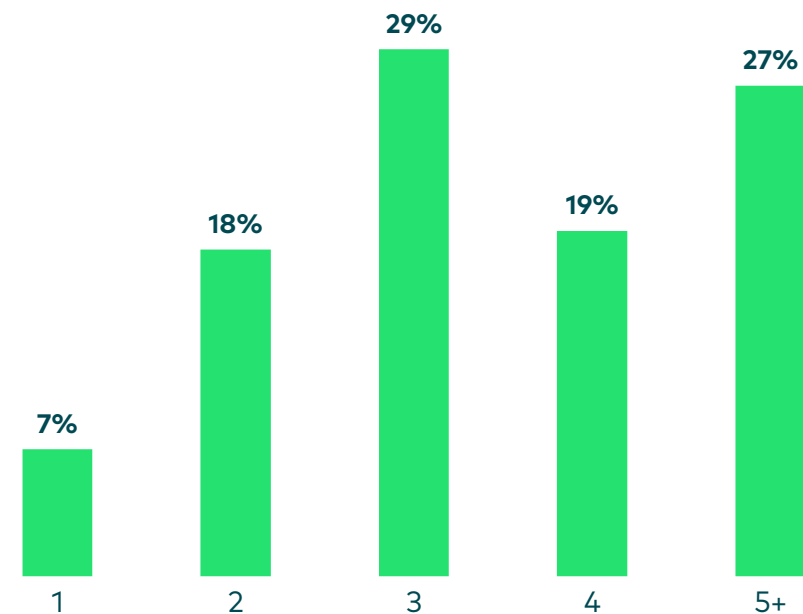
REASONS FOR SPENDING MORE (24%)



Consumers spread their shopping & stuck to familiar stores.

9 in 10 consumers shopped at more than one retailer or website throughout Cyber Weekend, and **1 in 4** shopped at more than five. Walmart shoppers and low-income individuals were the most likely to keep their shopping to one stop (+2, +4pts). **71%** of shoppers say they went to the same stores and websites they usually frequent, but some branched out; **16%** tried a new website and **9%** visited a store they hadn't been to before.

NUMBER OF RETAILERS SHOPPED

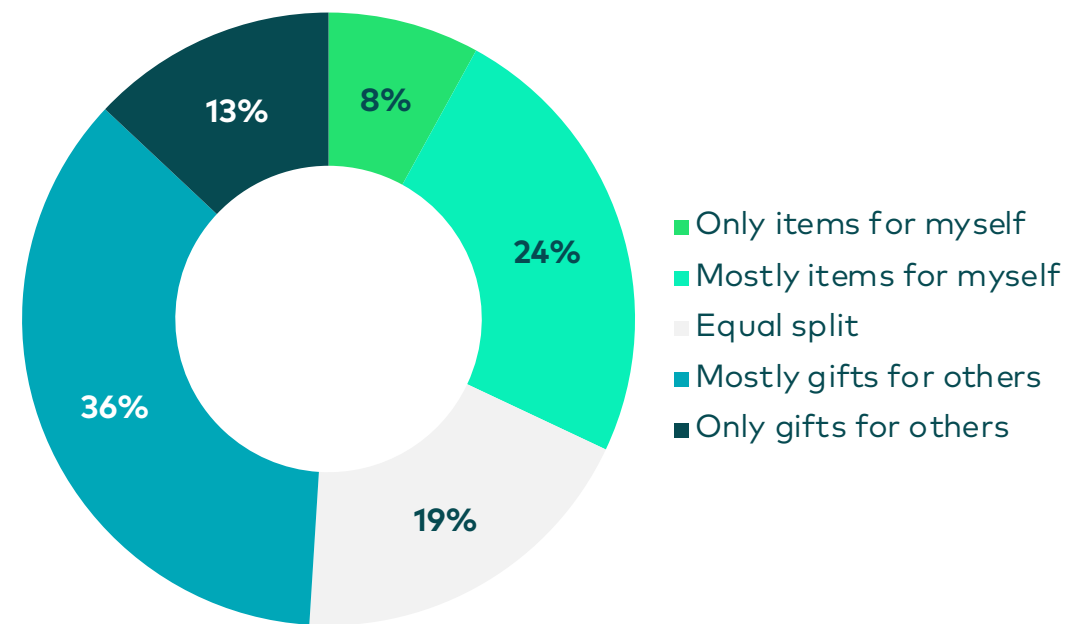


The shift to gift buying continued this Cyber Weekend.

