

A woman with brown hair, wearing a grey knit sweater, is lying on a red blanket on a light-colored floor. She is looking at a laptop screen and has her chin resting on her hand. In the background, there is a decorated Christmas tree with white and red ornaments, and a red and white plaid blanket is visible on the right.

'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.

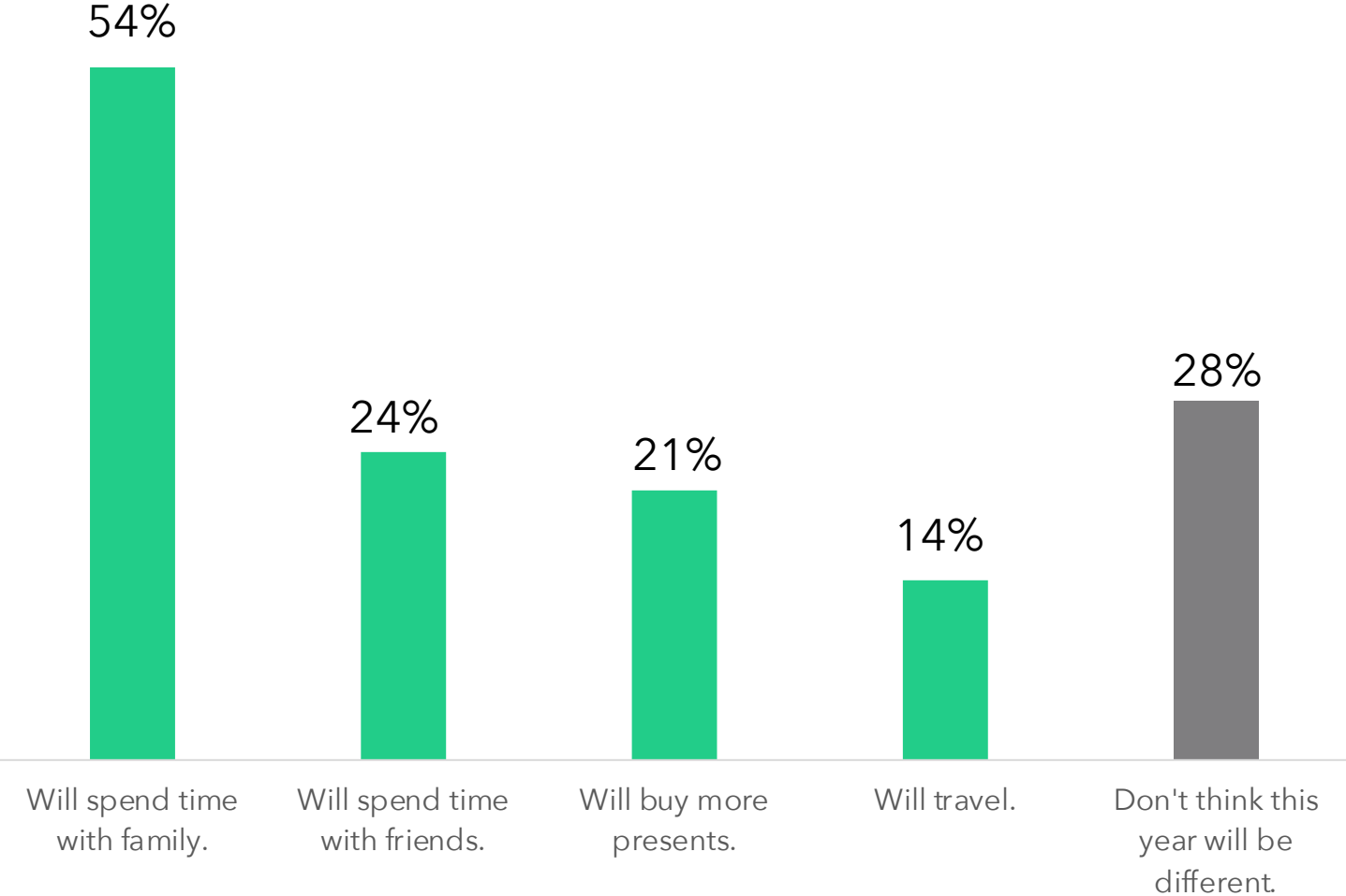
Methodology Overview.

- 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.

