

## Source: BIGresearch, CIA October 2006

N = 7,623 10/4 -10/11/06

	All	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Do you plan to celebrate any of the winter holidays (Christmas, Chanukah/Hanukkah, Kwanzaa) this year?</b>															
Yes	93.0%	90.7%	95.2%	92.2%	95.1%	97.8%	94.0%	92.2%	90.9%	92.0%	92.4%	94.0%	93.5%	93.2%	91.6%
No	7.0%	9.3%	4.8%	7.8%	4.9%	2.2%	6.0%	7.8%	9.1%	8.0%	7.6%	6.0%	6.5%	6.8%	8.4%
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 winter holidays will you celebrate? (Check all that apply)**

Christmas	93.3%	92.0%	94.4%	96.3%	94.3%	94.7%	94.3%	93.1%	93.4%	93.5%	91.2%	89.4%	94.9%	93.5%	94.7%
Chanukah/Hanukkah	5.3%	6.1%	4.5%	3.7%	7.1%	6.1%	4.3%	5.3%	4.6%	5.4%	6.2%	9.0%	3.1%	4.4%	6.3%
Kwanzaa	2.3%	2.3%	2.3%	2.3%	2.4%	2.0%	2.9%	2.6%	2.5%	2.4%	1.2%	2.9%	2.1%	2.4%	2.0%

\*The sum of the % totals is 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**

<b>Average (of Spenders)</b>	\$ 459.70	\$ 446.31	\$ 472.02	\$ 338.74	\$ 618.76	\$ 320.64	\$ 429.90	\$ 501.71	\$ 469.64	\$ 487.73	\$ 515.49	\$ 497.96	\$ 455.66	\$ 456.94	\$ 423.51
<b>Percent Buying</b>	98.2%	97.8%	98.6%	97.4%	99.2%	98.9%	99.2%	98.2%	97.5%	97.9%	97.5%	98.3%	98.8%	98.0%	97.8%
<b>Net Average</b>	\$ 451.34	\$ 436.32	\$ 465.26	\$ 330.00	\$ 613.85	\$ 317.02	\$ 426.57	\$ 492.90	\$ 457.70	\$ 477.26	\$ 502.41	\$ 489.53	\$ 450.34	\$ 447.64	\$ 414.21

**Gifts for friends**

<b>Average (of Spenders)</b>	\$ 103.33	\$ 113.80	\$ 93.98	\$ 77.88	\$ 133.71	\$ 99.59	\$ 101.14	\$ 114.58	\$ 104.62	\$ 102.39	\$ 92.23	\$ 115.45	\$ 96.86	\$ 100.81	\$ 103.90
<b>Percent Buying</b>	82.8%	81.2%	84.4%	81.0%	84.9%	90.9%	86.1%	84.8%	81.0%	80.4%	74.4%	81.4%	79.9%	84.7%	84.5%
<b>Net Average</b>	\$ 85.60	\$ 92.43	\$ 79.28	\$ 63.12	\$ 113.58	\$ 90.49	\$ 87.12	\$ 97.13	\$ 84.75	\$ 82.35	\$ 68.62	\$ 93.99	\$ 77.38	\$ 85.37	\$ 87.75

**Gifts for co-workers**

<b>Average (of Spenders)</b>	\$ 55.53	\$ 57.36	\$ 53.87	\$ 42.28	\$ 68.46	\$ 51.78	\$ 47.86	\$ 60.28	\$ 56.09	\$ 63.49	\$ 56.25	\$ 61.18	\$ 49.25	\$ 56.30	\$ 54.78
<b>Percent Buying</b>	40.3%	39.8%	40.8%	34.5%	46.7%	48.9%	46.9%	51.0%	45.6%	31.8%	13.3%	42.6%	36.8%	41.6%	39.7%
<b>Net Average</b>	\$ 22.40	\$ 22.85	\$ 21.97	\$ 14.60	\$ 31.94	\$ 25.34	\$ 22.44	\$ 30.77	\$ 25.56	\$ 20.20	\$ 7.47	\$ 26.05	\$ 18.13	\$ 23.44	\$ 21.76

