



**drive**research

2023 Black Friday Shopper Report

# Purchasing Behaviors, Trends, and Motivators

Uncover insights from over 1,000 U.S. consumers to learn about their 2023 holiday shopping plans – plus how they compare to years past



# In this report

- 02 **Background & methodology**
- 04 **Introduction**
- 05 **Cyber week attendance**
- 06 **How much consumers are spending**
- 08 **Where consumers are shopping**
- 09 **What consumers are buying**
- 10 **Shopper habits & motivators**
- 12 **Exportable charts by demographics**

## **Background & methodology**

All figures in this report are drawn from an online survey conducted by Drive Research to better understand consumers' holiday shopping preferences and purchasing behaviors. Drive Research is a national market research company based in Syracuse, NY.

Areas of interest included plans to participate in Cyber Week, spending, products to purchase, and more.

The survey took an average of 8 minutes to complete and included 19 questions. The survey received 1,044 responses from those who plan to shop during Cyber Weekend 2023. Fieldwork for the survey ended in October 2023.

With a probabilistic sample, a total of 1,044 responses at the 95% confidence level offers a 3% margin of error.

For instance, if the survey were conducted with another random pool of 1,044 respondents, the results would yield within +3% or -3% of the stated totals in the report.

The margin of error can be used as a guideline to understand the reliability of these results.

# Conduct custom market research with your target audience

Drive Research is a national market research company specializing in various quantitative and qualitative methodologies.

Our firm works best as a market research consultant rather than the same-old traditional cookie-cutter vendor. Drive Research works with you to truly understand your objectives, goals, and outcomes to create a custom research study to address those needs as a partner.

Most importantly, our best-in-class insights lead to **actionable strategies for growth and increased revenue opportunities for your business.**

drive research Industries Services Panel

**Online Surveys**  
There is a science to survey design, fieldwork management, and reporting. Drive Research follows an exclusive process to produce actionable solutions.

**Focus Groups**  
Whether it be in-person, online, or text focus groups, Drive provides end-to-end project management with our recruiting, moderating, and reporting services.

**Qualitative Recruiting**  
We specialize in online recruiting including the use of our national panel and social media ads to quickly recruit quality participants cost-effectively.

**In-Depth Interviews (IDIs)**  
Have a detailed conversation with key influencers and content creators to gather in-depth feedback about your brand, products, or services.

**User Experience (UX)**  
Our methodology for user experience utilizes screen-sharing technologies with a trained interviewer, interviewee, and a question guide.

**New Product Development**  
Identify, create, and launch successful new products, services, or concepts by using market research, prototyping, and testing.

There's more where that came from

[See our services](#)



# Introduction

In an era dominated by e-commerce, understanding consumer behavior during high-impact shopping events like Cyber Week has become imperative for businesses seeking to thrive in the ever-evolving retail landscape.

As part of our ongoing commitment to deliver actionable insights, our market research company is delighted to present the findings of our 4th annual Black Friday survey. This comprehensive study delves into the holiday shopping habits, behaviors, and motivators of over 1,000 consumers spanning the United States, shedding light on the dynamics of Cyber Week 2023 and its comparisons to previous years.

This report serves as a valuable resource for businesses navigating the complexities of the modern retail landscape. By sharing data from a diverse group of respondents, we aim to equip stakeholders with the knowledge required to make informed decisions and capitalize on the opportunities presented by Cyber Week 2023.

Enjoy!



GEORGE KUHN  
**Owner & President**



# 2.5X more people will shop online for Black Friday deals than those shopping in person

According to our survey, most respondents (82%) plan to take part in Cyber Week 2023 comprising Black Friday (both in-person and online), Small Business Saturday, and Cyber Monday. However, some shopping days will be more popular than others.

## Online shopping will continue to dominate the Cyber Week landscape

68% of consumers plan to shop online for Black Friday and 66% on Cyber Monday. It's a substantial percentage that only highlights the continued shift towards a more convenient and flexible shopping experience.