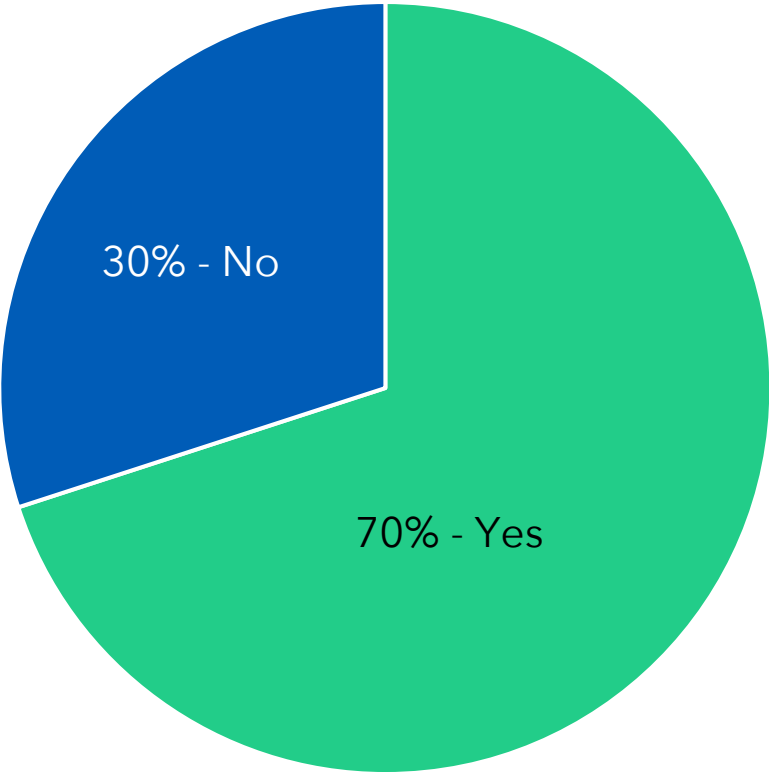


How will this year's holidays differ from last year?



Base: Total (200)

