2008 BIGresearch - Black Friday Weekend

11/27-29/08 n = 3370	Adults 18+		Male	Female	<$50K	$50K+	18-34	35-54	55+	Northeast	Midwest	South	West
Have you or will you go Holiday shopping... (Please check all that apply)													
Thursday (Thanksgiving)	14.7%	16,194,633	17.1%	12.5%	14.1%	16.4%	13.4%	18.1%	11.7%	14.4%	18.4%	13.9%	11.6%
Friday	66.8%	73,568,430	68.3%	65.4%	66.6%	71.9%	69.9%	69.8%	60.0%	65.3%	65.8%	66.8%	70.0%
Saturday	51.7%	56,910,631	51.5%	51.9%	53.9%	54.7%	52.9%	51.2%	51.1%	48.9%	51.9%	54.6%	47.7%
Sunday (planned)	23.8%	26,188,065	22.6%	24.9%	27.1%	24.2%	26.7%	25.5%	18.7%	26.0%	21.5%	23.6%	25.0%
Estimated # of Shoppers Thursday thru Sunday (includes same consumer shopping multiple days)		172,861,759											
What types of gifts did you buy? (Check all that apply)													
Clothing or clothing accessories	50.9%		45.2%	56.4%	51.0%	55.0%	54.3%	51.5%	46.8%	52.1%	48.3%	53.0%	50.9%
Toys	28.5%		25.6%	31.2%	29.4%	30.6%	33.7%	30.3%	20.9%	25.2%	30.9%	32.0%	24.5%
Books, CDs, DVDs, videos or video games	39.0%		42.1%	36.1%	43.5%	41.0%	43.0%	45.5%	26.8%	34.9%	43.6%	37.8%	39.9%
Consumer electronics or computer-related accessories	35.9%		42.2%	29.9%	32.8%	41.0%	38.3%	40.3%	27.8%	38.5%	37.8%	32.2%	33.8%
Sporting goods or leisure items	11.4%		14.4%	8.6%	9.5%	14.1%	15.2%	12.5%	6.2%	10.6%	10.3%	12.3%	12.6%
Home décor or home-related furnishings	20.3%		16.2%	24.1%	19.3%	23.2%	20.8%	21.4%	18.3%	16.8%	20.1%	22.6%	21.0%
Jewelry or precious metal accessories	10.9%		9.3%	12.4%	12.2%	12.4%	11.0%	12.1%	9.2%	10.8%	12.9%	10.7%	8.8%
Gift cards / gift certificates	18.7%		17.2%	20.2%	19.9%	19.2%	21.3%	16.9%	18.5%	21.3%	20.2%	17.5%	18.9%
Personal care or beauty items	19.0%		13.4%	24.2%	20.9%	19.7%	19.0%	20.7%	16.7%	19.7%	17.8%	20.3%	19.6%
Other	11.3%		10.5%	12.1%	12.5%	11.4%	6.8%	10.4%	17.1%	9.6%	11.4%	12.4%	12.0%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.													
Where did you do your holiday shopping? (Check all that apply)													
Discount Department Store	54.7%	60,274,514	53.0%	56.4%	62.0%	55.0%	52.6%	58.3%	52.6%	50.0%	55.5%	61.5%	47.7%
Traditional Department Store	43.0%	47,321,077	42.5%	43.4%	39.8%	48.2%	45.5%	43.4%	40.0%	44.8%	41.6%	43.7%	39.8%
Specialty Retailer (such as a clothing or toy store)	36.0%	39,654,194	35.6%	36.4%	30.5%	43.6%	41.6%	36.9%	29.3%	33.0%	37.3%	37.8%	34.1%
Catalog	4.8%	5,301,033	4.5%	5.1%	5.6%	4.8%	7.5%	4.3%	2.7%	5.4%	5.1%	4.8%	4.1%
Internet	34.0%	37,426,068	38.5%	29.7%	33.3%	39.5%	42.2%	35.2%	24.2%	40.0%	34.5%	30.3%	32.8%
Grocery Store	12.3%	13,541,153	11.2%	13.3%	14.3%	12.9%	12.8%	12.1%	12.0%	13.5%	13.7%	13.2%	8.3%
Drug Store	12.0%	13,187,520	9.3%	14.5%	13.3%	12.4%	8.6%	14.4%	12.4%	12.1%	13.9%	10.6%	12.5%
*The sum of the % totals may be greater than 100% because the respondents can select more													
How much did you spend on holiday shopping?													
Average Amount Spent this Weekend	$372.57		$413.50	$333.80	$255.37	$467.87	$363.30	$432.35	$306.50	$397.31	$359.48	$394.71	$314.06
in billions	$ 41.0												
How much of what you spent was online?													
Average	$117.29		$142.66	$93.26	$78.32	$151.02	$131.30	$148.77	$63.31	$172.18	$94.94	$113.61	$100.60
Percent Online	31.5%												
What time will you/did you get to the store on the Friday after Thanksgiving?													
Midnight	2.2%												
1am	0.5%												
2am	0.9%												
3am	2.1%												
4am	8.3%												
5am	9.3%												
6am	7.6%												