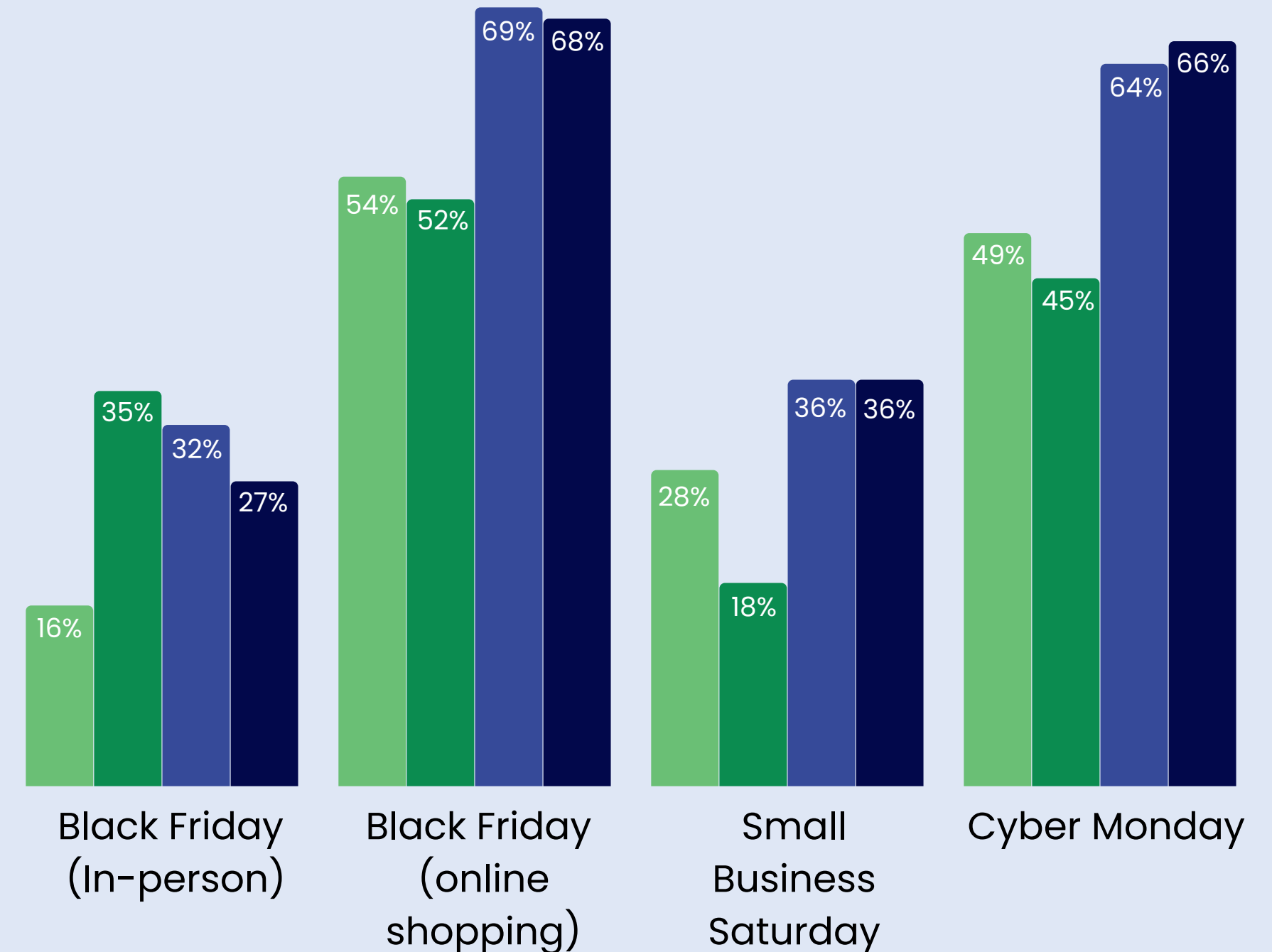
In fact, for the first time since our inaugural study in 2020, in-person Black Friday shopping is projected to be the least popular, garnering

the interest of only 27% of respondents – a 16% decrease from 2022 and a substantial 23% decline from 2021.

Whereas, Small Business Saturday emerges as the new frontrunner, with 36% expressing an interest in supporting local establishments on this dedicated shopping day.

## Cyber Week Attendance 2020–2023

● 2020 ● 2021 ● 2022 ● 2023





## Only 22% of consumers have plans to increase their holiday shopping budgets from previous years

This statistic signals a notable shift in consumer behavior, suggesting a more cautious approach towards holiday expenses.

Rising costs of living ranked as the greatest concern, with an overwhelming 78% of respondents citing it as a major reason for scaling back their holiday shopping budgets.

The relentless surge in grocery prices (67%) and high inflation rates (60%) were also identified by most shoppers as additional factors contributing to

their decision to spend more cautiously this season.

