

2009 BIGresearch - Black Friday Weekend

11/26-11/28/09 n = 4985

	Adults 18+	Male	Female	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West
Have you or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?												
Yes	52.1%	53.4%	51.0%	47.1%	58.8%	66.7%	51.3%	38.8%	52.2%	52.2%	52.5%	51.3%
No	47.9%	46.6%	49.0%	52.9%	41.2%	33.3%	48.7%	61.2%	47.8%	47.8%	47.5%	48.7%
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%

Of those...have you or will you go Holiday shopping... (Please check all that apply)

Thursday (Thanksgiving)	15.1%	18,124,383	16.2%	14.1%	14.7%	16.2%	16.7%	15.1%	13.5%	13.4%	16.2%	16.7%	13.2%
Friday	65.6%	78,701,810	67.1%	64.1%	63.6%	71.7%	69.6%	66.9%	60.0%	69.6%	66.3%	65.0%	62.8%
Saturday	53.4%	64,106,752	56.8%	50.2%	52.9%	57.7%	56.7%	53.0%	50.6%	57.6%	51.9%	51.8%	55.5%
Sunday (planned)	28.8%	34,528,980	30.6%	27.1%	29.5%	29.6%	36.6%	27.8%	22.2%	29.7%	25.9%	28.7%	30.7%

Estimated # of Shoppers Thurs. thru Sun. 195,461,924
 (includes same consumer shopping multiple days)

What types of gifts did you buy? (Check all that apply)

Clothing or clothing accessories	50.9%		49.1%	52.7%	50.3%	55.5%	61.3%	54.1%	36.7%	53.6%	52.2%	49.9%	50.5%
Toys	32.2%		29.9%	34.3%	32.3%	34.0%	42.3%	33.4%	20.6%	36.8%	32.3%	31.8%	28.7%
Books CDs DVDs videos or video games	40.3%		43.6%	37.1%	41.6%	42.2%	50.9%	40.2%	29.7%	42.3%	43.7%	37.7%	38.1%
Consumer electronics or computer-related accessories	36.9%		46.2%	28.0%	34.5%	42.3%	42.3%	39.8%	28.0%	35.6%	37.8%	37.0%	36.5%
Sporting goods or leisure items	12.6%		16.3%	9.2%	11.0%	15.0%	18.3%	13.6%	5.9%	12.4%	11.8%	12.3%	14.0%
Home decor or home-related furnishings	19.9%		18.3%	21.5%	17.8%	23.8%	21.2%	19.3%	19.4%	21.1%	19.0%	19.9%	19.7%
Jewelry or precious metal accessories	11.7%		11.8%	11.5%	11.5%	12.9%	16.6%	11.7%	6.7%	13.6%	11.7%	10.9%	10.3%
Gift cards / gift certificates	21.2%		24.4%	18.3%	21.3%	23.6%	23.3%	22.3%	17.9%	23.9%	22.0%	19.0%	20.8%
Personal care or beauty items	22.4%		17.9%	26.6%	23.3%	24.1%	25.4%	24.0%	17.3%	23.9%	21.6%	21.7%	21.7%
Food/Candy	23.0%		22.3%	23.7%	27.3%	20.9%	24.5%	23.2%	21.2%	23.2%	23.4%	21.9%	24.6%
Flowers/Plants	4.8%		5.7%	4.0%	4.6%	5.2%	5.5%	4.4%	4.6%	7.0%	3.7%	4.9%	4.0%
Other:	9.5%		6.5%	12.4%	10.5%	9.9%	4.6%	7.7%	16.7%	10.0%	10.7%	7.7%	9.7%