2008 BIGresearch - Black Friday Weekend

11/27-29/08 n = 3370	Adults 18+		Male	Female	<$50K	$50K+	18-34	35-54	55+	Northeast	Midwest	South	West
7am	8.7%												
8am	8.8%												
9am	9.2%												
10am or later	42.4%												
Total	100.0%												

All respondents...

About what percent of your total holiday shopping have you completed thus far? (Check only one)

10% or less	41.6%		41.9%	41.4%	45.3%	36.6%	40.7%	42.9%	41.0%	41.5%	42.9%	39.4%	43.1%
25%	15.0%		14.2%	15.8%	12.8%	17.7%	16.4%	14.5%	14.3%	17.3%	14.1%	14.8%	13.9%
50%	15.0%		16.4%	13.7%	14.4%	16.2%	15.8%	16.4%	12.6%	13.9%	13.5%	16.3%	16.6%
75%	17.7%		15.0%	20.3%	15.4%	20.6%	16.7%	17.9%	18.6%	17.6%	17.5%	18.2%	17.7%
100%	10.6%		12.5%	8.7%	12.0%	8.9%	10.3%	8.4%	13.6%	9.6%	12.0%	11.3%	8.7%
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%
Average	39.3%		39.7%	38.9%	38.5%	40.5%	39.0%	37.9%	41.5%	38.3%	39.7%	40.7%	38.0%

Will you shop ONLINE on the Monday after Thanksgiving?

Yes	37.2%	84,647,406	38.5%	35.9%	32.0%	43.2%	43.2%	39.4%	28.3%	38.8%	35.4%	38.9%	36.0%
No	62.8%	143,072,018	61.5%	64.1%	68.0%	56.8%	56.8%	60.6%	71.7%	61.2%	64.6%	61.1%	64.0%
Total	100.0%	227,719,424	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