Nearly half (**49%**) of Cyber Weekend shoppers were purchasing gifts for others– up from **45%** last year and **41%** in 2019. Shoppers at Kohl's and Sam's Club were more likely to be on the hunt for gifts (+9, +5pts), while shoppers at Costco and Best Buy had a higher likelihood of shopping for themselves (+10, +9pts).

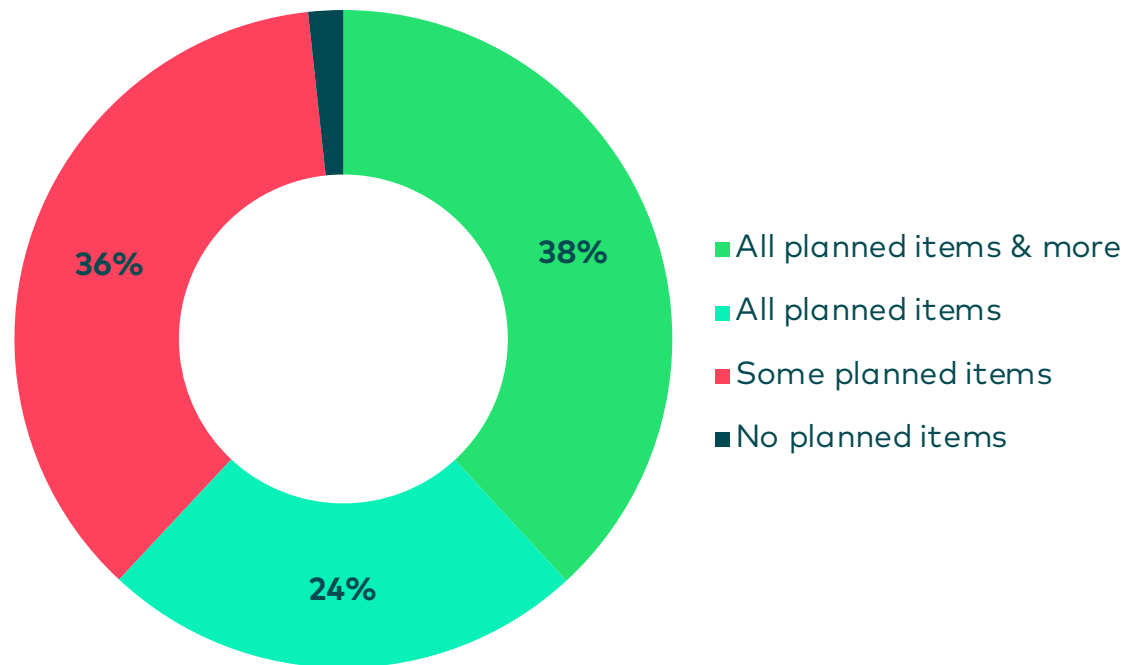
59% of shoppers shared they were done with all or most of their gift shopping post-Cyber Weekend, nearly the same number as this time last year (**60%**).

ITEMS PURCHASED



PURCHASE COMPLETION

Was able to purchase...



Shoppers couldn't check everything off their lists.

38% of shoppers were unable to get everything on their list this year, up from **33%** last year. The top reasons cited were out-of-stocks (**46%**) and inability to find items in the store (**36%**). Some shoppers also shared logistical reasons such as crowded stores (**11%**) and website malfunctions (**6%**). Target and Amazon shoppers were the most likely to get everything on their lists (+3, +2pts), while Lowe's, Home Depot and Sam's Club shoppers were less likely to find everything (-2, -2, -3pts)

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