

CloudResearch National Survey | October 29, 2020

These data are from an online survey conducted by [CloudResearch.com](https://www.cloudresearch.com) on Oct. 1-2, 2020 using Prime Panels. A total of 789 respondents over the age of 18 completed our survey. The sample was weighted using iterative proportional fitting (“raking”) to match the U.S. population on gender, age, race, ethnicity, education, and income (based on the 2018 ACS 5-year estimates) as well as political party affiliation (based on a representative survey conducted by Gallup Aug.-Sep. 2020). The margin of error for the unweighted sample is ± 3.5 percentage points; margins of error are larger for subgroup estimates.

[CloudResearch.com](https://www.cloudresearch.com) is a company focused on improving behavioral science research. We connect researchers in academia, government, and industry with online participants and provide innovative tools that make online studies fast, accurate, and easy. The data for this study were gathered using our Prime Panels platform. Prime Panels has tens of millions of people within the US, which makes it possible to gather samples matched to the US census or other demographically representative templates.

Weighted Sample Characteristics

	%
Gender	
Male	49.2
Female	50.8
Age	
18-19	2.6
20-34	20.7
35-54	25.8
55-64	12.8
65 and older	15.2
Race	
White	72.7
Black or African American	12.7
American Indian or Alaska Native	0.8
Asian	5.4
Native Hawaiian or Pacific Islander	0.2
Other	3.7%
Hispanic Ethnicity	
Yes	17.8
No	82.8
Education	
No college degree	68.5
College degree	31.4
Household Income	
Less than \$50,000 a year	42.1
More than \$50,000 a year	57.9
Political Party Affiliation	
Republican	29.0
Democrat	30.0
Independent	40.0
Other	1.0

Holiday Shopping

shop01: *Compared to the amount of shopping you did last year during the holiday season, will you...*

Shop much more	3.9%
Shop a little more	10.3%
Shop about the same	48.4%
Shop a little less	21.9%
Shop a lot less	15.5%

shop02: *When you say you plan on shopping less this year, we are curious to know what you mean. Can you indicate on the slider what percent less you plan on shopping this year? [Only presented if respondents answered "Shop a lot less" or "Shop a little less" to shop01]*

Mean	50.7%
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shop03: *When you say you plan on shopping more this year, we are curious to know what you mean. Can you indicate on the slider what percent more you plan on shopping this year? [Only presented if respondents answered "Shop much more" or "Shop a little more" to shop01]*

Mean	51.1%
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shop04: *When do you plan on doing your holiday shopping?*

I have started my holiday shopping already	21.5%
October	14.2%
November	45.6%
December	18.6%

shop05: *Is this normally when you start your holiday shopping, or is it earlier or later than usual?*

This is when I usually start my holiday shopping.	60.1%
This year I am starting my shopping earlier than usual.	23.3%
This year I am starting my shopping later than usual.	16.6%

shop06: *Where do you plan on doing most of your holiday shopping?*

In stores	21.8%
Online	42.8%
Equally in stores and online	35.4%

shop10: *Will you be shopping more or less this year (compared to previous years) in stores?*

Much more	3.2%
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A little more	6.0%
About the same	50.2%
A little less	21.4%
Much less	19.3%

shop11: Will you be shopping more or less this year (compared to previous years) online?

Much more	15.3%
A little more	22.8%
About the same	47.1%
A little less	7.7%
Much less	7.0%

shop16: How concerned are you about shopping in stores this year due to COVID-19?

Not concerned at all	19.1%
A little concerned	35.5%
Moderately concerned	20.5%
Extremely concerned	24.8%

By Gender

shop01: Compared to the amount of shopping you did last year during the holiday season, will you...

Men

Shop much more	5.7%
Shop a little more	11.8%
Shop about the same	49.6%
Shop a little less	22.5%
Shop a lot less	10.3%

Women

Shop much more	3.0%
Shop a little more	9.5%
Shop about the same	47.8%
Shop a little less	21.6%
Shop a lot less	18.0%

shop02: When you say you plan on shopping less this year, we are curious to know what you mean. Can you indicate on the slider what percent less you plan on shopping this year? [Only presented if respondents answered "Shop a lot less" or "Shop a little less" to shop01]

Men

Mean	48.0%
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Women

Mean	51.8%
------	-------

shop03: When you say you plan on shopping more this year, we are curious to know what you mean. Can you indicate on the slider what percent more you plan on shopping this year? [Only presented if respondents answered "Shop much more" or "Shop a little more" to shop01]

Men

Mean	55.7%
------	-------

Women

Mean	47.9%
------	-------

shop04: When do you plan on doing your holiday shopping?

