Source: BIGresearch, CIA Oct-08

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
Do you plan to celebrate any of the winter holidays (Christmas, Chanukah/Hanukkah, Kwanzaa) this year?															
Yes	93.6%	92.4%	94.8%	90.9%	96.2%	96.1%	94.7%	94.2%	93.1%	91.9%	91.9%	94.3%	94.5%	93.6%	92.4%
No	6.4%	7.6%	5.2%	9.1%	3.8%	3.9%	5.3%	5.8%	6.9%	8.1%	8.1%	5.7%	5.5%	6.4%	7.6%
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%
Which winter holidays will you celebrate? (Check all that apply)															
Christmas	94.1%	93.1%	94.9%	96.1%	94.2%	93.5%	94.3%	94.7%	94.9%	95.3%	91.5%	90.4%	94.6%	95.3%	94.8%
Chanukah/Hanukkah	6.8%	7.7%	5.9%	5.2%	8.6%	8.0%	8.2%	5.5%	4.9%	6.4%	8.2%	11.3%	4.5%	6.1%	6.4%
Kwanzaa	2.4%	2.6%	2.2%	2.2%	2.6%	3.0%	5.0%	1.8%	2.2%	1.7%	0.7%	2.6%	2.2%	2.5%	2.5%

*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?

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
Gifts for family															
Average (of Spenders)	$ 476.73	$ 509.21	$ 446.20	$ 314.02	$ 618.12	$ 259.34	$ 452.35	$ 520.92	$ 506.07	$ 537.12	$ 539.03	$ 516.12	$ 460.37	$ 473.85	$ 455.02
Percent Buying	97.8%	97.4%	98.2%	96.5%	98.8%	98.1%	98.2%	98.2%	97.4%	96.8%	97.8%	98.0%	97.2%	97.8%	98.0%
Net Average	$ 466.13	$ 495.86	$ 437.96	$ 303.08	$ 610.63	$ 254.38	$ 444.42	$ 511.31	$ 493.03	$ 519.86	$ 527.31	$ 505.88	$ 447.30	$ 463.54	$ 446.08
Gifts for friends															
Average (of Spenders)	$ 118.81	$ 145.17	$ 94.38	$ 79.45	$ 152.52	$ 97.12	$ 142.69	$ 128.50	$ 116.25	$ 118.94	$ 99.58	$ 137.40	$ 94.43	$ 122.50	$ 121.53
Percent Buying	79.6%	78.7%	80.4%	76.0%	81.9%	88.4%	84.4%	80.8%	78.8%	74.4%	71.0%	79.0%	76.5%	80.3%	82.4%
Net Average	$ 94.52	$ 114.18	$ 75.90	$ 60.37	$ 124.92	$ 85.83	$ 120.50	$ 103.85	$ 91.63	$ 88.55	$ 70.72	$ 108.51	$ 72.22	$ 98.37	$ 100.10
Gifts for co-workers															
Average (of Spenders)	$ 65.28	$ 75.42	$ 54.45	$ 42.13	$ 79.84	$ 49.98	$ 65.64	$ 68.72	$ 66.55	$ 71.06	$ 71.01	$ 78.38	$ 53.93	$ 65.80	$ 61.04
Percent Buying	40.9%	43.4%	38.5%	32.8%	46.8%	43.6%	55.1%	49.4%	46.7%	32.9%	13.4%	44.2%	36.5%	42.2%	41.5%
Net Average	$ 26.70	$ 32.76	$ 20.96	$ 13.84	$ 37.40	$ 21.77	$ 36.19	$ 33.96	$ 31.09	$ 23.37	$ 9.53	$ 34.61	$ 19.68	$ 27.77	$ 25.35
Other gifts															
Average (of Spenders)	$ 88.20	$ 104.06	$ 73.90	$ 66.73	$ 104.68	$ 65.49	$ 101.44	$ 98.07	$ 81.38	$ 87.22	$ 90.69	$ 95.08	$ 81.81	$ 91.13	$ 82.27
Percent Buying	49.3%	48.1%	50.5%	45.8%	52.0%	58.7%	56.6%	47.8%	48.1%	43.7%	42.0%	51.3%	46.8%	49.4%	50.8%
Net Average	$ 43.50	$ 50.02	$ 37.32	$ 30.55	$ 54.39	$ 38.45	$ 57.46	$ 46.85	$ 39.12	$ 38.11	$ 38.08	$ 48.74	$ 38.25	$ 45.06	$ 41.83
Total Gifts	**$ 630.85**	**$ 692.82**	**$ 572.15**	**$ 407.84**	**$ 827.34**	**$ 400.43**	**$ 658.56**	**$ 695.97**	**$ 654.87**	**$ 669.89**	**$ 645.64**	**$ 697.74**	**$ 577.46**	**$ 634.74**	**$ 613.37**
Decorations (such as a Christmas tree, lights, candles, welcome mats, etc.)															
Average (of Spenders)	$ 73.02	$ 81.80	$ 64.18	$ 53.89	$ 85.42	$ 63.66	$ 82.49	$ 81.70	$ 72.80	$ 72.17	$ 56.12	$ 72.52	$ 65.00	$ 77.63	$ 74.57
Percent Buying	70.4%	72.6%	68.4%	64.6%	74.7%	77.4%	79.8%	75.9%	68.8%	63.0%	56.6%	73.8%	67.2%	70.8%	70.9%
Net Average	$ 51.43	$ 59.42	$ 43.87	$ 34.80	$ 63.80	$ 49.29	$ 65.80	$ 62.03	$ 50.08	$ 45.48	$ 31.76	$ 53.49	$ 43.66	$ 54.94	$ 52.87
Greeting cards and postage															
Average (of Spenders)	$ 38.85	$ 42.60	$ 35.27	$ 27.99	$ 47.71	$ 27.49	$ 39.21	$ 42.23	$ 37.75	$ 40.48	$ 42.96	$ 39.22	$ 37.43	$ 39.11	$ 39.40
Percent Buying	83.5%	83.7%	83.2%	80.3%	87.1%	80.9%	83.0%	83.5%	83.4%	84.2%	85.5%	84.4%	82.2%	83.5%	83.8%
Net Average	$ 32.43	$ 35.66	$ 29.36	$ 22.47	$ 41.55	$ 22.23	$ 32.56	$ 35.24	$ 31.48	$ 34.10	$ 36.73	$ 33.08	$ 30.78	$ 32.64	$ 33.00
Candy and food															
Average (of Spenders)	$ 103.15	$ 106.11	$ 100.40	$ 79.16	$ 120.90	$ 70.75	$ 95.50	$ 111.86	$ 113.20	$ 118.13	$ 101.49	$ 109.96	$ 96.17	$ 104.17	$ 102.99
Percent Buying	92.1%	91.1%	93.1%	91.0%	93.3%	90.8%	90.6%	93.2%	94.4%	92.4%	90.8%	91.8%	92.8%	91.9%	91.9%
Net Average	$ 95.04	$ 96.69	$ 93.48	$ 72.03	$ 112.86	$ 64.22	$ 86.55	$ 104.27	$ 106.88	$ 109.11	$ 92.13	$ 100.95	$ 89.29	$ 95.74	$ 94.62
Flowers like poinsettias, potted plants, etc.															
Average (of Spenders)	$ 45.43	$ 52.32	$ 38.43	$ 32.17	$ 52.28	$ 33.93	$ 54.59	$ 52.16	$ 42.12	$ 45.64	$ 40.84	$ 49.23	$ 42.93	$ 46.85	$ 41.63

