

Source: BIGresearch, Consumer Intentions & Actions, Oct-09
N = 8431, 9/30 - 10/07/09

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do you plan to celebrate any of the winter holidays (Christmas, Chanukah/Hanukkah, Kwanzaa) this year?															
Yes	93.2%	91.7%	94.6%	91.0%	95.8%	97.2%	94.8%	92.7%	92.6%	91.5%	91.0%	94.7%	93.6%	93.7%	91.1%
No	6.8%	8.3%	5.4%	9.0%	4.2%	2.8%	5.2%	7.3%	7.4%	8.5%	9.0%	5.3%	6.4%	6.3%	8.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Which winter holidays will you celebrate? (Check all that apply)

Christmas	95.3%	94.4%	96.1%	96.5%	95.6%	97.1%	96.2%	94.4%	95.9%	95.6%	92.8%	92.7%	96.5%	96.0%	94.9%
Chanukah/Hanukkah	5.7%	6.5%	4.9%	4.6%	6.2%	6.7%	5.5%	4.4%	5.1%	5.7%	7.3%	10.0%	2.9%	5.7%	5.3%
Kwanzaa	2.1%	2.5%	1.6%	2.2%	2.5%	2.1%	4.0%	2.0%	2.0%	1.4%	0.6%	1.6%	2.0%	2.6%	1.6%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

How much do you plan to spend on the following items this year for the holidays?

Gifts for family															
Average (of Spenders)	\$ 397.15	\$ 387.07	\$ 406.56	\$ 285.00	\$ 536.17	\$ 230.14	\$ 364.75	\$ 414.03	\$ 407.12	\$ 459.96	\$ 478.64	\$ 451.83	\$ 386.97	\$ 401.74	\$ 351.45
Percent Buying	97.5%	96.7%	98.2%	96.7%	98.7%	98.2%	98.0%	97.7%	97.1%	96.7%	97.2%	97.1%	97.3%	97.9%	97.2%
Net Average	\$ 387.06	\$ 374.34	\$ 399.13	\$ 275.53	\$ 529.17	\$ 225.92	\$ 357.42	\$ 404.61	\$ 395.20	\$ 444.76	\$ 465.03	\$ 438.86	\$ 376.48	\$ 393.44	\$ 341.76

Gifts for friends															
Average (of Spenders)	\$ 89.53	\$ 97.63	\$ 82.26	\$ 68.45	\$ 112.62	\$ 83.76	\$ 93.22	\$ 87.69	\$ 92.57	\$ 100.51	\$ 79.52	\$ 102.21	\$ 75.64	\$ 93.86	\$ 90.53
Percent Buying	74.6%	72.5%	76.6%	72.0%	77.8%	86.5%	75.8%	75.8%	74.0%	69.8%	67.5%	74.3%	72.4%	75.4%	76.6%
Net Average	\$ 66.77	\$ 70.77	\$ 62.98	\$ 49.27	\$ 87.65	\$ 72.47	\$ 70.64	\$ 66.45	\$ 68.47	\$ 70.16	\$ 53.65	\$ 75.89	\$ 54.79	\$ 70.81	\$ 69.38

Gifts for co-workers															
Average (of Spenders)	\$ 59.06	\$ 69.75	\$ 48.71	\$ 40.35	\$ 78.60	\$ 67.00	\$ 54.58	\$ 50.03	\$ 54.45	\$ 86.33	\$ 52.88	\$ 69.99	\$ 53.06	\$ 60.24	\$ 55.87
Percent Buying	32.6%	32.9%	32.3%	27.1%	38.6%	35.2%	41.6%	42.0%	35.6%	28.4%	10.5%	33.0%	31.2%	33.5%	32.6%
Net Average	\$ 19.26	\$ 22.98	\$ 15.74	\$ 10.94	\$ 30.32	\$ 23.62	\$ 22.71	\$ 21.00	\$ 19.38	\$ 24.50	\$ 5.54	\$ 23.09	\$ 16.54	\$ 20.20	\$ 18.19

Other gifts															
Average (of Spenders)	\$ 82.78	\$ 96.86	\$ 71.06	\$ 65.88	\$ 104.36	\$ 83.66	\$ 86.76	\$ 66.43	\$ 82.64	\$ 91.96	\$ 89.89	\$ 95.52	\$ 65.51	\$ 89.40	\$ 80.64
Percent Buying	42.1%	39.2%	44.7%	40.3%	45.6%	49.2%	41.0%	42.6%	42.3%	40.0%	38.5%	42.1%	40.9%	43.5%	40.8%
Net Average	\$ 34.81	\$ 37.99	\$ 31.79	\$ 26.58	\$ 47.55	\$ 41.12	\$ 35.54	\$ 28.30	\$ 34.98	\$ 36.74	\$ 34.65	\$ 40.18	\$ 26.81	\$ 38.91	\$ 32.90

Total Gifts	\$ 507.90	\$ 506.08	\$ 509.63	\$ 362.32	\$ 694.69	\$ 363.13	\$ 486.31	\$ 520.36	\$ 518.04	\$ 576.17	\$ 558.86	\$ 578.03	\$ 474.63	\$ 523.36	\$ 462.23
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Decorations (such as a Christmas tree, lights, candles, welcome mats, etc.)															
Average (of Spenders)	\$ 63.30	\$ 68.01	\$ 59.02	\$ 49.20	\$ 74.26	\$ 63.12	\$ 75.10	\$ 66.13	\$ 62.57	\$ 57.85	\$ 49.14	\$ 65.57	\$ 54.89	\$ 67.97	\$ 62.91
Percent Buying	64.4%	62.9%	65.8%	61.0%	69.8%	68.5%	70.8%	68.3%	63.4%	60.5%	54.4%	65.0%	63.4%	65.7%	62.8%
Net Average	\$ 40.75	\$ 42.79	\$ 38.82	\$ 30.00	\$ 51.85	\$ 43.24	\$ 53.16	\$ 45.18	\$ 39.65	\$ 35.02	\$ 26.71	\$ 42.59	\$ 34.83	\$ 44.67	\$ 39.53

Greeting cards and postage															
Average (of Spenders)	\$ 33.74	\$ 35.39	\$ 32.25	\$ 26.10	\$ 41.69	\$ 26.92	\$ 33.24	\$ 33.32	\$ 32.51	\$ 35.94	\$ 38.65	\$ 33.15	\$ 33.68	\$ 34.86	\$ 32.24
Percent Buying	79.3%	77.4%	81.1%	77.8%	82.8%	70.6%	74.4%	81.5%	81.3%	81.9%	84.5%	79.7%	79.6%	79.6%	78.0%
Net Average	\$ 26.77	\$ 27.40	\$ 26.17	\$ 20.29	\$ 34.53	\$ 19.01	\$ 24.73	\$ 27.14	\$ 26.42	\$ 29.42	\$ 32.66	\$ 26.41	\$ 26.80	\$ 27.76	\$ 25.14

Candy and food															
Average (of Spenders)	\$ 100.07	\$ 95.92	\$ 103.71	\$ 80.72	\$ 119.96	\$ 70.06	\$ 93.73	\$ 97.16	\$ 109.47	\$ 111.29	\$ 111.20	\$ 105.18	\$ 95.37	\$ 104.13	\$ 95.31
Percent Buying	90.2%	86.6%	93.6%	88.9%	92.7%	86.9%	85.5%	92.1%	92.5%	92.1%	91.3%	88.1%	90.0%	91.1%	90.6%
Net Average	\$ 90.26	\$ 83.09	\$ 97.06	\$ 71.80	\$ 111.23	\$ 60.88	\$ 80.16	\$ 89.47	\$ 101.22	\$ 102.52	\$ 101.57	\$ 92.72	\$ 85.80	\$ 94.83	\$ 86.37

