



October 31, 2013

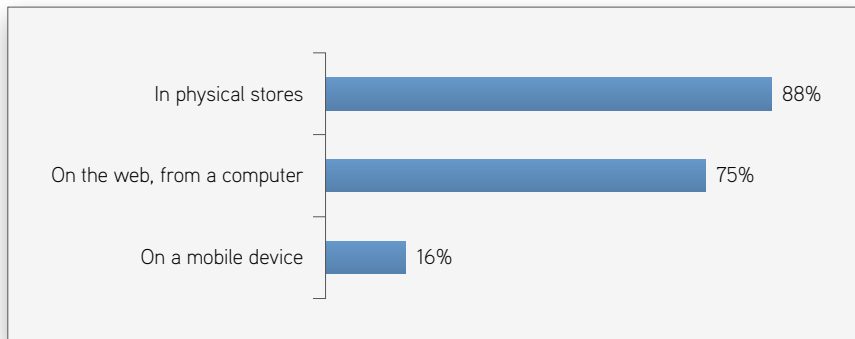
INTRODUCTION

In a recent survey conducted by Harris Interactive, Euclid and Aerohive teamed up to uncover how Americans plan to shop this holiday season and determine what they look forward to least as they visit physical stores. Of the 2,000 adults surveyed, the vast majority plan to hit physical stores, and together, Euclid and Aerohive are helping retailers make more informed decisions to create a more pleasant holiday shopping experience.

Here's what they discovered:

AMERICANS PLAN ON SHOPPING IN DIFFERENT WAYS

- 88 percent will shop in physical stores
- 75 percent will shop online
- 16 percent will shop on mobile device



Together, Euclid and Aerohive provide retailers with technology and insights to make educated decisions around marketing and operations to confront top consumer concerns.

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AMERICANS EXPRESS CONCERNS ABOUT SHOPPING AT BRICK-AND-MORTAR LOCATIONS

The top four concerns people have when shopping in physical stores during the holidays are crowds, long lines, items are out of stock, and stores are understaffed. Specific demographics are more concerned with certain problems more than others.

Crowds

- 42 percent of Americans are worried about crowds
 - Women aged 35-44 are most worried about crowds at 51 percent
 - Aged 18-34 are least worried about crowds at 33 percent

Long lines

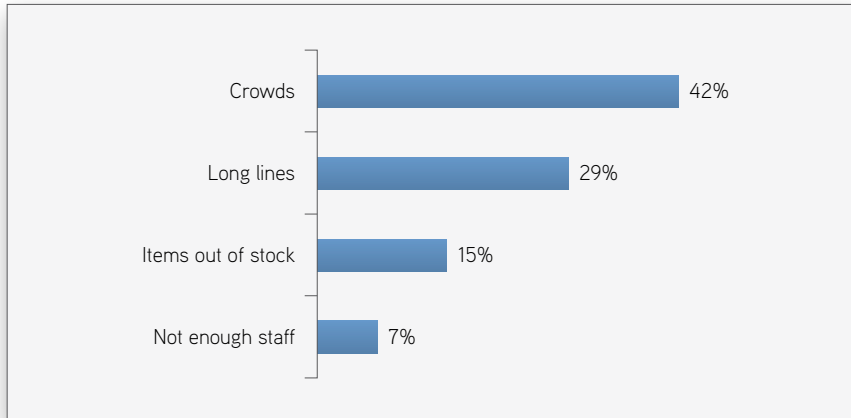
- 29 percent of Americans are worried about lines
 - Men aged 35-44 are most worried about lines at 36 percent
 - men and women 55+ are least worried about lines at 26 percent

Items out of stock

- 15 percent of Americans are worried about items being out of stock
 - Men aged 18-34 are most worried about items being out of stock at 30 percent
 - Women aged 35-44 are least worried about items being out of stock at 9 percent

Not enough staff

- 7 percent of Americans are worried about there not being enough staff
 - Women aged 55+ are most worried about staffing at 12 percent
 - Women aged 35-44 are least worried about about staffing at 2 percent



CONCLUSION

The fact that such a large percentage of consumers – 88 percent – plan on shopping in brick and mortar stores, despite having serious concerns, confirms that physical retailers will still be key commerce players this holiday season. However, these retailers must confront the various concerns that shoppers have identified – not only to improve the shopping experience, but also to increase customer loyalty and ultimately improve their profitability. Together, Euclid and Aerohive provide retailers with technology and insights to make educated decisions around marketing and operations to confront these top concerns.

METHODOLOGY

Conducted by Harris Interactive on behalf of Aerohive and Euclid, adult consumers across the United States were invited to participate in an online survey between September 4 and 6, 2013. Participants were asked a series of questions related to Black Friday shopping sentiment and concerns. With a total of 2,022 respondents ages 18 and older, the results are representative of the U.S. adult population.

HARRIS INTERACTIVE

Harris Poll QuickQuery is an innovative online omnibus research product that lets you ask questions and get accurate, projectable answers from more than 2,000 adult respondents nationwide.

QuickQuery results are representative of the U.S. adult population. Results can be weighted to the general U.S. adult population or to the U.S. online adult population, whichever is more appropriate for a given survey.

The Data includes answers to questions across 40+ standard demographic subgroups, based on the following:

- Age Within Gender
- Household Size
- Marital Status
- Region
- Annual Household Income
- Age and Presence of Children
- Employment Status
- Education