Source: BIGresearch, CIA Oct-08

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
Percent Buying	49.8%	51.6%	48.0%	40.4%	57.6%	47.8%	49.2%	47.2%	51.8%	51.0%	51.4%	53.5%	43.1%	50.3%	52.1%
Net Average	$ 22.61	$ 26.99	$ 18.46	$ 12.99	$ 30.09	$ 16.22	$ 26.88	$ 24.63	$ 21.82	$ 23.29	$ 20.99	$ 26.34	$ 18.50	$ 23.57	$ 21.71
Combined Average	**$ 832.36**	**$ 911.59**	**$ 757.32**	**$ 550.13**	**$ 1,075.64**	**$ 552.39**	**$ 870.36**	**$ 922.14**	**$ 865.13**	**$ 881.86**	**$ 827.25**	**$ 911.60**	**$ 759.70**	**$ 841.63**	**$ 815.56**
Where do you plan to purchase holiday items this year? (Check all that apply)															
Discount store	69.7%	64.7%	74.5%	71.7%	70.9%	63.7%	67.5%	72.0%	72.9%	73.5%	67.4%	66.0%	71.7%	71.7%	68.6%
Department store	58.0%	61.5%	54.6%	52.3%	63.5%	69.1%	63.9%	59.4%	56.1%	53.4%	47.1%	63.5%	57.4%	56.6%	55.3%
Clothing or Accessories store	37.3%	37.3%	37.3%	31.5%	43.2%	55.1%	45.1%	38.8%	32.6%	30.3%	24.7%	40.2%	36.5%	37.7%	35.3%
Electronics store	37.3%	47.9%	27.3%	30.3%	43.9%	52.6%	45.6%	41.4%	33.6%	29.0%	22.8%	38.3%	37.5%	37.1%	37.5%
Other Specialty store	21.2%	23.1%	19.5%	16.9%	25.7%	24.4%	24.6%	23.6%	19.9%	19.4%	15.4%	21.9%	19.9%	21.0%	22.5%
Crafts or fabrics store	18.1%	13.6%	22.4%	16.0%	21.4%	22.2%	23.3%	19.0%	15.2%	15.7%	13.7%	18.8%	15.9%	18.0%	20.3%
Drug store	20.3%	17.8%	22.7%	19.9%	22.6%	23.5%	23.4%	21.4%	19.3%	18.5%	16.0%	23.7%	18.8%	18.6%	21.9%
Grocery store/supermarket	45.6%	43.5%	47.6%	45.4%	48.9%	44.5%	44.6%	46.9%	45.9%	45.6%	45.7%	44.8%	45.9%	45.3%	46.5%
Online	44.2%	47.5%	41.1%	37.5%	52.1%	49.3%	48.5%	47.9%	44.6%	41.6%	33.1%	45.0%	40.6%	45.9%	46.1%
Catalog	16.6%	15.2%	17.9%	14.0%	19.5%	13.2%	16.1%	16.3%	16.4%	18.2%	19.0%	17.3%	16.0%	17.7%	15.2%
Other	5.3%	4.1%	6.4%	6.4%	4.4%	2.4%	2.3%	4.4%	5.1%	7.7%	9.6%	5.4%	5.3%	4.7%	5.9%

*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, knowledgable customer service	5.2%	6.5%	4.1%	5.3%	4.8%	7.1%	7.6%	5.5%	3.3%	3.7%	4.3%	4.7%	5.0%	5.9%	4.7%
Quality of merchandise	13.4%	16.9%	10.2%	10.9%	15.3%	16.7%	15.5%	12.7%	12.3%	11.4%	12.6%	14.8%	11.5%	13.5%	14.3%
Selection of merchandise	21.5%	22.4%	20.7%	17.6%	25.4%	21.0%	19.8%	19.8%	22.3%	22.0%	24.4%	21.3%	21.6%	21.4%	21.4%
Sales or price discounts	40.0%	34.7%	45.0%	42.3%	37.9%	39.2%	42.5%	42.0%	40.4%	40.6%	34.8%	40.3%	41.8%	39.0%	39.6%
Convenient location	5.6%	6.3%	4.9%	5.8%	5.7%	4.2%	3.3%	5.1%	6.5%	6.5%	7.8%	6.3%	5.3%	5.6%	5.3%
Everyday low prices	12.6%	11.3%	13.7%	16.5%	9.3%	10.5%	10.1%	13.6%	13.4%	13.6%	13.8%	11.0%	12.9%	13.4%	12.4%
None of these	1.7%	1.9%	1.4%	1.5%	1.6%	1.4%	1.3%	1.3%	1.8%	2.2%	2.3%	1.6%	1.8%	1.3%	2.2%
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%
When do you start shopping for the holiday season?															
Before September	13.4%	10.6%	16.0%	13.7%	13.7%	6.9%	8.8%	12.5%	15.6%	17.2%	18.7%	11.5%	14.1%	13.7%	13.5%
September	5.8%	4.9%	6.6%	5.5%	6.2%	3.9%	6.5%	5.8%	5.3%	6.3%	6.6%	5.9%	5.5%	5.7%	6.1%
October	21.0%	18.7%	23.1%	19.6%	22.3%	16.6%	23.3%	20.9%	20.3%	21.2%	22.5%	22.6%	20.1%	21.5%	19.8%
November	38.6%	39.7%	37.5%	37.9%	38.6%	45.4%	42.6%	39.9%	38.0%	34.5%	31.4%	40.3%	38.5%	37.4%	39.1%
First 2 weeks of December	17.3%	20.6%	14.2%	18.8%	16.1%	23.5%	16.1%	16.0%	16.7%	16.0%	17.0%	16.8%	17.1%	17.7%	17.2%
Last 2 weeks of December	4.0%	5.6%	2.5%	4.5%	3.1%	3.7%	2.6%	4.9%	4.2%	4.8%	3.8%	3.0%	4.7%	4.0%	4.4%
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	56.6%	59.2%	54.2%	53.4%	58.9%	71.4%	67.6%	56.9%	53.7%	48.8%	42.7%	57.4%	54.9%	57.9%	56.0%
No	14.4%	15.0%	13.8%	15.0%	14.4%	9.0%	10.9%	13.5%	15.6%	16.7%	20.0%	13.9%	16.0%	13.0%	14.7%
Don't know	29.0%	25.8%	32.0%	31.6%	26.7%	19.6%	21.4%	29.6%	30.7%	34.5%	37.2%	28.7%	29.1%	29.1%	29.4%
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 to you anticipate that you will spend on these purchases? (in dollars):															
Average (of Spenders)	$ 211.60	$ 262.17	$ 163.01	$ 151.83	$ 257.04	$ 160.00	$ 241.71	$ 229.74	$ 208.55	$ 225.01	$ 189.80	$ 232.24	$ 202.46	$ 210.33	$ 207.75
Percent Buying	56.6%	59.2%	54.2%	53.4%	58.9%	71.4%	67.6%	56.9%	53.7%	48.8%	42.7%	57.4%	54.9%	57.9%	56.0%
Net Average	$ 119.83	$ 155.18	$ 88.37	$ 81.08	$ 151.36	$ 114.28	$ 163.47	$ 130.72	$ 112.00	$ 109.81	$ 81.10	$ 133.23	$ 111.14	$ 121.69	$ 116.28

