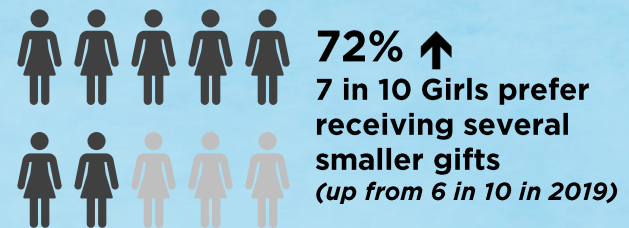
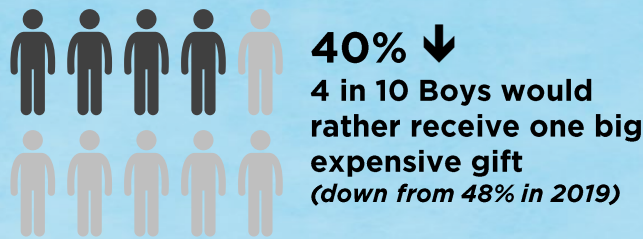





WHAT YOUTH WANT FOR THE HOLIDAYS

The holidays are back with a bang, with spending expected to be close to \$850 Million this year, surpassing even last year.*










BIG GIFT VS. LITTLE GIFTS



TOP 5 MOST WANTED GIFTS (UNAIDED)

	BOYS		GIRLS
 KIDS	Legos	34%	LOL Surprise Dolls
	Specific Video Games	17%	Legos
	Remote Control vehicle	16% ↑	Barbies/Accessories
	Bike	11%	Clothes
	Nerf Gun	11%	Arts and Crafts Supplies
 TWEENS	Legos	23% ↑	Clothes
	Clothes	20%	Gift Cards
	Gift Cards	13%	Shoes
	Specific Video Games	12%	Books
	Shoes	12%	Specific Video Games
 TEENS	Clothes	43%	Clothes
	Money	35%	Shoes
	Shoes	21%	Money
	Gift Cards	17%	Gift Cards
	Airpods	13%	Makeup

TOP 3 DESIRED DIGITAL GIFTS (AIDED)

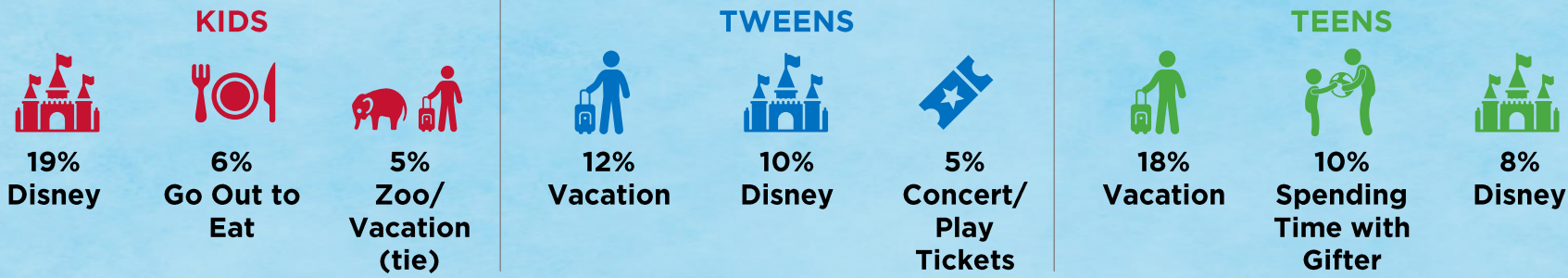
KIDS			TWEENS			TEENS		
								
27% Tablet	27% Smart-phone	21% Nintendo Switch	20% ↓ Smart-phone	19% Apple Airpods	16% Smart Watch	26% Smart-phone	21% Laptop	17% Apple Airpods

32% of Teens chose no digital devices

*Source: National Retail Federation
 ↑ Significantly greater than 2019
 ↓ Significantly less than 2019

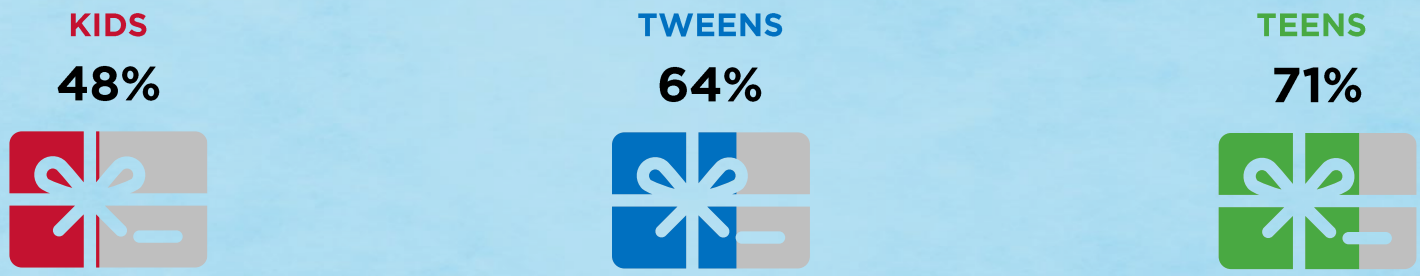


TOP 3 DESIRED EXPERIENTIAL GIFTS



23% of youth are not interested in this type of gift

WOULD PREFER GIFT CARDS



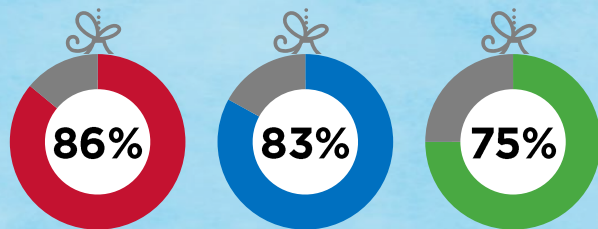
TOP 3 GIFT CARDS (AIDED)