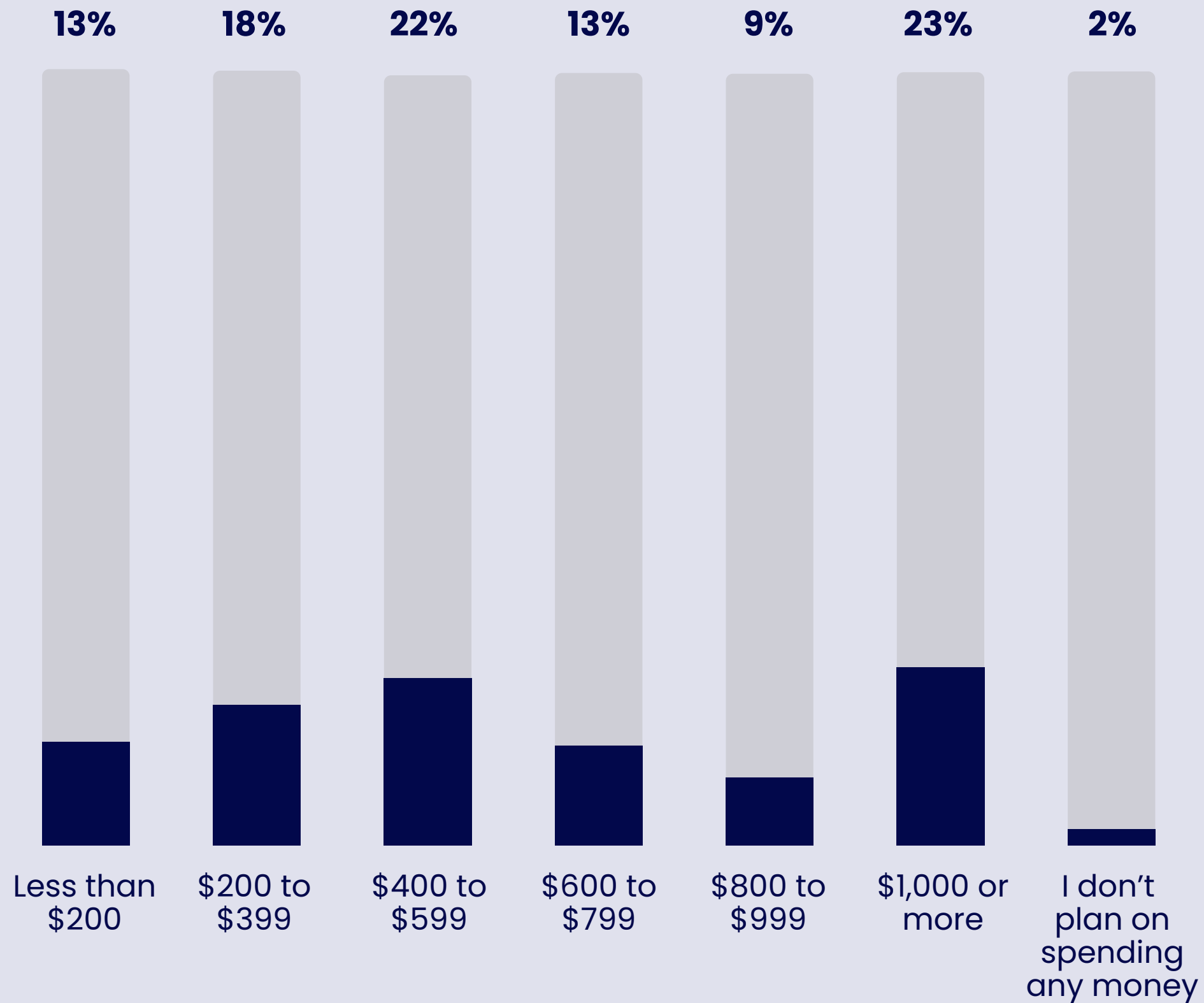
## 78% of consumers cite rising costs of living as the top reason for reducing their holiday spending in 2023

### Why consumers plan to spend less money on holiday shopping this year



## It's the most expensive time of the year

How much money consumers plan to spend on holiday shopping in 2023



Looks like holiday spirits will be high in 2023, despite some spending less this season. More specifically, nearly 1 in 2 respondents with an HHI of \$150,000+ anticipate spending \$1,000 or more on holiday shopping this year.