*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 store	43.2%	51,881,408	40.0%	46.3%	45.6%	45.6%	39.0%	46.8%	43.0%	40.3%	47.5%	44.9%	39.6%
Department store	49.4%	59,230,941	50.5%	48.3%	47.2%	55.4%	58.6%	50.5%	38.8%	55.2%	49.0%	47.8%	47.4%
Clothing or Accessories store	22.9%	27,465,903	24.3%	21.5%	22.7%	24.8%	33.5%	22.7%	12.6%	27.7%	21.4%	20.6%	23.8%
Electronics store	29.0%	34,823,890	39.6%	18.9%	28.0%	32.3%	40.3%	28.0%	19.1%	31.1%	27.8%	29.6%	27.7%
Other Specialty store	14.9%	17,898,443	16.4%	13.5%	12.6%	19.1%	13.1%	14.1%	17.7%	14.1%	12.6%	14.6%	18.8%
Crafts or fabrics store	6.5%	7,755,540	4.9%	8.0%	6.3%	7.1%	8.1%	6.1%	5.3%	7.3%	5.6%	5.4%	8.5%
Drug store	13.4%	16,139,339	12.6%	14.3%	13.7%	14.6%	12.2%	12.6%	15.8%	16.7%	10.5%	14.1%	11.9%
Grocery store/supermarket	19.6%	23,486,535	20.9%	18.3%	21.3%	19.6%	20.4%	18.9%	19.6%	20.0%	20.2%	16.6%	22.3%
Online	28.5%	34,199,314	29.9%	27.1%	25.8%	33.3%	37.1%	27.2%	21.6%	32.2%	26.1%	27.5%	30.0%
Catalog	3.9%	4,726,384	4.0%	3.9%	3.8%	4.3%	5.1%	4.7%	1.9%	5.9%	2.7%	4.0%	3.9%
Thrift Stores/Resale Shops	5.9%	7,126,019	5.6%	6.3%	6.9%	5.6%	7.1%	6.4%	4.3%	4.0%	5.3%	7.4%	6.0%
Outlet stores	7.8%	9,312,106	8.7%	6.8%	7.2%	8.8%	8.8%	7.7%	6.8%	7.6%	5.1%	7.6%	10.6%
Other:	7.1%	8,564,432	5.4%	8.8%	7.8%	6.9%	4.9%	6.8%	9.8%	5.0%	8.9%	6.8%	6.9%

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

2009 BIGresearch - Black Friday Weekend

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	Adults 18+	Male	Female	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West
How much did you spend on holiday shopping?												
Average Amount Spent this Weekend	\$343.31	\$396.75	\$292.62	\$254.52	\$426.54	\$368.92	\$362.31	\$294.46	\$356.81	\$302.68	\$373.31	\$345.29
in billions \$	41.2											
How much of what you spent was online?												
Average Percent Online	30.2%	130.34	78.64	74.02	134.00	133.92	105.67	71.61	124.39	78.90	101.88	119.07
What time will you/did you get to the store on the Friday after Thanksgiving?												
Midnight	3.3%	2.7%	3.8%	3.1%	2.9%	5.6%	3.1%	0.8%	3.3%	2.0%	3.3%	4.5%
1am	0.6%	0.8%	0.5%	0.8%	0.5%	0.8%	0.4%	0.8%	0.6%	0.5%	0.8%	0.6%
2am	1.1%	1.4%	0.8%	1.2%	0.9%	1.7%	0.9%	0.5%	1.4%	0.4%	1.5%	0.7%
3am	3.6%	3.0%	4.2%	3.9%	3.4%	6.0%	3.0%	1.5%	3.0%	4.7%	4.5%	1.3%
4am	10.3%	9.6%	11.1%	11.1%	10.3%	11.5%	11.5%	7.4%	7.2%	13.1%	10.3%	11.2%
5am	12.4%	13.3%	11.5%	11.8%	12.6%	12.3%	14.5%	9.5%	10.9%	14.2%	11.3%	14.9%
6am	8.5%	11.8%	5.2%	8.1%	8.8%	10.6%	8.9%	5.5%	7.8%	10.2%	7.7%	8.6%
7am	6.4%	6.1%	6.8%	7.1%	6.1%	6.4%	6.0%	7.2%	6.2%	6.0%	7.0%	5.3%
8am	6.9%	7.8%	6.0%	5.7%	8.2%	7.7%	6.6%	6.3%	8.6%	7.0%	6.3%	5.1%
9am	7.8%	6.9%	8.7%	7.2%	8.5%	6.2%	6.5%	11.4%	8.0%	7.8%	9.0%	5.4%
10am or later	39.1%	36.7%	41.6%	39.9%	37.9%	31.2%	38.4%	49.2%	42.9%	34.2%	38.5%	42.5%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
About what percent of your total holiday shopping have you completed thus far? (Check only one)												
10% or less	40.0%	38.7%	41.2%	43.9%	35.2%	36.3%	41.2%	42.2%	39.3%	36.6%	41.0%	43.7%
25%	16.6%	16.7%	16.5%	14.6%	18.6%	18.7%	17.8%	13.0%	17.3%	17.2%	15.6%	16.9%
50%	16.1%	17.8%	14.5%	15.3%	17.8%	19.7%	15.1%	13.7%	16.1%	17.3%	15.9%	14.5%
75%	19.3%	17.8%	20.8%	17.7%	21.2%	19.2%	18.8%	20.1%	19.4%	20.2%	20.0%	17.3%
100%	8.0%	9.0%	7.0%	8.5%	7.2%	6.0%	7.1%	11.0%	7.8%	8.7%	7.5%	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%
Average	38.7%	39.3%	38.1%	37.4%	40.2%	38.6%	37.3%	40.4%	38.7%	40.4%	38.4%	36.4%