Source: BIGresearch, CIA Oct-08

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
What types of gifts would you like to receive this holiday season? (Check all that apply)															
Clothing or clothing accessories	49.8%	47.0%	52.4%	51.5%	49.5%	68.2%	59.9%	51.7%	45.3%	39.6%	35.8%	52.9%	47.1%	50.8%	47.9%
Books, CDs, DVDs, videos or video games	50.0%	51.8%	48.2%	50.6%	51.1%	66.6%	58.2%	52.6%	46.0%	41.7%	36.6%	49.0%	49.8%	49.0%	53.0%
Consumer electronics or computer-related accessories	38.4%	47.8%	29.5%	35.9%	40.7%	56.3%	49.8%	41.2%	34.6%	28.1%	21.6%	37.4%	36.7%	39.5%	39.8%
Sporting goods or leisure items	19.9%	30.6%	9.8%	15.0%	24.2%	30.9%	28.2%	21.7%	16.7%	13.4%	9.4%	19.1%	20.7%	19.9%	20.0%
Home decor or home-related furnishings	22.7%	17.0%	28.0%	22.1%	24.1%	27.5%	35.9%	24.8%	20.0%	13.7%	12.5%	21.4%	22.0%	24.6%	21.6%
Jewelry or precious metal accessories	24.5%	13.1%	35.3%	24.7%	25.7%	35.9%	33.0%	23.8%	22.9%	17.9%	14.5%	26.8%	22.5%	25.6%	23.2%
Gift cards / gift certificates	54.9%	46.2%	63.2%	57.8%	55.4%	60.5%	63.2%	55.7%	51.0%	48.8%	50.5%	53.3%	55.9%	55.4%	54.6%
Personal care or beauty items	19.2%	9.5%	28.5%	22.1%	18.8%	26.6%	26.7%	19.6%	17.8%	13.6%	11.4%	19.3%	17.2%	20.2%	19.9%
Other:	7.3%	6.8%	7.9%	8.6%	6.8%	3.8%	4.0%	5.6%	9.7%	9.9%	10.9%	7.9%	6.6%	7.2%	8.4%

*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%)	19.9%	16.9%	22.8%	27.8%	13.3%	13.9%	11.9%	15.1%	19.0%	24.0%	36.4%	16.9%	22.7%	19.5%	19.3%
1% to 10%	18.0%	15.3%	20.5%	19.5%	16.0%	19.4%	15.8%	16.3%	18.9%	19.2%	19.4%	16.9%	19.5%	17.0%	18.8%
11% to 25%	21.1%	22.2%	20.0%	19.8%	23.5%	21.7%	22.3%	21.6%	23.1%	20.2%	17.0%	20.8%	20.5%	22.5%	19.8%
26% to 50%	22.7%	26.0%	19.5%	18.0%	26.1%	25.0%	29.9%	25.7%	20.8%	19.8%	14.0%	25.0%	20.7%	23.5%	21.8%
51% to 75%	12.5%	13.2%	11.9%	9.6%	14.9%	14.7%	14.1%	14.7%	12.3%	10.6%	8.7%	14.8%	11.5%	12.2%	12.8%
76% to 99%	4.6%	5.1%	4.2%	4.3%	4.9%	4.0%	4.9%	5.3%	4.5%	4.9%	3.9%	4.7%	4.1%	4.1%	6.1%
100%	1.2%	1.3%	1.1%	1.0%	1.3%	1.3%	1.2%	1.3%	1.4%	1.4%	0.5%	1.0%	1.0%	1.3%	1.5%
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	33.6%	36.4%	31.0%	28.4%	37.9%	36.2%	38.7%	37.4%	33.1%	31.0%	24.1%	36.1%	31.1%	33.5%	34.8%

Source: BIGresearch, CIA October 2004 - 2008

	2004	2005	2006	2007	2008
Do you plan to celebrate any of the winter holidays (Christmas, Chanukah/Hanukkah, Kwanzaa) this year?					
Yes	90.6%	93.0%	93.0%	90.2%	93.6%
No	9.4%	7.0%	7.0%	9.8%	6.4%
Total	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%
Chanukah/Hanukkah	4.6%	5.1%	5.3%	5.0%	6.8%
Kwanzaa	1.6%	1.0%	2.3%	1.6%	2.4%

*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	$ 430.90	$ 459.70	$ 479.68	$ 476.73
Percent Buying	98.1%	97.8%	98.2%	97.8%	97.8%
Net Average	$ 406.52	$ 421.30	$ 451.34	$ 469.14	$ 466.13
Gifts for friends					
Average (of Spenders)	$ 88.97	$ 97.07	$ 103.33	$ 113.53	$ 118.81
Percent Buying	80.1%	81.4%	82.8%	79.4%	79.6%
Net Average	$ 71.29	$ 78.99	$ 85.60	$ 90.13	$ 94.52
Gifts for co-workers					
Average (of Spenders)	$ 57.43	$ 55.93	$ 55.53	$ 61.59	$ 65.28
Percent Buying	38.5%	37.6%	40.3%	37.0%	40.9%
Net Average	$ 22.12	$ 21.05	$ 22.40	$ 22.79	$ 26.70
Other gifts					
Average (of Spenders)	$ 82.55	$ 91.33	$ 84.90	$ 78.93	$ 88.20
Percent Buying	49.8%	48.4%	52.4%	47.4%	49.3%
Net Average	$ 41.10	$ 44.16	$ 44.52	$ 37.45	$ 43.50
Total Gifts	**$ 541.03**	**$ 565.49**	**$ 603.86**	**$ 619.51**	**$ 630.85**
Decorations (such as a Christmas tree, lights, candles, welcome mats, etc.)					
Average (of Spenders)	$ 55.29	$ 59.57	$ 65.46	$ 69.88	$ 73.02
Percent Buying	64.9%	68.6%	71.0%	71.2%	70.4%
Net Average	$ 35.91	$ 40.86	$ 46.49	$ 49.76	$ 51.43
Greeting cards and postage					
Average (of Spenders)	$ 29.76	$ 33.26	$ 35.80	$ 38.11	$ 38.85
Percent Buying	84.7%	84.8%	85.4%	84.5%	83.5%
Net Average	$ 25.22	$ 28.22	$ 30.57	$ 32.21	$ 32.43
Candy and food					
Average (of Spenders)	$ 90.95	$ 96.44	$ 98.34	$ 102.80	$ 103.15
Percent Buying	92.1%	91.0%	92.7%	92.1%	92.1%
Net Average	$ 83.77	$ 87.75	$ 91.20	$ 94.69	$ 95.04
Flowers like poinsettias, potted plants, etc.					
Average (of Spenders)	$ 34.76	$ 34.71	$ 37.88	$ 40.51	$ 45.43