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



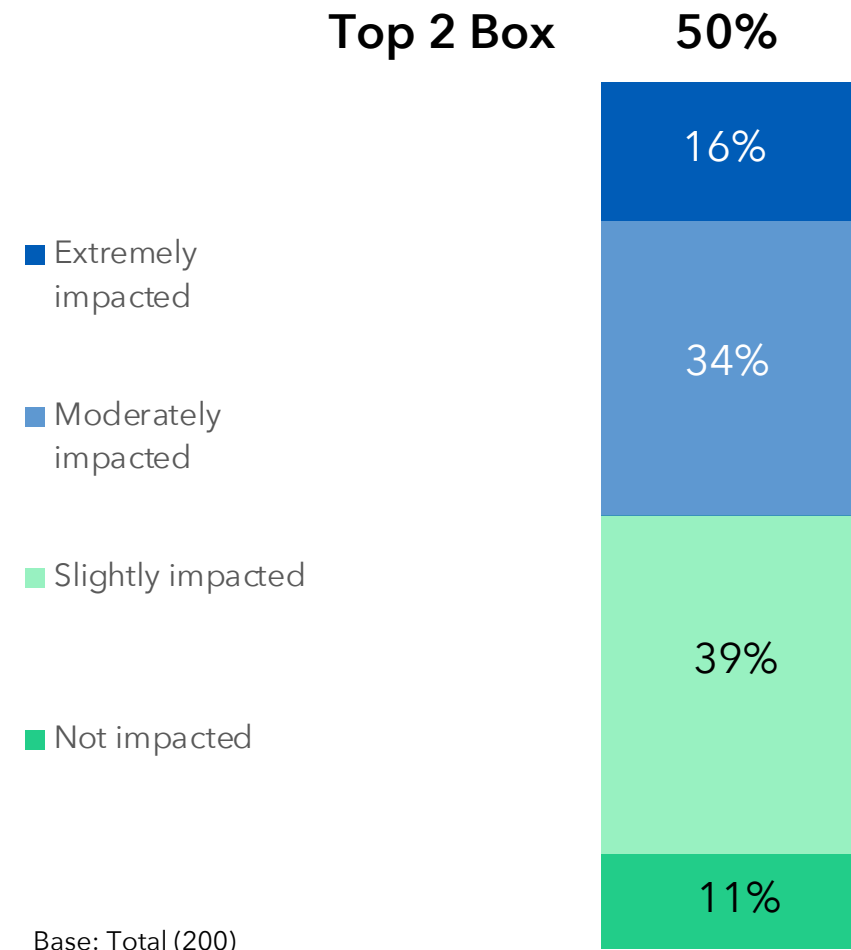
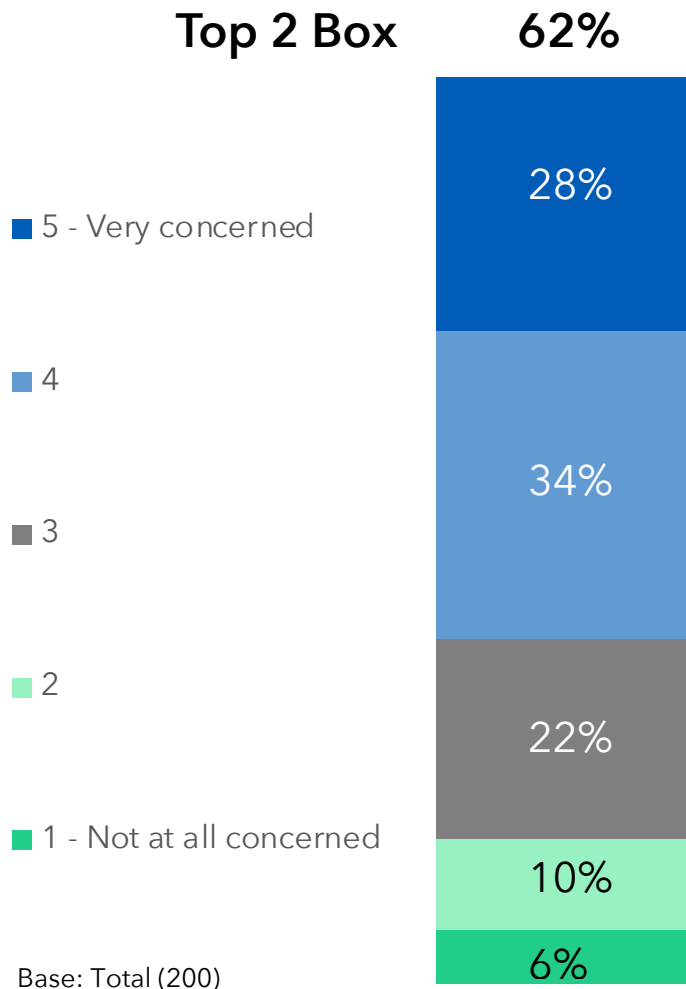
Base: Total (140)

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?