Flowers like poinsettias, potted plants, etc.															
Average (of Spenders)	\$ 38.77	\$ 43.72	\$ 34.24	\$ 30.23	\$ 46.04	\$ 42.51	\$ 37.14	\$ 36.96	\$ 40.22	\$ 40.68	\$ 36.56	\$ 42.31	\$ 35.34	\$ 39.68	\$ 37.53
Percent Buying	44.0%	43.2%	44.7%	38.9%	50.7%	40.2%	41.5%	41.3%	44.4%	46.8%	49.8%	43.5%	41.3%	46.4%	43.4%
Net Average	\$ 17.05	\$ 18.89	\$ 15.31	\$ 11.77	\$ 23.32	\$ 17.07	\$ 15.40	\$ 15.28	\$ 17.85	\$ 19.03	\$ 18.19	\$ 18.42	\$ 14.59	\$ 18.40	\$ 16.30

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	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Combined Average	\$ 682.74	\$ 678.25	\$ 686.99	\$ 496.17	\$ 915.63	\$ 503.32	\$ 659.76	\$ 697.43	\$ 703.18	\$ 762.17	\$ 738.00	\$ 758.17	\$ 636.64	\$ 709.01	\$ 629.57

Where do you plan to purchase holiday items this year? (Check all that apply)

Discount store	70.1%	65.9%	74.0%	72.9%	70.2%	61.4%	69.4%	74.2%	73.6%	73.3%	65.8%	67.6%	70.5%	71.8%	68.6%
Department store	55.8%	58.0%	53.7%	51.9%	62.9%	70.8%	63.4%	53.3%	52.2%	48.6%	49.0%	61.1%	56.0%	54.3%	53.5%
Clothing or Accessories store	33.8%	31.2%	36.3%	30.5%	39.7%	53.9%	41.9%	33.6%	27.4%	25.2%	24.8%	37.1%	30.8%	34.3%	34.1%
Electronics store	31.8%	39.3%	24.7%	27.7%	38.7%	52.4%	40.1%	33.3%	25.8%	23.6%	19.4%	32.2%	30.9%	31.9%	32.8%
Other Specialty store	18.5%	19.3%	17.8%	14.9%	24.4%	22.3%	25.0%	18.9%	16.2%	16.1%	12.9%	21.4%	17.8%	17.4%	18.9%
Crafts or fabrics store	16.9%	11.2%	22.2%	15.2%	20.4%	20.4%	20.3%	17.1%	16.4%	14.7%	12.4%	18.1%	16.6%	16.4%	16.7%
Drug store	19.3%	15.7%	22.7%	18.5%	21.6%	16.7%	22.7%	20.8%	19.3%	17.2%	17.8%	23.5%	18.1%	18.0%	19.1%
Grocery store/supermarket	45.0%	40.0%	49.7%	44.1%	48.2%	41.1%	41.1%	43.3%	48.6%	45.5%	49.5%	44.2%	45.1%	45.4%	44.5%
Online	42.4%	43.0%	41.8%	36.8%	52.2%	50.6%	47.6%	45.2%	40.2%	39.7%	31.9%	48.3%	37.7%	39.8%	47.2%
Catalog	17.0%	14.4%	19.5%	14.8%	21.2%	12.5%	17.5%	17.9%	15.1%	19.0%	19.5%	19.5%	16.0%	17.6%	15.2%
Thrift Stores/Resale Shops	11.4%	8.4%	14.2%	14.5%	9.0%	12.7%	11.4%	11.8%	13.0%	10.5%	8.8%	9.0%	11.8%	11.9%	12.3%
Other:	5.1%	4.6%	5.6%	5.9%	5.2%	2.8%	3.2%	4.0%	5.9%	6.3%	8.5%	5.0%	5.4%	4.7%	5.4%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

People shop in different stores for different reasons. Which ONE of the following would you say is the MOST important factor in your decision to shop in a particular store during the holiday season? (Check only ONE)

Helpful, knowledgeable customer service	4.4%	5.8%	3.0%	4.2%	4.0%	6.4%	6.0%	4.4%	3.8%	2.9%	2.8%	4.0%	4.3%	4.1%	5.3%
Quality of merchandise	11.8%	14.2%	9.5%	10.2%	13.6%	18.4%	10.1%	9.8%	10.9%	10.2%	13.0%	12.6%	10.8%	11.3%	13.1%
Selection of merchandise	21.0%	23.0%	19.2%	18.5%	23.7%	18.5%	21.3%	20.1%	20.7%	23.1%	22.3%	20.6%	19.9%	21.5%	21.7%
Sales or price discounts	43.3%	37.0%	49.2%	44.8%	42.7%	42.3%	45.5%	47.2%	43.2%	42.9%	37.7%	43.7%	44.5%	42.8%	42.8%
Convenient location	4.9%	6.0%	3.9%	4.9%	4.9%	3.0%	3.3%	3.7%	5.6%	5.5%	8.2%	4.7%	4.8%	5.8%	3.5%
Every-day low prices	12.7%	11.1%	14.3%	15.8%	9.2%	10.9%	9.4%	13.8%	14.3%	13.9%	13.6%	12.6%	13.9%	12.5%	11.9%
None of these	1.9%	2.9%	0.9%	1.6%	1.9%	0.5%	4.3%	1.0%	1.4%	1.5%	2.3%	1.9%	1.8%	2.0%	1.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

When do you start shopping for the holiday season?

Before September	13.4%	10.2%	16.5%	12.5%	14.2%	4.7%	9.9%	13.0%	14.6%	18.5%	18.7%	12.3%	15.3%	13.4%	12.4%
September	6.1%	4.9%	7.3%	5.3%	7.7%	5.1%	6.3%	5.9%	6.4%	6.9%	6.1%	7.6%	5.3%	6.7%	4.8%
October	20.2%	18.2%	22.2%	20.8%	19.7%	19.2%	23.0%	20.5%	19.7%	20.5%	18.3%	18.6%	20.5%	21.1%	19.4%
November	38.0%	39.4%	36.7%	37.4%	38.5%	43.6%	37.6%	40.6%	36.7%	33.3%	37.0%	40.9%	36.0%	37.4%	39.7%
First 2 weeks of December	17.4%	20.6%	14.3%	18.5%	15.8%	21.1%	17.9%	16.7%	17.4%	15.9%	15.8%	15.9%	17.7%	17.3%	18.4%
Last 2 weeks of December	4.8%	6.6%	3.0%	5.4%	3.9%	6.2%	5.3%	3.3%	5.2%	4.8%	4.2%	4.6%	5.2%	4.2%	5.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you plan to take advantage of sales or price discounts during the holiday season to make additional, NON-GIFT purchases for yourself or your family?

Yes	52.9%	53.6%	52.2%	51.7%	55.0%	68.3%	60.9%	54.5%	48.9%	46.4%	40.8%	52.9%	53.0%	53.3%	52.0%
No	16.1%	18.3%	13.9%	16.3%	15.3%	11.9%	15.7%	13.9%	17.3%	17.4%	19.6%	17.7%	15.9%	15.8%	15.5%
Don't know	31.0%	28.1%	33.9%	32.0%	29.8%	19.8%	23.4%	31.6%	33.9%	36.2%	39.6%	29.4%	31.1%	30.9%	32.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

If yes, how much do you anticipate that you will spend on these purchases? (in dollars):

Average (of Spenders)	\$ 191.87	\$ 234.75	\$ 151.11	\$ 153.99	\$ 237.64	\$ 140.46	\$ 235.51	\$ 183.41	\$ 189.75	\$ 207.47	\$ 184.60	\$ 204.09	\$ 174.04	\$ 193.81	\$ 194.45
Percent Buying	52.9%	53.6%	52.2%	51.7%	55.0%	68.3%	60.9%	54.5%	48.9%	46.4%	40.8%	52.9%	53.0%	53.3%	52.0%
Net Average	\$ 101.51	\$ 125.83	\$ 78.94	\$ 79.61	\$ 130.61	\$ 95.96	\$ 143.42	\$ 100.02	\$ 92.71	\$ 96.24	\$ 75.33	\$ 107.98	\$ 92.21	\$ 103.27	\$ 101.02