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11/26-28/09 n = 4985

	2009	Adults 18+	2008	Adults 18+	2007	Adults 18+	2006	Adults 18+	2005	Adults 18+
Have you or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?										
Yes	52.1%		48.3%							
No	47.9%		51.7%							
Total	100.0%		100.0%							

Of those...have you or will you go Holiday shopping... (Please check all that apply)

Thursday (Thanksgiving)	15.1%	18,124,383	14.7%	16,194,633	11.0%	10,934,561	10.2%	9,794,888	11.2%	10,294,434
Friday	65.6%	78,701,810	66.8%	73,568,430	66.3%	65,965,489	61.6%	58,882,639	65.5%	60,002,566
Saturday	53.4%	64,106,752	51.7%	56,910,631	48.5%	48,277,632	51.3%	49,051,955	57.6%	52,778,246
Sunday (planned)	28.8%	34,528,980	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)		195,461,924		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%		50.9%		46.8%		41.4%		49.2%
Toys	32.2%		28.5%		28.2%		28.3%		33.1%
Books CDs DVDs videos or video games	40.3%		39.0%		41.7%		41.4%		46.7%
Consumer electronics or computer-related	36.9%		35.9%		35.7%		33.3%		36.7%
Sporting goods or leisure items	12.6%		11.4%		8.4%		9.0%		11.9%
Home decor or home-related furnishings	19.9%		20.3%		19.6%		17.4%		21.1%
Jewelry or precious metal accessories	11.7%		10.9%		9.6%		10.1%		13.0%
Gift cards / gift certificates	21.2%		18.7%		21.0%		17.6%		21.0%
Personal care or beauty items	22.4%		19.0%		17.8%		14.9%		20.6%
Food/Candy	23.0%		NA		NA		NA		NA
Flowers/Plants	4.8%		NA		NA		NA		NA
Other:	9.5%		11.3%		10.9%		10.0%		11.1%

*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)