Source: BIGresearch, CIA October 2004 - 2008

	2004	2005	2006	2007	2008
Percent Buying	46.3%	45.5%	50.1%	50.7%	49.8%
Net Average	$ 16.10	$ 15.78	$ 18.98	$ 20.53	$ 22.61
Combined Average	**$ 702.03**	**$ 738.11**	**$ 791.10**	**$ 816.69**	**$ 832.36**

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%
Department store	53.1%	59.4%	61.6%	58.2%	58.0%
Clothing or Accessories store	N/A	N/A	N/A	36.1%	37.3%
Electronics store	N/A	N/A	N/A	34.3%	37.3%
Other Specialty store	N/A	N/A	N/A	21.7%	21.2%
Specialty store, such as a clothing, toy or electronics store	39.3%	46.5%	48.4%	N/A	N/A
Crafts or fabrics store	18.7%	19.9%	20.5%	17.4%	18.1%
Drug store	21.7%	19.7%	21.0%	19.1%	20.3%
Grocery store/supermarket	46.7%	47.4%	49.3%	44.6%	45.6%
Online	38.3%	42.6%	47.1%	44.3%	44.2%
Catalog	20.9%	23.5%	25.2%	20.0%	16.6%
Other	7.5%	9.3%	8.4%	8.6%	5.3%

*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, knowledgable customer service	4.4%	3.7%	4.4%	4.9%	5.2%
Quality of merchandise	8.7%	11.0%	12.4%	12.8%	13.4%
Selection of merchandise	20.0%	23.1%	24.3%	22.6%	21.5%
Sales or price discounts	41.8%	37.9%	36.5%	38.2%	40.0%
Convenient location	7.8%	6.5%	6.5%	6.3%	5.6%
Everyday low prices	15.6%	16.0%	14.2%	12.8%	12.6%
None of these	1.6%	1.7%	1.8%	2.5%	1.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

When do you start shopping for the holiday season?

Before September	18.0%	15.3%	14.0%	14.3%	13.4%
September	6.9%	6.3%	6.5%	6.0%	5.8%
October	17.7%	18.5%	19.9%	20.0%	21.0%
November	34.3%	37.4%	37.0%	38.3%	38.6%
First 2 weeks of December	17.5%	17.7%	18.8%	16.7%	17.3%
Last 2 weeks of December	5.6%	4.8%	3.8%	4.7%	4.0%
Total	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	51.2%	52.9%	56.7%	56.0%	56.6%
No	14.6%	13.8%	13.2%	13.6%	14.4%
Don't know	34.2%	33.3%	30.2%	30.4%	29.0%
Total	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	$ 163.80	$ 175.09	$ 190.56	$ 211.60
Percent Buying	51.2%	52.9%	56.7%	56.0%	56.6%

Source: BIGresearch, CIA October 2004 - 2008

	2004	2005	2006	2007	2008
Net Average	$ 89.25	$ 86.62	$ 99.22	$ 106.67	$ 119.83
What types of gifts would you like to receive this holiday season? (Check all that apply)					
Clothing or accessories	50.6%	54.4%	53.3%	50.1%	49.8%
Books, CDs, DVDs, videos or video games	53.1%	55.5%	55.2%	50.8%	50.0%
Consumer electronics or computer accessories	32.6%	38.4%	37.9%	36.4%	38.4%
Sporting goods or leisure items	13.4%	16.4%	18.2%	17.0%	19.9%
Home décor or home-related furnishings	21.3%	23.3%	22.1%	22.0%	22.7%
Jewelry	22.6%	26.4%	26.0%	23.8%	24.5%
Gift cards or gift certificates	50.2%	52.3%	52.8%	53.8%	54.9%
Personal care or beauty items	20.5%	21.1%	19.2%	18.8%	19.2%
Other:	14.8%	10.5%	9.2%	8.1%	7.3%

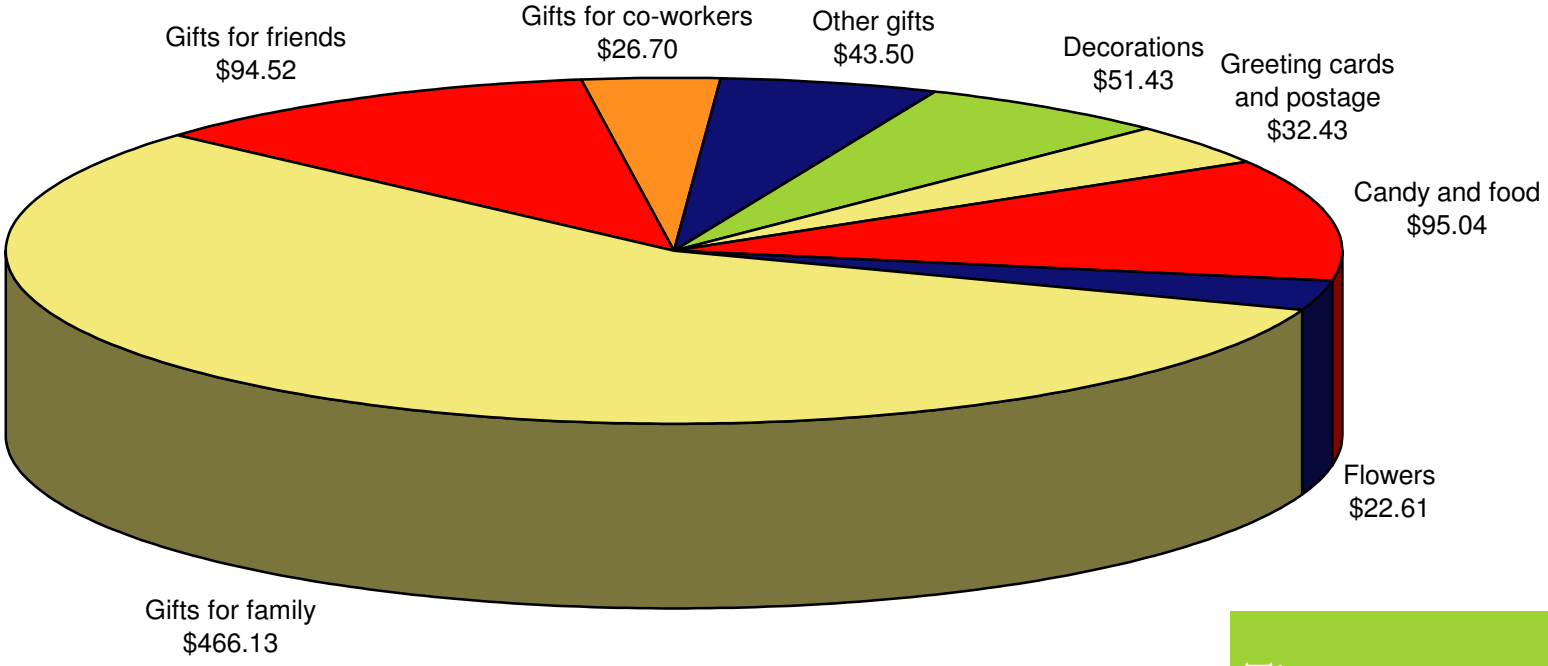
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

