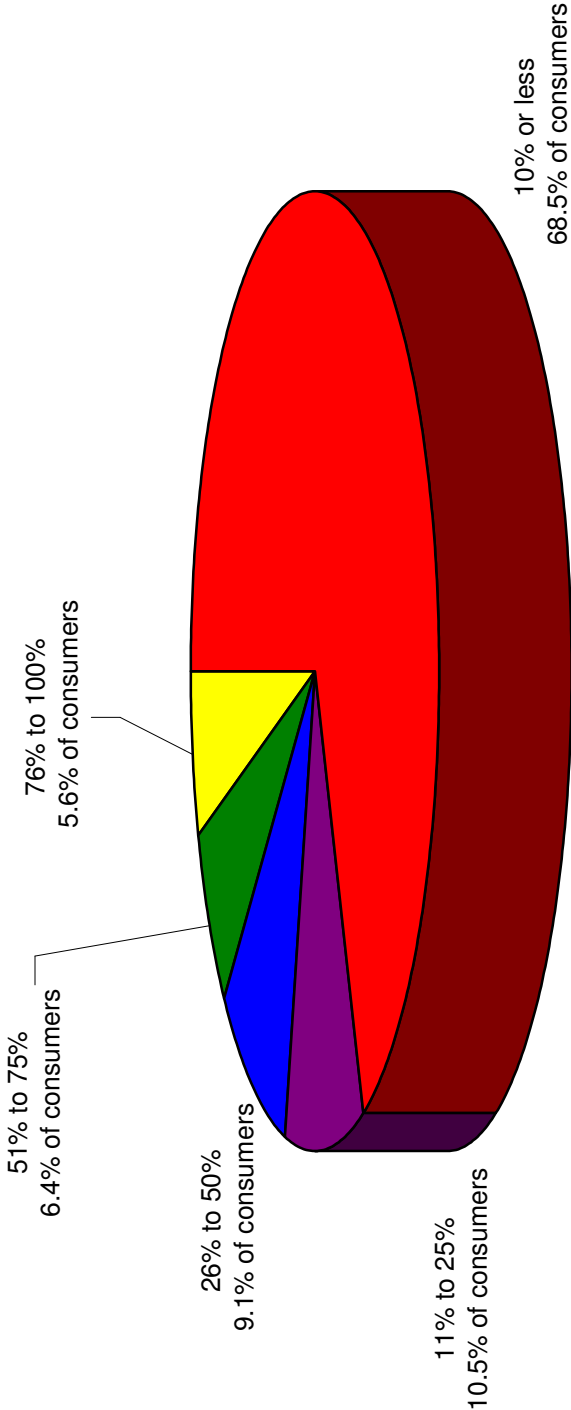
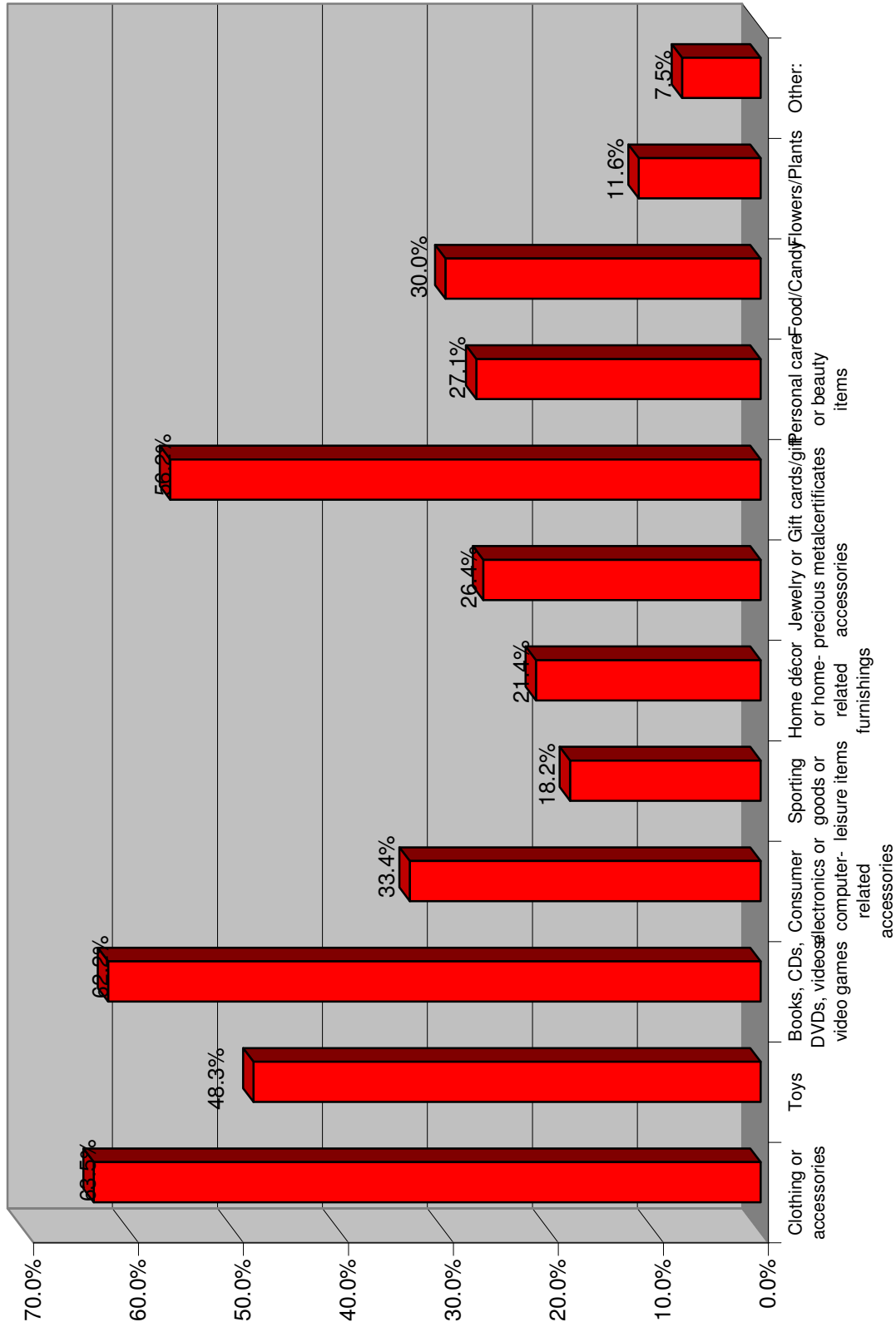


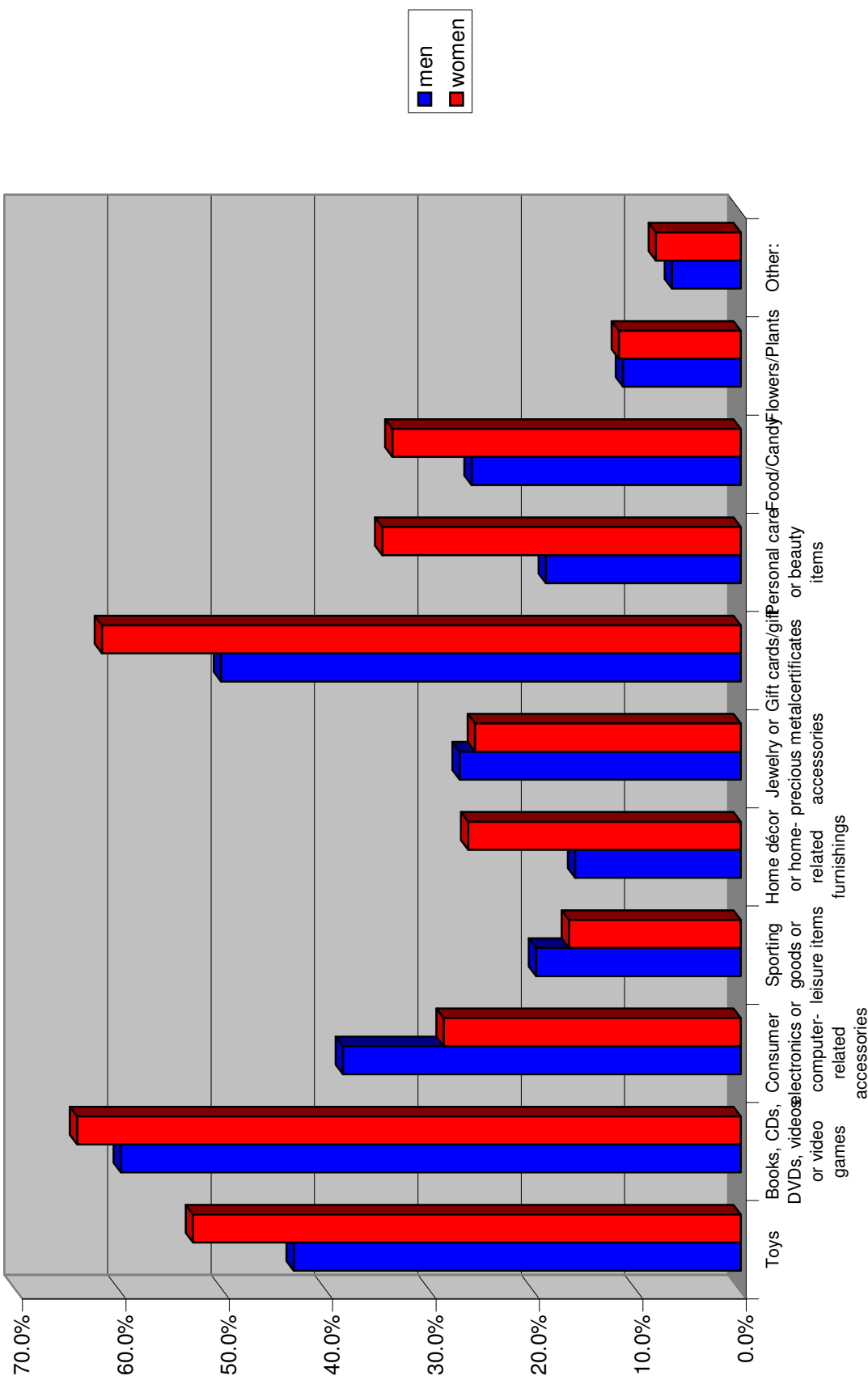
Percentage of Holiday Shopping Consumers Have Completed



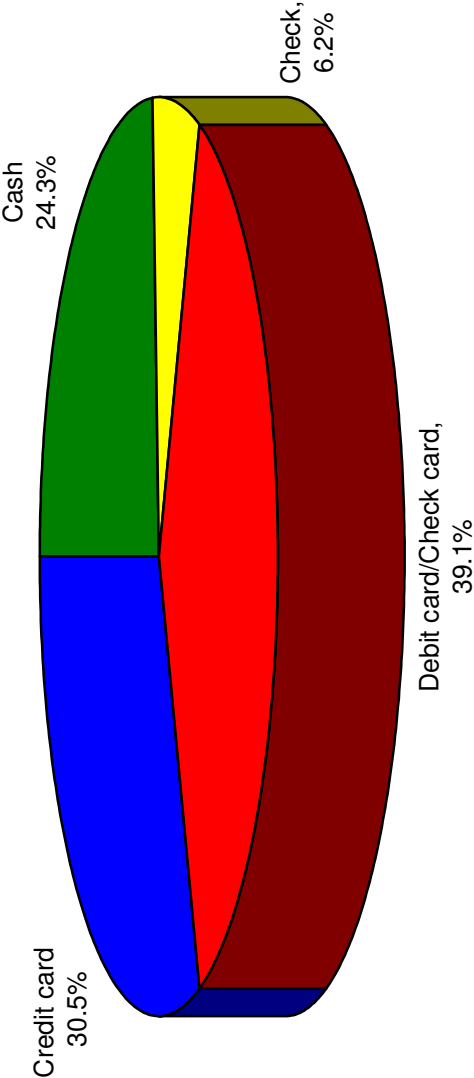
Gifts Consumers Plan to Buy for the Holidays This Year



What Men and Women Plan to Buy This Holiday Season



Payment Consumers Plan to Most Often Use



Source: BIGresearch, CIA November 2006

	All 18+	Men	Women	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K+	NE	MW	South	West
Regarding the upcoming holiday shopping season (Christmas, Chanukah/Hanukkah, or Kwanzaa) do you intend on spending more, the same or less than you did last year?															
More	18.8%	20.6%	17.2%	46.7%	25.3%	15.5%	12.2%	10.3%	8.0%	18.9%	18.6%	19.1%	18.4%	20.1%	18.6%
Same	50.9%	51.6%	50.2%	35.9%	46.5%	51.8%	53.0%	55.2%	60.5%	47.8%	55.1%	49.6%	52.1%	49.5%	50.7%
Less	25.8%	22.0%	29.3%	14.5%	25.1%	28.3%	30.0%	29.1%	25.3%	28.2%	23.7%	26.6%	26.8%	25.1%	25.9%
Don't holiday shop	4.5%	5.8%	3.3%	2.9%	3.1%	4.3%	4.9%	5.4%	6.2%	5.1%	2.6%	4.7%	2.6%	5.3%	4.8%
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 much of your holiday shopping have you completed?															
