

# HOLIDAY SHOPPING DURING COVID-19

The COVID-19 crisis changed the landscape of this holiday season from how we shop to how much we plan to spend.



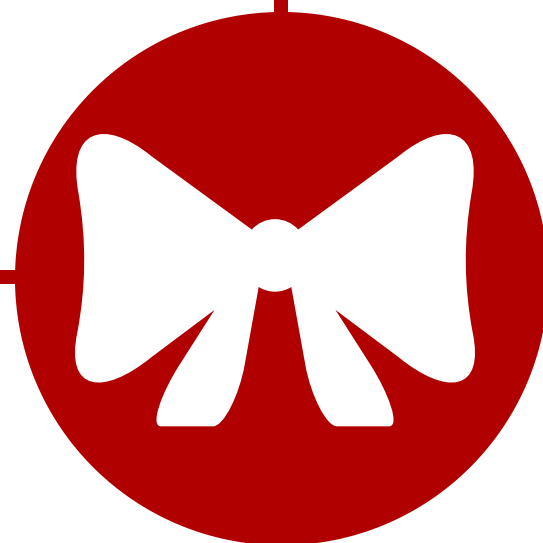
**1 in 3**

people are foregoing holiday gifts this year due to COVID-19.



**77 %**

of people will do more of their holiday shopping online this year.



**40%**

of people will spend less money on the holidays this year than last year.



**31 %**

of young adults plan to be more charitable than baby boomers this year.

**FIU**

Jorge M. Pérez  
Metropolitan Center

FLORIDA INTERNATIONAL UNIVERSITY

Source: Coronavirus and Holiday Shopping Survey, Wallet Hub 2020



# Shop Local



In the wake of the pandemic, **88%** of consumers feel a personal commitment to support small businesses and **95%** of Americans agree that supporting small businesses unites their community.

About **75%** of shoppers will **shop small** this holiday season to support their favorite local shops and restaurants during this challenging time.



Jorge M. Pérez  
Metropolitan Center

FLORIDA INTERNATIONAL UNIVERSITY

Source: American Express Shop Small Impact Study, 2020

# Safe Holiday Shopping Tips



**Avoid shopping if you are sick or symptomatic**



**Order online or use curbside pickup**



**Use hand sanitizer before entering & after exiting store**



**Do not shop at peak times**



**And if you can, shop at small businesses in your area to support the local economy.**



**Jorge M. Pérez  
Metropolitan Center**

FLORIDA INTERNATIONAL UNIVERSITY

Source: Running Essential Errands, CDC 2020