/ Connected Research

TUNNL

Black Friday gets the attention, yet **1 in 3 Americans shop mainly in December.**

33% of Americans expect to do most of their holiday shopping in December, more than during Black Friday and Cyber Monday (28%). December holds steady across audiences, but spending plans don't: parents, under-45s and higher-income households expect to spend more, while older and lower-income households cut back.

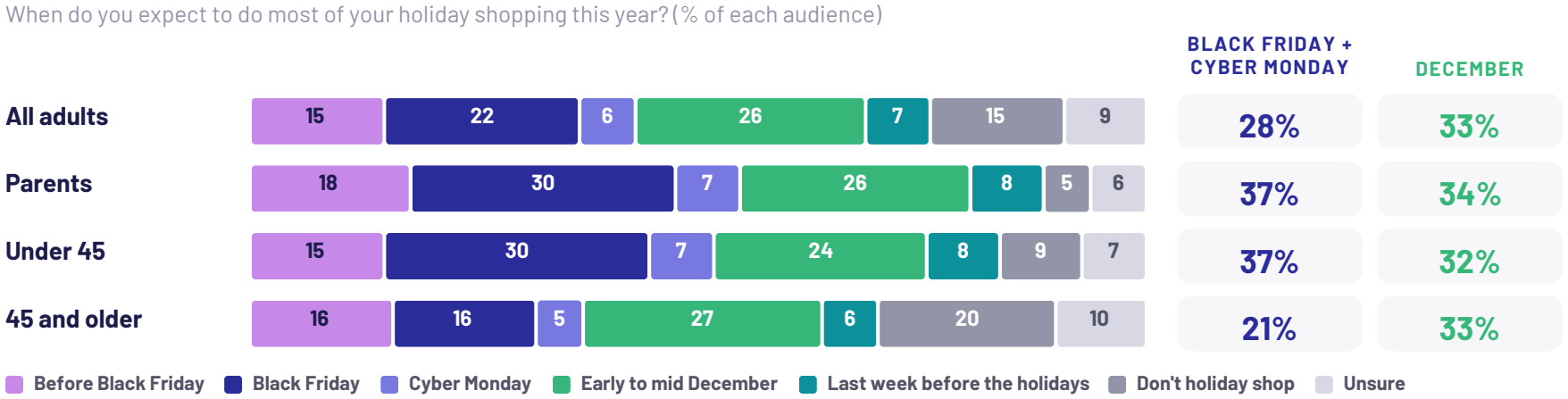
33%
Expect to do most of their holiday shopping in December, vs. 28% during Black Friday and Cyber Monday

23%
Expect to spend more on holiday shopping than last year, vs. 28% who expect to spend less

40%
Of parents expect to spend more, vs. 17% of adults without kids at home

December is steady across audiences; Black Friday is where they split

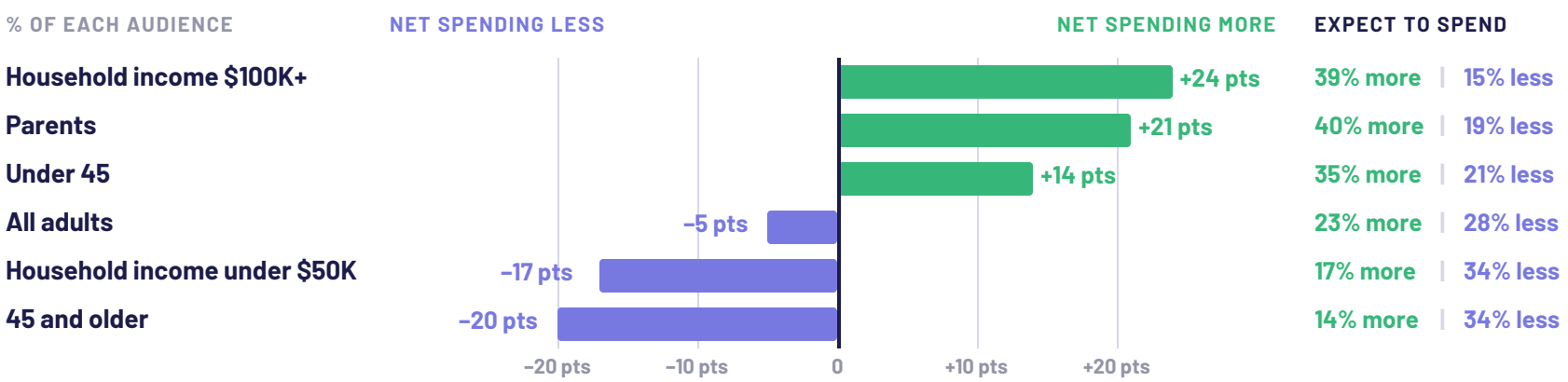
When do you expect to do most of your holiday shopping this year? (% of each audience)



Spending more may reflect higher prices.

Parents, under-45s and higher-income households expect to spend more.

Compared with last year, do you expect to spend more, less, or about the same on holiday gifts and shopping? Net = % more minus % less.



FOR AGENCIES PLANNING THE HOLIDAY SEASON

What this means.

1. Keep December in the plan

About a third of every audience shops mainly in December: 34% of parents, 32% of under-45s and 33% of those 45 and older.

2. Follow the budget

40% of parents and 39% of $100K+ households expect to spend more. They are the audiences expecting to spend more this season.

3. Lead with value for the rest

34% of those 45 and older and 34% of households under $50K expect to spend less. Price and value messaging speaks to tighter budgets.

Methodology: Tunnl online survey of 3,008 U.S. adults, fielded November 4 to November 8, 2026. Margin of error ±1.8 points for the full sample. Parents are adults with children in the household.

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