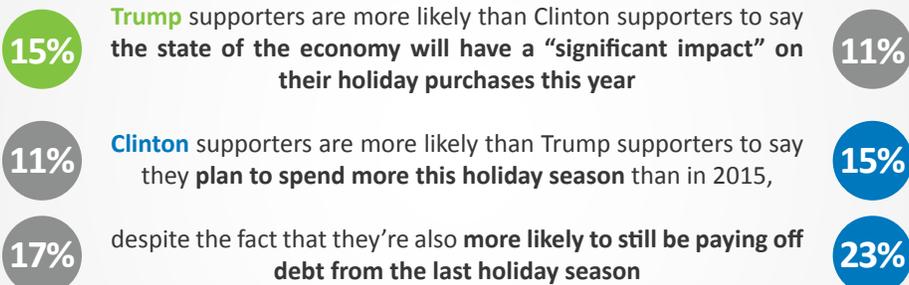


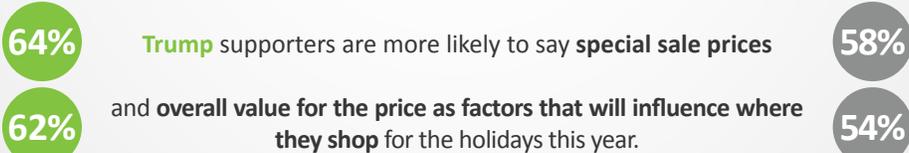
The Holiday Political Split-Screen

We've heard a lot – and we're about to hear more – about how the Democratic and Republican presidential nominees feel on a wealth of issues. But what do their supporters think about the weighty issues surrounding . . .the 2016 holiday season? And do their attitudes tie back to the message their candidate will likely voice during the final weeks of the campaign?

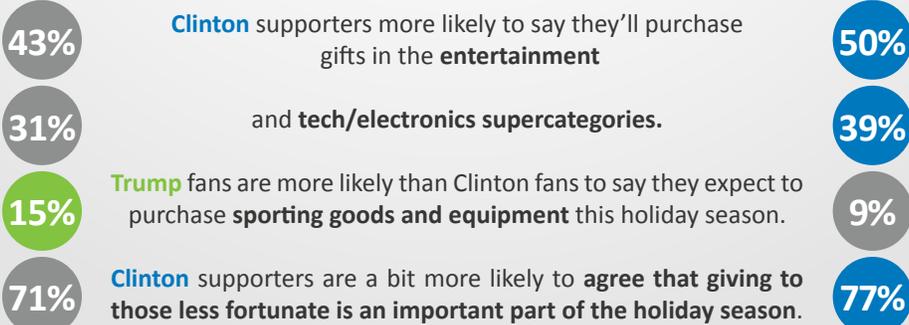
★ Whose supporters show more fiscal responsibility when it comes to their annual holiday shopping? ★



★ Who's more focused on getting the best deals? ★



★ What will they buy? ★



Election season is getting down to the wire, and the holiday season will begin in earnest soon after. What will the outcome at the voting booth mean for manufacturers and retailers? Will it be a happy holiday season, or will the election frenzy have a negative impact on purchasing?

Source: The NPD Group/ Annual Holiday Survey

Learn more. Contact The NPD Group at 866-444-1411 or email contactnpd@npd.com.