	2009	Adults 18+	2008	Adults 18+	2007	Adults 18+	2006	Adults 18+	2005	Adults 18+
Discount store	43.2%	51,881,408	54.7%	60,274,514	55.1%		49.6%		60.7%	
Department store	49.4%	59,230,941	43.0%	47,321,077	38.7%		38.8%		47.0%	
Clothing or Accessories store	22.9%	27,465,903	NA	NA	NA		NA		NA	
Electronics store	29.0%	34,823,890	NA	NA	NA		NA		NA	
Other Specialty store	14.9%	17,898,443	NA	NA	NA		NA		NA	
Crafts or fabrics store	6.5%	7,755,540	NA	NA	NA		NA		NA	
Specialty Retailer (such as a clothing or toy store)	NA	NA	36.0%	39,654,194	43.2%		37.5%		41.2%	
Drug store	13.4%	16,139,339	12.0%	13,187,520	9.7%		9.7%		11.4%	
Grocery store/supermarket	19.6%	23,486,535	12.3%	13,541,153	9.7%		10.5%		13.6%	
Online	28.5%	34,199,314	34.0%	37,426,068	31.6%		23.0%		27.4%	
Catalog	3.9%	4,726,384	4.8%	5,301,033	5.0%		4.6%		6.1%	
Thrift Stores/Resale Shops	5.9%	7,126,019	NA	NA	NA		NA		NA	
Outlet stores	7.8%	9,312,106	NA	NA	NA		NA		NA	
Other:	7.1%	8,564,432	NA	NA	NA		NA		NA	

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

2009 BIGresearch - Black Friday Weekend

11/26-28/09 n = 4985

	2009	Adults 18+	2008	Adults 18+	2007	Adults 18+	2006	Adults 18+	2005	Adults 18+
How much did you spend on holiday shopping?	2009		2008		2007		2006		2005	
Average Amount Spent this Weekend	\$343.31		\$372.57		\$347.55		\$360.15		\$ 302.81	
<i>in billions</i>	\$ 41.2		\$ 41.0		\$ 34.6		\$ 34.4		\$ 27.8	

How much of what you spent was online?

Average	\$103.80	\$117.29	\$93.12
Percent Online	30.2%	31.5%	26.8%

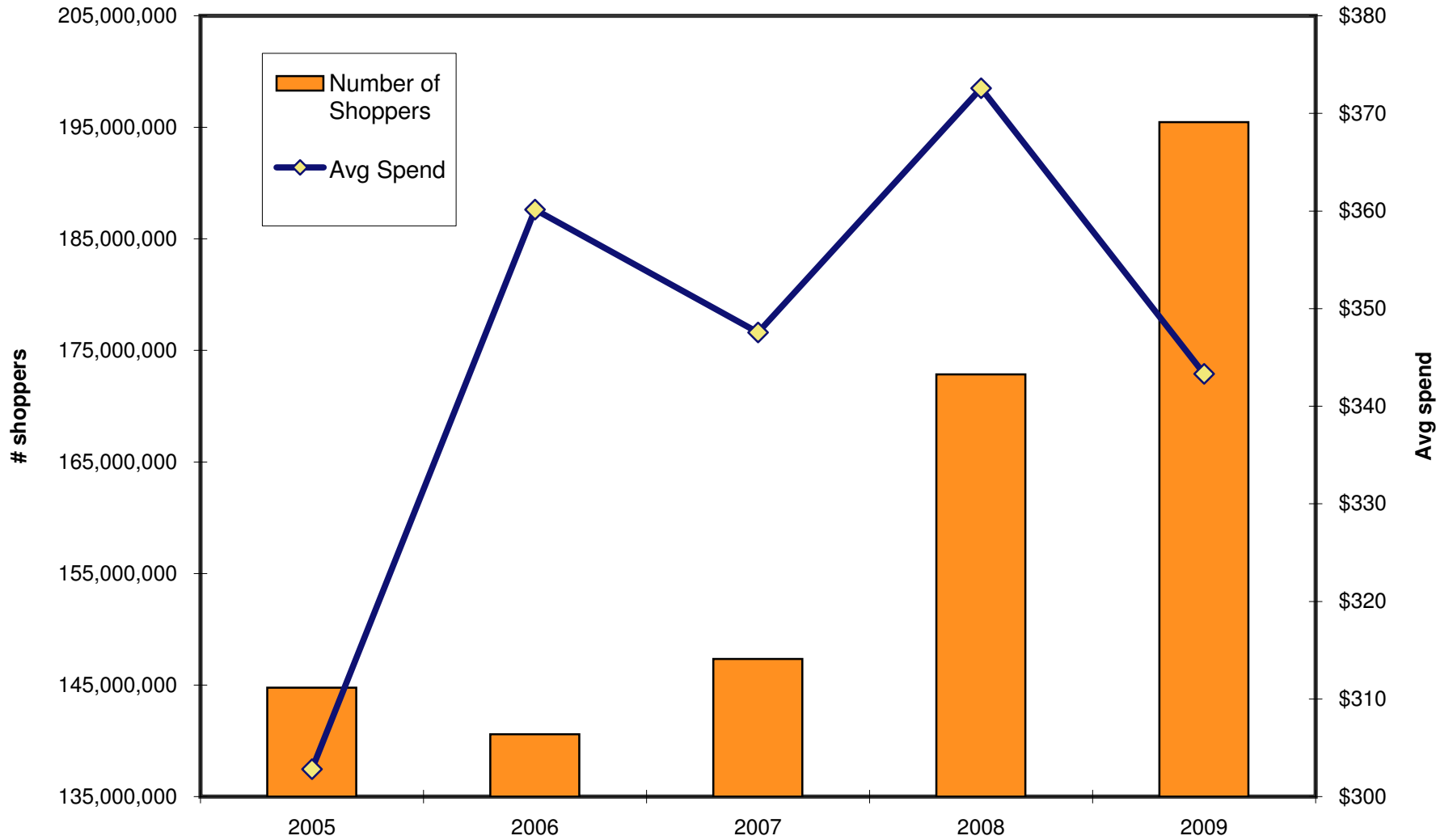
What time will you/did you get to the store on the Friday after Thanksgiving?