**Other gifts**

<b>Average (of Spenders)</b>	\$ 84.90	\$ 101.02	\$ 72.44	\$ 68.58	\$ 104.74	\$ 78.92	\$ 88.75	\$ 89.86	\$ 84.98	\$ 84.03	\$ 80.33	\$ 91.78	\$ 84.48	\$ 79.82	\$ 84.27
<b>Percent Buying</b>	52.4%	47.5%	57.0%	51.3%	53.8%	61.3%	49.4%	53.6%	51.0%	47.9%	52.1%	52.4%	51.5%	52.7%	52.1%
<b>Net Average</b>	\$ 44.52	\$ 48.00	\$ 41.30	\$ 35.16	\$ 56.32	\$ 48.40	\$ 43.82	\$ 48.13	\$ 43.36	\$ 40.28	\$ 41.85	\$ 48.12	\$ 43.55	\$ 42.08	\$ 43.87

<b>Total Gifts</b>	<b>\$ 603.86</b>	<b>\$ 599.60</b>	<b>\$ 607.81</b>	<b>\$ 442.88</b>	<b>\$ 815.69</b>	<b>\$ 481.25</b>	<b>\$ 579.95</b>	<b>\$ 668.94</b>	<b>\$ 611.38</b>	<b>\$ 620.09</b>	<b>\$ 620.35</b>	<b>\$ 657.69</b>	<b>\$ 589.40</b>	<b>\$ 598.54</b>	<b>\$ 567.59</b>
--------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------	------------------

**Decorations (such as a Christmas tree, lights, candles, welcome mats, etc.)**

<b>Average (of Spenders)</b>	\$ 65.46	\$ 68.57	\$ 62.72	\$ 52.87	\$ 79.31	\$ 65.73	\$ 68.99	\$ 72.53	\$ 65.92	\$ 61.13	\$ 51.40	\$ 63.75	\$ 62.02	\$ 67.53	\$ 65.88
<b>Percent Buying</b>	71.0%	69.3%	72.6%	66.4%	76.5%	78.5%	76.1%	75.4%	70.5%	65.3%	58.7%	72.5%	68.0%	71.4%	72.0%
<b>Net Average</b>	\$ 46.49	\$ 47.50	\$ 45.55	\$ 35.11	\$ 60.65	\$ 51.62	\$ 52.48	\$ 54.71	\$ 46.49	\$ 39.94	\$ 30.16	\$ 46.19	\$ 42.16	\$ 48.24	\$ 47.40

**Greeting cards and postage**

<b>Average (of Spenders)</b>	\$ 35.80	\$ 36.20	\$ 35.45	\$ 28.41	\$ 44.63	\$ 29.16	\$ 33.78	\$ 35.73	\$ 35.34	\$ 36.79	\$ 42.43	\$ 36.37	\$ 34.91	\$ 35.40	\$ 36.51
<b>Percent Buying</b>	85.4%	84.0%	86.6%	84.0%	87.2%	83.3%	82.3%	87.4%	83.5%	86.1%	89.2%	87.0%	84.9%	84.5%	85.7%
<b>Net Average</b>	\$ 30.57	\$ 30.42	\$ 30.71	\$ 23.87	\$ 38.92	\$ 24.28	\$ 27.81	\$ 31.24	\$ 29.52	\$ 31.68	\$ 37.85	\$ 31.64	\$ 29.63	\$ 29.92	\$ 31.30