What types of gifts would you like to receive this holiday season? (Check all that apply)

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	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Clothing or clothing accessories	48.8%	45.5%	52.0%	50.6%	50.3%	72.2%	57.8%	46.6%	43.8%	39.3%	37.7%	50.5%	48.2%	48.1%	48.9%
Books, CDs, DVDs, videos or video games	48.6%	49.0%	48.3%	49.3%	49.0%	68.6%	55.5%	47.7%	44.1%	42.2%	37.5%	48.7%	46.7%	47.8%	52.1%
Consumer electronics or computer-related accessories	33.2%	40.6%	26.2%	32.7%	35.4%	52.6%	38.6%	37.6%	28.2%	25.4%	19.9%	34.2%	31.5%	33.4%	34.3%
Sporting goods or leisure items	17.3%	26.5%	8.5%	15.2%	21.3%	30.2%	22.3%	17.6%	14.8%	12.1%	8.8%	15.8%	17.2%	16.9%	19.5%
Home decor or home-related furnishings	19.3%	11.7%	26.5%	19.7%	20.8%	24.1%	26.9%	21.5%	17.4%	14.2%	11.6%	18.6%	20.2%	20.0%	17.9%
Jewelry or precious metal accessories	20.8%	8.1%	32.8%	21.9%	21.3%	33.4%	25.0%	18.6%	18.8%	18.1%	13.6%	20.9%	20.3%	22.2%	18.6%
Gift cards / gift certificates	55.2%	46.6%	63.4%	58.3%	55.2%	60.7%	63.4%	56.4%	52.6%	48.6%	49.7%	57.6%	57.1%	54.0%	53.4%
Personal care or beauty items	17.1%	7.2%	26.4%	18.6%	16.8%	21.1%	24.5%	17.6%	15.7%	12.0%	11.2%	16.1%	16.5%	18.7%	15.5%
Other:	8.7%	9.5%	7.9%	9.5%	8.3%	5.8%	9.4%	6.6%	9.9%	10.3%	9.8%	8.0%	9.1%	8.7%	9.1%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

What percentage of your holiday shopping do you plan to do online?

None (0%)	22.4%	20.9%	23.7%	29.2%	13.8%	13.0%	15.6%	19.5%	24.0%	23.4%	37.3%	19.2%	24.5%	22.5%	21.8%
1% to 10%	19.5%	17.8%	21.1%	21.3%	17.7%	21.1%	18.5%	17.9%	19.7%	21.4%	19.0%	16.3%	20.4%	20.5%	18.9%
11% to 25%	21.2%	22.0%	20.5%	19.7%	23.6%	24.5%	21.9%	22.2%	20.9%	21.4%	17.1%	19.9%	22.3%	22.0%	20.1%
26% to 50%	20.7%	21.8%	19.6%	17.6%	25.4%	24.6%	24.7%	22.2%	19.2%	19.2%	14.5%	24.0%	19.0%	20.0%	21.2%
51% to 75%	11.0%	11.4%	10.6%	7.7%	13.8%	12.3%	11.6%	12.3%	11.3%	10.2%	8.0%	13.7%	9.5%	10.1%	12.2%
76% to 99%	4.1%	4.5%	3.8%	3.3%	4.7%	3.5%	5.9%	4.8%	3.8%	3.6%	2.8%	5.6%	3.1%	3.8%	4.5%
100%	1.2%	1.6%	0.8%	1.2%	1.0%	1.0%	1.8%	1.0%	1.2%	0.7%	1.2%	1.4%	1.3%	1.0%	1.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	31.1%	32.8%	29.5%	26.1%	36.4%	34.2%	36.0%	33.5%	30.2%	29.0%	23.4%	35.8%	28.5%	29.9%	32.4%

Will the state of the U.S. economy affect your spending plans for the holidays?

Yes	65.3%	61.3%	69.1%	69.6%	58.3%	58.9%	64.2%	69.0%	72.3%	66.1%	58.6%	64.3%	64.3%	66.2%	65.8%
No	34.7%	38.7%	30.9%	30.4%	41.7%	41.1%	35.8%	31.0%	27.7%	33.9%	41.4%	35.7%	35.7%	33.8%	34.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

How will it affect your spending plans? (Check all that apply)

Spending less overall	84.2%	83.5%	84.8%	84.3%	83.4%	81.4%	81.6%	84.0%	86.7%	86.7%	84.3%	82.0%	85.1%	84.1%	86.3%
Comparative shopping online more often	31.1%	30.0%	32.1%	28.1%	37.6%	35.4%	34.6%	34.2%	31.7%	30.0%	20.7%	35.6%	30.3%	29.5%	31.4%
Comparative shopping with newspapers/circulars more often	30.8%	25.4%	36.0%	30.9%	34.2%	17.9%	27.5%	32.9%	34.9%	34.2%	34.5%	33.5%	33.1%	29.5%	27.8%
Using coupons more often	41.7%	36.0%	47.1%	43.8%	42.8%	40.6%	44.2%	41.5%	41.7%	41.0%	40.8%	41.9%	42.9%	43.3%	37.8%
Shopping for sales more often	55.0%	48.3%	61.4%	56.8%	58.5%	51.2%	50.8%	54.1%	57.4%	57.3%	59.0%	55.5%	55.9%	54.0%	56.0%
Making more gifts for family and friends	16.7%	11.3%	21.8%	18.9%	16.3%	19.4%	19.3%	16.4%	16.7%	15.9%	12.6%	14.3%	18.9%	15.9%	17.9%
Traveling less or not at all	28.6%	29.7%	27.5%	30.5%	27.7%	23.4%	24.4%	29.9%	31.5%	31.4%	29.7%	24.8%	29.4%	28.6%	31.2%
Buying more practical gifts or necessities as gifts	36.0%	30.2%	41.4%	38.6%	35.9%	24.4%	33.8%	35.2%	40.1%	40.3%	39.6%	34.6%	37.1%	36.4%	35.0%
Using last year's decorations with no plans to buy new ones	34.0%	27.9%	39.8%	37.8%	32.8%	22.6%	28.8%	33.0%	37.0%	39.2%	42.0%	31.2%	37.3%	33.5%	33.3%
Purchasing a joint gift for children, parents, or couples instead of buying individual gifts	17.3%	14.1%	20.3%	18.2%	18.2%	13.9%	19.5%	20.7%	16.2%	17.2%	15.2%	12.6%	19.3%	17.8%	18.2%
Other:	1.1%	0.9%	1.3%	1.1%	1.3%	0.6%	0.8%	1.4%	1.2%	1.0%	1.6%	0.7%	0.9%	1.4%	1.4%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Source: BIGresearch, Consumer Intentions & Actions, OCT 04-09

	2004	2005	2006	2007	2008	2009
Do you plan to celebrate any of the winter holidays (Christmas, Hanukkah, Kwanzaa) this year?						
Yes	90.6%	93.0%	93.0%	90.2%	93.6%	93.2%
No	9.4%	7.0%	7.0%	9.8%	6.4%	6.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Which winter holidays will you celebrate? (Check all that apply)

Christmas	96.1%	94.2%	93.3%	92.9%	94.1%	95.3%
Chanukah/Hanukkah	4.6%	5.1%	5.3%	5.0%	6.8%	5.7%
Kwanzaa	1.6%	1.0%	2.3%	1.6%	2.4%	2.1%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

How much do you plan to spend on the following items this year for the holidays?**Gifts for family**

Average (of Spenders)	\$ 414.31	\$ 430.53	\$ 435.94	\$ 447.54	\$ 404.14	\$ 397.15
Percent Buying	98.1%	97.8%	98.2%	97.8%	97.8%	97.5%
Net Average	\$ 406.52	\$ 420.94	\$ 428.00	\$ 437.71	\$ 395.15	\$ 387.06

