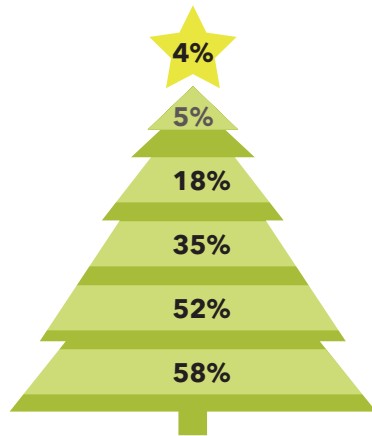


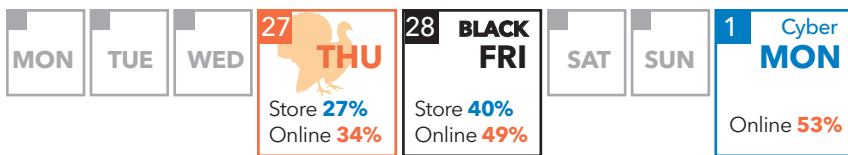
# 2014 Holiday Shoppers: When and How They Shop – and What They Want

## EARLY BIRDS AND LAST-MINUTE SHOPPERS

Shopping is already done  
 Don't know yet  
 Right before Christmas  
 Before Thanksgiving  
 After-Thanksgiving sales  
 During December



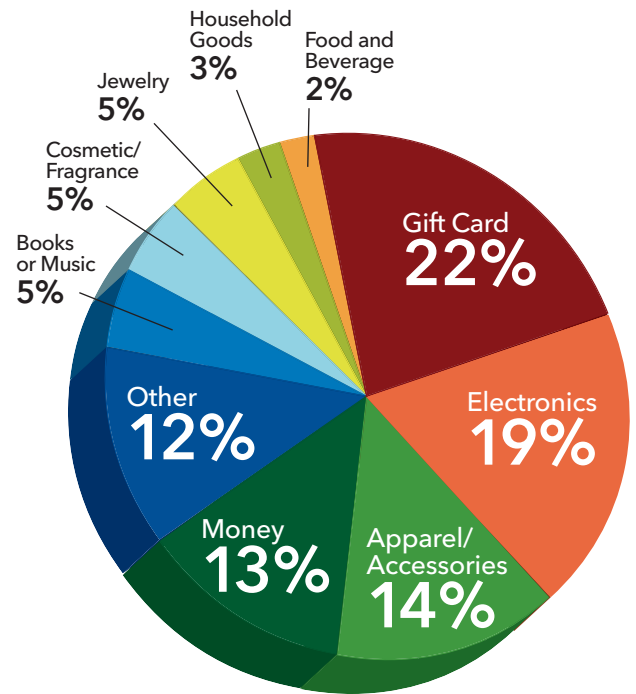
## SHOPPING PLANS FOR THANKSGIVING WEEKEND



## PRIMARY PURCHASE METHOD



## HOLIDAY WISH LIST



## SOURCES OF GIFT IDEAS

Ask people what they want **63%**  
 Search online **60%**  
 Browse at stores **56%**  
 Get ideas from others **42%**  
 Get ideas from the media **26%**