**Candy and food**

<b>Average (of Spenders)</b>	\$ 98.34	\$ 94.70	\$ 101.55	\$ 82.57	\$ 118.22	\$ 71.16	\$ 93.06	\$ 100.29	\$ 109.34	\$ 110.36	\$ 101.35	\$ 105.05	\$ 92.55	\$ 97.94	\$ 97.81
<b>Percent Buying</b>	92.7%	90.3%	95.0%	92.4%	93.7%	91.0%	91.9%	93.6%	94.2%	93.5%	91.8%	91.2%	92.7%	93.2%	93.5%
<b>Net Average</b>	\$ 91.20	\$ 85.50	\$ 96.49	\$ 76.26	\$ 110.74	\$ 64.73	\$ 85.53	\$ 93.86	\$ 103.00	\$ 103.15	\$ 93.08	\$ 95.82	\$ 85.75	\$ 91.26	\$ 91.46

**Flowers like poinsettias, potted plants, etc.**

<b>Average (of Spenders)</b>	\$ 37.88	\$ 40.55	\$ 35.39	\$ 29.82	\$ 45.06	\$ 34.65	\$ 32.38	\$ 39.25	\$ 38.78	\$ 38.66	\$ 41.20	\$ 37.54	\$ 35.81	\$ 38.29	\$ 38.28
<b>Percent Buying</b>	50.1%	50.2%	50.0%	45.2%	56.4%	46.9%	41.3%	51.5%	51.7%	52.4%	56.9%	51.9%	45.0%	51.4%	51.5%
<b>Net Average</b>	\$ 18.98	\$ 20.37	\$ 17.69	\$ 13.47	\$ 25.41	\$ 16.26	\$ 13.39	\$ 20.22	\$ 20.04	\$ 20.24	\$ 23.44	\$ 19.48	\$ 16.11	\$ 19.69	\$ 19.71

## Source: BIGresearch, CIA October 2006

N = 7,623 10/4 -10/11/06	All	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Combined Average	\$ 791.10	\$ 783.38	\$ 798.26	\$ 591.59	\$ 1,051.42	\$ 638.14	\$ 759.15	\$ 868.96	\$ 810.43	\$ 815.10	\$ 804.87	\$ 850.82	\$ 763.05	\$ 787.64	\$ 757.47

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

Discount store	70.3%	65.3%	74.9%	73.4%	71.7%	65.1%	69.2%	73.0%	72.3%	73.9%	67.1%	64.5%	72.8%	72.4%	69.8%
Department store	61.6%	65.9%	57.6%	58.7%	69.0%	79.1%	63.9%	64.4%	59.1%	55.0%	49.4%	62.7%	64.1%	59.5%	59.4%
Specialty store, such as a clothing, toy or electronics store	48.4%	51.1%	45.8%	42.7%	58.3%	65.9%	55.7%	53.2%	42.3%	41.3%	32.2%	48.6%	48.8%	47.4%	48.2%
Crafts or fabrics store	20.5%	15.3%	25.2%	18.5%	24.3%	24.3%	22.4%	22.0%	20.1%	18.6%	15.2%	21.4%	19.4%	18.6%	23.6%
Drug store	21.0%	18.2%	23.6%	21.3%	22.5%	22.8%	19.7%	23.2%	19.8%	20.1%	20.4%	23.5%	20.0%	19.6%	21.5%
Grocery store/supermarket	49.3%	47.5%	51.0%	49.5%	53.6%	49.5%	48.8%	50.2%	48.5%	47.9%	50.5%	45.0%	48.4%	49.9%	52.0%
Online	47.1%	48.7%	45.5%	41.3%	57.8%	57.3%	54.3%	50.1%	45.8%	45.1%	30.3%	47.8%	48.0%	46.5%	48.0%
Catalog	25.2%	20.7%	29.4%	23.0%	29.4%	26.6%	25.5%	23.2%	23.8%	25.5%	27.7%	27.1%	25.0%	24.7%	24.5%
Other	8.4%	7.5%	9.1%	9.1%	7.6%	7.8%	7.3%	7.4%	7.2%	10.3%	11.1%	7.6%	8.9%	8.3%	8.8%

