

# ONLINE SHOPPING & BARGAIN DEALS REMAIN VALUED DURING THE HOLIDAYS

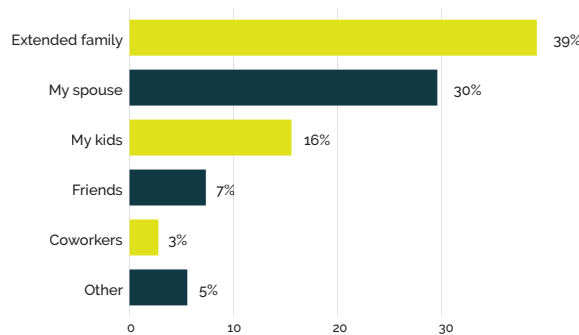
Toluna surveyed 1,000 US consumers the week of Black Friday 2018 to better understand their sentiments toward shopping and gift giving during the holidays. This survey will run throughout the remainder of the holiday season and new data will be collected.

## WHEN WILL YOU MOST LIKELY SHOP FOR THE HOLIDAYS?

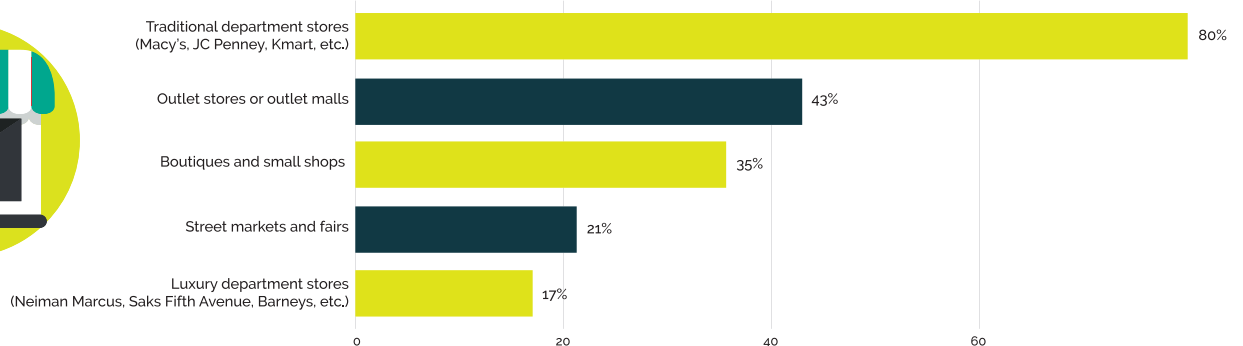


## SHOPPING OPINIONS OF US CONSUMERS

### Who do you find is the most difficult to shop for?



### When shopping in-store, which types of retailers will you most likely visit this holiday season?



## HOW IMPORTANT IS ONLINE SHOPPING TO YOU DURING THE HOLIDAY SEASON?