What percentage of your holiday shopping do you plan to do online?					
None (0%)	N/A	N/A	23.5%	23.9%	19.9%
1% to 10%	N/A	N/A	20.4%	19.2%	18.0%
11% to 25%	N/A	N/A	22.5%	21.5%	21.1%
26% to 50%	N/A	N/A	19.4%	19.8%	22.7%
51% to 75%	N/A	N/A	10.2%	10.3%	12.5%
76% to 99%	N/A	N/A	3.0%	4.4%	4.6%
100%	N/A	N/A	0.9%	0.9%	1.2%
Total	N/A	N/A	100.0%	100.0%	100.0%
Average	N/A	N/A	28.9%	30.2%	33.6%

Average consumer holiday spending over time

2002	$ 648.85
2003	$ 671.88
2004	$ 702.03
2005	$ 738.11
2006	$ 791.10
2007	$ 816.69
2008	$ 832.36

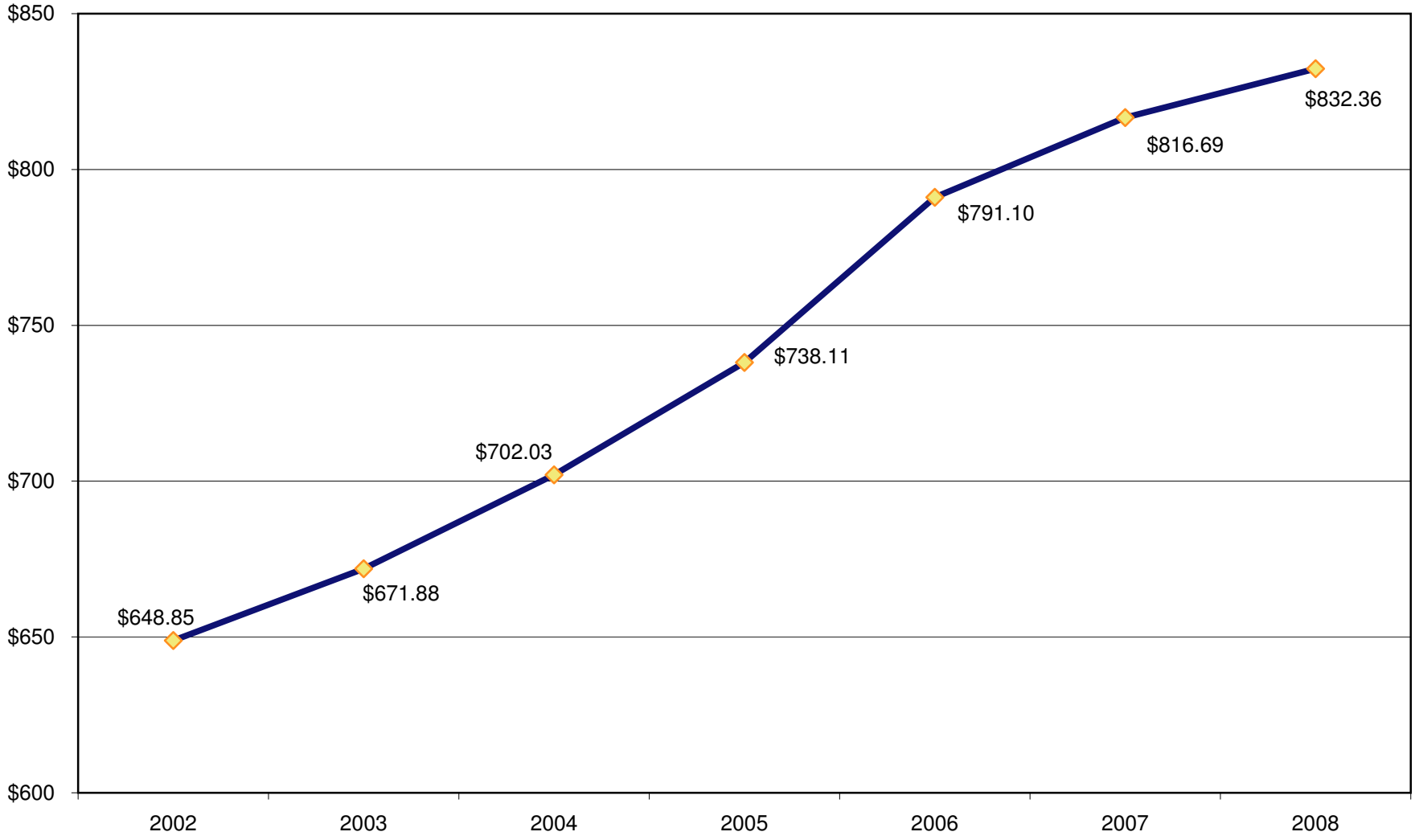
Holiday Spending Breakout, 2008



The average person is spending $3 less on family gifts this holiday season.