2008 BIGresearch - Black Friday Weekend

11/27-29/08 n = 3370	2008	Adults 18+	2007	Adults 18+	2006	Adults 18+	2005	Adults 18+
Have you or will you go Holiday shopping... (Please check all that apply)								
Thursday (Thanksgiving)	14.7%	16,194,633	11.0%	10,934,561	10.2%	9,794,888	11.2%	10,294,434
Friday	66.8%	73,568,430	66.3%	65,965,489	61.6%	58,882,639	65.5%	60,002,566
Saturday	51.7%	56,910,631	48.5%	48,277,632	51.3%	49,051,955	57.6%	52,778,246
Sunday (planned)	23.8%	26,188,065	22.3%	22,156,233	23.9%	22,857,774	23.7%	21,689,458
Estimated # of Shoppers Thursday thru Sunday (includes same consumer shopping multiple days)		172,861,759		147,333,915		140,587,256		144,764,703
What types of gifts did you buy? (Check all that apply)								
Clothing or clothing accessories	50.9%		46.8%		41.4%		49.2%	
Toys	28.5%		28.2%		28.3%		33.1%	
Books, CDs, DVDs, videos or video games	39.0%		41.7%		41.4%		46.7%	
Consumer electronics or computer-related accessories	35.9%		35.7%		33.3%		36.7%	
Sporting goods or leisure items	11.4%		8.4%		9.0%		11.9%	
Home décor or home-related furnishings	20.3%		19.6%		17.4%		21.1%	
Jewelry or precious metal accessories	10.9%		9.6%		10.1%		13.0%	
Gift cards / gift certificates	18.7%		21.0%		17.6%		21.0%	
Personal care or beauty items	19.0%		17.8%		14.9%		20.6%	
Other	11.3%		10.9%		10.0%		11.1%	
*The sum of the % totals is greater than 100% because the respondents can select more than one answer.								
Where did you do your holiday shopping? (Check all that apply)								
Discount Store	54.7%	60,274,514	55.1%	54,835,565	49.6%		60.7%	
Traditional Department Store	43.0%	47,321,077	38.7%	38,493,372	38.8%		47.0%	
Specialty Retailer (such as a clothing or toy store)	36.0%	39,654,194	43.2%	42,981,743	37.5%		41.2%	
Catalog	4.8%	5,301,033	5.0%	4,946,761	4.6%		6.1%	
Internet	34.0%	37,426,068	31.6%	31,448,446	23.0%		27.4%	
Grocery Store	12.3%	13,541,153	9.7%	9,653,358	10.5%		13.6%	
Drug Store	12.0%	13,187,520	9.7%	9,700,781	9.7%		11.4%	
*The sum of the % totals is greater than 100% because the respondents can select more than one answer.								
How much did you spend on holiday shopping?								
Average Amount Spent this Weekend	**$372.57**		**$347.55**		**$360.15**		**$ 302.81**	
in billions	$ 41.0		$ 34.6		$ 34.4		$ 27.8	
How much of what you spent was online?								
Average	**$117.29**		**$93.12**					
Percent Online	**31.5%**		**26.8%**					
What time will you/did you get to the store on the Friday after Thanksgiving?		**Cumulative %**		**Cumulative %**				
Midnight	2.2%	2.2%	2.6%	2.6%	1.3%			
1am	0.5%	2.7%	1.0%	3.5%	0.6%			
2am	0.9%	3.6%	0.2%	3.7%	0.8%			
3am	2.1%	5.7%	4.2%	7.9%	0.9%			

