

Source: BIGresearch, CIA Nov-09
N = 8692, 11/3 - 11/10/09

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
About what percent of your total holiday shopping have you completed thus far? (Check only one)															
Not started yet (0%)	52.4%	56.5%	48.4%	56.1%	46.7%	55.3%	53.2%	53.6%	53.5%	48.9%	49.3%	52.2%	51.6%	53.1%	52.5%
1% to 10%	21.2%	18.0%	24.1%	19.2%	24.3%	19.1%	23.6%	21.3%	21.0%	21.4%	20.1%	21.1%	21.6%	21.1%	20.9%
11% to 25%	10.0%	9.4%	10.5%	9.3%	10.5%	11.5%	8.6%	9.9%	10.6%	9.7%	9.8%	10.5%	10.9%	9.2%	9.6%
26% to 50%	7.3%	7.6%	7.1%	6.4%	8.5%	8.3%	7.3%	7.9%	6.1%	7.2%	7.6%	7.4%	6.5%	7.5%	7.8%
51% to 75%	4.3%	4.1%	4.4%	4.0%	4.9%	3.2%	5.0%	3.4%	4.5%	5.3%	4.3%	5.1%	4.7%	3.9%	3.8%
76% to 99%	3.3%	2.5%	4.1%	3.3%	3.5%	2.0%	1.8%	3.2%	2.9%	4.5%	5.5%	2.9%	3.0%	3.6%	3.5%
100% - FINISHED	1.6%	1.8%	1.4%	1.8%	1.7%	0.6%	0.6%	0.8%	1.4%	3.0%	3.4%	0.9%	1.8%	1.6%	1.9%
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%

What types of gifts do you plan to buy this season? (Check all that apply)

Clothing or clothing accessories	58.4%	55.1%	61.6%	56.4%	62.0%	66.1%	68.2%	61.2%	55.0%	53.3%	47.2%	60.5%	60.0%	58.5%	55.8%
Toys	42.2%	38.0%	46.1%	40.6%	45.1%	45.9%	57.5%	49.9%	33.9%	36.1%	28.8%	43.1%	43.8%	43.0%	38.9%
Books, CDs, DVDs, videos or video games	55.8%	54.8%	56.7%	52.4%	60.4%	66.8%	69.4%	60.1%	50.8%	49.1%	39.3%	58.3%	56.5%	54.6%	54.9%
Consumer electronics or computer-related accessories	28.6%	32.7%	24.7%	24.1%	34.7%	40.8%	37.3%	33.4%	27.3%	19.9%	13.3%	29.4%	28.1%	29.1%	27.6%
Sporting goods or leisure items	16.4%	19.9%	13.1%	14.9%	19.3%	27.6%	19.9%	17.6%	15.2%	10.8%	8.6%	17.1%	15.2%	17.7%	15.0%
Home decor or home-related furnishings	17.1%	14.5%	19.5%	16.8%	18.1%	24.3%	24.4%	13.4%	16.2%	13.6%	11.7%	19.0%	18.0%	17.3%	13.9%
Jewelry or precious metal accessories	18.4%	18.8%	18.0%	16.1%	21.3%	30.0%	22.8%	16.7%	15.6%	15.5%	12.5%	18.5%	18.0%	19.9%	16.7%
Gift cards/gift certificates	54.3%	51.9%	56.6%	51.3%	60.6%	56.7%	54.0%	55.5%	55.5%	52.2%	51.9%	55.0%	55.9%	53.9%	52.4%
Personal care or beauty items	22.4%	14.6%	29.8%	22.9%	22.7%	32.8%	28.8%	24.2%	21.0%	16.7%	12.3%	24.3%	21.7%	23.2%	21.4%
Food/Candy	27.6%	24.3%	30.8%	28.9%	28.0%	35.7%	29.9%	29.3%	27.1%	24.6%	20.2%	28.3%	26.7%	27.6%	28.9%
Flowers/Plants	8.2%	9.6%	6.9%	7.3%	9.4%	10.4%	10.7%	8.0%	7.0%	6.6%	6.7%	10.2%	6.1%	8.4%	9.0%
Other:	7.5%	6.8%	8.2%	8.7%	6.9%	3.1%	3.0%	5.0%	8.1%	10.4%	15.5%	6.1%	7.4%	7.7%	8.5%

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

Which payment method do you plan to use MOST OFTEN when purchasing holiday gifts?