Gifts for friends

Average (of Spenders)	\$ 88.97	\$ 96.99	\$ 97.98	\$ 105.92	\$ 100.72	\$ 89.53
Percent Buying	80.1%	81.4%	82.8%	79.4%	79.6%	74.6%
Net Average	\$ 71.29	\$ 78.92	\$ 81.18	\$ 84.09	\$ 80.13	\$ 66.77

Gifts for co-workers

Average (of Spenders)	\$ 57.43	\$ 55.88	\$ 52.66	\$ 57.46	\$ 55.34	\$ 59.06
Percent Buying	38.5%	37.6%	40.3%	37.0%	40.9%	32.6%
Net Average	\$ 22.12	\$ 21.03	\$ 21.24	\$ 21.26	\$ 22.63	\$ 19.26

Other gifts

Average (of Spenders)	\$ 82.55	\$ 91.25	\$ 80.51	\$ 73.64	\$ 74.77	\$ 82.78
Percent Buying	49.8%	48.4%	52.4%	47.4%	49.3%	42.1%
Net Average	\$ 41.10	\$ 44.13	\$ 42.22	\$ 34.94	\$ 36.88	\$ 34.81

Total Gifts	\$ 541.03	\$ 565.02	\$ 572.64	\$ 578.00	\$ 534.79	\$ 507.90
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Decorations (such as a Christmas

Average (of Spenders)	\$ 55.29	\$ 59.73	\$ 64.22	\$ 65.71	\$ 61.68	\$ 63.30
Percent Buying	64.9%	68.6%	71.0%	71.2%	70.4%	64.4%
Net Average	\$ 35.91	\$ 40.97	\$ 45.60	\$ 46.78	\$ 43.45	\$ 40.75

Greeting cards and postage

Average (of Spenders)	\$ 29.76	\$ 33.36	\$ 35.12	\$ 35.83	\$ 32.81	\$ 33.74
Percent Buying	84.7%	84.8%	85.4%	84.5%	83.5%	79.3%

Source: BIGresearch, Consumer Intentions & Actions, OCT 04-09

	2004	2005	2006	2007	2008	2009
Net Average \$	25.22 \$	28.30 \$	29.99 \$	30.28 \$	27.39 \$	26.77

Candy and food

Average (of Spenders) \$	90.95 \$	96.71 \$	96.46 \$	96.66 \$	87.13 \$	100.07
Percent Buying	92.1%	91.0%	92.7%	92.1%	92.1%	90.2%
Net Average \$	83.77 \$	87.99 \$	89.46 \$	89.03 \$	80.28 \$	90.26

Flowers like poinsettias, potted plants,

Average (of Spenders) \$	34.76 \$	34.80 \$	37.16 \$	38.09 \$	38.38 \$	38.77
Percent Buying	46.3%	45.5%	50.1%	50.7%	49.8%	44.0%
Net Average \$	16.10 \$	15.83 \$	18.62 \$	19.30 \$	19.10 \$	17.05

Combined Average \$	702.03	\$ 738.11	\$ 756.32	\$ 763.40	\$ 705.01	\$ 682.74
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Where do you plan to purchase holiday items this year? (Check all that apply)

Discount store	77.1%	71.4%	70.3%	68.4%	69.7%	70.1%
Department store	53.1%	59.4%	61.6%	58.2%	58.0%	55.8%
Clothing or Accessories store	N/A	N/A	N/A	36.1%	37.3%	33.8%
Electronics store	N/A	N/A	N/A	34.3%	37.3%	31.8%
Other Specialty store	N/A	N/A	N/A	21.7%	21.2%	18.5%
Specialty store, such as a clothing, toy or electronics store	39.3%	46.5%	48.4%	N/A	N/A	N/A
Crafts or fabrics store	18.7%	19.9%	20.5%	17.4%	18.1%	16.9%
Drug store	21.7%	19.7%	21.0%	19.1%	20.3%	19.3%
Grocery store/supermarket	46.7%	47.4%	49.3%	44.6%	45.6%	45.0%
Online	38.3%	42.6%	47.1%	44.3%	44.2%	42.4%
Catalog	20.9%	23.5%	25.2%	20.0%	16.6%	17.0%
Thrift Stores/Resale Shops	N/A	N/A	N/A	N/A	N/A	11.4%
Other	7.5%	9.3%	8.4%	8.6%	5.3%	5.1%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

People shop in different stores for different reasons. Which ONE of the following would you say is the MOST important factor in your decision to shop in a particular store during the holiday season? (Check only ONE)

Helpful, knowledgeable customer service	4.4%	3.7%	4.4%	4.9%	5.2%	4.4%
Quality of merchandise	8.7%	11.0%	12.4%	12.8%	13.4%	11.8%
Selection of merchandise	20.0%	23.1%	24.3%	22.6%	21.5%	21.0%
Sales or price discounts	41.8%	37.9%	36.5%	38.2%	40.0%	43.3%
Convenient location	7.8%	6.5%	6.5%	6.3%	5.6%	4.9%
Every-day low prices	15.6%	16.0%	14.2%	12.8%	12.6%	12.7%
None of these	1.6%	1.7%	1.8%	2.5%	1.7%	1.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: BIGresearch, Consumer Intentions & Actions, OCT 04-09

	2004	2005	2006	2007	2008	2009
When do you start shopping for the holiday season?						
Before September	18.0%	15.3%	14.0%	14.3%	13.4%	13.4%
September	6.9%	6.3%	6.5%	6.0%	5.8%	6.1%
October	17.7%	18.5%	19.9%	20.0%	21.0%	20.2%
November	34.3%	37.4%	37.0%	38.3%	38.6%	38.0%
First 2 weeks of December	17.5%	17.7%	18.8%	16.7%	17.3%	17.4%
Last 2 weeks of December	5.6%	4.8%	3.8%	4.7%	4.0%	4.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you plan to take advantage of sales or price discounts during the holiday season to make

Yes	51.2%	52.9%	56.7%	56.0%	56.6%	52.9%
No	14.6%	13.8%	13.2%	13.6%	14.4%	16.1%
Don't know	34.2%	33.3%	30.2%	30.4%	29.0%	31.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

If yes, how much to you anticipate that you will spend on these purchases? (in dollars):

Average (of Spenders)	\$ 174.24	\$ 160.99	\$ 168.36	\$ 175.66	\$ 191.30	\$ 191.87
Percent Buying	51.2%	52.9%	56.7%	56.0%	56.6%	52.9%
Net Average	\$ 89.25	\$ 85.13	\$ 95.41	\$ 98.33	\$ 108.34	\$ 101.51

What types of gifts would you like to receive this holiday season? (Check all that apply)

Clothing or clothing accessories	50.6%	54.4%	53.3%	50.1%	49.8%	48.8%
Books, CDs, DVDs, videos or video games	53.1%	55.5%	55.2%	50.8%	50.0%	48.6%
Consumer electronics or computer-related accessories	32.6%	38.4%	37.9%	36.4%	38.4%	33.2%
Sporting goods or leisure items	13.4%	16.4%	18.2%	17.0%	19.9%	17.3%
Home decor or home-related furnishings	21.3%	23.3%	22.1%	22.0%	22.7%	19.3%
Jewelry or precious metal accessories	22.6%	26.4%	26.0%	23.8%	24.5%	20.8%
Gift cards / gift certificates	50.2%	52.3%	52.8%	53.8%	54.9%	55.2%
Personal care or beauty items	20.5%	21.1%	19.2%	18.8%	19.2%	17.1%
Other:	14.8%	10.5%	9.2%	8.1%	7.3%	8.7%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

What percentage of your holiday shopping do you plan to do online?