10% or less	68.5%	69.7%	67.4%	75.0%	73.3%	69.7%	67.1%	63.1%	62.2%	70.2%	65.9%	69.3%	70.5%	67.6%	67.5%
11% to 25%	10.5%	9.7%	11.2%	12.8%	10.3%	11.0%	11.0%	10.6%	7.7%	9.2%	12.4%	10.5%	11.0%	10.5%	9.7%
26% to 50%	9.1%	8.9%	9.2%	6.9%	7.4%	9.4%	9.3%	10.1%	11.1%	8.6%	9.6%	8.7%	8.0%	9.7%	9.5%
51% to 75%	6.4%	5.9%	6.9%	2.8%	5.2%	5.9%	6.4%	8.1%	9.9%	5.8%	7.3%	6.3%	5.6%	6.1%	7.7%
76% to 100%	5.6%	5.9%	5.3%	2.5%	3.9%	4.0%	6.3%	8.1%	9.1%	6.3%	4.8%	5.2%	4.9%	6.1%	5.6%
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%
What types of gifts do you plan to buy this season? (Check all that apply)															
Clothing or clothing accessories	63.5%	59.5%	67.2%	73.5%	66.8%	66.4%	60.5%	61.7%	53.2%	60.7%	69.0%	66.8%	63.3%	64.4%	59.6%
Toys	48.3%	43.2%	53.0%	54.0%	60.8%	55.1%	38.7%	41.4%	37.0%	46.8%	51.5%	47.6%	49.5%	49.0%	46.5%
Books, CDs, DVDs, videos or video games	62.2%	60.0%	64.2%	78.8%	67.6%	68.9%	59.7%	54.9%	42.6%	59.7%	67.7%	62.0%	62.9%	61.6%	62.0%
Consumer electronics or computer-related accessories	33.4%	38.5%	28.7%	50.2%	38.1%	40.1%	32.7%	25.1%	13.6%	30.5%	39.1%	35.1%	32.5%	33.4%	32.7%
Sporting goods or leisure items	18.2%	19.8%	16.6%	28.3%	20.7%	19.8%	16.8%	14.6%	9.5%	15.5%	21.3%	17.5%	19.5%	19.2%	15.2%
Home décor or home-related furnishings	21.4%	16.0%	26.4%	29.4%	25.0%	21.8%	19.1%	19.4%	14.8%	21.1%	22.8%	20.9%	21.0%	22.1%	21.4%
Jewelry or precious metal accessories	26.4%	27.2%	25.7%	39.9%	30.6%	25.2%	23.6%	24.0%	18.0%	23.8%	29.8%	28.9%	25.0%	27.8%	24.0%
Gift cards/gift certificates	56.2%	50.3%	61.8%	63.0%	57.5%	57.9%	55.1%	53.9%	50.4%	54.0%	62.8%	57.5%	58.8%	55.9%	53.8%
Personal care or beauty items	27.1%	18.9%	34.7%	38.3%	32.1%	29.3%	26.2%	22.3%	14.5%	26.8%	28.4%	28.4%	26.3%	27.8%	25.4%
Food/Candy	30.0%	26.0%	33.7%	36.6%	29.1%	31.2%	31.0%	28.7%	24.3%	31.6%	30.8%	28.8%	28.6%	30.2%	31.4%
Flowers/Plants	11.6%	11.4%	11.8%	16.4%	10.2%	10.8%	10.7%	11.6%	11.5%	11.1%	12.9%	14.2%	9.7%	11.1%	11.4%
Other:	7.5%	6.7%	8.2%	4.1%	3.2%	5.8%	8.5%	9.7%	14.0%	8.3%	6.7%	7.7%	7.1%	7.1%	8.5%
*The sum of the % totals is greater than 100% because the respondent can select more than one answer.															
Is it likely that you will go shopping the Friday, Saturday, or Sunday after Thanksgiving?															
Yes	28.3%	27.7%	28.8%	50.3%	35.4%	31.1%	22.1%	19.5%	13.3%	25.8%	30.8%	26.3%	29.0%	28.5%	28.4%
Maybe	36.0%	36.4%	35.6%	36.3%	38.6%	37.1%	36.5%	32.6%	33.2%	38.9%	32.0%	35.9%	34.4%	37.7%	35.2%
No	35.7%	35.9%	35.6%	13.4%	26.0%	31.8%	41.5%	47.9%	53.5%	35.3%	37.2%	37.8%	36.5%	33.9%	36.4%
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%
Which payment method do you plan to use MOST OFTEN when purchasing holiday gifts?															
Cash	24.3%	25.0%	23.7%	29.0%	25.4%	26.8%	26.5%	20.4%	16.6%	29.8%	16.1%	27.4%	26.0%	23.7%	21.2%
Check	6.2%	5.2%	7.1%	1.9%	3.0%	3.4%	8.0%	9.1%	12.2%	7.1%	5.4%	3.5%	7.7%	7.4%	5.5%
Debit card/Check card	39.1%	38.6%	39.5%	46.9%	47.5%	45.1%	38.1%	32.2%	22.2%	39.7%	38.8%	34.1%	35.6%	42.2%	42.2%
Credit card	30.5%	31.3%	29.7%	22.2%	24.1%	24.7%	27.4%	38.3%	49.0%	23.4%	39.7%	35.0%	30.7%	26.6%	31.0%
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%