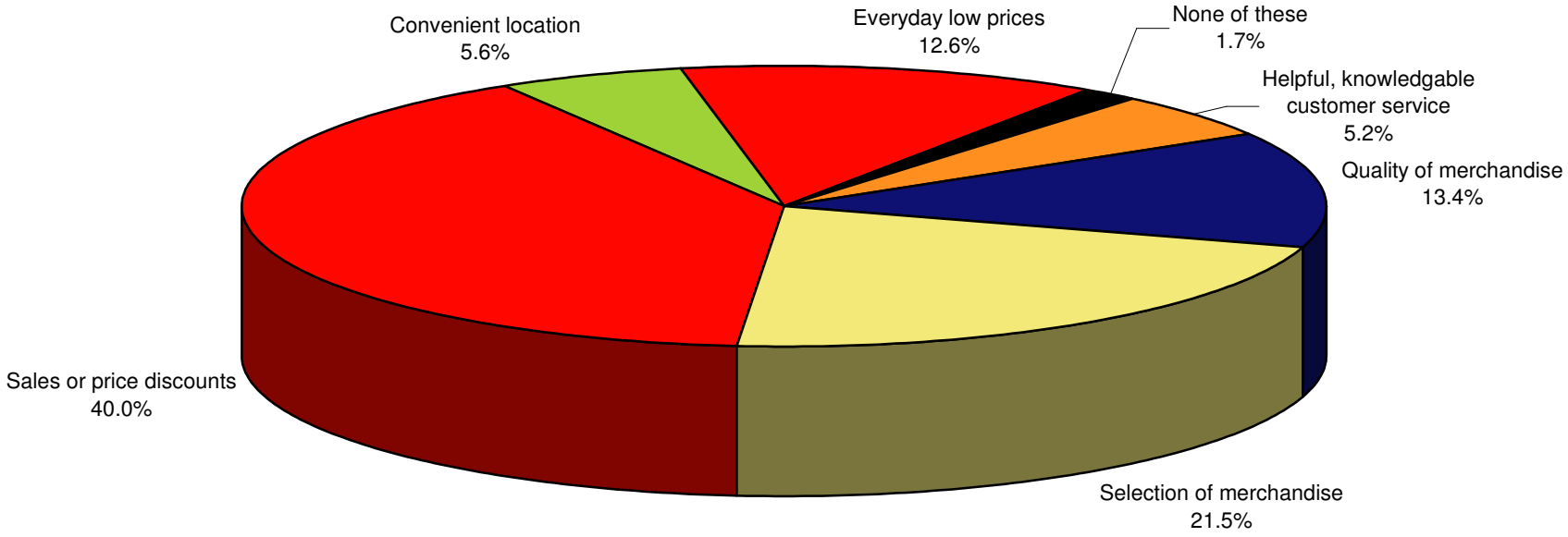
Conducted for NRF by BIGresearch Sept. 30-Oct. 7. 8117 respondents.

Average Holiday Spending by Year



Conducted for NRF by BIGresearch Sept. 30-Oct. 7. 8117 respondents.

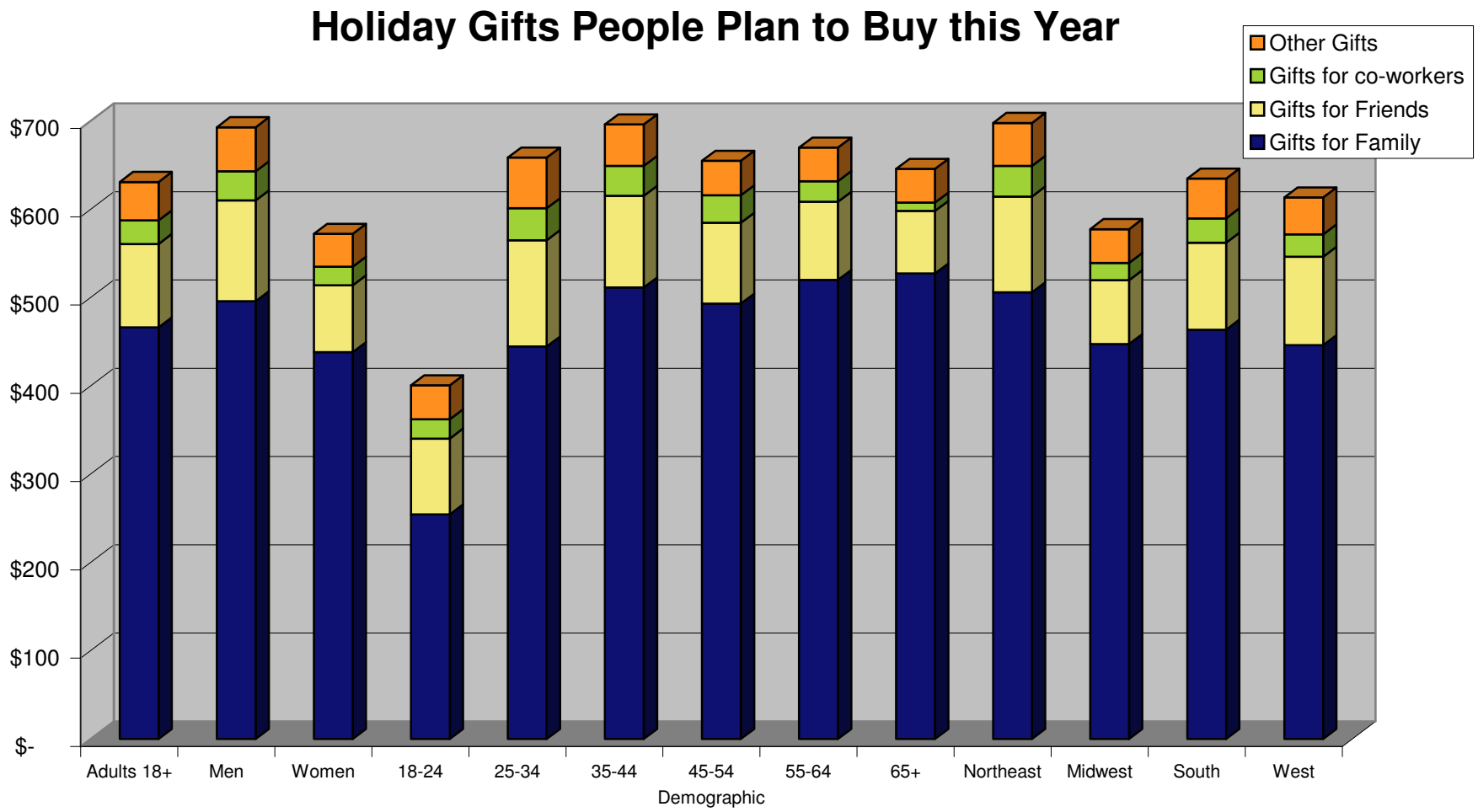
Most Important Factor in Deciding Where to Shop



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"

