

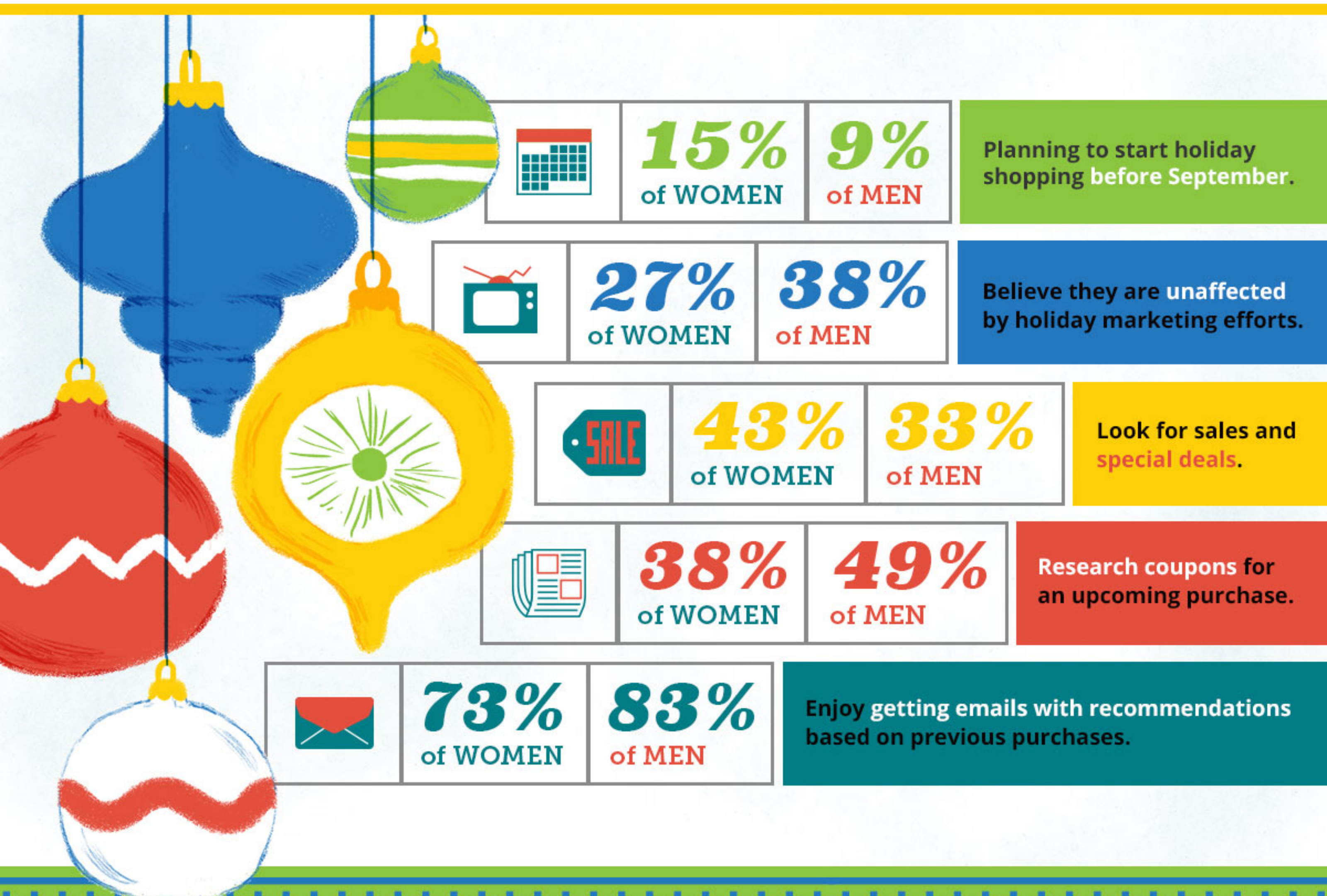
Holiday Shopping Habits

BROKEN DOWN BY GENDER

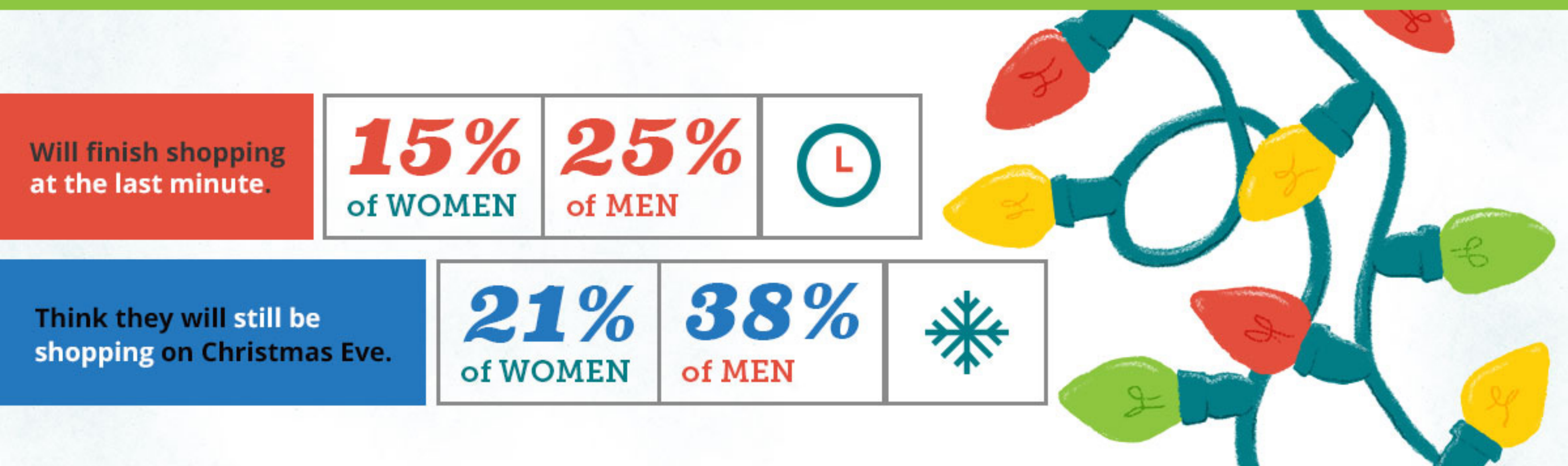


As the holiday season approaches, men and women across the globe will be spending more time and money than usual on shopping. Research will play an important part in holiday spending, as more consumers than ever before will spend time looking online, on their mobile devices and in stores to get the best deals. But how will the different genders use this research to get their gift shopping done?