	2009	Cumulative %	2008	Cumulative %	2007	Cumulative %	2006	2005
Midnight	3.3%	3.3%	2.2%	2.2%	2.6%	2.6%	1.3%	
1am	0.6%	3.9%	0.5%	2.7%	1.0%	3.5%	0.6%	
2am	1.1%	5.0%	0.9%	3.6%	0.2%	3.7%	0.8%	
3am	3.6%	8.5%	2.1%	5.7%	4.2%	7.9%	0.9%	
4am	10.3%	18.9%	8.3%	14.1%	6.4%	14.3%	8.9%	
5am	12.4%	31.2%	9.3%	23.3%	10.9%	25.2%	15.5%	
6am	8.5%	39.8%	7.6%	30.9%	6.4%	31.6%	8.4%	
7am	6.4%	46.2%	8.7%	39.6%	8.5%	40.1%	6.2%	
8am	6.9%	53.1%	8.8%	48.4%	8.7%	48.8%	7.6%	
9am	7.8%	60.9%	9.2%	57.6%	9.4%	58.2%	8.8%	
10am or later	39.1%	100.0%	42.4%	100.0%	41.8%	100.0%	41.2%	

About what percent of your total holiday shopping have you completed thus far?

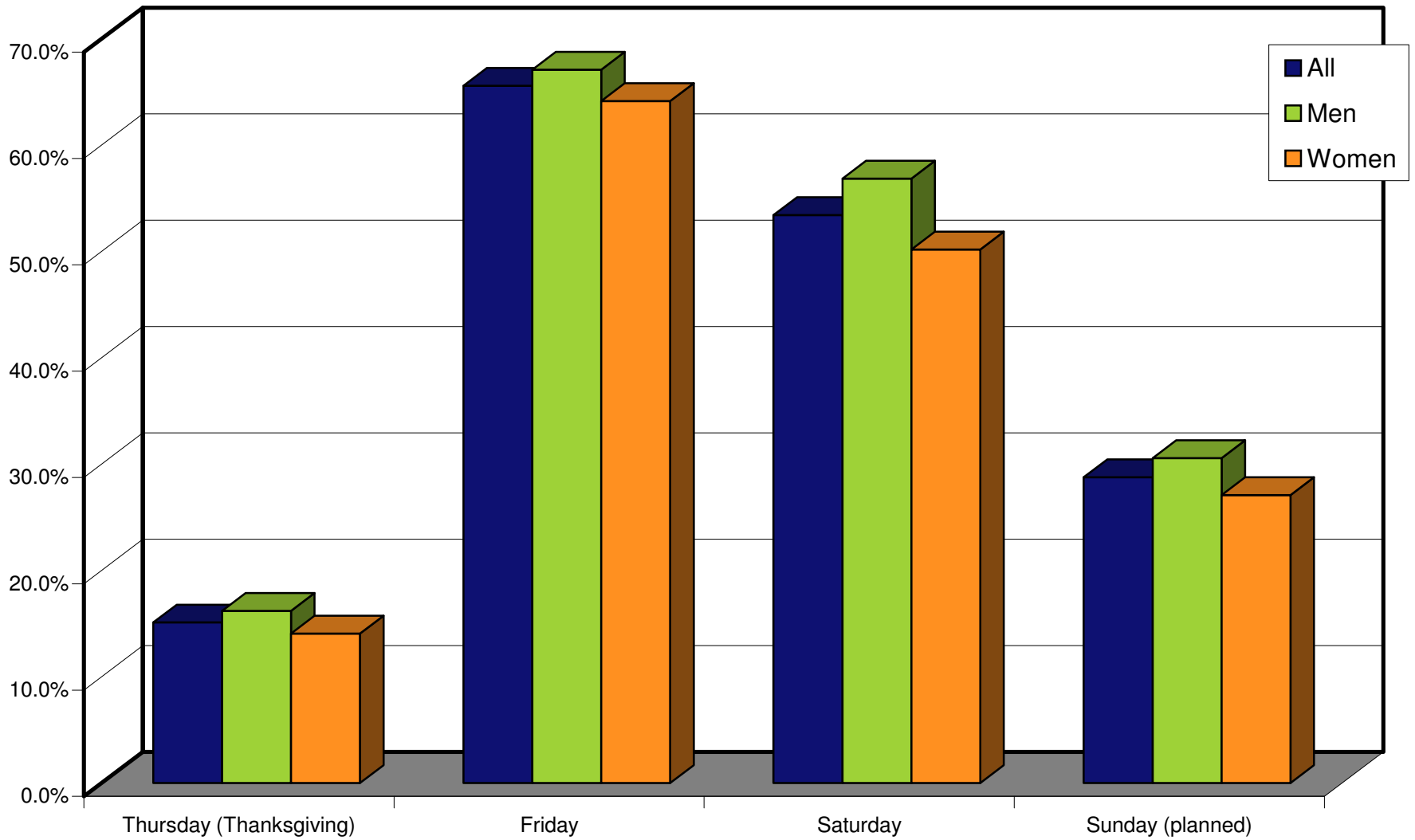
	2009	2008	2007	2006	2005
10% or less	40.0%	41.6%	43.4%	49.2%	47.6%
25%	16.6%	15.0%	16.9%	12.9%	14.6%
50%	16.1%	15.0%	16.1%	12.7%	12.3%
75%	19.3%	17.7%	15.4%	16.6%	18.0%
100%	8.0%	10.6%	8.2%	8.6%	7.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Average	38.7%	39.3%	36.4%	35.6%	35.6%

