

BLACK FRIDAY.

Online vs. In-store.

Who is shopping Black Friday—and where?



ONLINE:



94%
of \$50k+ earners will shop online.



92%
of adults 35+ will shop online & in-app.



83%
of men & women will shop on Amazon.



50%
of women will shop online to feel more safe.



IN-STORE:



64%
of men plan to visit Walmart.



63%
of men will show up to Best Buy.



60%
of <\$50k earners plan to go in-person.



39%
will go in-store to touch items before buying.

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