2008 BIGresearch - Black Friday Weekend

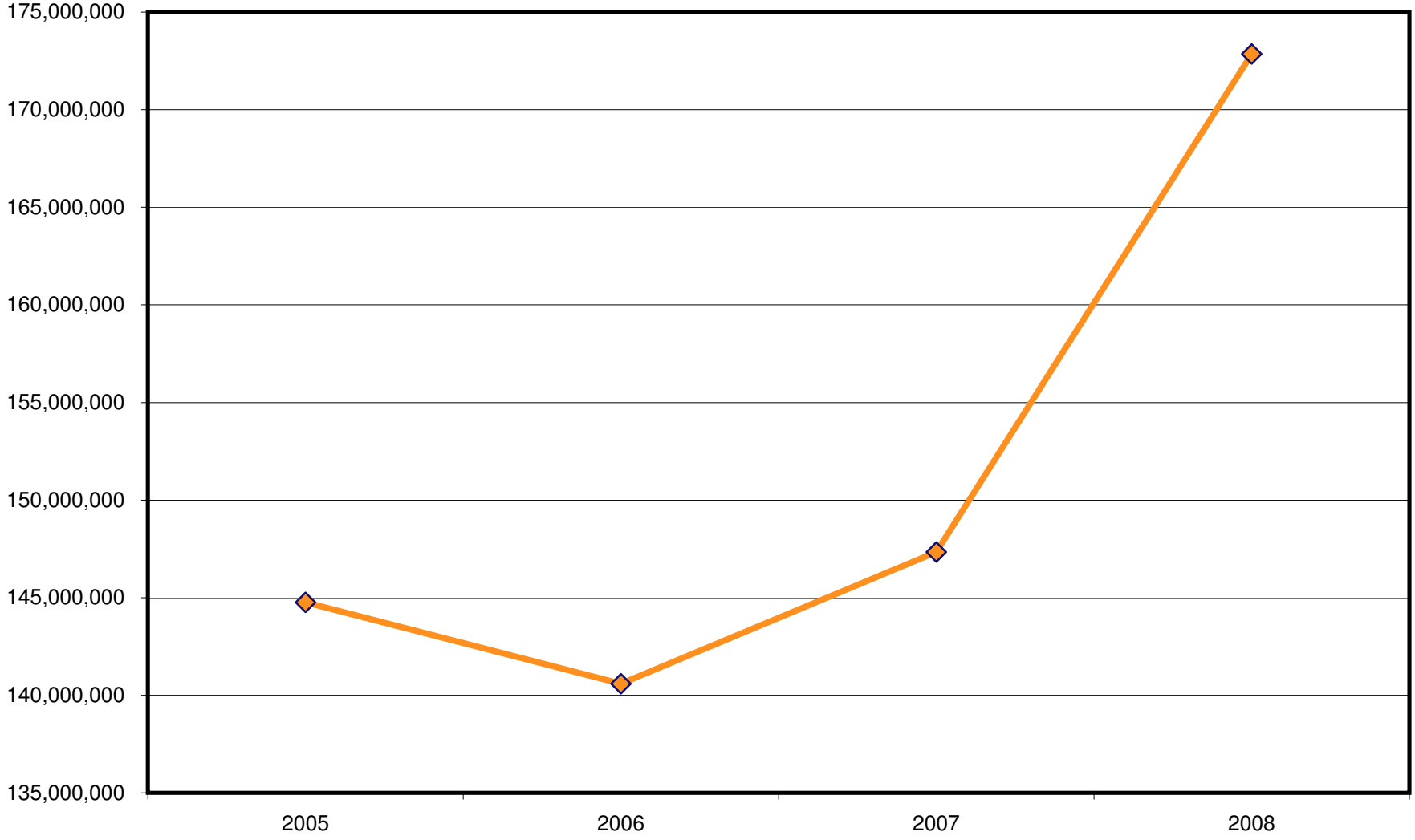
11/27-29/08 n = 3370	2008	Adults 18+	2007	Adults 18+	2006	Adults 18+	2005	Adults 18+
4am	8.3%	14.1%	6.4%	14.3%	8.9%			
5am	9.3%	23.3%	10.9%	25.2%	15.5%			
6am	7.6%	30.9%	6.4%	31.6%	8.4%			
7am	8.7%	39.6%	8.5%	40.1%	6.2%			
8am	8.8%	48.4%	8.7%	48.8%	7.6%			
9am	9.2%	57.6%	9.4%	58.2%	8.8%			
10am or later	42.4%	100.0%	41.8%	100.0%	41.2%			
Total	100.0%		100.0%					

All respondents...