Men

I have started my holiday shopping already	19.1%
October	13.4%
November	44.7%
December	22.9%

Women

I have started my holiday shopping already	22.8%
October	14.6%
November	46.1%
December	16.5%

shop05: *Is this normally when you start your holiday shopping, or is it earlier or later than usual?*

Men

This is when I usually start my holiday shopping.	62.6%
This year I am starting my shopping earlier than usual.	22.5%
This year I am starting my shopping later than usual.	14.9%

Women

This is when I usually start my holiday shopping.	58.8%
This year I am starting my shopping earlier than usual.	23.7%
This year I am starting my shopping later than usual.	17.5%

shop06: *Where do you plan on doing most of your holiday shopping?*

Men

In stores	22.9%
Online	43.1%
Equally in stores and online	34.0%

Women

In stores	21.3%
Online	42.7%
Equally in stores and online	36.1%

shop10: *Will you be shopping more or less this year (compared to previous years) in stores?*

Men

Much more	3.4%
A little more	6.5%
About the same	52.3%
A little less	22.5%
Much less	15.3%

Women

Much more	3.0%
A little more	5.7%
About the same	49.1%
A little less	20.9%

Much less	21.3%
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shop11: Will you be shopping more or less this year (compared to previous years) online?

Men

Much more	17.2%
A little more	21.8%
About the same	47.7%
A little less	8.0%
Much less	5.3%

Women

Much more	14.4%
A little more	23.3%
About the same	46.9%
A little less	7.6%
Much less	7.8%

shop16: How concerned are you about shopping in stores this year due to COVID-19?

Men

Not concerned at all	16.0%
A little concerned	39.3%
Moderately concerned	23.7%
Extremely concerned	21.0%

Women

Not concerned at all	20.7%
A little concerned	33.6%
Moderately concerned	19.0%
Extremely concerned	26.8%

By Age

shop01: Compared to the amount of shopping you did last year during the holiday season, will you...

18-19

Shop much more	5.7%
Shop a little more	31.4%
Shop about the same	40.0%
Shop a little less	17.1%
Shop a lot less	5.7%

20-34

Shop much more	5.1%
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Shop a little more	17.9%
Shop about the same	43.6%
Shop a little less	24.6%
Shop a lot less	8.7%

35-54

Shop much more	5.5%
Shop a little more	10.6%
Shop about the same	45.3%
Shop a little less	21.6%
Shop a lot less	16.9%

55-64

Shop much more	1.3%
Shop a little more	3.9%
Shop about the same	52.9%
Shop a little less	22.9%
Shop a lot less	19.0%

65 and older

Shop much more	2.4%
Shop a little more	2.4%
Shop about the same	55.9%
Shop a little less	19.4%
Shop a lot less	20.0%

shop02: When you say you plan on shopping less this year, we are curious to know what you mean. Can you indicate on the slider what percent less you plan on shopping this year? [Only presented if respondents answered "Shop a lot less" or "Shop a little less" to shop01]

18-19

Mean	54.1%
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20-34

Mean	45.7%
------	-------

35-54

Mean	52.2%
------	-------

55-64

Mean	52.6%
------	-------

65 and older

Mean	51.2%
------	-------

shop03: When you say you plan on shopping more this year, we are curious to know what you mean. Can you indicate on the slider what percent more you plan on shopping this year? [Only presented if respondents answered "Shop much more" or "Shop a little more" to shop01]

18-19	
Mean	42.3%
20-34	
Mean	52.6%
35-54	
Mean	54.6%
55-64	
Mean	43.3%
65 and older	
Mean	48.5%

shop04: When do you plan on doing your holiday shopping?

18-19	
I have started my holiday shopping already	17.1%
October	8.6%
November	54.3%
December	20.0%
20-34	
I have started my holiday shopping already	18.5%
October	20.0%
November	52.8%
December	8.7%
35-54	
I have started my holiday shopping already	22.9%
October	17.4%
November	40.7%
December	19.1%
55-64	
I have started my holiday shopping already	22.2%
October	10.5%
November	39.9%
December	27.5%
65 and older	
I have started my holiday shopping already	23.5%
October	7.6%
November	47.6%
December	21.2%

shop05: *Is this normally when you start your holiday shopping, or is it earlier or later than usual?*

18-19

This is when I usually start my holiday shopping.	57.1%
This year I am starting my shopping earlier than usual.	31.4%
This year I am starting my shopping later than usual.	11.4%