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

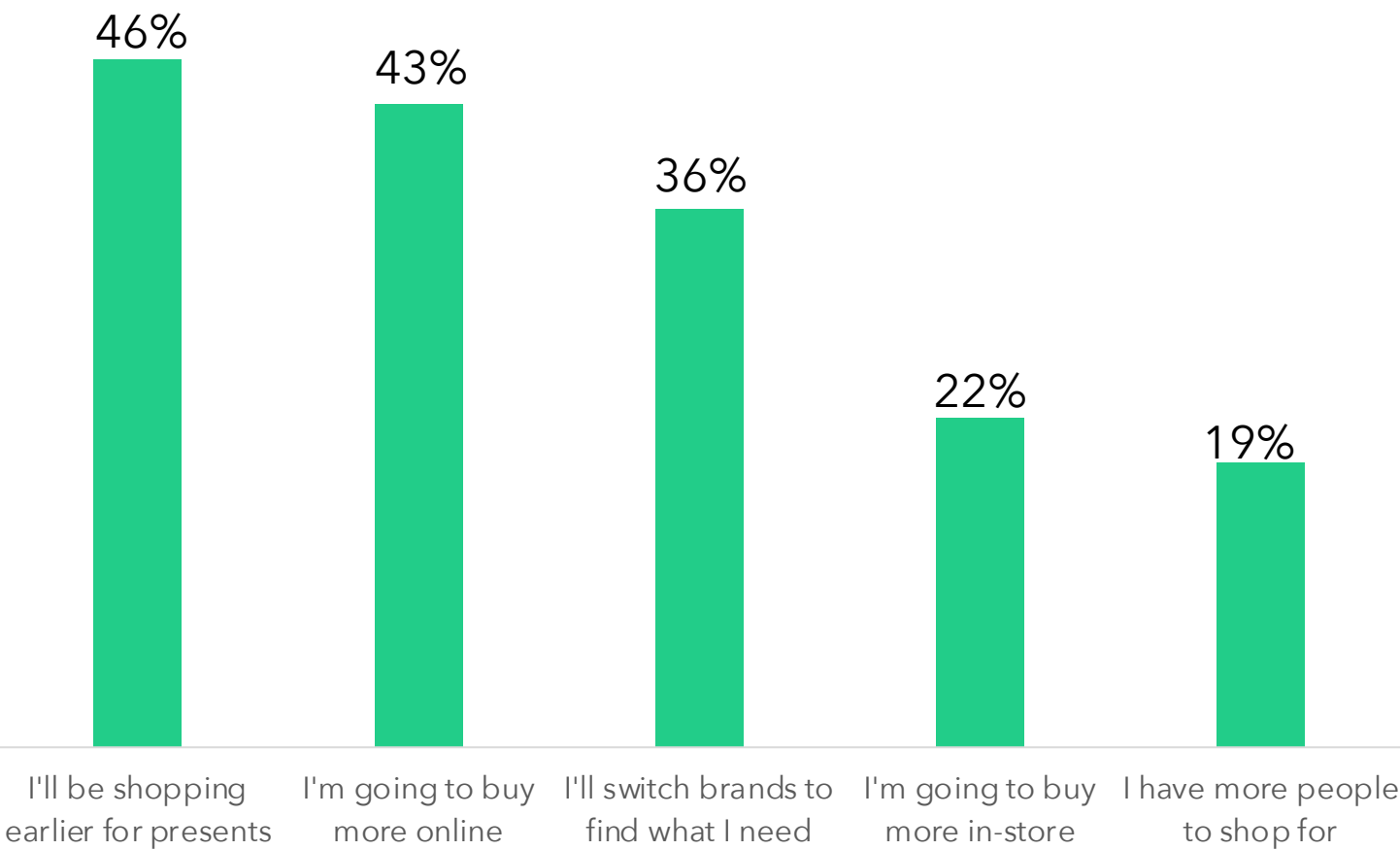


Christmas shopping will begin early this year.

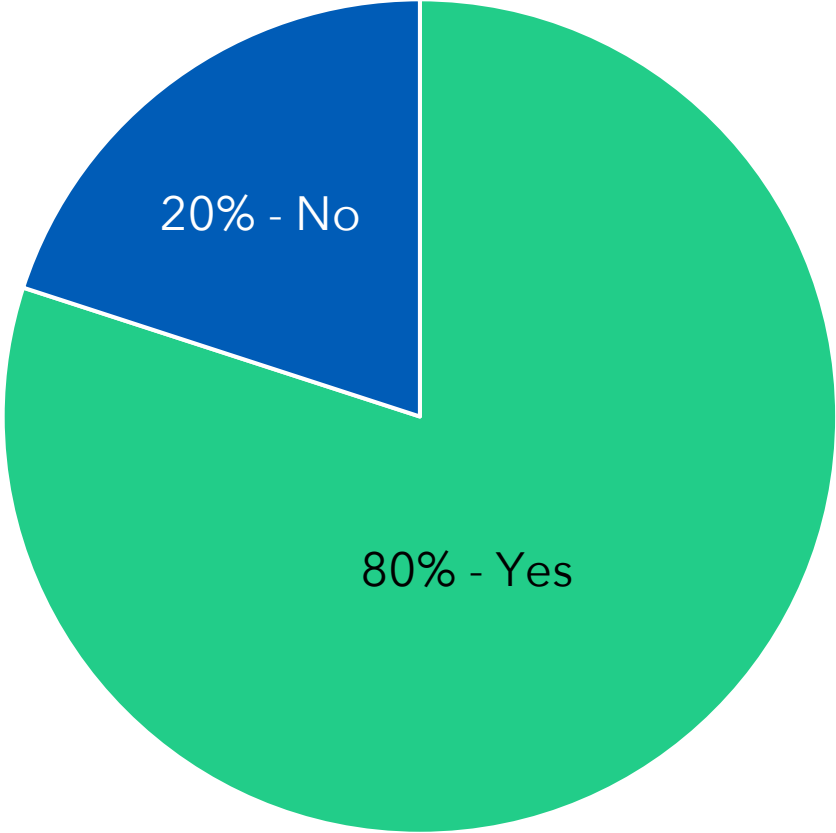


How will this year's shopping differ from 2020?