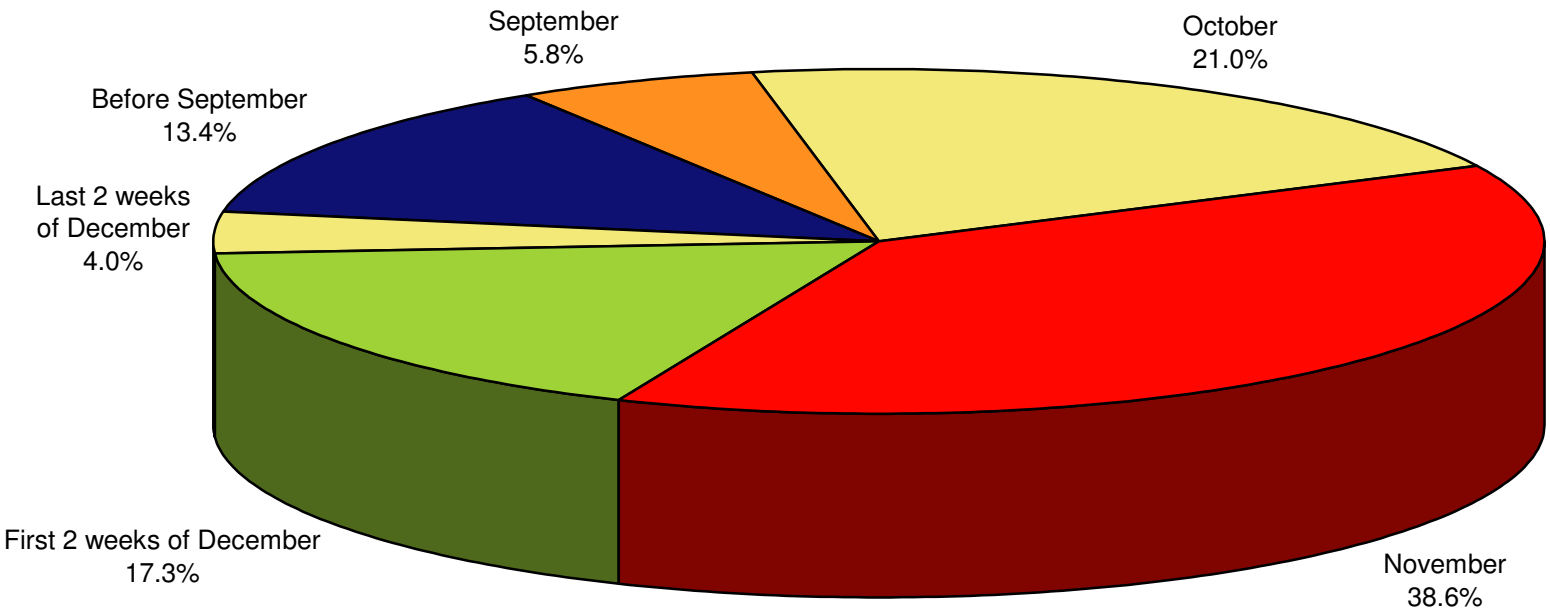
Conducted for NRF by BIGresearch Sept. 30-Oct. 7. 8117 respondents.



18-24 year-olds will spend $50 less on gifts this year than last, the biggest spending drop of any age group.

Conducted for NRF by BIGresearch Sept. 30-Oct. 7. 8117 respondents.

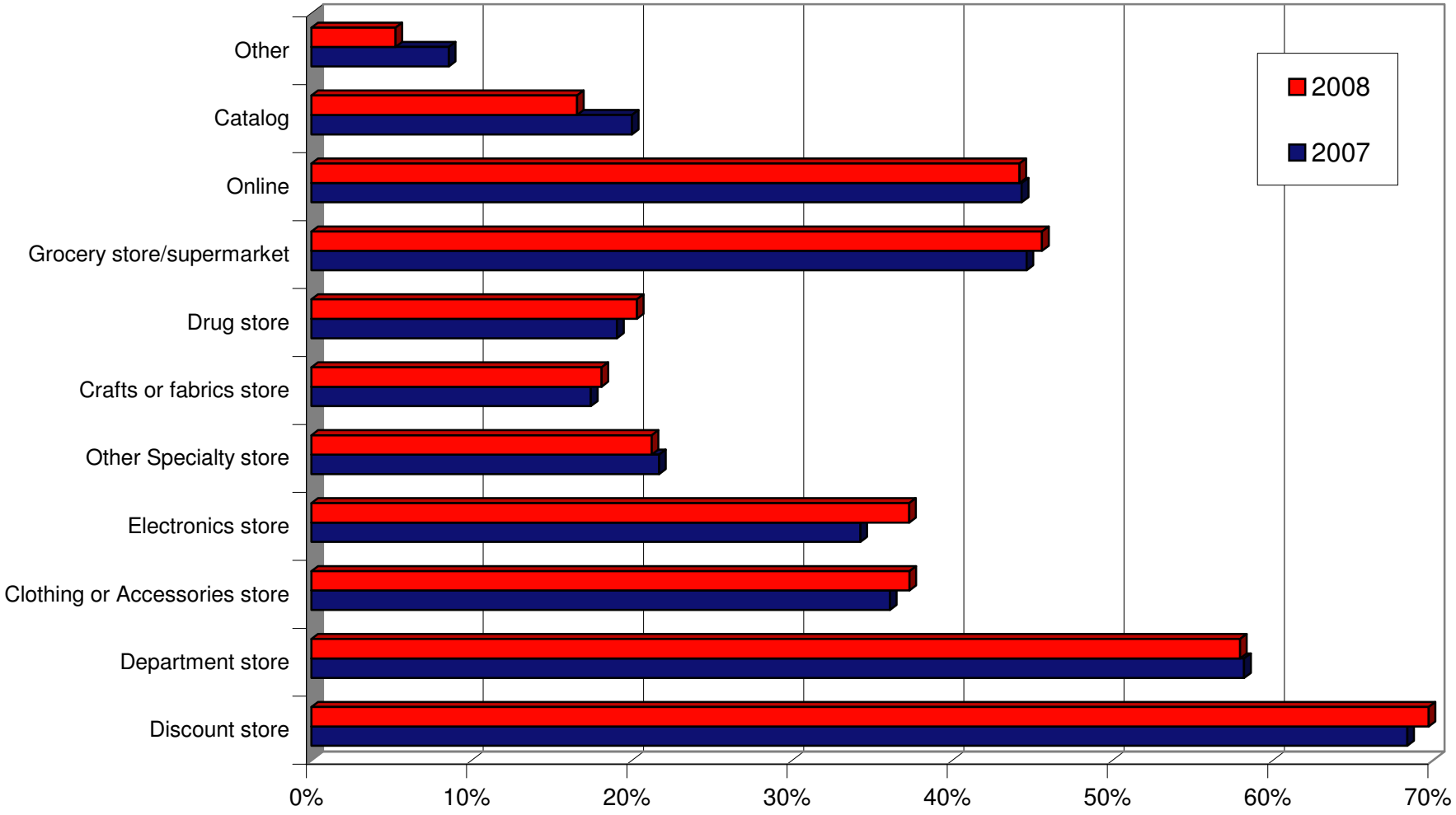
When People Plan to Start Holiday Shopping