Black Friday Weekend Shopping Patterns



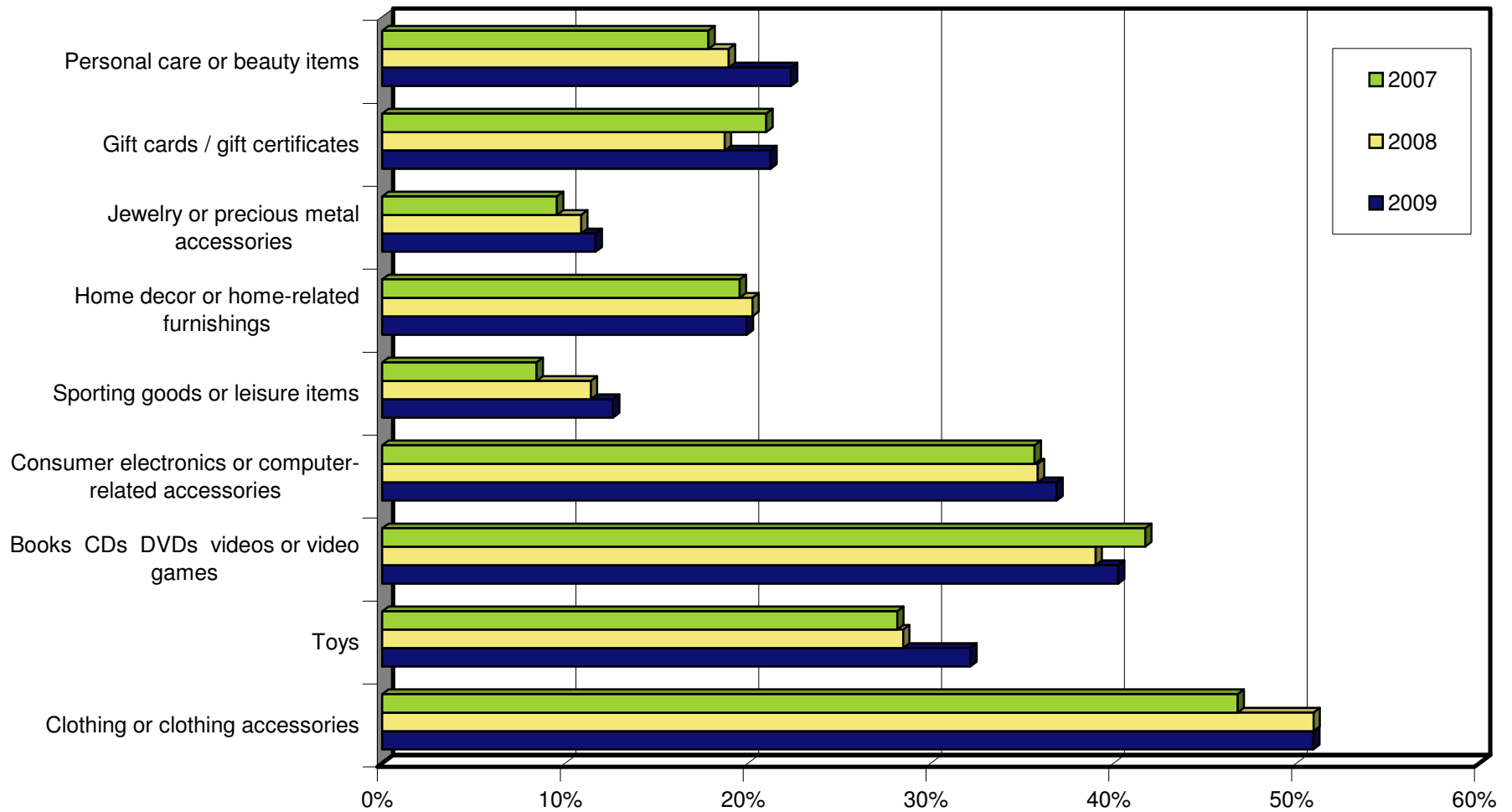
Source: Conducted for NRF by BIGresearch, November 26-28, 2009. 4985 respondents.