\*The sum of the % totals is 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%	5.6%	3.2%	4.0%	4.4%	4.8%	4.8%	4.4%	4.5%	3.7%	3.7%	4.8%	3.5%	4.8%	4.2%
Quality of merchandise	12.4%	15.0%	10.0%	10.6%	13.7%	15.1%	12.0%	12.9%	10.2%	11.4%	13.0%	12.7%	11.8%	12.1%	13.1%
Selection of merchandise	24.3%	26.4%	22.3%	22.0%	27.9%	25.0%	22.5%	22.8%	23.9%	25.7%	26.9%	25.2%	24.6%	22.5%	25.0%
Sales or price discounts	36.5%	31.5%	41.1%	37.2%	35.9%	37.3%	39.4%	40.1%	37.0%	35.3%	28.4%	37.7%	38.2%	35.6%	35.5%
Convenient location	6.5%	7.1%	6.0%	6.9%	6.3%	3.6%	6.5%	4.3%	7.3%	7.8%	10.0%	6.2%	5.1%	7.4%	6.7%
Every-day low prices	14.2%	12.8%	15.6%	17.5%	10.3%	13.1%	13.2%	14.4%	15.4%	14.4%	14.7%	12.3%	15.0%	15.4%	13.7%
None of these	1.8%	1.7%	1.8%	1.7%	1.6%	1.1%	1.5%	1.1%	1.7%	1.8%	3.3%	1.2%	1.8%	2.1%	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	14.0%	9.9%	17.7%	14.8%	13.4%	4.8%	10.3%	13.4%	16.1%	20.3%	18.8%	12.0%	15.3%	13.4%	15.1%
September	6.5%	5.0%	7.8%	6.3%	6.9%	5.9%	5.4%	6.0%	7.1%	8.0%	6.8%	7.6%	6.1%	6.4%	5.9%
October	19.9%	17.4%	22.2%	19.5%	20.6%	17.7%	19.5%	22.7%	21.7%	18.0%	17.8%	20.0%	19.6%	21.0%	18.4%
November	37.0%	38.5%	35.6%	35.1%	39.2%	43.0%	40.4%	34.9%	34.9%	34.2%	35.8%	36.6%	35.7%	38.0%	37.6%
First 2 weeks of December	18.8%	23.3%	14.7%	20.3%	16.2%	24.6%	21.0%	20.0%	15.8%	14.6%	16.8%	20.7%	19.1%	17.4%	19.0%
Last 2 weeks of December	3.8%	5.8%	2.0%	4.0%	3.7%	4.0%	3.4%	3.0%	4.4%	4.9%	4.0%	3.1%	4.2%	3.8%	4.0%
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%

## 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	56.7%	56.9%	56.5%	55.2%	58.3%	73.5%	62.3%	59.6%	53.5%	50.3%	41.9%	55.0%	55.7%	56.3%	59.2%
No	13.2%	14.8%	11.6%	13.5%	12.7%	8.5%	10.5%	11.2%	14.0%	15.7%	19.4%	12.1%	14.8%	13.5%	11.1%
Don't know	30.2%	28.3%	31.9%	31.3%	29.1%	18.0%	27.2%	29.2%	32.5%	34.0%	38.7%	32.9%	29.5%	30.1%	29.7%
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%

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

Average (of Spenders)	\$ 175.09	\$ 206.62	\$ 146.21	\$ 130.93	\$ 223.33	\$ 135.39	\$ 163.12	\$ 191.95	\$ 183.02	\$ 183.48	\$ 183.91	\$ 175.51	\$ 158.31	\$ 179.97	\$ 178.36
Percent Buying	56.7%	56.9%	56.5%	55.2%	58.3%	73.5%	62.3%	59.6%	53.5%	50.3%	41.9%	55.0%	55.7%	56.3%	59.2%
Net Average	\$ 99.22	\$ 117.47	\$ 82.61	\$ 72.30	\$ 130.15	\$ 99.51	\$ 101.64	\$ 114.33	\$ 97.89	\$ 92.32	\$ 77.09	\$ 96.50	\$ 88.15	\$ 101.38	\$ 105.63