None (0%)	N/A	N/A	23.5%	23.9%	19.9%	22.4%
1% to 10%	N/A	N/A	20.4%	19.2%	18.0%	19.5%
11% to 25%	N/A	N/A	22.5%	21.5%	21.1%	21.2%
26% to 50%	N/A	N/A	19.4%	19.8%	22.7%	20.7%
51% to 75%	N/A	N/A	10.2%	10.3%	12.5%	11.0%
76% to 99%	N/A	N/A	3.0%	4.4%	4.6%	4.1%

Source: BIGresearch, Consumer Intentions & Actions, OCT 04-09

	2004	2005	2006	2007	2008	2009
100%	N/A	N/A	0.9%	0.9%	1.2%	1.2%
Total	N/A	N/A	100.0%	100.0%	100.0%	100.0%
Average	N/A	N/A	28.9%	30.2%	33.6%	31.1%

Will the state of the U.S. economy affect your spending plans for the holidays?

Yes	N/A	N/A	N/A	N/A	N/A	65.3%
No	N/A	N/A	N/A	N/A	N/A	34.7%
Total	N/A	N/A	N/A	N/A	N/A	100.0%

How will it affect your spending plans? (Check all that apply)

Spending less overall	N/A	N/A	N/A	N/A	N/A	84.2%
Comparative shopping online more often	N/A	N/A	N/A	N/A	N/A	31.1%
Comparative shopping with newspapers/circulars more often	N/A	N/A	N/A	N/A	N/A	30.8%
Using coupons more often	N/A	N/A	N/A	N/A	N/A	41.7%
Shopping for sales more often	N/A	N/A	N/A	N/A	N/A	55.0%
Making more gifts for family and friends	N/A	N/A	N/A	N/A	N/A	16.7%
Traveling less or not at all	N/A	N/A	N/A	N/A	N/A	28.6%
Buying more practical gifts or necessities as gifts	N/A	N/A	N/A	N/A	N/A	36.0%
Using last year's decorations with no plans to buy new ones	N/A	N/A	N/A	N/A	N/A	34.0%
Purchasing a joint gift for children, parents, or couples instead of buying individual gifts	N/A	N/A	N/A	N/A	N/A	17.3%
Other:	N/A	N/A	N/A	N/A	N/A	1.1%

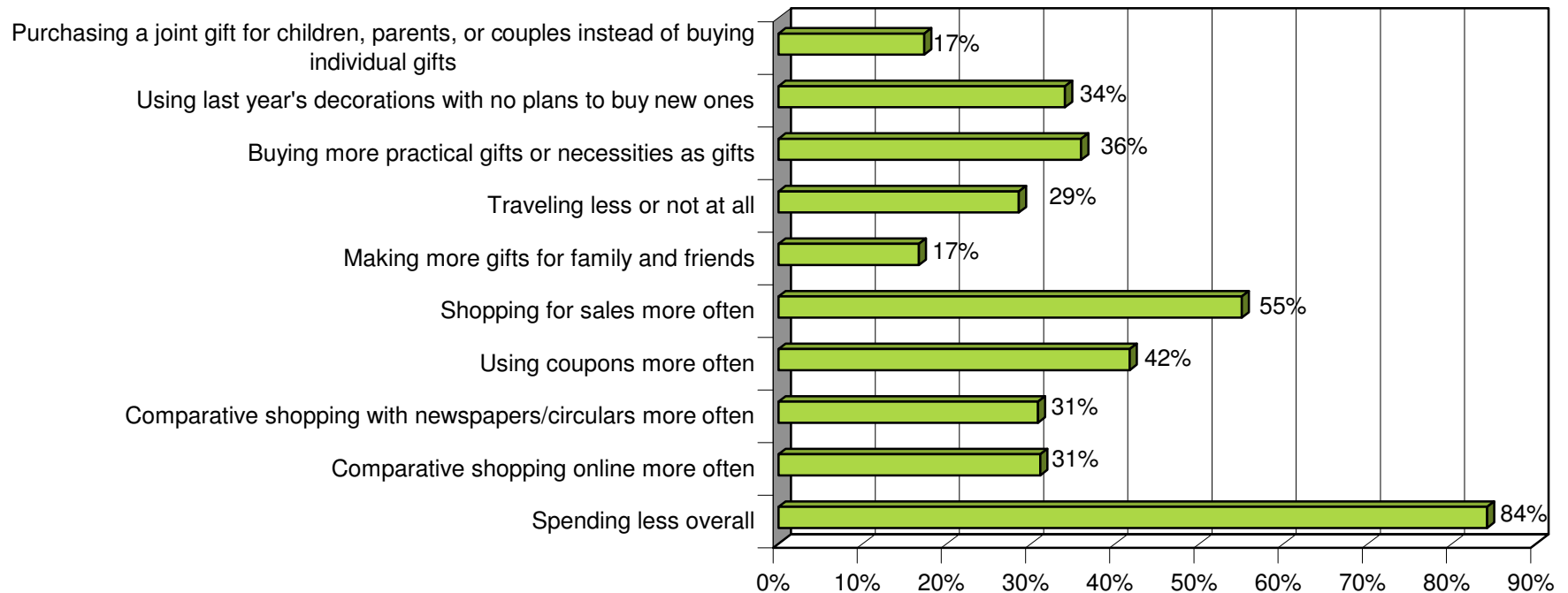
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Average consumer holiday spending over time

2002	\$ 648.85
2003	\$ 671.88
2004	\$ 702.03
2005	\$ 738.11
2006	\$ 756.32
2007	\$ 763.40
2008	\$ 705.01
2009	\$ 682.74

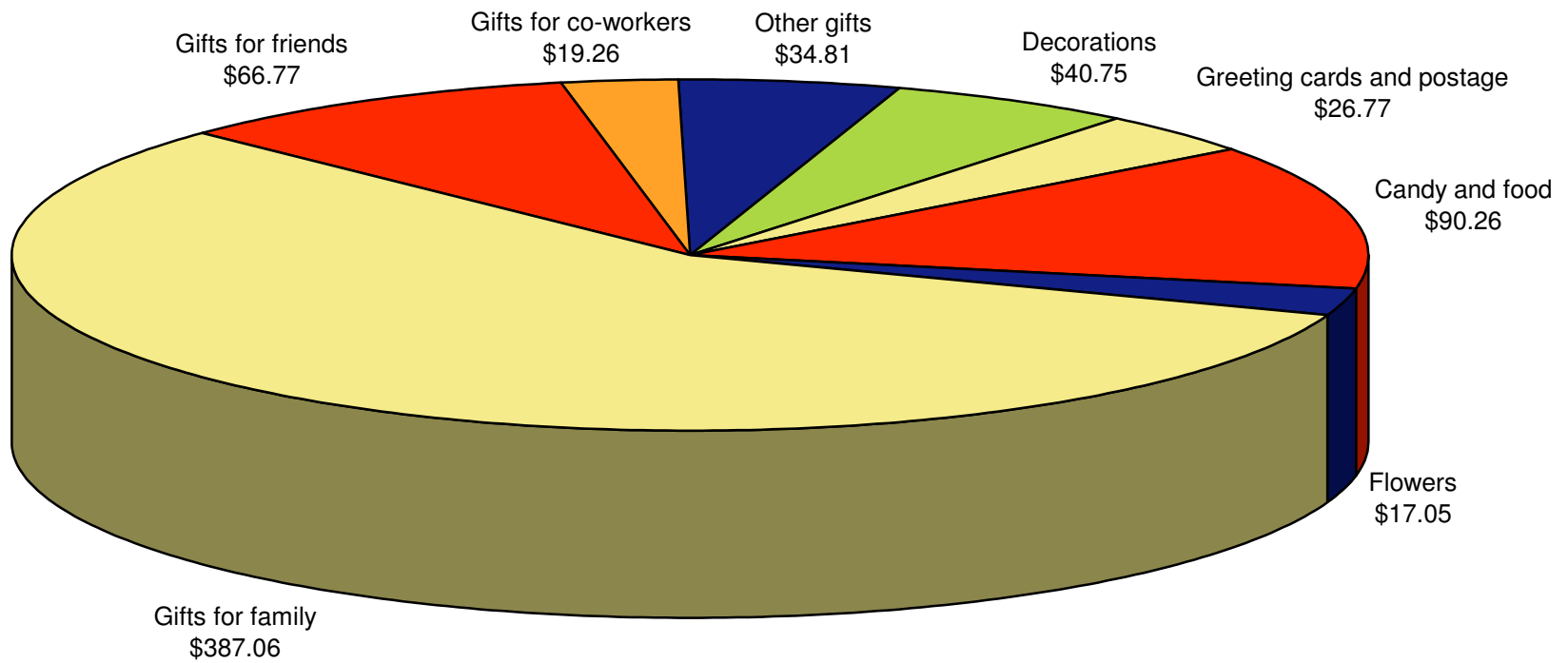
How Economy Will Impact Holiday Spending

Nearly two-thirds of respondents said the economy will impact their holiday spending. Of those who said they'd be impacted, here are the changes they're making:



Source: Conducted by BIGresearch for NRF, Sept. 30 - Oct. 7, 2009. 8431 respondents.

