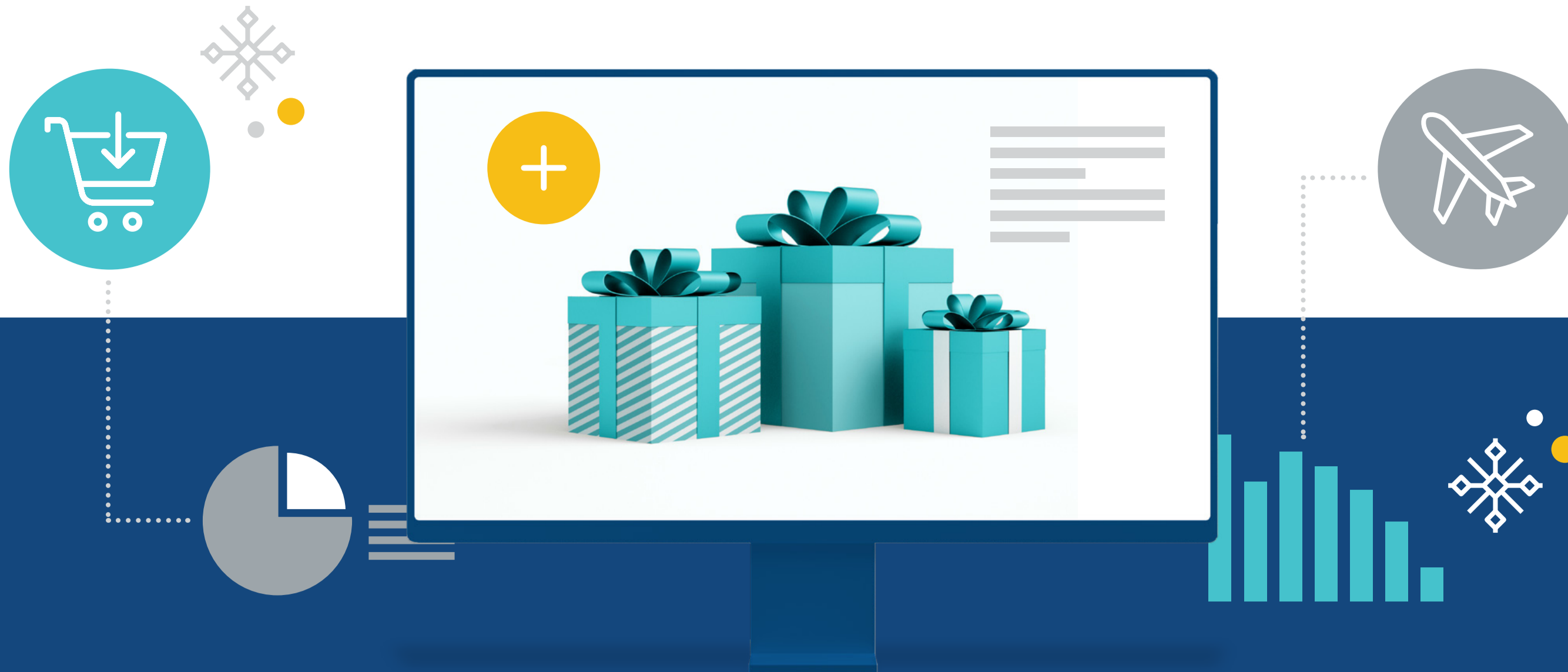


6 ways the pandemic will drive holiday shopping behaviors



We asked 3,007 adults in the U.S. about how they will shop, what they plan to buy, and their personal comfort with travel and entertainment. What did we uncover? How sentiments about the pandemic will drive shopping habits through the rest of the year.