20-34

This is when I usually start my holiday shopping.	53.3%
This year I am starting my shopping earlier than usual.	34.9%
This year I am starting my shopping later than usual.	11.8%

35-54

This is when I usually start my holiday shopping.	54.2%
This year I am starting my shopping earlier than usual.	25.0%
This year I am starting my shopping later than usual.	20.8%

55-64

This is when I usually start my holiday shopping.	66.7%
This year I am starting my shopping earlier than usual.	15.0%
This year I am starting my shopping later than usual.	18.3%

65 and older

This is when I usually start my holiday shopping.	70.6%
This year I am starting my shopping earlier than usual.	13.5%
This year I am starting my shopping later than usual.	15.9%

shop06: *Where do you plan on doing most of your holiday shopping?*

18-19

In stores	14.3%
Online	40.0%
Equally in stores and online	45.7%

20-34

In stores	19.5%
Online	41.5%
Equally in stores and online	39.0%

35-54

In stores	22.0%
Online	41.9%
Equally in stores and online	36.0%

55-64

In stores	22.2%
Online	42.5%

Equally in stores and online	35.3%
65 and older	
In stores	25.3%
Online	46.5%
Equally in stores and online	28.2%

shop10: Will you be shopping more or less this year (compared to previous years) in stores?

18-19

Much more	2.9%
A little more	14.3%
About the same	54.3%
A little less	17.1%
Much less	11.4%

20-34

Much more	4.1%
A little more	9.2%
About the same	46.7%
A little less	26.7%
Much less	13.3%

35-54

Much more	3.4%
A little more	7.2%
About the same	47.5%
A little less	22.0%
Much less	19.9%

55-64

Much more	1.3%
A little more	1.3%
About the same	54.9%
A little less	22.2%
Much less	20.3%

65 and older

Much more	3.5%
A little more	2.9%
About the same	52.9%
A little less	14.7%
Much less	25.9%

shop11: Will you be shopping more or less this year (compared to previous years) online?

18-19

Much more	22.9%
A little more	31.4%
About the same	40.0%
A little less	2.9%
Much less	2.9%

20-34

Much more	15.9%
A little more	30.3%
About the same	41.5%
A little less	8.2%
Much less	4.1%

35-54

Much more	16.9%
A little more	22.5%
About the same	43.6%
A little less	7.2%
Much less	9.7%

55-64

Much more	13.1%
A little more	18.3%
About the same	53.6%
A little less	7.2%
Much less	7.8%

65 and older

Much more	12.9%
A little more	17.1%
About the same	54.1%
A little less	9.4%
Much less	6.5%

shop16: How concerned are you about shopping in stores this year due to COVID-19?

18-19

Not concerned at all	2.9%
A little concerned	54.3%
Moderately concerned	28.6%
Extremely concerned	14.3%

20-34

Not concerned at all	20.0%
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A little concerned	32.3%
Moderately concerned	23.6%
Extremely concerned	24.1%

35-54

Not concerned at all	18.6%
A little concerned	35.2%
Moderately concerned	22.9%
Extremely concerned	23.3%

55-64

Not concerned at all	24.2%
A little concerned	30.1%
Moderately concerned	19.6%
Extremely concerned	26.1%

65 and older

Not concerned at all	17.6%
A little concerned	40.6%
Moderately concerned	12.9%
Extremely concerned	28.8%

By Household Income

shop01: Compared to the amount of shopping you did last year during the holiday season, will you...

Less than 50,000 a year

Shop much more	3.4%
Shop a little more	11.3%
Shop about the same	49.6%
Shop a little less	20.0%
Shop a lot less	15.7%

More than 50,000 a year

Shop much more	4.5%
Shop a little more	9.1%
Shop about the same	47.1%
Shop a little less	24.1%
Shop a lot less	15.2%

shop02: When you say you plan on shopping less this year, we are curious to know what you mean. Can you indicate on the slider what percent less you plan on shopping this year? [Only presented if respondents answered "Shop a lot less" or "Shop a little less" to shop01]

Less than 50,000 a year

Mean	54.5%
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More than 50,000 a year

Mean	50.5%
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shop03: When you say you plan on shopping more this year, we are curious to know what you mean. Can you indicate on the slider what percent more you plan on shopping this year? [Only presented if respondents answered "Shop much more" or "Shop a little more" to shop01]

Less than 50,000 a year

Mean	46.7%
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More than 50,000 a year

Mean	51.9%
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shop04: When do you plan on doing your holiday shopping?

