

# Key themes

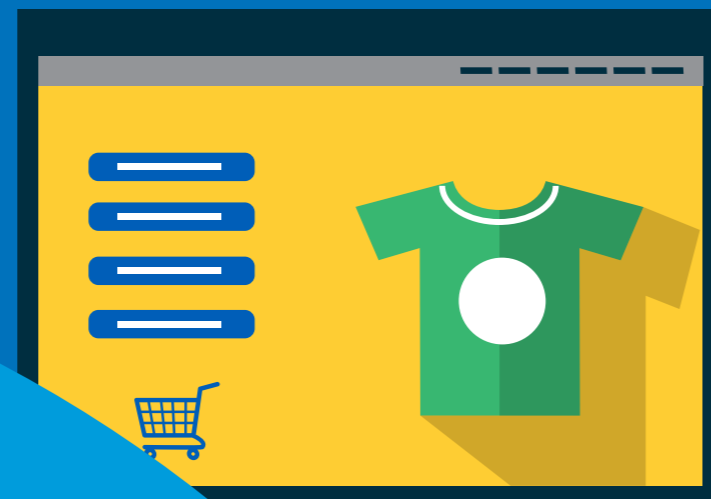
'Tis the season to spend  
**Consumer pulse survey**  
**Holiday 2021**



# 60%

**of holiday shopping is expected to be online**

That's 8% higher than 2020



## Out and about



**24%** plan to attend more family gatherings

**14%** plan to attend more gatherings with friends

## Household economic outlook recovering

**83%** are back to work

**55%** report income recovery to pre-COVID-19 levels



**12%**

claim higher income than pre-COVID-19



## Household spending is up

**49%** already are or expect to reach pre-COVID-19 spending levels in **6 months**



**5%** expected increase in holiday shopping budgets



**61%** plan to start holiday shopping by October

**32%** plan to shop in-store on Black Friday vs. **16%** last year

## Product availability concerns

**54%** are at least somewhat concerned about stockouts and shipping delays