ONE

Good news: Over two-thirds of respondents are feeling optimistic about the holidays

67%

are feeling at least **somewhat positive**



TWO

Holiday shopping expenditures will be about the same as previous years



44%

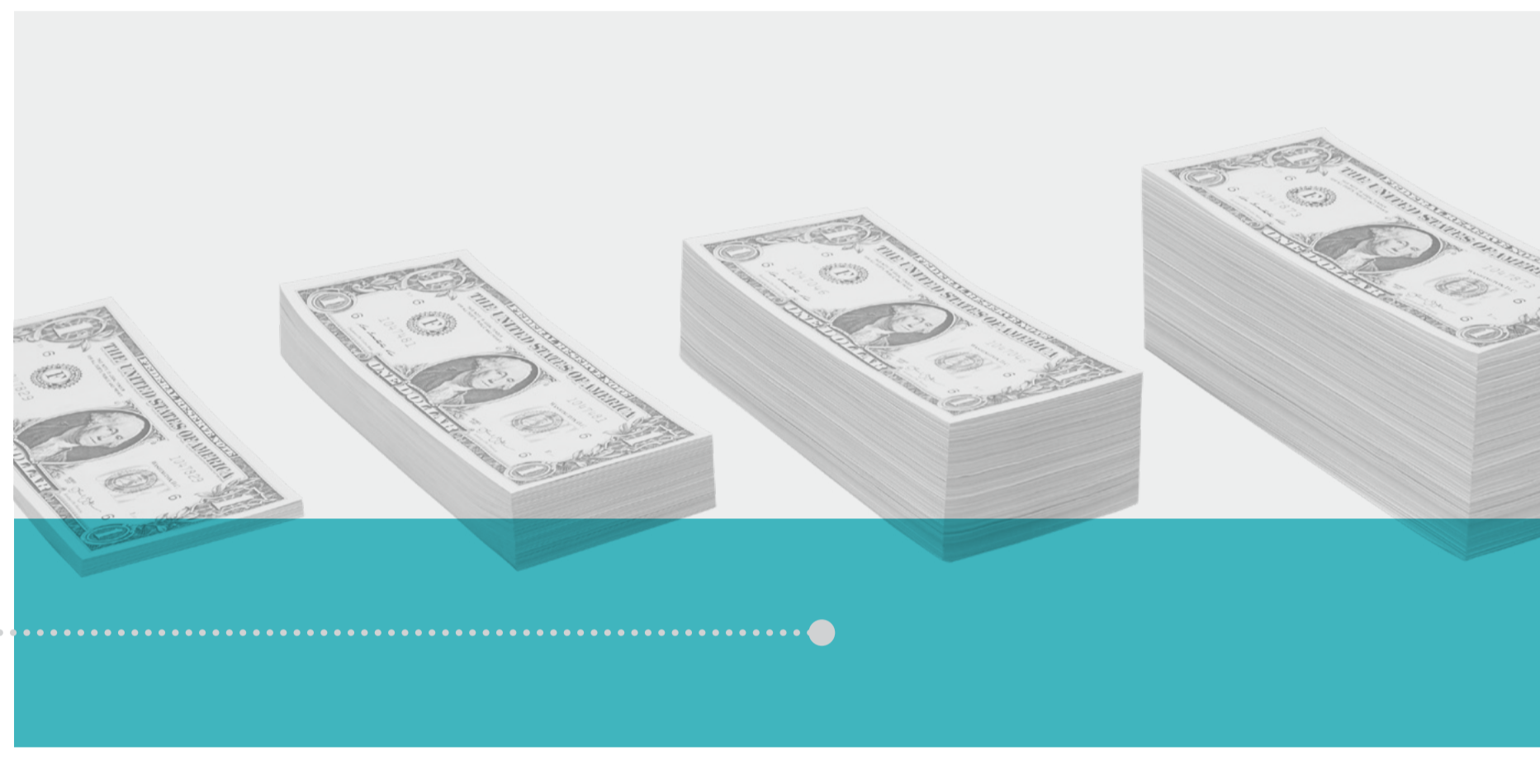
Just under half of respondents say they will spend about the same on holidays this year