Will you shop for gifts earlier this year?



Base: Total (200)

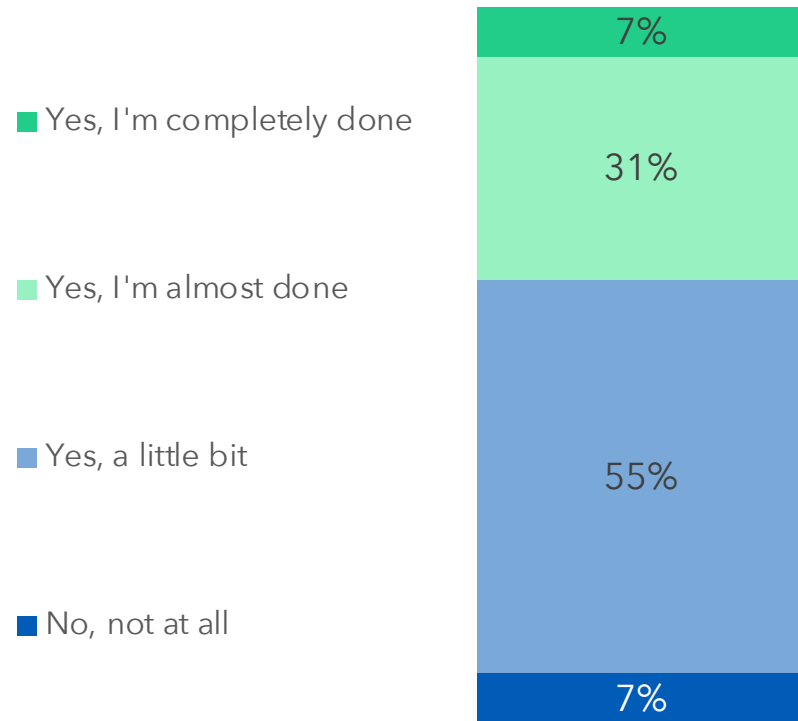


Base: Total (200)

Majority of consumers have already started their holiday shopping.