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

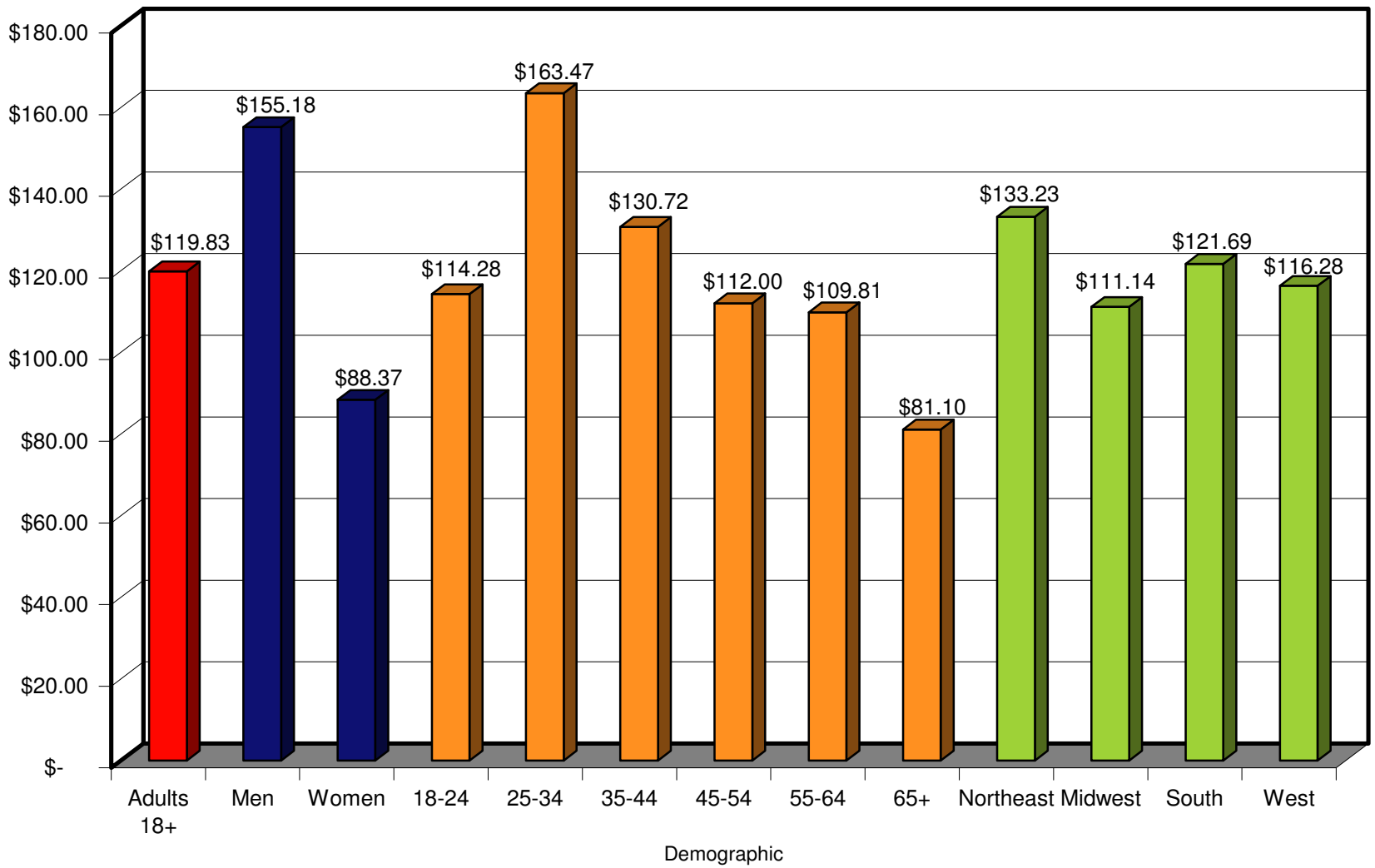
Conducted for NRF by BIGresearch Sept. 30-Oct. 7. 8117 respondents.

Where Consumers Plan to Shop



Conducted for NRF by BIGresearch Sept. 30-Oct. 7. 8117 respondents.

Average Amount People Plan to Spend on Themselves



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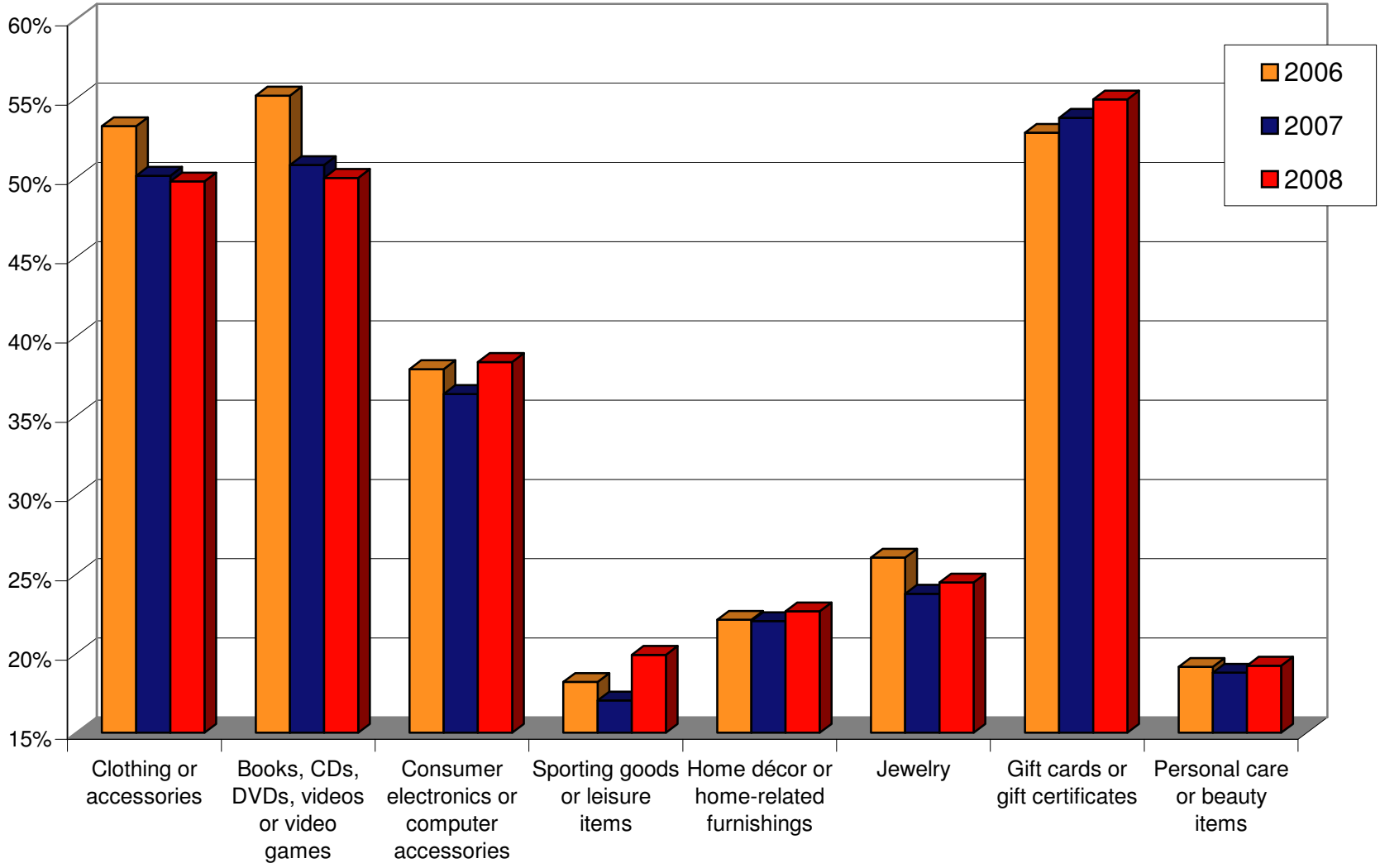
What Consumers Want to Receive



Conducted for NRF by BIGresearch Sept. 30-Oct. 7. 8117 respondents.