Average Person Holiday Spending, 2009



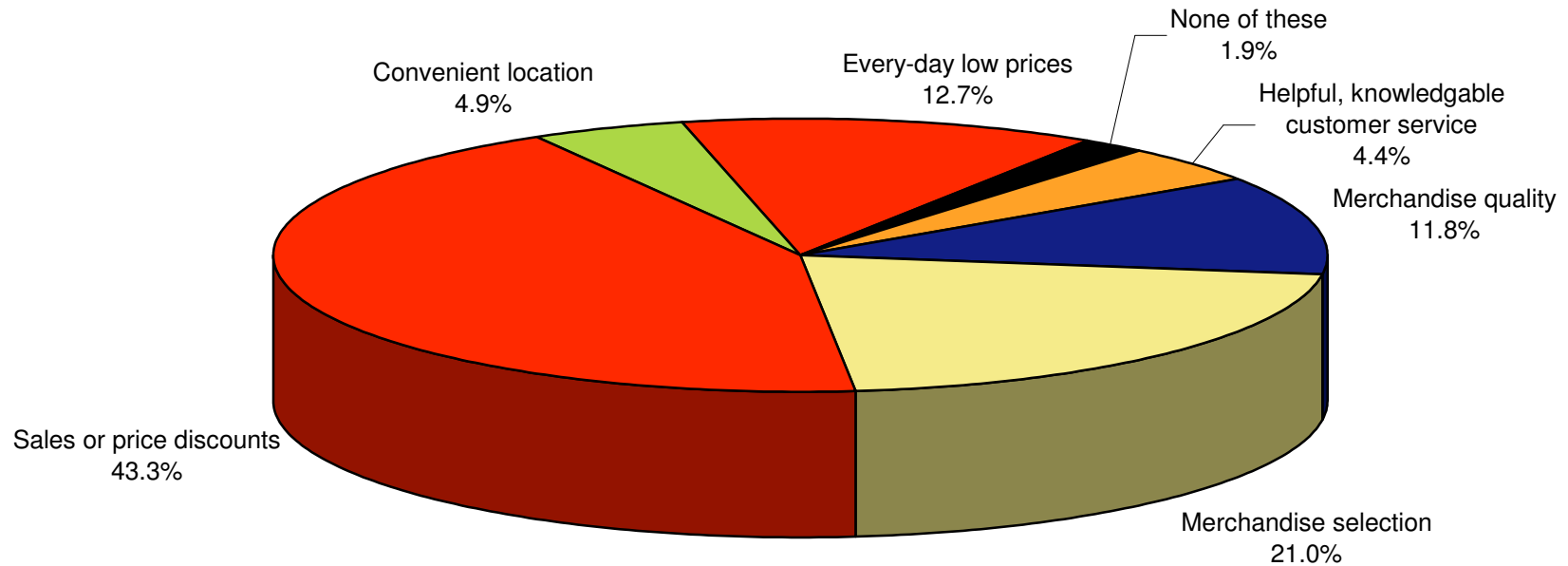
Source: Conducted by BIGresearch for NRF, Sept. 30 - Oct. 7, 2009. 8431 respondents.

Average Holiday Spending by Year



Source: Conducted by BIGresearch for NRF, Sept. 30 - Oct. 7, 2009. 8431 respondents.

Most Important Factor When Deciding Where to Shop, 2009

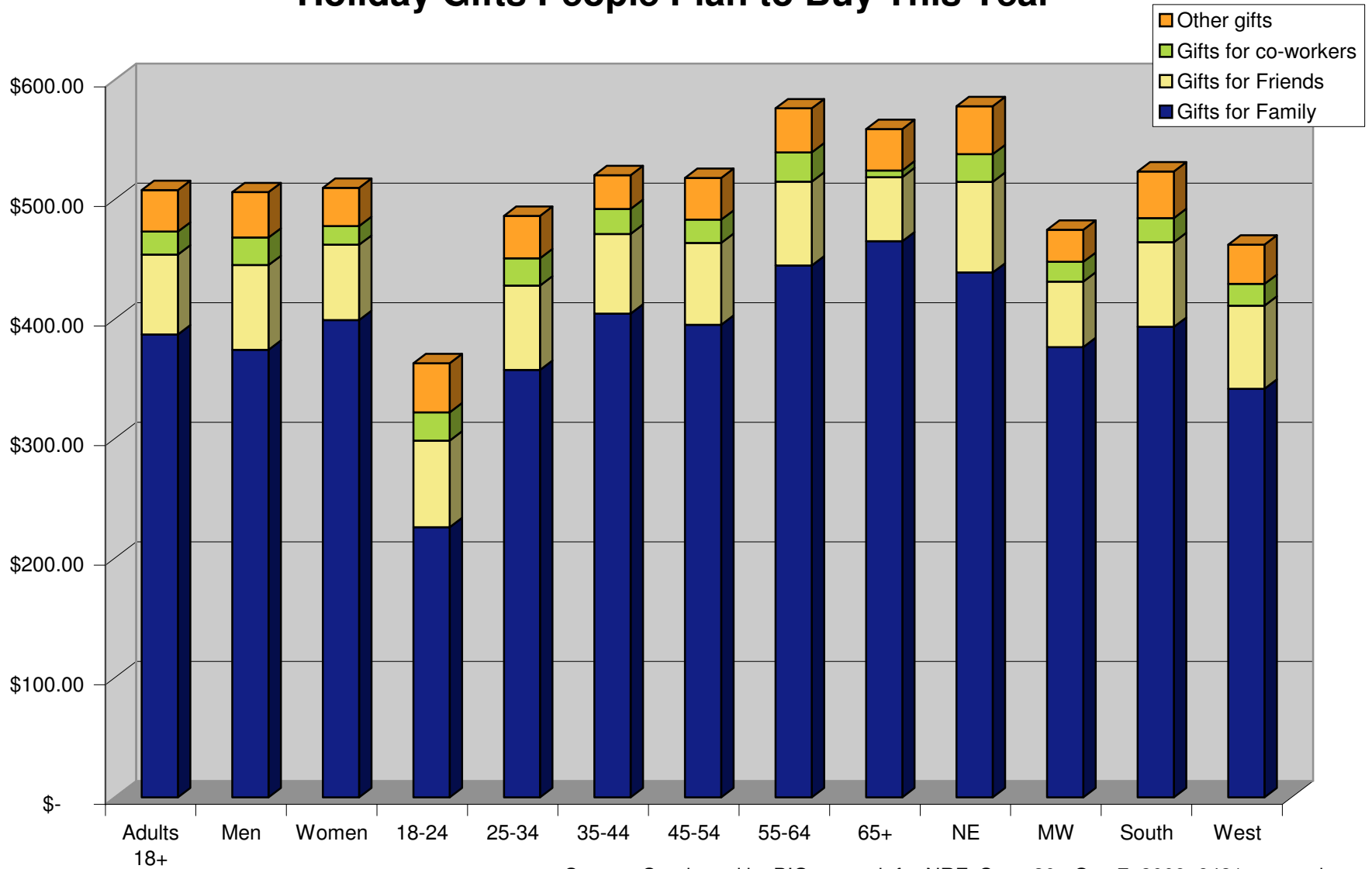


More than half* of shoppers said price was the most important factor when determining where to shop this holiday season.