THREE

Gen Z and Millennials plan to spend more than last year

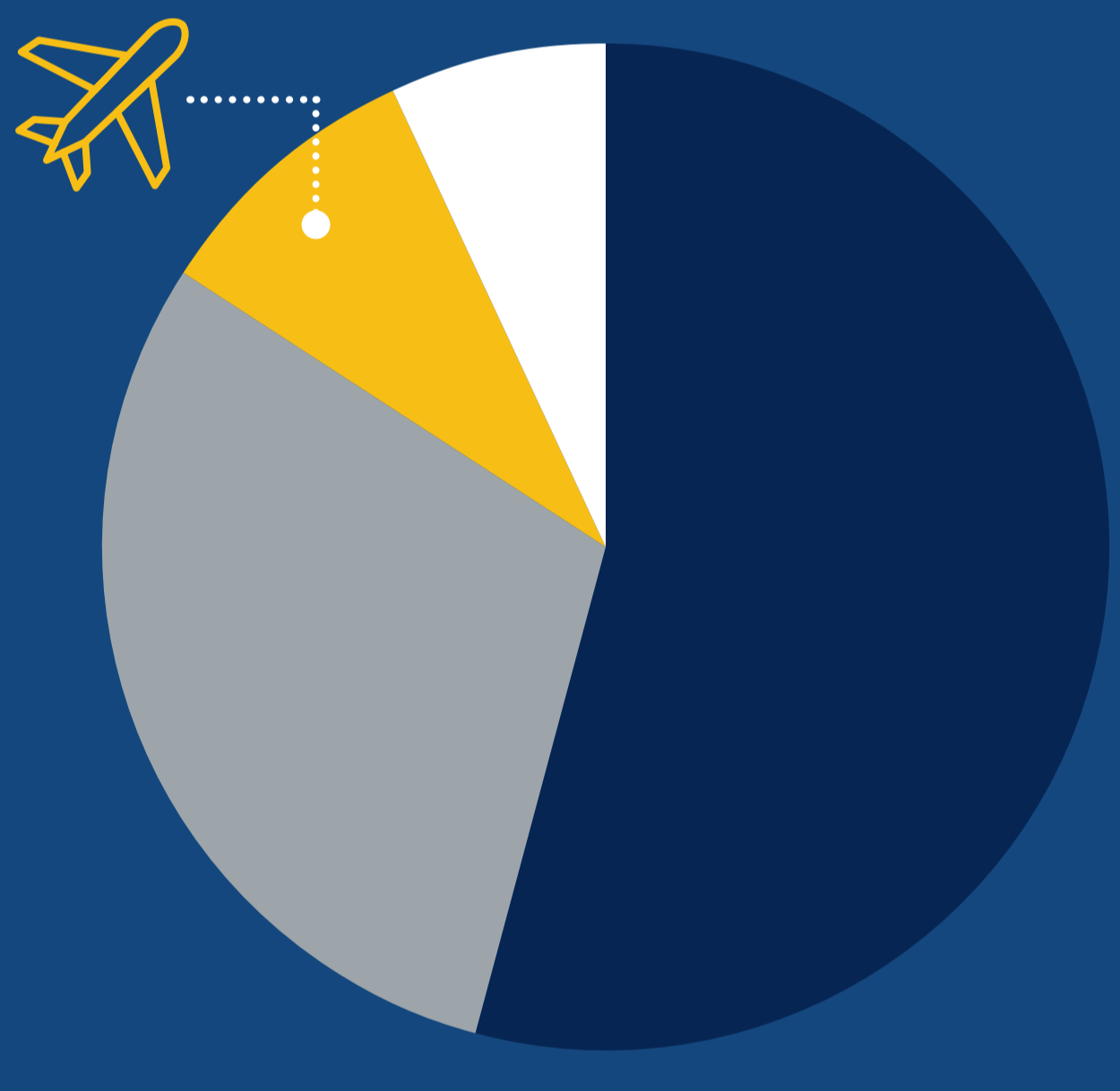
31%

Almost a third of Gen Z + Millennials say they will spend more than last year



FOUR

Holiday air travel is unlikely for most people



- Travel by public transportation; train or bus: **7%**
- Travel by air: **9%**
- Travel by car: **30%**
- I don't plan to travel: **54%**

