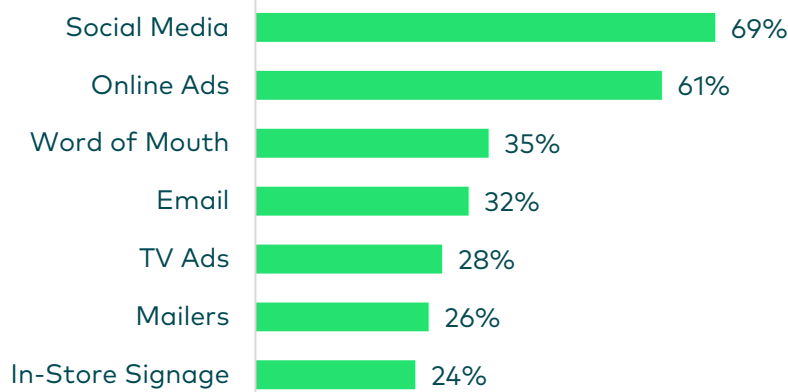


# Spring Black Friday

In a recent Numerator Instant Survey, we asked DIY, BBQ, & Gardening Enthusiast shoppers who have shopped at Lowe's or Home Depot in the past year about their purchase intentions for Spring Black Friday 2024.

## Fewer than half (45%) of home project enthusiasts intend to make a purchase during Spring Black Friday this year

Those who do plan to shop Spring Black Friday are most likely to find deals through **social media** or **online advertisements**, and most plan to **shop in-store or online for delivery**.



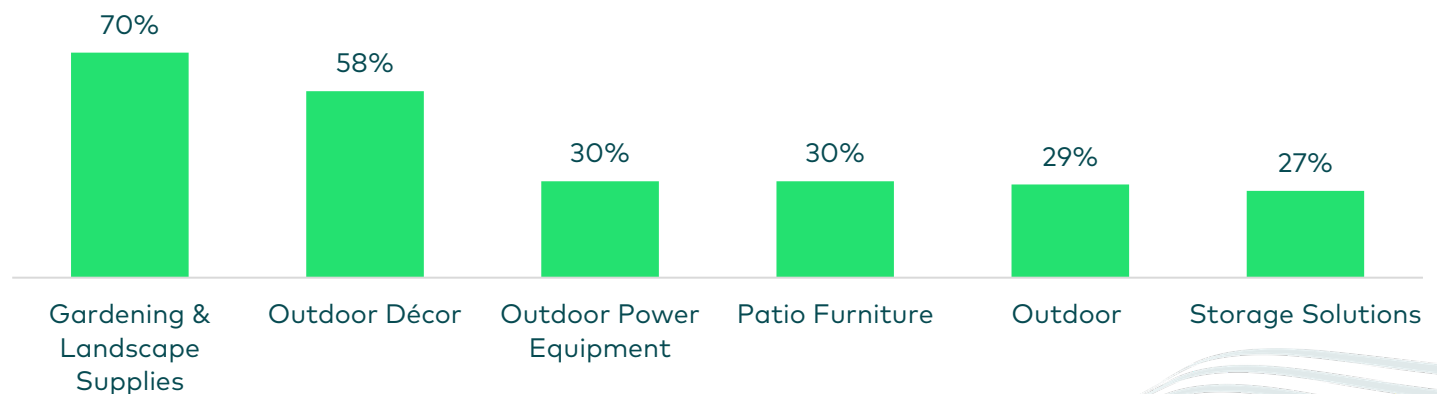
**78%**  
In-store  
Shopping

**76%**  
Online for  
Delivery

**21%**  
Curbside  
Pickup

**9%**  
Click & Collect

## Most shoppers are planning on purchasing Gardening & Landscape Supplies and Outdoor Decor



Interested in learning more about shopper purchase intentions for key events like Spring Black Friday? [Reach out to hello@numerator.com](mailto:hello@numerator.com)