*Combines responses of "sales/price discounts" and "everyday low prices"

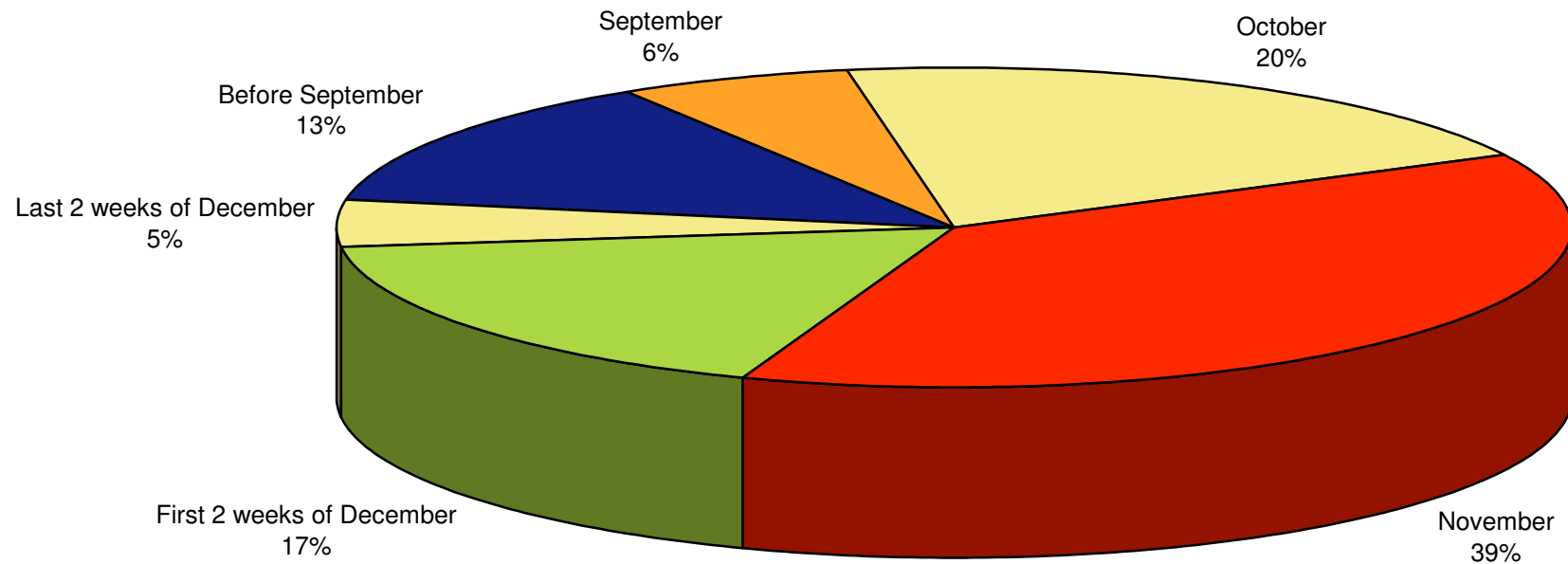
Source: Conducted by BIGresearch for NRF, Sept. 30 - Oct. 7, 2009. 8431 respondents.

Holiday Gifts People Plan to Buy This Year



Source: Conducted by BIGresearch for NRF, Sept. 30 - Oct. 7, 2009. 8431 respondents.

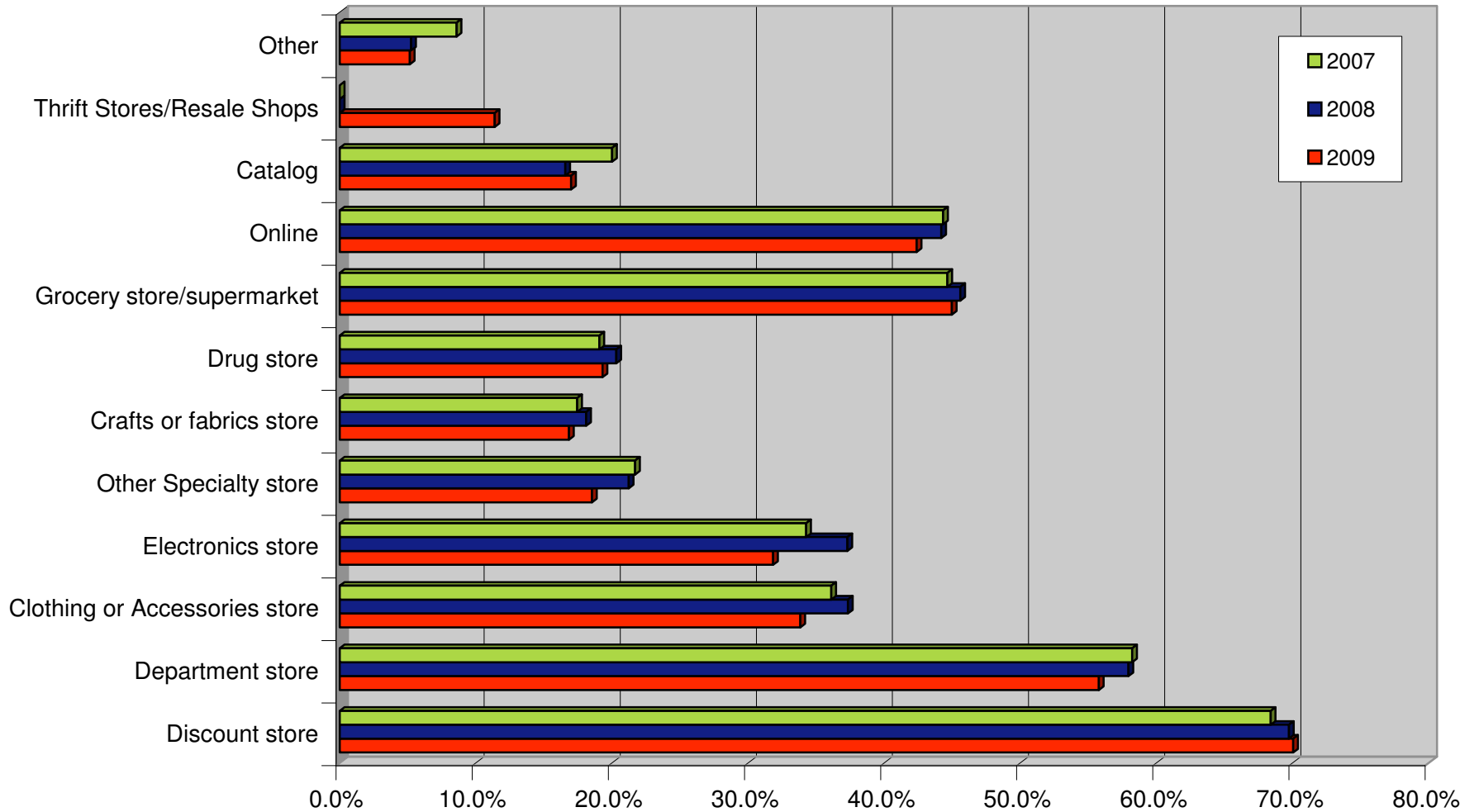
When People Plan to Start Holiday Shopping



This year, about 40% of people plan to start holiday shopping before Halloween.

Source: Conducted by BIGresearch for NRF, Sept. 30 - Oct. 7, 2009. 8431 respondents.