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

Clothing or clothing accessories	53.3%	51.2%	55.1%	55.5%	54.3%	72.9%	59.5%	55.6%	48.9%	45.5%	38.6%	53.9%	53.3%	53.4%	53.5%
Books, CDs, DVDs, videos or video games	55.2%	57.7%	52.8%	55.8%	58.4%	75.7%	65.5%	57.9%	50.3%	45.5%	37.1%	52.8%	55.6%	54.8%	57.5%
Consumer electronics or computer-related accessories	37.9%	48.1%	28.5%	36.9%	40.0%	59.4%	46.0%	42.3%	33.2%	27.4%	19.7%	34.0%	36.8%	39.0%	40.2%
Sporting goods or leisure items	18.2%	27.3%	9.7%	15.0%	22.6%	29.6%	22.1%	20.9%	15.4%	13.3%	8.2%	15.5%	17.9%	18.7%	19.5%

**Source: BIGresearch, CIA October 2006**

N = 7,623 10/4 -10/11/06

	All	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Home décor or home-related furnishings	22.1%	13.0%	30.6%	22.1%	24.2%	29.5%	28.6%	25.1%	20.0%	16.4%	12.1%	19.0%	23.7%	23.0%	22.0%
Jewelry or precious metal accessories	26.0%	11.5%	39.5%	26.7%	27.0%	39.6%	28.5%	26.9%	24.9%	20.8%	16.8%	26.1%	24.6%	28.0%	24.2%
Gift cards / gift certificates	52.8%	43.2%	61.8%	55.5%	53.9%	64.4%	58.9%	54.7%	48.2%	45.6%	45.1%	52.5%	56.1%	52.6%	52.3%
Personal care or beauty items	19.2%	7.6%	29.9%	21.0%	18.6%	27.9%	21.5%	20.9%	18.9%	14.7%	11.2%	17.8%	19.3%	20.3%	18.4%
Other:	9.2%	9.1%	9.4%	9.7%	8.9%	8.0%	7.4%	7.3%	10.2%	11.2%	12.1%	7.8%	8.8%	9.5%	10.7%

\*The sum of the % totals is 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%)	23.5%	21.4%	25.6%	30.1%	14.7%	15.0%	16.7%	19.2%	23.2%	26.0%	41.7%	22.1%	25.1%	22.6%	22.9%
1% to 10%	20.4%	20.0%	20.8%	22.1%	17.5%	23.8%	17.7%	21.1%	19.5%	20.9%	20.4%	19.1%	20.6%	21.0%	19.6%
11% to 25%	22.5%	23.8%	21.4%	20.2%	25.9%	27.3%	23.9%	22.5%	22.7%	21.6%	18.0%	21.2%	23.9%	23.6%	20.6%
26% to 50%	19.4%	20.3%	18.6%	16.6%	23.8%	19.8%	24.7%	22.8%	18.7%	18.4%	10.7%	20.6%	18.2%	18.6%	22.1%
51% to 75%	10.2%	10.8%	9.6%	7.9%	13.2%	11.4%	13.2%	10.7%	11.1%	8.8%	5.6%	11.6%	9.1%	10.6%	10.6%
76% to 99%	3.0%	2.7%	3.2%	2.5%	3.7%	1.7%	3.2%	3.2%	3.9%	3.1%	2.6%	4.2%	2.4%	3.0%	3.0%
100%	0.9%	1.0%	0.8%	0.7%	1.2%	1.0%	0.5%	0.5%	1.1%	1.3%	1.1%	1.3%	0.7%	0.6%	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%
<b>Average</b>	<b>28.9%</b>	<b>30.0%</b>	<b>27.9%</b>	<b>24.6%</b>	<b>34.9%</b>	<b>30.3%</b>	<b>33.7%</b>	<b>30.8%</b>	<b>30.2%</b>	<b>27.6%</b>	<b>19.7%</b>	<b>31.6%</b>	<b>27.1%</b>	<b>28.8%</b>	<b>30.4%</b>