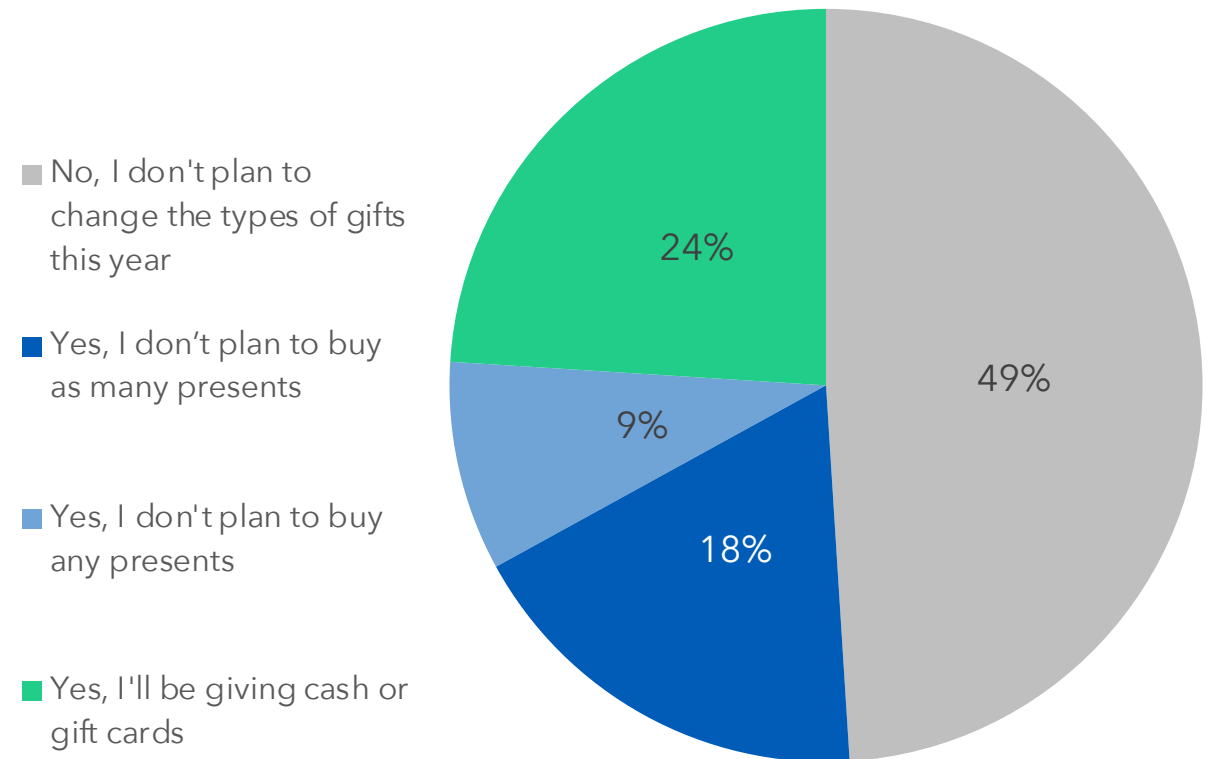


Have you already started your holiday shopping?



Base: Will shop for gifts earlier (161)

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

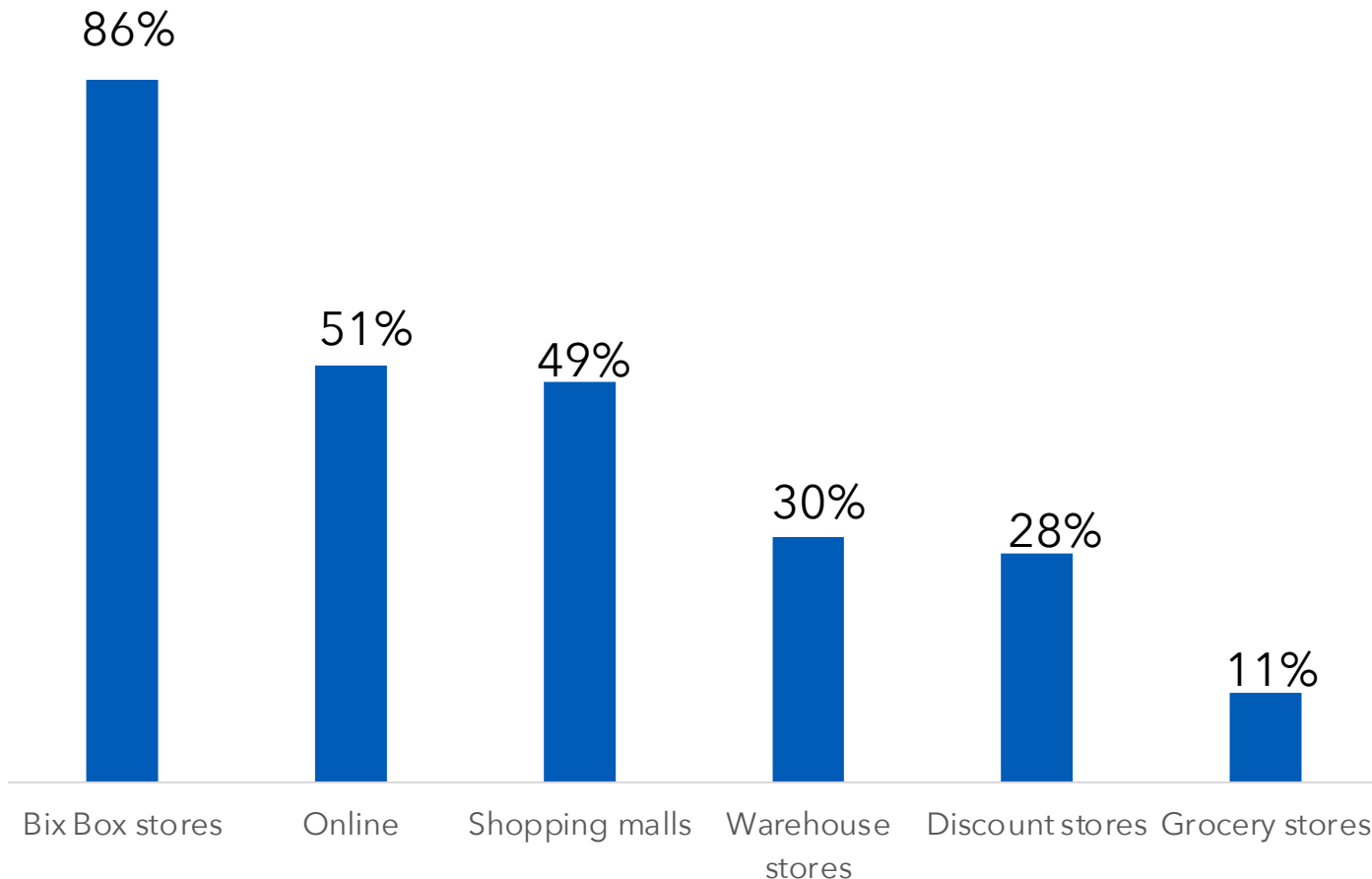


Base: Total (200)

Big Box shopping is #1 – but buying locally will be popular this year.