Cash	24.9%	25.6%	24.2%	31.3%	16.5%	29.9%	25.8%	27.9%	26.9%	21.9%	16.7%	25.0%	26.7%	25.0%	23.1%
Check	4.0%	3.0%	4.9%	4.3%	3.2%	0.3%	1.4%	3.0%	3.2%	6.1%	9.8%	1.9%	5.9%	4.0%	3.4%
Debit card/Check card	42.5%	41.7%	43.3%	43.6%	42.0%	48.9%	50.3%	47.2%	43.0%	38.5%	26.8%	40.3%	39.8%	44.9%	43.8%
Credit card	28.3%	29.5%	27.2%	20.3%	38.1%	20.3%	22.2%	21.3%	26.6%	33.4%	46.5%	32.4%	27.5%	25.9%	29.1%
Gift Card	0.3%	0.2%	0.4%	0.4%	0.1%	0.6%	0.2%	0.5%	0.3%	0.1%	0.2%	0.3%	0.2%	0.2%	0.6%
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%

Source: BIGresearch, CIA Nov 2006-2009

	2006	2007	2008	2009
About what percent of your total holiday shopping have you completed thus far?				
(Check only one)				
Not started yet (0%)	N/A	N/A	51.2%	52.4%
1% to 10%	N/A	N/A	20.8%	21.2%
11% to 25%	N/A	N/A	9.4%	10.0%
26% to 50%	N/A	N/A	7.4%	7.3%
51% to 75%	N/A	N/A	4.9%	4.3%
76% to 99%	N/A	N/A	4.0%	3.3%
100% - FINISHED	N/A	N/A	2.2%	1.6%
Total	N/A	N/A	100.0%	100.0%

How much of your holiday shopping have you completed?

10% or less	68.5%	71.4%	N/A	N/A
11% to 25%	10.5%	9.7%	N/A	N/A
26% to 50%	9.1%	8.5%	N/A	N/A
51% to 75%	6.4%	5.4%	N/A	N/A
76% to 100%	5.6%	4.9%	N/A	N/A
Total	100.0%	100.0%	N/A	N/A

What types of gifts do you plan to buy this season? (Check all that apply)