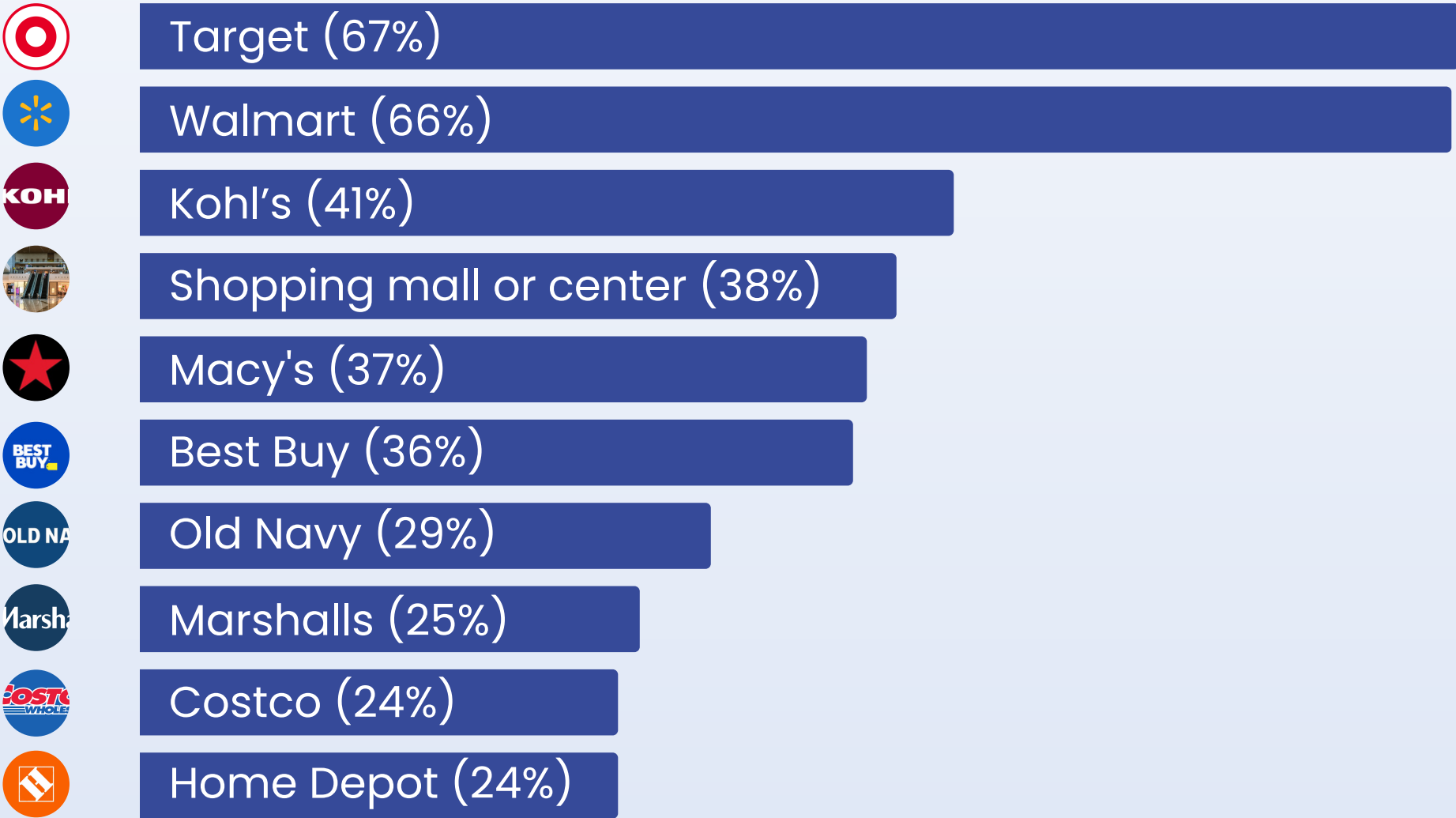
Additionally, over 1 in 3 **Millennials predict they will spend more on holiday shopping** in 2023 than they did in 2022 (34%)

Only 2% of respondents said they're planning to skip spending on holiday shopping. Compared to other generations, Baby Boomers are most likely to not shop during Cyber Week 2023 (36%).