FIVE

Pandemic concerns will drive more online shopping and careful purchase habits

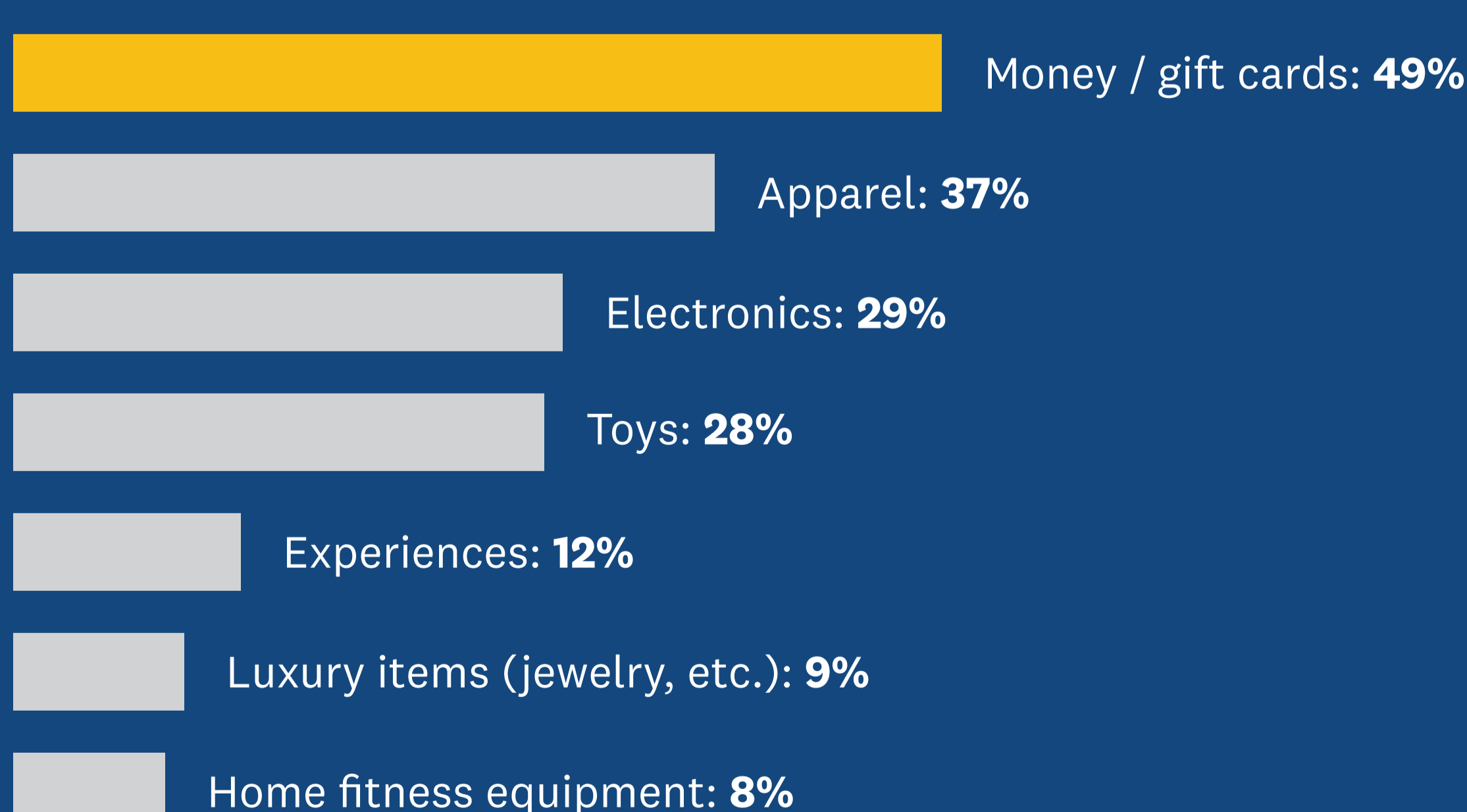
59%

of people **extremely concerned** about COVID-19 will be more careful about unnecessary spending



SIX

Cash tops the list at mostly common holiday gift, while luxury items and experiences rank at the bottom



Want to know how consumer holiday shopping will impact your business?

Want to know how consumer holiday shopping will impact your business? Learn how to understand consumer sentiment with [agile market research](#), and get answers to the questions facing your company.

Get more stats from our holiday shopping market research study [in this article](#).

SurveyMonkey | Market Research Solutions

Methodology

This study was conducted using SurveyMonkey Audience on Oct. 9-10, 2020 to acquire a national sample of 3,007 adults in the U.S. The sample was balanced for age, gender, and US Region according to the Census Bureau's American Community Survey.