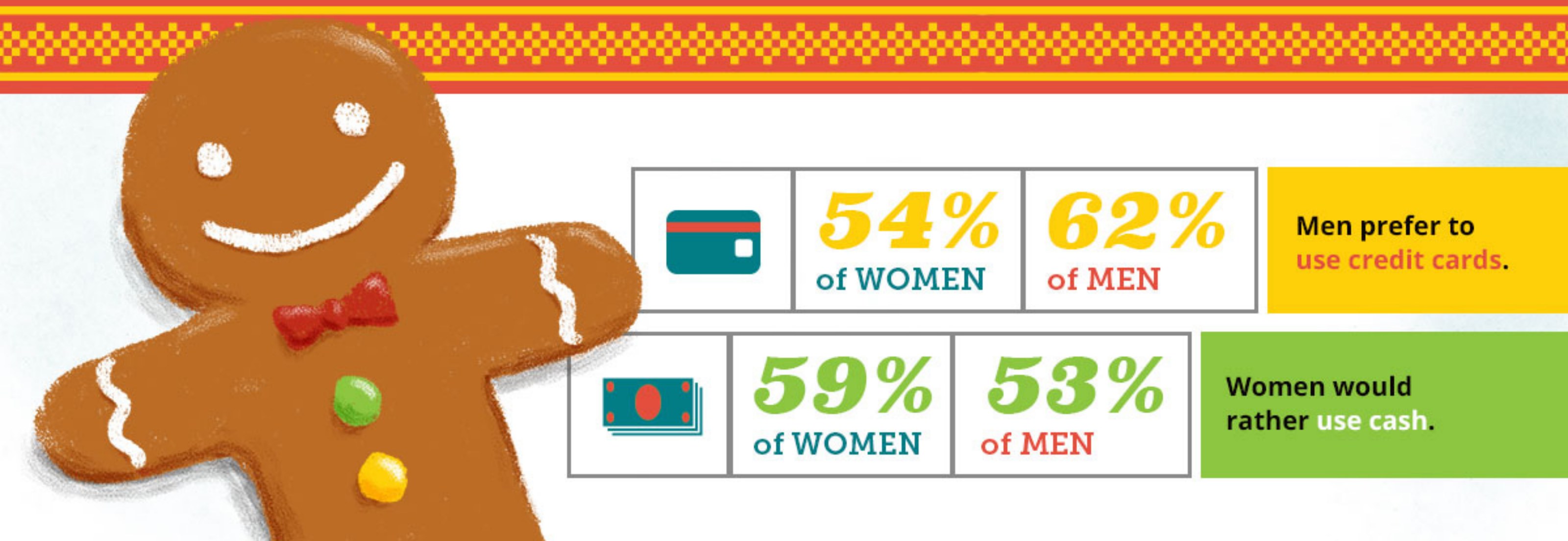
PLANNING



TIME



SPENDING



Segmenting behaviors and habits by gender is one way to get a better idea of how to reach your target consumer. The research experts at Insights in Marketing can help you with more tips and tricks for getting the most out of your market research. Visit our blog to read more about how we've helped organizations better understand their target consumers, or contact us to get started on your own research campaign.