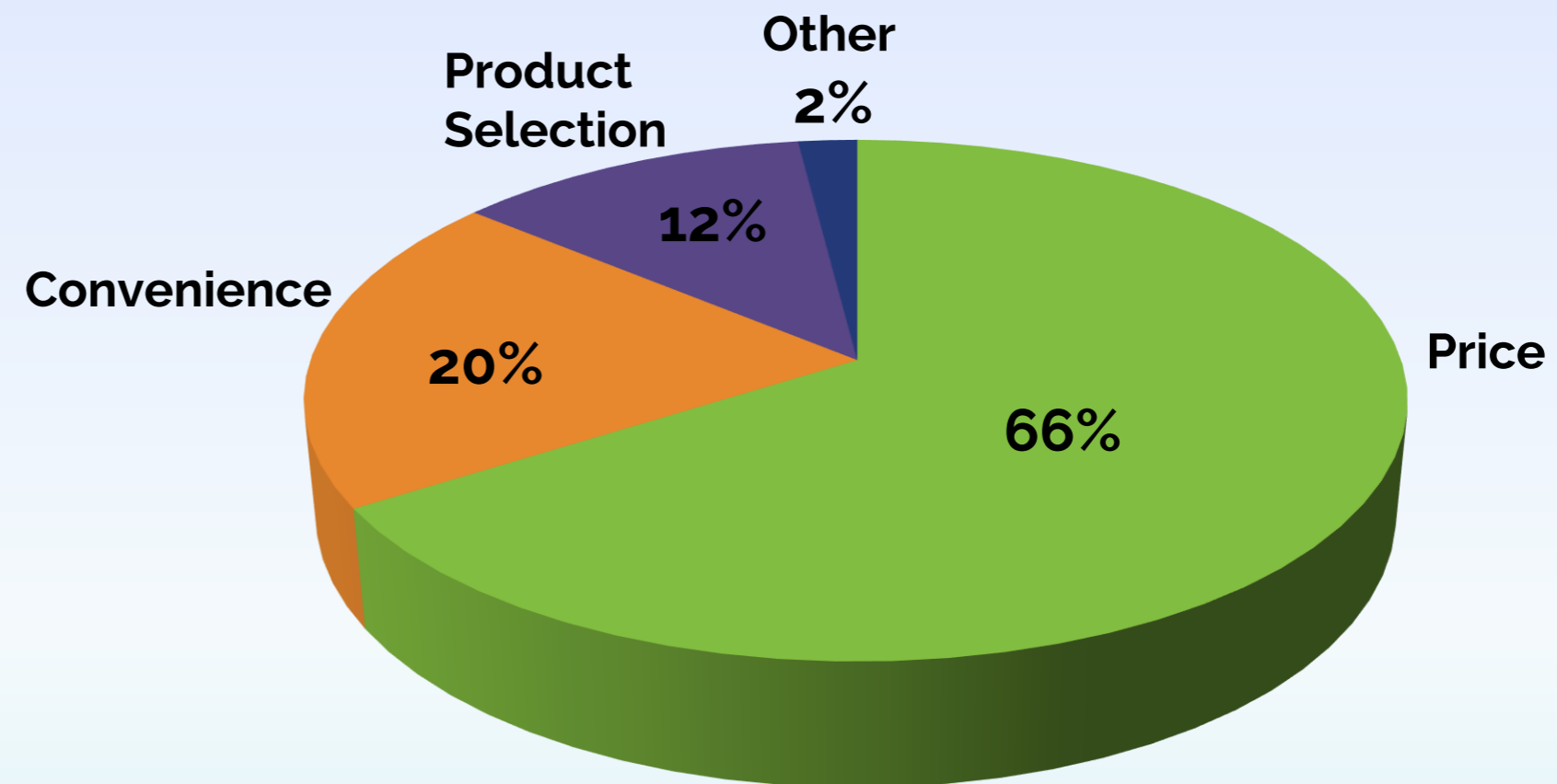


RECENT RIPPLE STREET RESEARCH REVEALS THAT PRICE IS BY FAR THE MOST IMPORTANT FACTOR WHEN DECIDING WHERE TO SHOP FOR THE HOLIDAYS

- Two-thirds of consumers say that price is the most important factor when deciding where to do their holiday shopping
- Convenience is a distant second at 20%.

What factor is MOST important to you when deciding where to shop for the winter holidays?



Sample: n=2,102 social media savvy consumers ages 18-54. NOTE: These findings represent take-aways from only 1 of 10 survey questions.

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