

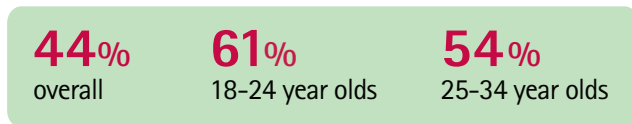
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U.S. Consumers Likely to Increase Holiday Spending, Go Extra Mile for a Good Deal, Accenture Survey Reveals



10th annual Accenture Holiday Shopping Survey* finds that consumers will shop at multiple retailers to find the best price - and 84% will check Amazon.com before looking or buying elsewhere.

Percentage of consumers who plan to increase their spend on holiday shopping this year:



Frugality is the theme this holiday season; shoppers want more for their money.

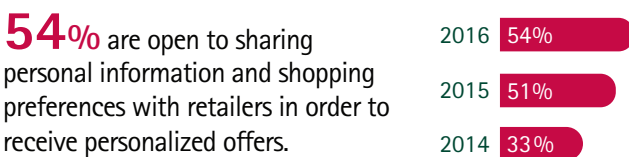
67% will purchase items from different stores or websites (than their usual go to store) to get the lowest price.



72% would be enticed by promotions or coupons to shop at a store they have not used in the last year.



Consumers willing to give more to receive more:



What else will entice them to shop at a store they haven't shopped at in the past year?

58% a specific item in stock they can't find elsewhere



49% quality/range of goods



When will people be shopping?

47% Thanksgiving day/night
72% plan to shop online up from 60% in 2015



65% Black Friday
64% plan to shop online



57% Cyber Monday
an increase of 11% over 2015



Shoppers expect to do the majority of their shopping via this channel:

50% Online

43% In-store

The most popular gift on their shopping list?

#1 Apparel 78%

#2 Gift Cards 74%

70% in 2015
56% in 2014
54% in 2013



64% in 2015
57% in 2014
56% in 2013



Most popular gift cards they'll be purchasing? **57%** said Restaurants