About what percent of your total holiday shopping have you completed thus far? (Check only one)

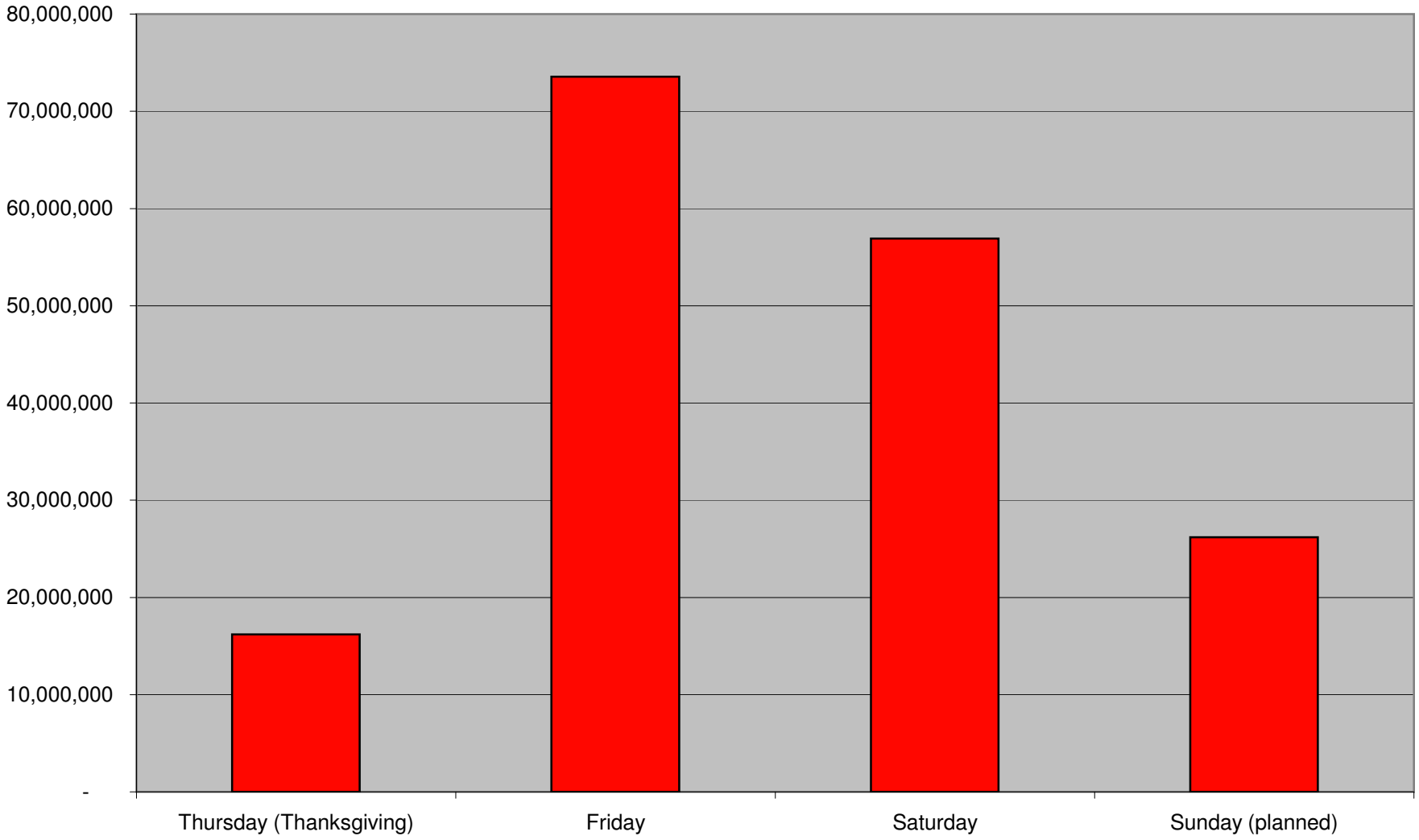
10% or less	41.6%	43.4%	49.2%	47.6%
25%	15.0%	16.9%	12.9%	14.6%
50%	15.0%	16.1%	12.7%	12.3%
75%	17.7%	15.4%	16.6%	18.0%
100%	10.6%	8.2%	8.6%	7.5%
Total	100.0%	100.0%	100.0%	100.0%
Average	**39.3%**	**36.4%**	**35.6%**	**35.6%**