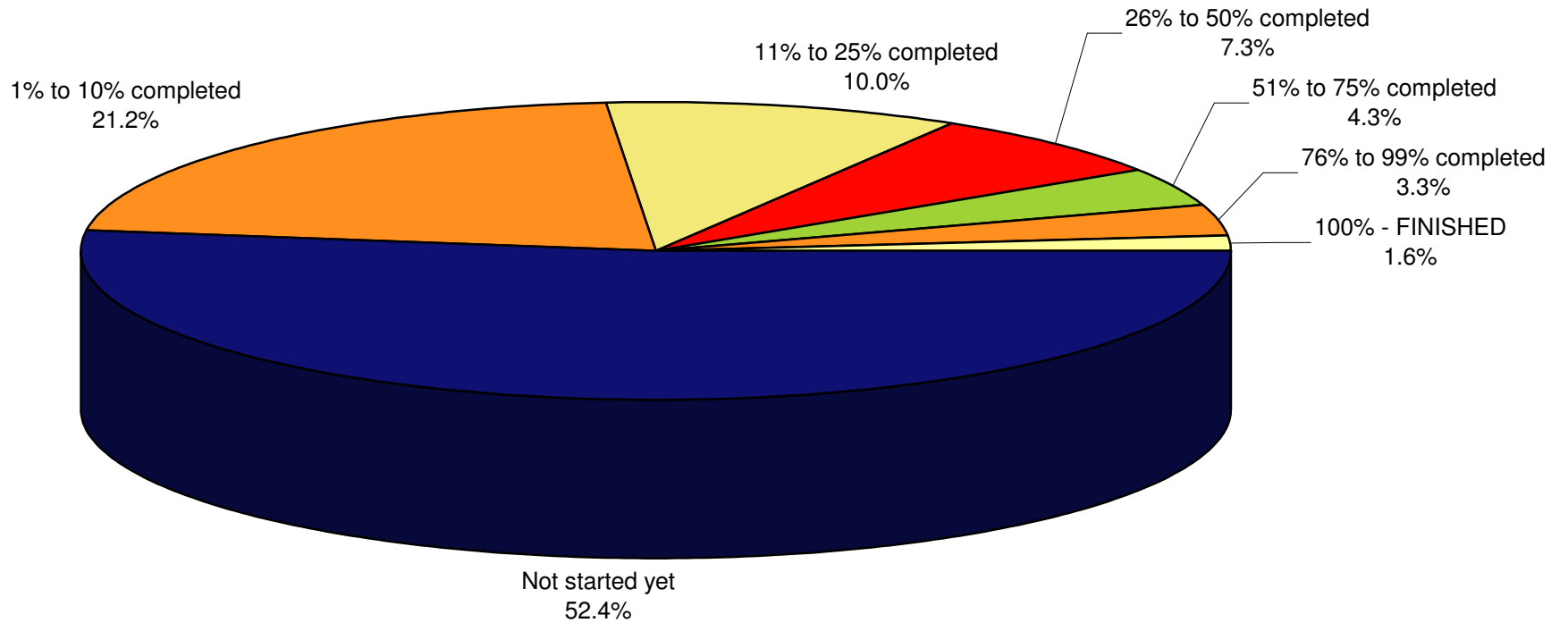
Clothing	63.5%	57.2%	57.4%	58.4%
Toys	48.3%	43.1%	41.6%	42.2%
Books, DVDs, games	62.2%	57.1%	55.6%	55.8%
Electronics	33.4%	29.2%	30.0%	28.6%
Sporting goods	18.2%	17.2%	16.5%	16.4%
Home décor	21.4%	18.9%	17.6%	17.1%
Jewelry	26.4%	22.2%	19.3%	18.4%
Gift cards	56.2%	56.6%	53.5%	54.3%
Personal care/beauty	27.1%	23.9%	20.8%	22.4%
Food, Candy	30.0%	28.1%	26.2%	27.6%
Flowers, Plants	11.6%	9.9%	7.7%	8.2%
Other:	7.5%	7.3%	7.6%	7.5%

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

Which payment method do you plan to use MOST OFTEN when purchasing holiday gifts?

