‘Tis the season – how shipping delays will affect holiday shopping.

December 6, 2021
Timeframe.

• 11/23 to 11/24, 2021.

The research goals.

• Identify awareness levels for the supply chain shortage.
• Understand how the supply chain shortage will impact Christmas shopping.
• Find out what actions buyers’ will take to protect their holiday purchases.

Sample.

• N = 200.
• 18-64 years of age.
• Natural fallout on gender, ethnicity, and other demos.

Methodology Overview.

• MFour used Surveys On The Go to identify consumers leaving Walmart.
• Then, a survey was sent for their feedback.
Consumers are ready to celebrate the holidays more than before.

How will this year's holidays differ from last year?

- Will spend time with family: 54%
- Will spend time with friends: 24%
- Will buy more presents: 21%
- Will travel: 14%
- Don't think this year will be different: 28%

Do you plan to do more than you usually do this year?

- Yes: 70%
- No: 30%

Base: Total (200)
There’s a worry around the supply chain shortage impacting the holidays.

On a scale of 1 to 5, how concerned are you about the supply chain shortage impacting the holidays?

- 5 - Very concerned
- 4
- 3
- 2
- 1 - Not at all concerned

How do you feel the supply chain shortage will impact your holiday plans? They’ll be...

Top 2 Box          62%

- 5 - Very concerned
  - Extrememely impacted
    - 28%

- 4
  - Moderately impacted
    - 34%

- 3
  - Slightly impacted
    - 22%

- 2
  - Not impacted
    - 10%

- 1 - Not at all concerned
  - 6%

Base: Total (200)

Top 2 Box          50%

- Extremely impacted
  - 16%

- Moderately impacted
  - 34%

- Slightly impacted
  - 39%

- Not impacted
  - 11%

Base: Total (200)
Christmas shopping will begin early this year.

How will this year's shopping differ from 2020?

- 46%: I'll be shopping earlier for presents
- 43%: I'm going to buy more online
- 36%: I'll switch brands to find what I need
- 22%: I'm going to buy more in-store
- 19%: I have more people to shop for

Will you shop for gifts earlier this year?

- 80% - Yes
- 20% - No
Majority of consumers have already started their holiday shopping.

Have you already started your holiday shopping?

- Yes, I'm completely done: 7%
- Yes, I'm almost done: 31%
- Yes, a little bit: 55%
- No, not at all: 7%

Base: Will shop for gifts earlier (161)

Do you have plans to change the type of gifts you give?

- No, I don't plan to change the types of gifts this year: 24%
- Yes, I don't plan to buy as many presents: 9%
- Yes, I don't plan to buy any presents: 18%
- Yes, I'll be giving cash or gift cards: 49%

Base: Total (200)
Big Box shopping is #1 - but buying locally will be popular this year.

Where do you usually buy gifts?

- Bix Box stores: 86%
- Online: 51%
- Shopping malls: 49%
- Warehouse stores: 30%
- Discount stores: 28%
- Grocery stores: 11%

Do you intend to buy more locally this year?

- Yes: 65%
- No: 35%
Omnichannel shopping is here to stay.

Do you plan to buy more presents in-store, or online?

What percent of gifts do you think you'll buy in-store vs online?

<table>
<thead>
<tr>
<th>In-store</th>
<th>Online</th>
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<tbody>
<tr>
<td>12%</td>
<td>11%</td>
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<tr>
<td>27%</td>
<td>16%</td>
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<tr>
<td>28%</td>
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<tr>
<td>18%</td>
<td>26%</td>
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<tr>
<td>15%</td>
<td>18%</td>
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</tbody>
</table>

Base: Total (200)
About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation’s largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers’ actions: and context on why they made them.
MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.
Choose better market research.