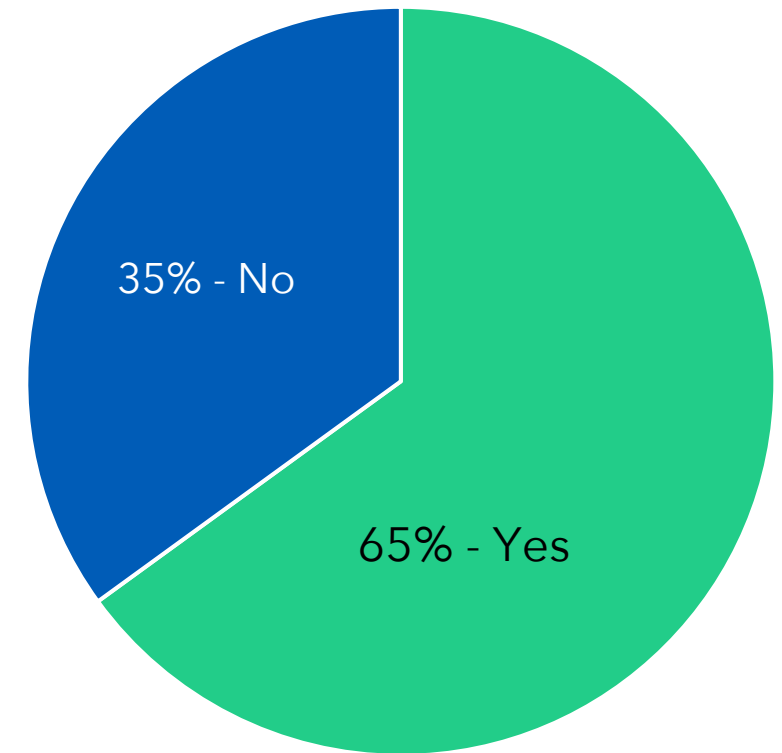


Where do you usually buy gifts?



Base: Total (200)

Do you intend to buy more locally this year?

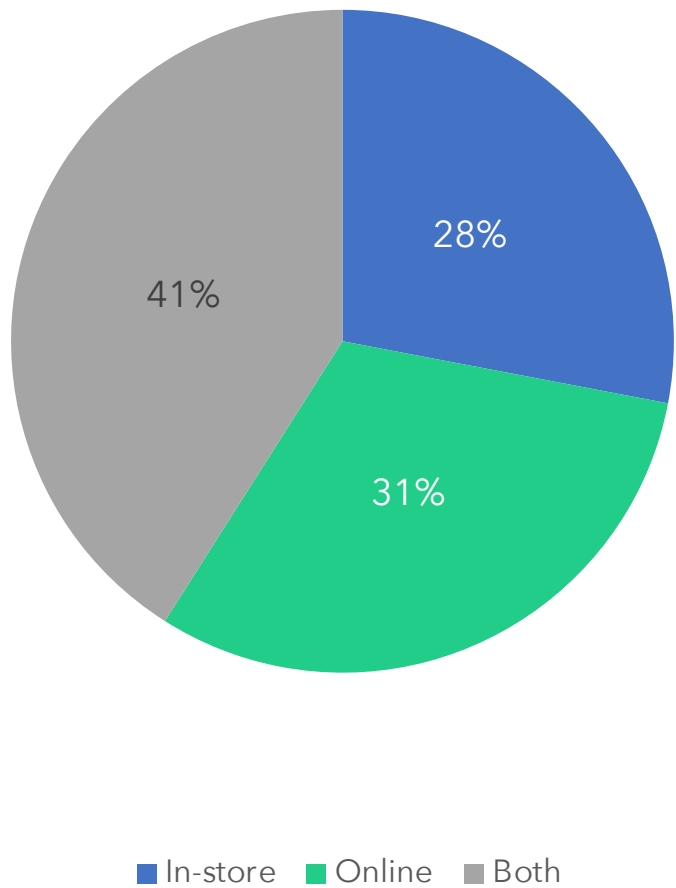


Base: Total (200)

Omnichannel shopping is here to stay.