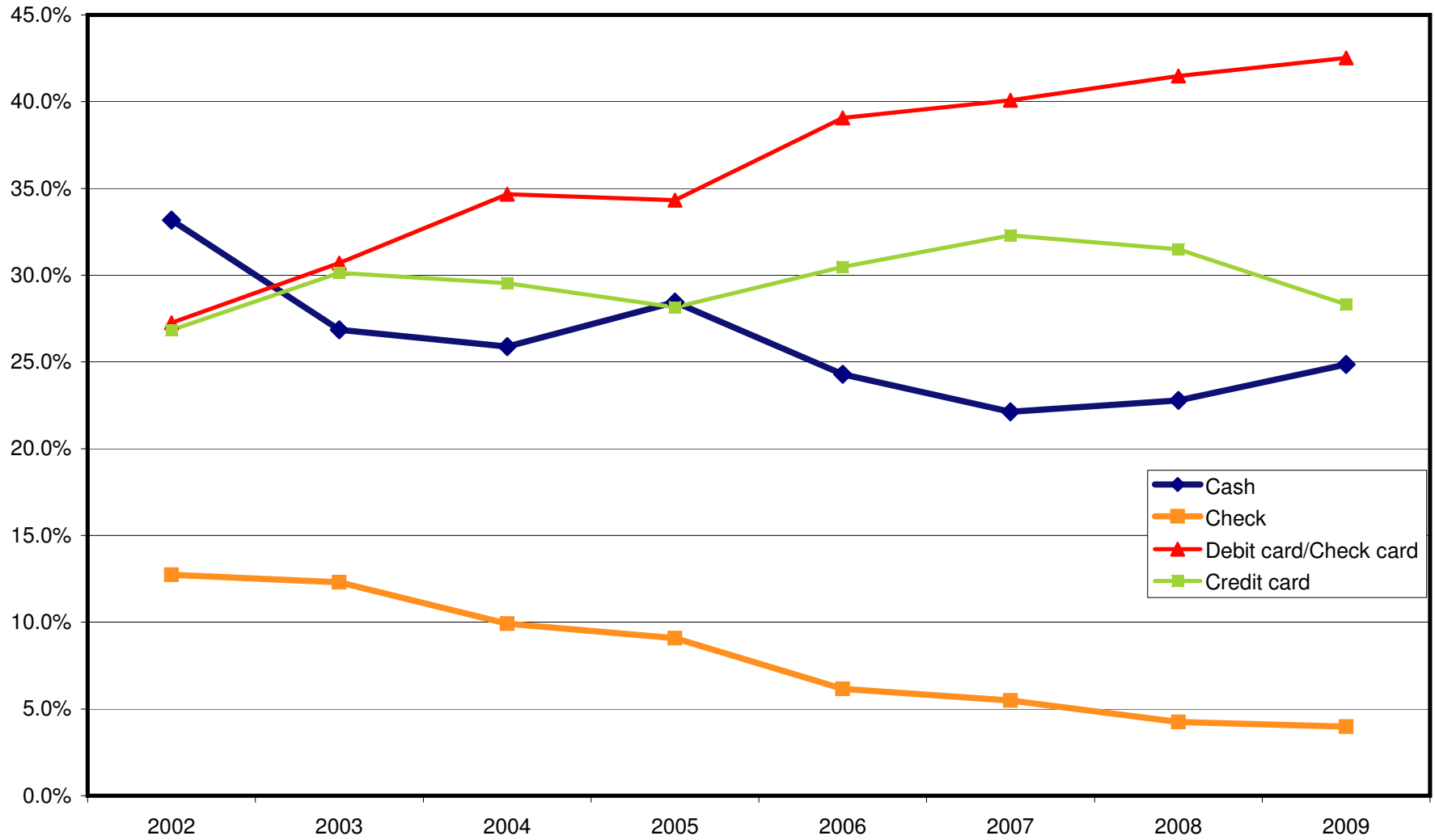
	2002	2003	2004	2005	2006	2007	2008	2009	Y/Y change
Cash	33.2%	26.9%	25.9%	28.5%	24.3%	22.1%	22.8%	24.9%	9.1%
Check	12.7%	12.3%	9.9%	9.1%	6.2%	5.5%	4.3%	4.0%	-6.4%
Debit card/Check card	27.3%	30.7%	34.7%	34.3%	39.1%	40.1%	41.5%	42.5%	2.5%
Credit card	26.8%	30.1%	29.5%	28.2%	30.5%	32.3%	31.5%	28.3%	-10.1%
Gift card	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.3%	N/A

