

Black Friday outpaces Cyber Monday for digital purchases

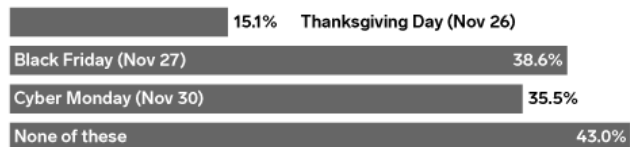
Article

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More US adults plan to make digital purchases on Black Friday than on Cyber Monday, at **38.6%** and **35.5%**, respectively. For many adults, Thanksgiving weekend won't involve any online shopping, as **43.0%** don't plan to make any digital purchases Thanksgiving weekend.

Shopping Holidays in Which US Adults Expect to Make at Least One Digital Purchase, Sep 2021

% of respondents



Note: n=1,069

Source: "The eMarketer Facebook Flash Survey" conducted in Sep 2021 by Bizrate Insights, Sep 20, 2021

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