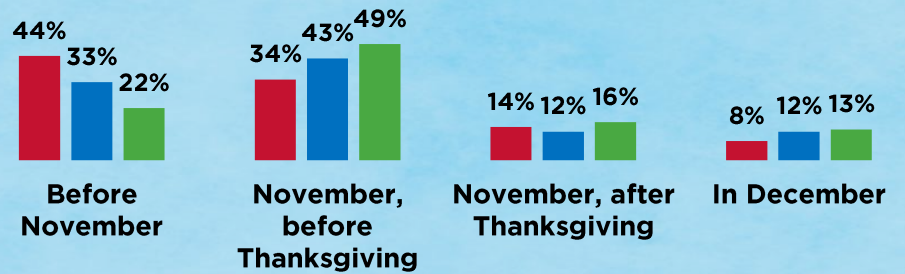
↑ Significantly greater than 2019
↓ Significantly less than 2019



WHO MAKES WISH LISTS

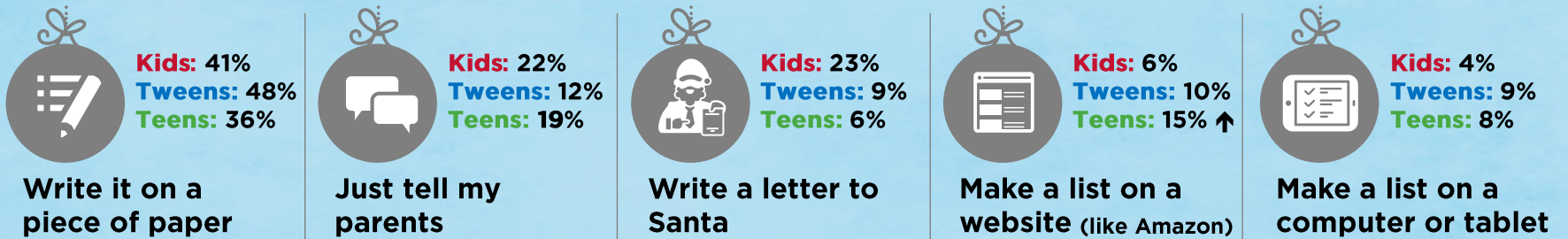


WHEN THEY MAKE WISH LISTS



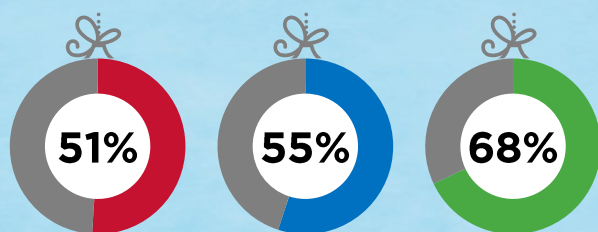
■ Kids ■ Tweens ■ Teens

HOW THEY MAKE WISH LISTS

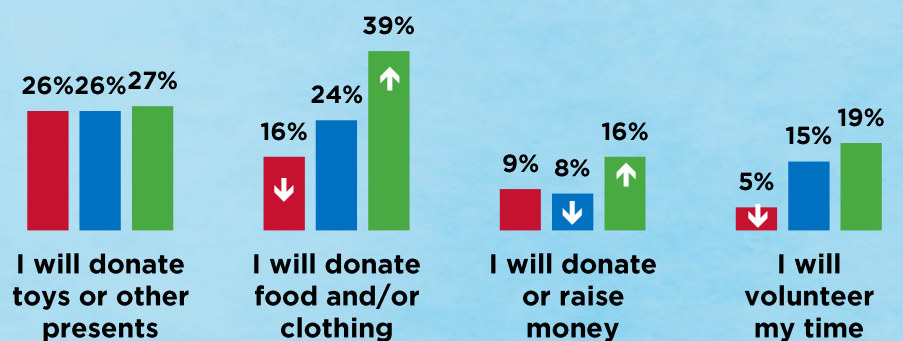


THE GIFT OF GIVING

Would rather give their gifts to charity than give up all electronic devices and media for a month

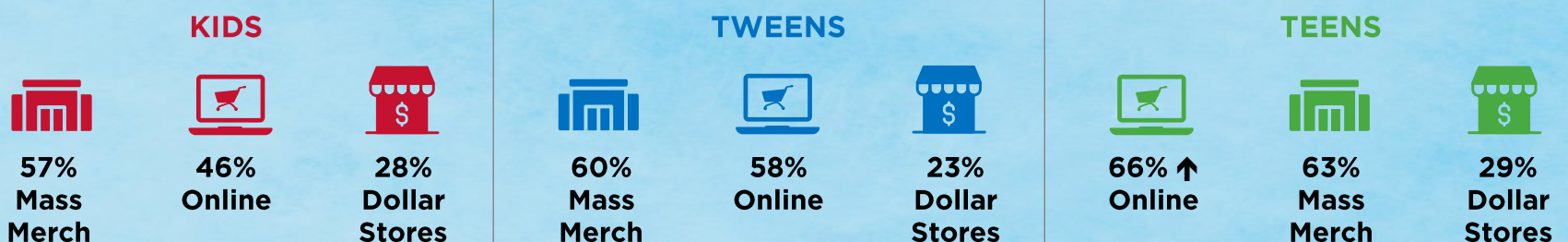


SUPPORTING A CHARITY



■ Kids ■ Tweens ■ Teens

TOP 3 STORE TYPES THEY WILL SHOP



↑ Significantly greater than 2019
↓ Significantly less than 2019