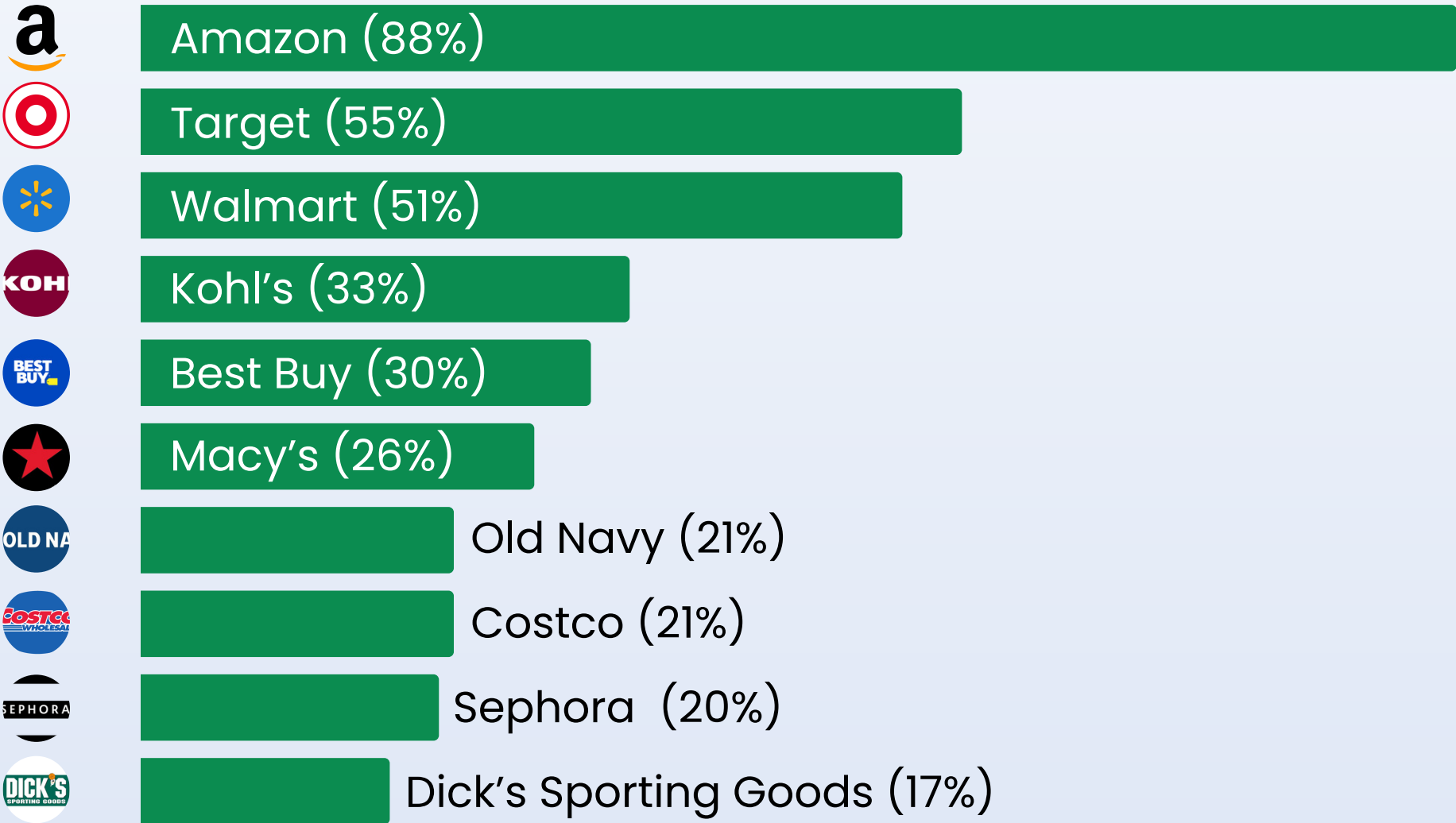
# Where consumers are shopping in person on Black Friday

In past iterations of our survey, Walmart held the top spot where consumers chose to shop in person on Black Friday. However, according to our 2023 data, 67% of people plan to visit Target the most on Black Friday – a 16% increase from 2022.



# Where consumers are shopping online during Cyber Week

Amazon is poised to be the most favored online shopping destination, with a substantial 88% of shoppers planning to shop during Black Friday weekend. Following behind are Target (55%) and Walmart (51%) as other popular online retailers.