Number of Black Friday Weekend Shoppers



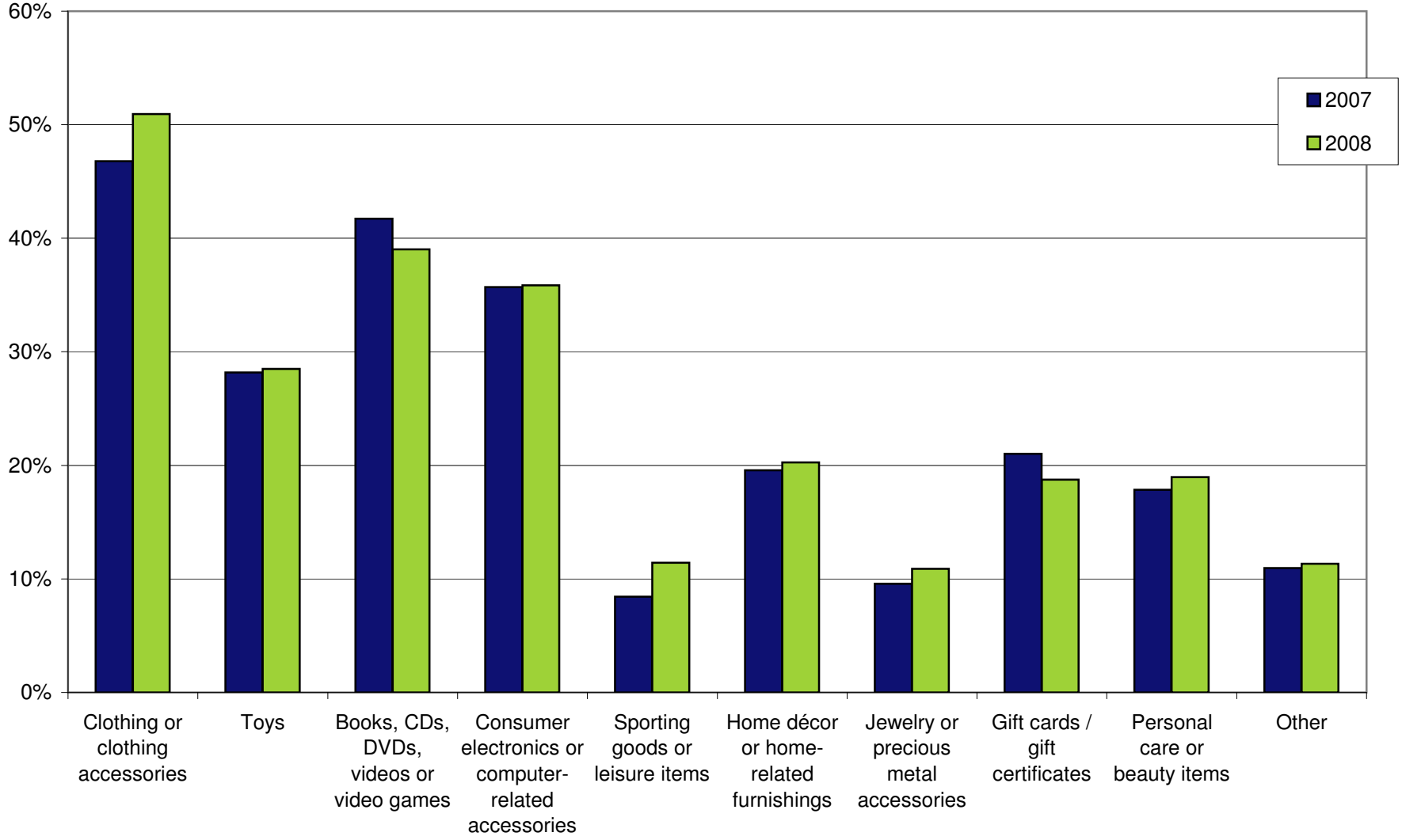
Source: Conducted for NRF by BIGresearch, November27-29, 2008. 3370 respondents.