Percentage of Shopping Consumers Have Completed



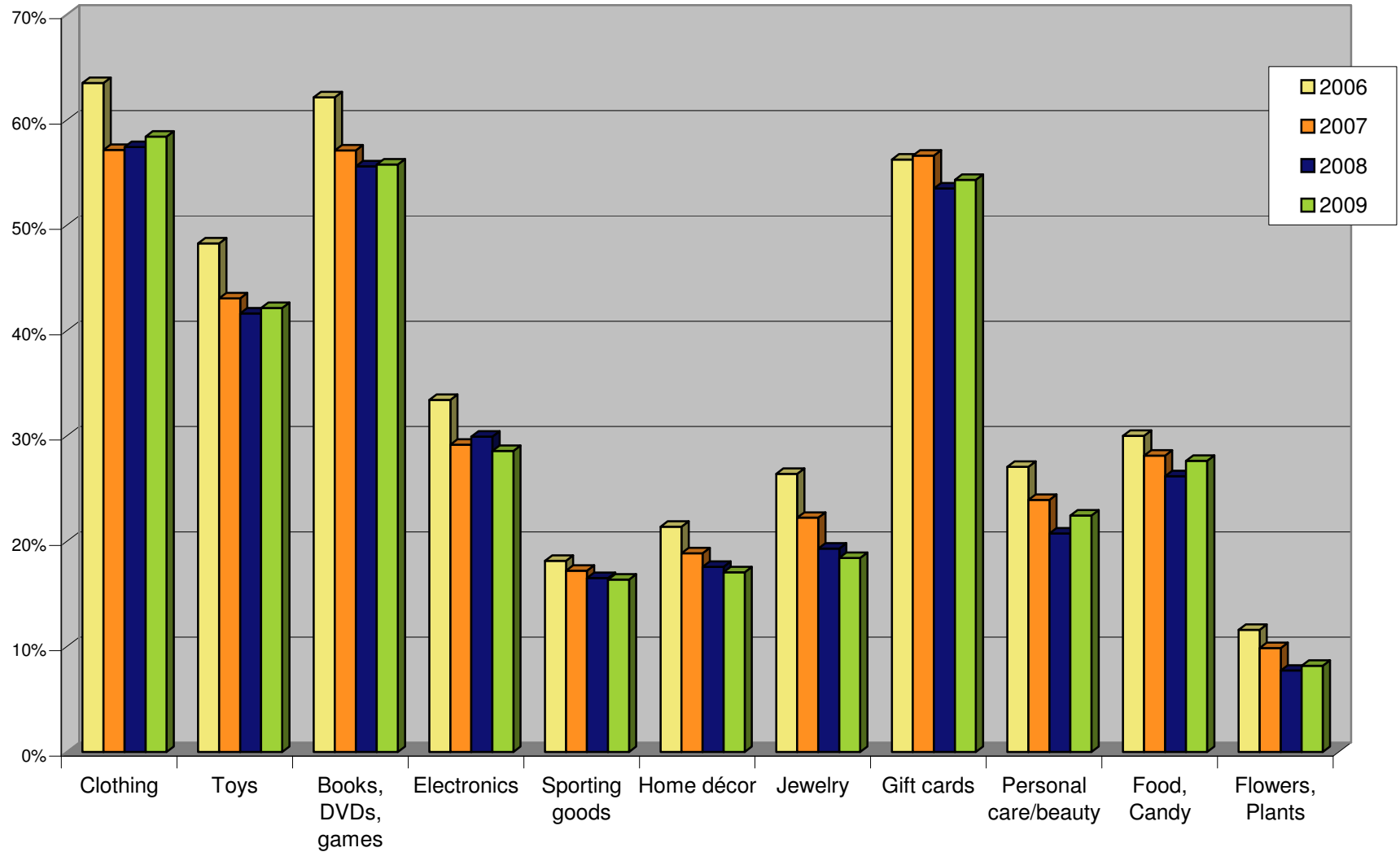
Source: Conducted for NRF by BIGresearch, November 3-10, 2009. 8692

Payment Method Consumers Use Most Often During Holidays



Source: Conducted for NRF by BIGresearch, November 3-10, 2009. 8692

Types of Gifts Consumers Plan to Purchase



Source: Conducted for NRF by BIGresearch, November 3-10, 2009. 8692