# Clothing/accessories and electronics will be the top purchases during Black Friday weekend

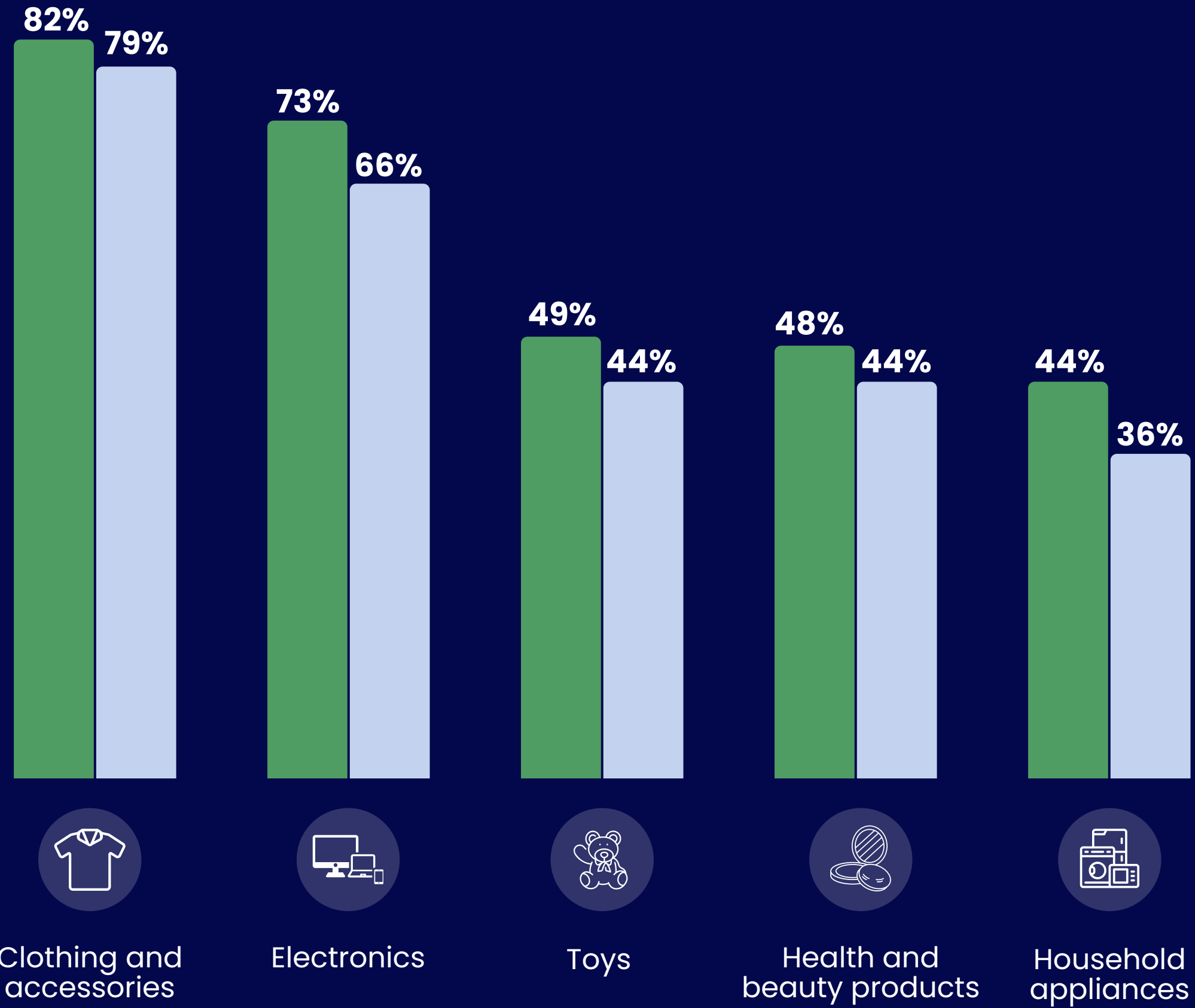
This data can be crucial for retailers and businesses in planning their Black Friday promotions and inventory management strategies, ensuring they are well-prepared to meet the demand for these specific product categories in both physical and online stores.



