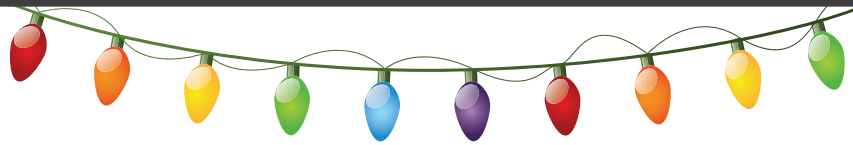


2014 Inmar HOLIDAY SHOPPER SURVEY



WILL SPEND MORE

25%

of respondents indicated they would **SPEND MORE** this holiday season than last year



2013

2014

49% COUPONS DRIVE SPENDING

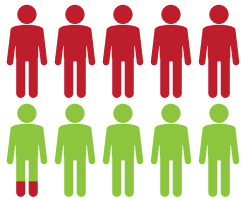
of respondents **PURCHASED MORE ITEMS** for a gift than they would have otherwise



PURCHASED A GIFT CARD

56%

of respondents **PURCHASED A GIFT CARD** as a gift



38% BUY MORE ONLINE

of respondents indicated they would **BUY MORE ONLINE** in 2014 than in 2013, AND

30% indicated they would **BUY LESS IN STORE** than 2013



BARGAIN SHOP

55%

of respondents indicate they look for information on **SALES AND DISCOUNTS** prior to shopping



25% SHOPPED ON THANKSGIVING

of respondents shopped on Thanksgiving, a **2x increase** vs. 2013 (12% vs. 25%)