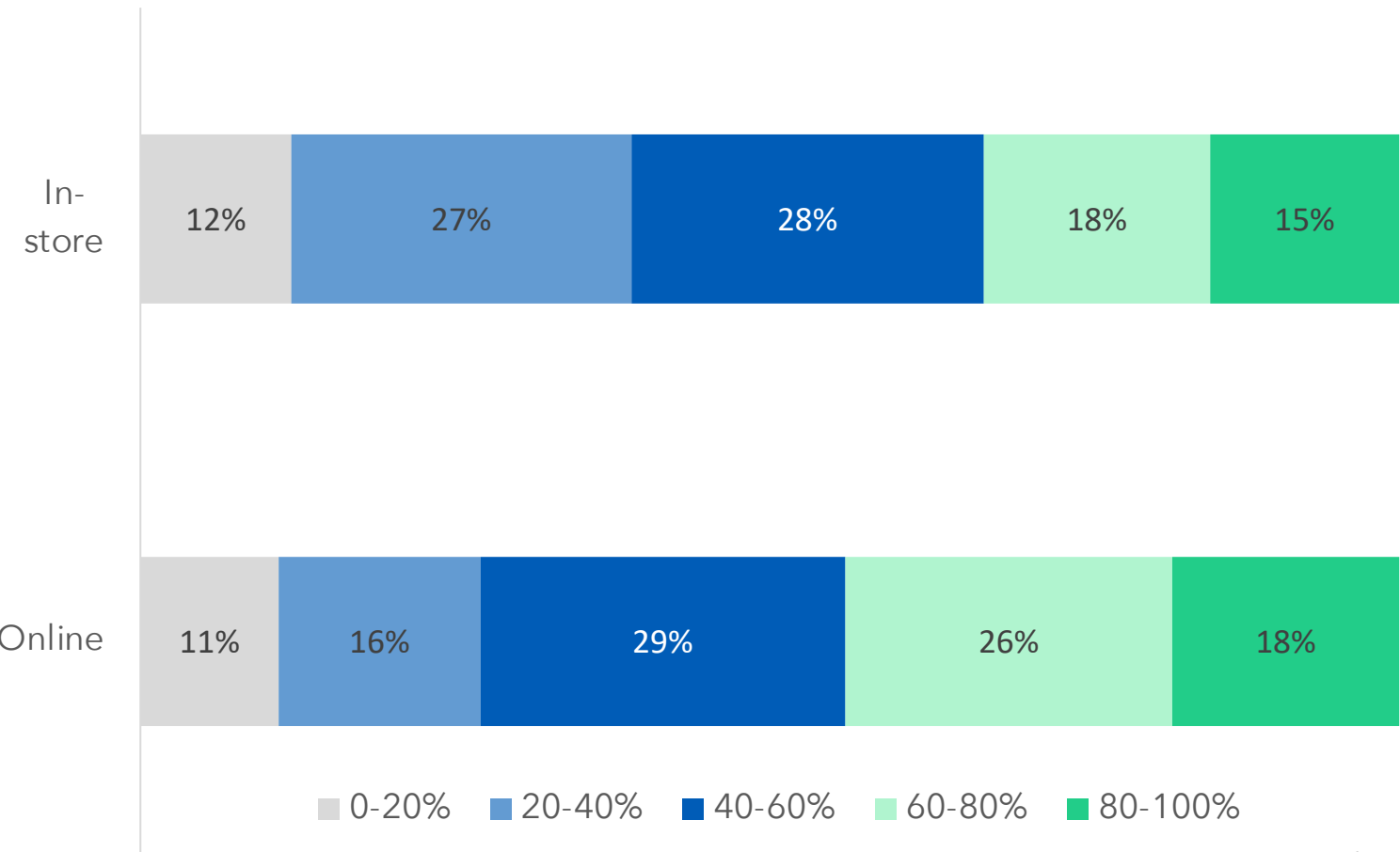


Do you plan to buy more presents in-store, or online?



Base: Total (200)

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



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.





Brick & Mortar.

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.