Less than 50,000 a year

I have started my holiday shopping already	21.4%
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October	13.3%
---------	-------

November	47.2%
----------	-------

December	18.1%
----------	-------

More than 50,000 a year

I have started my holiday shopping already	21.7%
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October	15.2%
---------	-------

November	43.9%
----------	-------

December	19.3%
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shop05: Is this normally when you start your holiday shopping, or is it earlier or later than usual?

Less than 50,000 a year

This is when I usually start my holiday shopping.	57.3%
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This year I am starting my shopping earlier than usual.	25.8%
---	-------

This year I am starting my shopping later than usual.	16.9%
---	-------

More than 50,000 a year

This is when I usually start my holiday shopping.	63.1%
---	-------

This year I am starting my shopping earlier than usual.	20.6%
---	-------

This year I am starting my shopping later than usual.	16.3%
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shop06: Where do you plan on doing most of your holiday shopping?

Less than 50,000 a year

In stores	28.2%
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Online	39.0%
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Equally in stores and online	32.8%
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More than 50,000 a year

In stores	14.7%
Online	47.1%
Equally in stores and online	38.2%

shop10: Will you be shopping more or less this year (compared to previous years) in stores?

Less than 50,000 a year

Much more	2.4%
A little more	6.3%
About the same	54.2%
A little less	17.8%
Much less	19.3%

More than 50,000 a year

Much more	4.0%
A little more	5.6%
About the same	45.7%
A little less	25.4%
Much less	19.3%

shop11: Will you be shopping more or less this year (compared to previous years) online?

Less than 50,000 a year

Much more	12.8%
A little more	22.4%
About the same	48.4%
A little less	8.0%
Much less	8.4%

More than 50,000 a year

Much more	18.2%
A little more	23.3%
About the same	45.7%
A little less	7.5%
Much less	5.3%

shop16: How concerned are you about shopping in stores this year due to COVID-19?

Less than 50,000 a year

Not concerned at all	19.8%
A little concerned	35.2%
Moderately concerned	20.5%
Extremely concerned	24.6%

More than 50,000 a year

Not concerned at all	18.4%
A little concerned	35.8%
Moderately concerned	20.6%
Extremely concerned	25.1%

By Education

shop01: Compared to the amount of shopping you did last year during the holiday season, will you...

No college degree	
Shop much more	3.0%
Shop a little more	12.0%
Shop about the same	48.6%
Shop a little less	20.5%
Shop a lot less	16.0%
College degree	
Shop much more	7.0%
Shop a little more	9.4%
Shop about the same	42.5%
Shop a little less	26.0%
Shop a lot less	15.2%

shop02: When you say you plan on shopping less this year, we are curious to know what you mean. Can you indicate on the slider what percent less you plan on shopping this year? [Only presented if respondents answered "Shop a lot less" or "Shop a little less" to shop01]

No college degree	
Mean	51.8%
College degree	
Mean	47.0%

shop03: When you say you plan on shopping more this year, we are curious to know what you mean. Can you indicate on the slider what percent more you plan on shopping this year? [Only presented if respondents answered "Shop much more" or "Shop a little more" to shop01]

No college degree	
Mean	47.0%
College degree	
Mean	57.9%

shop04: When do you plan on doing your holiday shopping?

No college degree

I have started my holiday shopping already	18.3%
October	15.5%
November	46.7%
December	19.5%

College degree

I have started my holiday shopping already	27.3%
October	11.5%
November	43.3%
December	17.9%

shop05: Is this normally when you start your holiday shopping, or is it earlier or later than usual?

No college degree

This is when I usually start my holiday shopping.	59.2%
This year I am starting my shopping earlier than usual.	22.3%
This year I am starting my shopping later than usual.	18.5%

College degree

This is when I usually start my holiday shopping.	62.2%
This year I am starting my shopping earlier than usual.	23.2%
This year I am starting my shopping later than usual.	14.6%

shop06: Where do you plan on doing most of your holiday shopping?

No college degree

In stores	24.6%
Online	36.6%
Equally in stores and online	38.8%

College degree

In stores	13.3%
Online	53.8%
Equally in stores and online	33.0%

shop10: Will you be shopping more or less this year (compared to previous years) in stores?

No college degree

Much more	2.6%
A little more	5.3%
About the same	53.6%
A little less	21.0%
Much less	17.5%

College degree

Much more	5.4%
A little more	7.8%
About the same	41.9%
A little less	27.8%
Much less	17.1%

shop11: Will you be shopping more or less this year (compared to previous years) online?