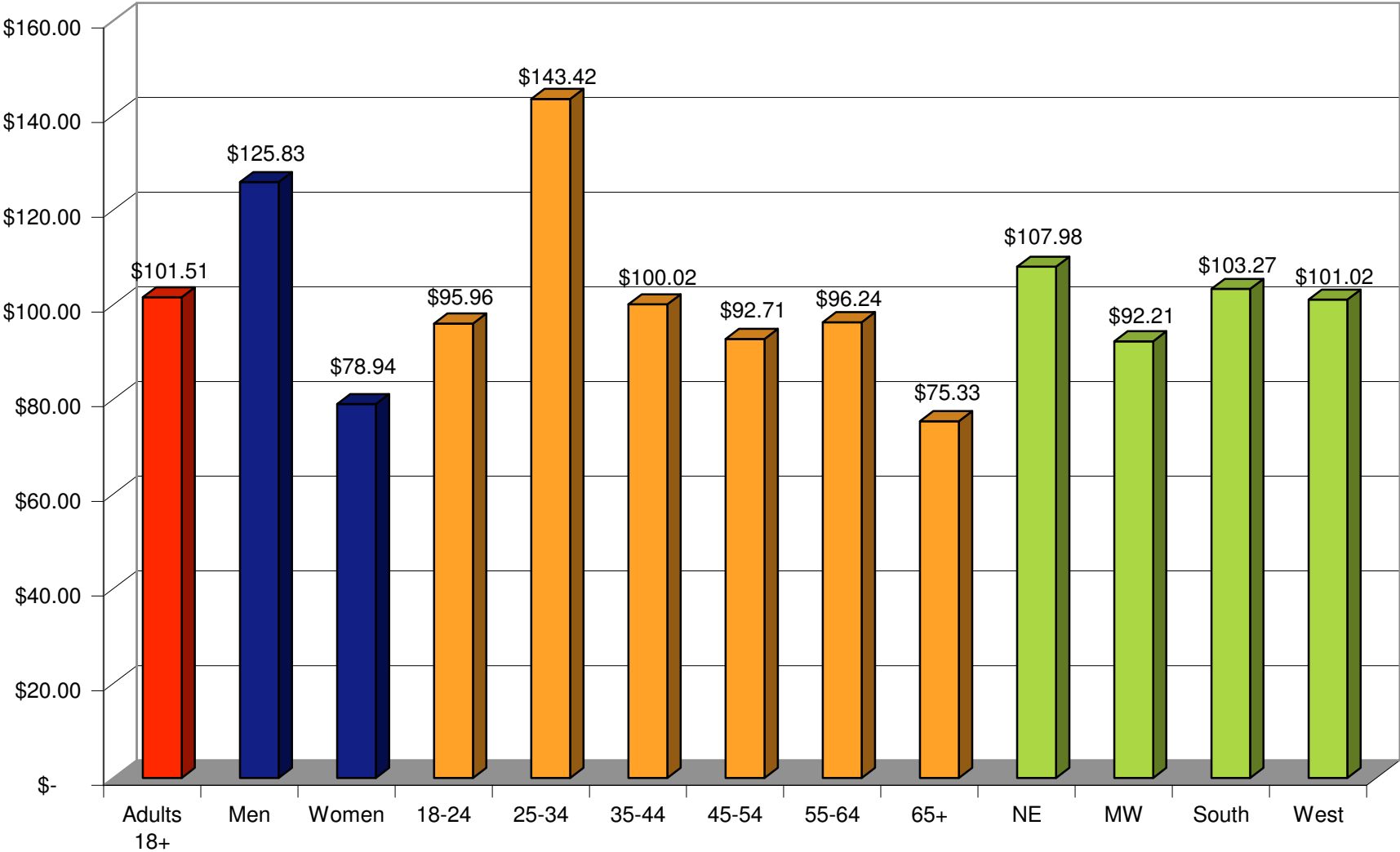
Where People Plan to Shop



*Thrift store category is new for 2009.

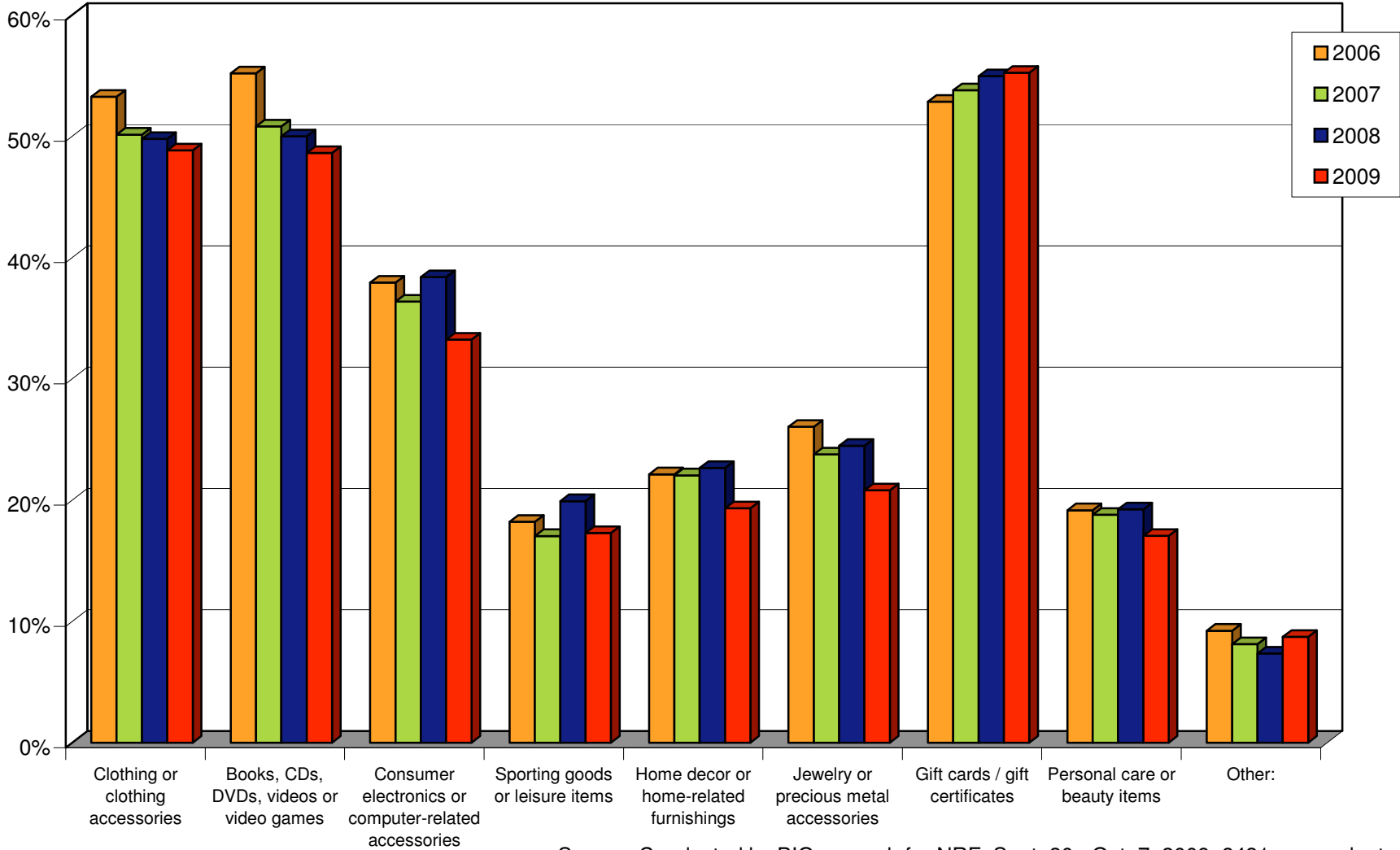
Source: Conducted by BIGresearch for NRF, Sept. 30 - Oct. 7, 2009. 8431 respondents.

Average Amount People Plan to Spend on Themselves



Source: Conducted by BIGresearch for NRF, Sept. 30 - Oct. 7, 2009. 8431 respondents.

Gifts Adults Want to Receive



Source: Conducted by BIGresearch for NRF, Sept. 30 - Oct. 7, 2009. 8431 respondents.