When People Shopped Black Friday Weekend



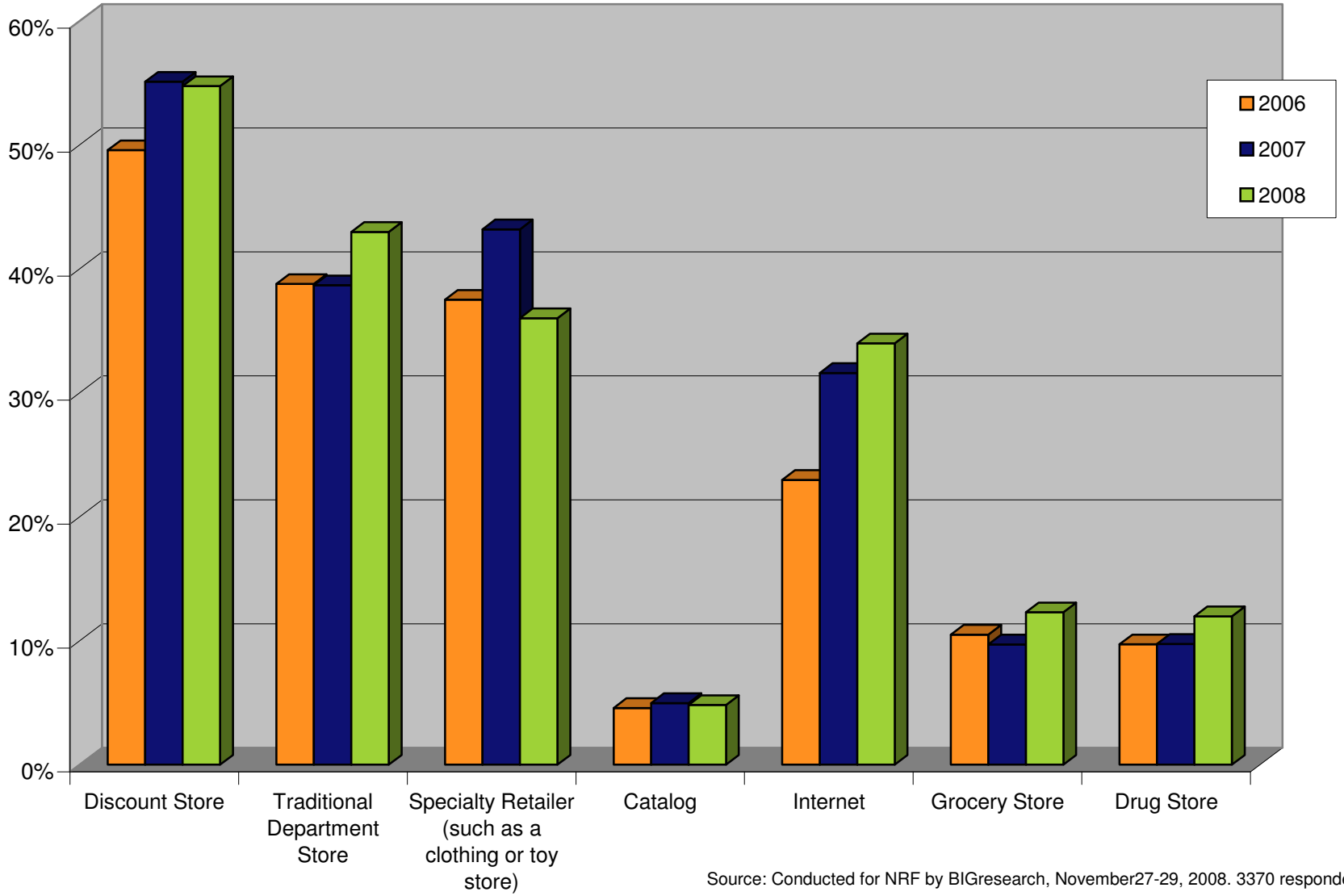
Source: Conducted for NRF by BIGresearch, November27-29, 2008. 3370 respondents.