No college degree

Much more	14.8%
A little more	19.3%
About the same	51.1%
A little less	8.8%
Much less	5.9%

College degree

Much more	16.6%
A little more	29.6%
About the same	39.6%
A little less	7.0%
Much less	7.2%

shop16: How concerned are you about shopping in stores this year due to COVID-19?

No college degree

Not concerned at all	19.4%
A little concerned	36.0%
Moderately concerned	22.6%
Extremely concerned	22.0%

College degree

Not concerned at all	13.2%
A little concerned	39.2%
Moderately concerned	22.6%
Extremely concerned	25.0%

By Political Party Affiliation

shop01: Compared to the amount of shopping you did last year during the holiday season, will you...

Republican

Shop much more	3.0%
Shop a little more	8.2%

Shop about the same	55.3%
Shop a little less	23.4%
Shop a lot less	10.2%

Democrat

Shop much more	6.3%
Shop a little more	16.3%
Shop about the same	35.6%
Shop a little less	24.7%
Shop a lot less	17.2%

Independent

Shop much more	3.5%
Shop a little more	10.1%
Shop about the same	49.2%
Shop a little less	18.8%
Shop a lot less	18.3%

shop02: When you say you plan on shopping less this year, we are curious to know what you mean. Can you indicate on the slider what percent less you plan on shopping this year? [Only presented if respondents answered "Shop a lot less" or "Shop a little less" to shop01]

Republican

Mean	45.8%
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Democrat

Mean	50.1%
------	-------

Independent

Mean	53.4%
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shop03: When you say you plan on shopping more this year, we are curious to know what you mean. Can you indicate on the slider what percent more you plan on shopping this year? [Only presented if respondents answered "Shop much more" or "Shop a little more" to shop01]

Republican

Mean	50.2%
------	-------

Democrat

Mean	54.1%
------	-------

Independent

Mean	46.3%
------	-------

shop04: When do you plan on doing your holiday shopping?

Republican

I have started my holiday shopping already	20.9%
October	14.5%

November	44.0%
December	20.7%
Democrat	
I have started my holiday shopping already	15.8%
October	17.7%
November	52.5%
December	14.0%
Independent	
I have started my holiday shopping already	23.9%
October	12.1%
November	43.1%
December	20.9%

shop05: *Is this normally when you start your holiday shopping, or is it earlier or later than usual?*

Republican	
This is when I usually start my holiday shopping.	66.5%
This year I am starting my shopping earlier than usual.	20.3%
This year I am starting my shopping later than usual.	13.2%
Democrat	
This is when I usually start my holiday shopping.	53.0%
This year I am starting my shopping earlier than usual.	28.1%
This year I am starting my shopping later than usual.	19.0%
Independent	
This is when I usually start my holiday shopping.	60.1%
This year I am starting my shopping earlier than usual.	21.1%
This year I am starting my shopping later than usual.	18.8%

shop06: *Where do you plan on doing most of your holiday shopping?*

Republican	
In stores	24.0%
Online	38.2%
Equally in stores and online	37.9%
Democrat	
In stores	20.8%
Online	47.5%
Equally in stores and online	31.7%
Independent	
In stores	20.6%

Online	39.3%
Equally in stores and online	40.1%

shop10: Will you be shopping more or less this year (compared to previous years) in stores?

Republican

Much more	2.2%
A little more	4.9%
About the same	57.9%
A little less	24.0%
Much less	11.0%

Democrat

Much more	7.6%
A little more	9.4%
About the same	40.5%
A little less	19.6%
Much less	22.9%

Independent

Much more	1.5%
A little more	4.7%
About the same	52.3%
A little less	23.7%
Much less	17.8%

shop11: Will you be shopping more or less this year (compared to previous years) online?

Republican

Much more	11.8%
A little more	20.2%
About the same	55.7%
A little less	9.0%
Much less	3.4%

Democrat

Much more	21.6%
A little more	25.1%
About the same	36.1%
A little less	7.7%
Much less	9.5%

Independent

Much more	13.8%
A little more	21.2%

About the same	51.1%
A little less	8.0%
Much less	5.9%

shop16: How concerned are you about shopping in stores this year due to COVID-19?

Republican

Not concerned at all	30.5%
A little concerned	35.1%
Moderately concerned	19.1%
Extremely concerned	15.3%

Democrat

Not concerned at all	5.1%
A little concerned	35.7%
Moderately concerned	24.8%
Extremely concerned	34.4%

Independent

Not concerned at all	17.3%
A little concerned	39.3%
Moderately concerned	23.5%
Extremely concerned	19.8%