## Consumers are making a shopping list, and checking it twice

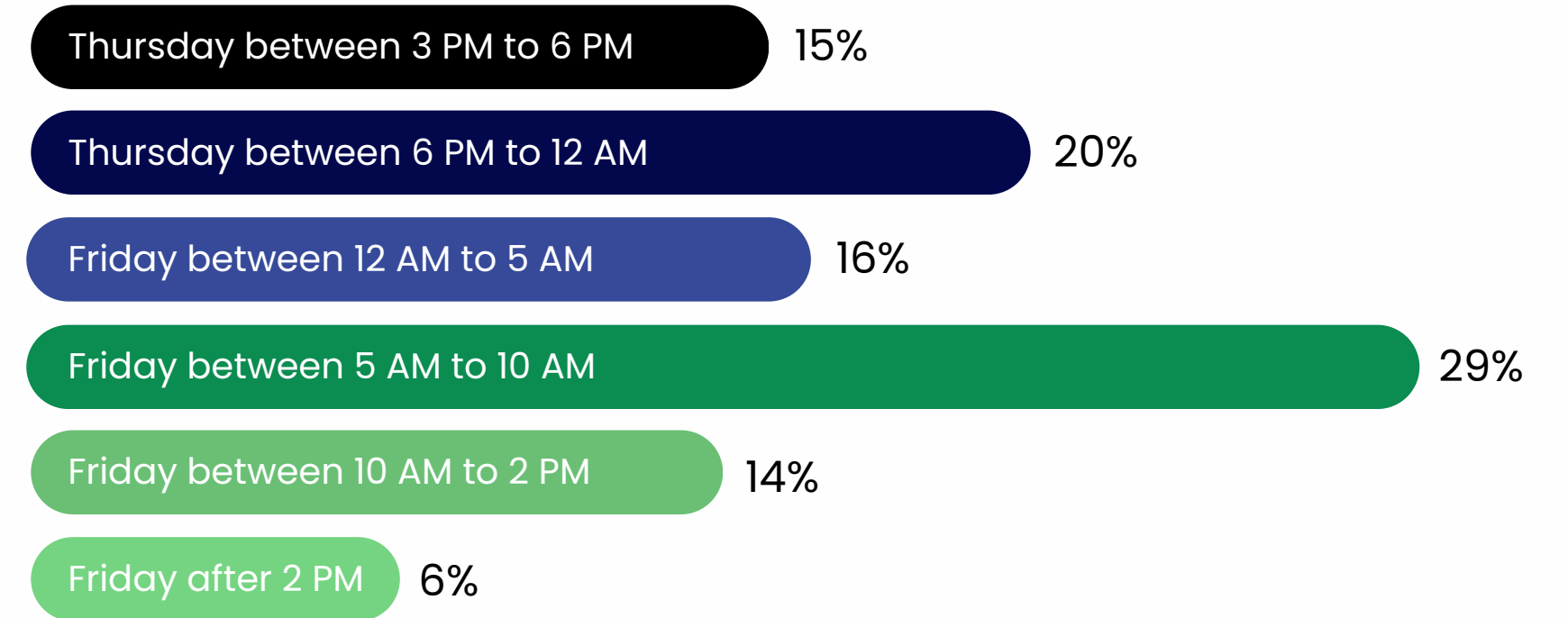
What consumers plan to buy during Cyber Week 2023, by channel

● In-person ● Online





## What time do consumers plan to start their in-person shopping on Black Friday?



Despite, most people agreeing that retail locations should be closed on Thanksgiving (79%), over one-third of our respondents revealed that plan to start their Black Friday shopping on Turkey Day this year (35%).

Additionally, our survey revealed that 7% of people have skipped Thanksgiving dinner entirely to go shopping on Black Friday.

However, more commonly, **45% of consumers report starting their in-person Black Friday Shopping before 10 AM.** This statistic from our Black Friday survey underscores the early-bird nature of this shopping event, with

a significant portion of shoppers eager to snag deals and discounts right at the crack of dawn.

**35% of people will start their Black Friday shopping on Thanksgiving 2023 – a 13% increase from 2022**





Promotions (81%) and free shipping (80%) will most incentivize consumers when choosing where to shop

**What factors are important when choosing where people shop on Black Friday weekend?**

In spite of economic concerns, Cyber Week 2023 is anticipated to be a popular shopping period, with consumers seeking deals and discounts to make the most of their holiday budgets.