What Shoppers Purchased over Black Friday Weekend



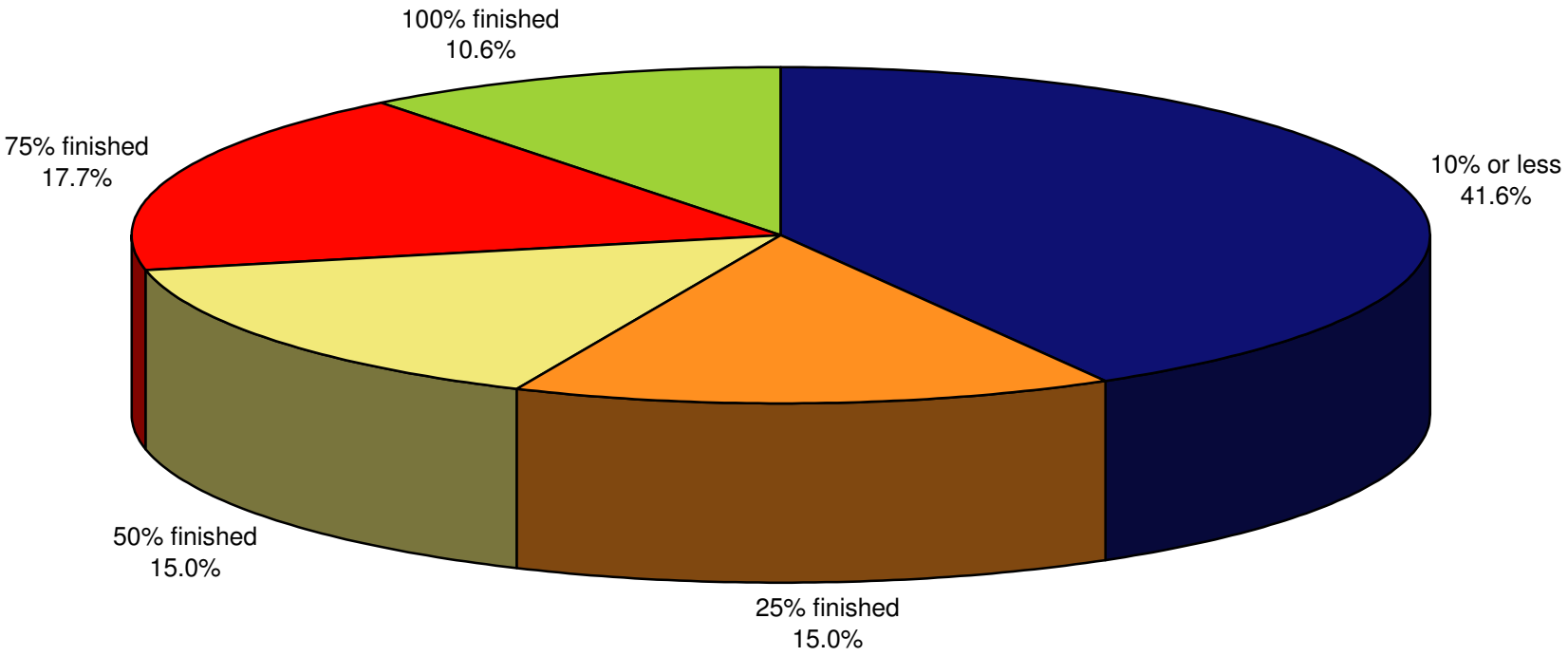
Source: Conducted for NRF by BIGresearch, November27-29, 2008. 3370 respondents.

Where People Shopped Black Friday Weekend



Source: Conducted for NRF by BIGresearch, November27-29, 2008. 3370 respondents.

Percentage of Holiday Shopping People Have Completed



Source: Conducted for NRF by BIGresearch, November27-29, 2008. 3370 respondents.