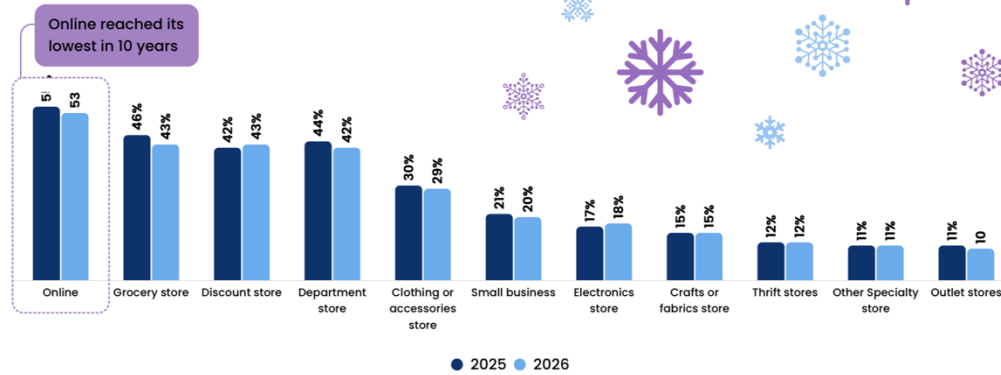


Shopping destinations

Where consumers plan to make their holiday purchases



Source: NRF's 2026 October Holiday Consumer Survey, conducted by Prosper Insights & Analytics