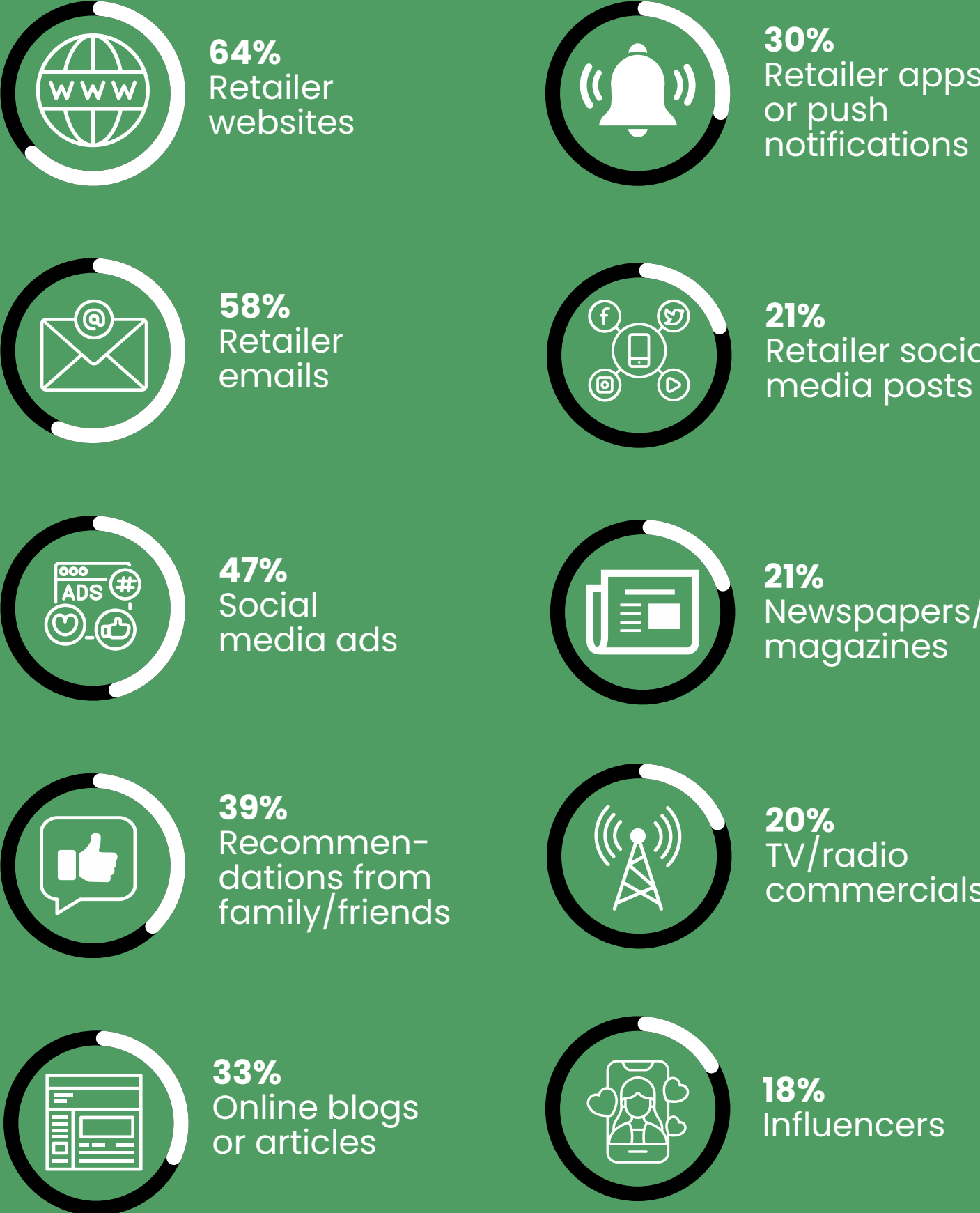
In fact, promotions/sales (81%) and free shipping (80%) will be the biggest driving factors for consumers when choosing where to shop.

**Other factors include:**

-  Availability of products (66%)
-  Return/exchange policies (50%)
-  Fast shipping times (46%)
-  Online reviews (46%)



**How shoppers discover Black Friday weekend deals**



# Unlock Black Friday shopper insights by gender, age, & other segments

With data collected from a diverse range of consumers from all 50 states, Drive Research is happy to share access to online portals to view and export the data by different audience segments and demographics.

**View and export consumer insights by the following categories:**

[Overall Results](#)

[By Income](#)

[By Age](#)

[By Region](#)

[By Gender](#)

[By Urbanicity](#)



# How Drive Research can help

Drive Research is a full-service market research company, providing custom qualitative and quantitative studies for organizations across the country. We provide a window into your customers' world so you can build successful business, sales, and marketing strategies.



[Request a quote](#)