When People Shopped Black Friday Weekend



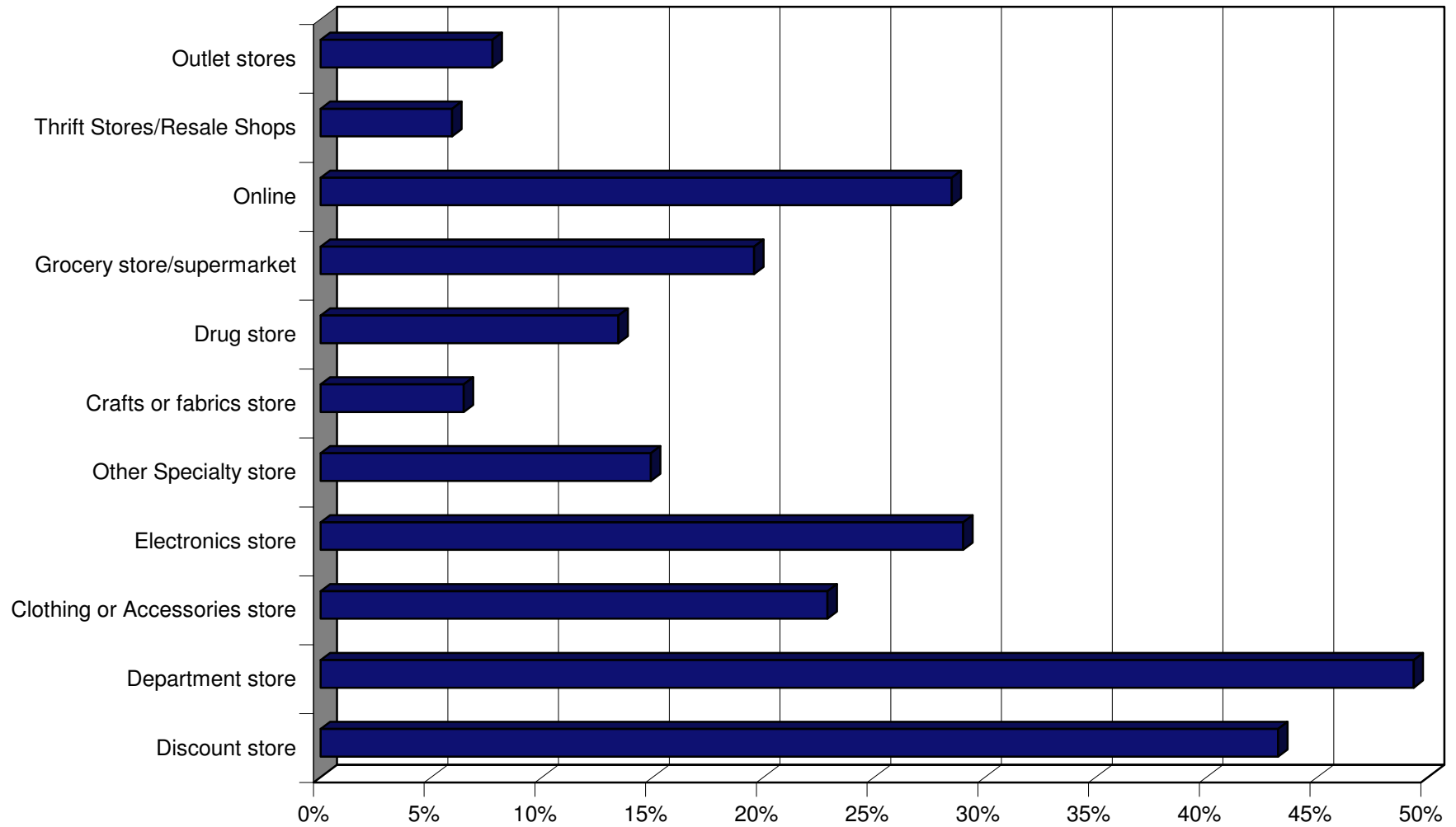
Source: Conducted for NRF by BIGresearch, November 26-28, 2009. 4985 respondents.

What People Purchased Black Friday Weekend



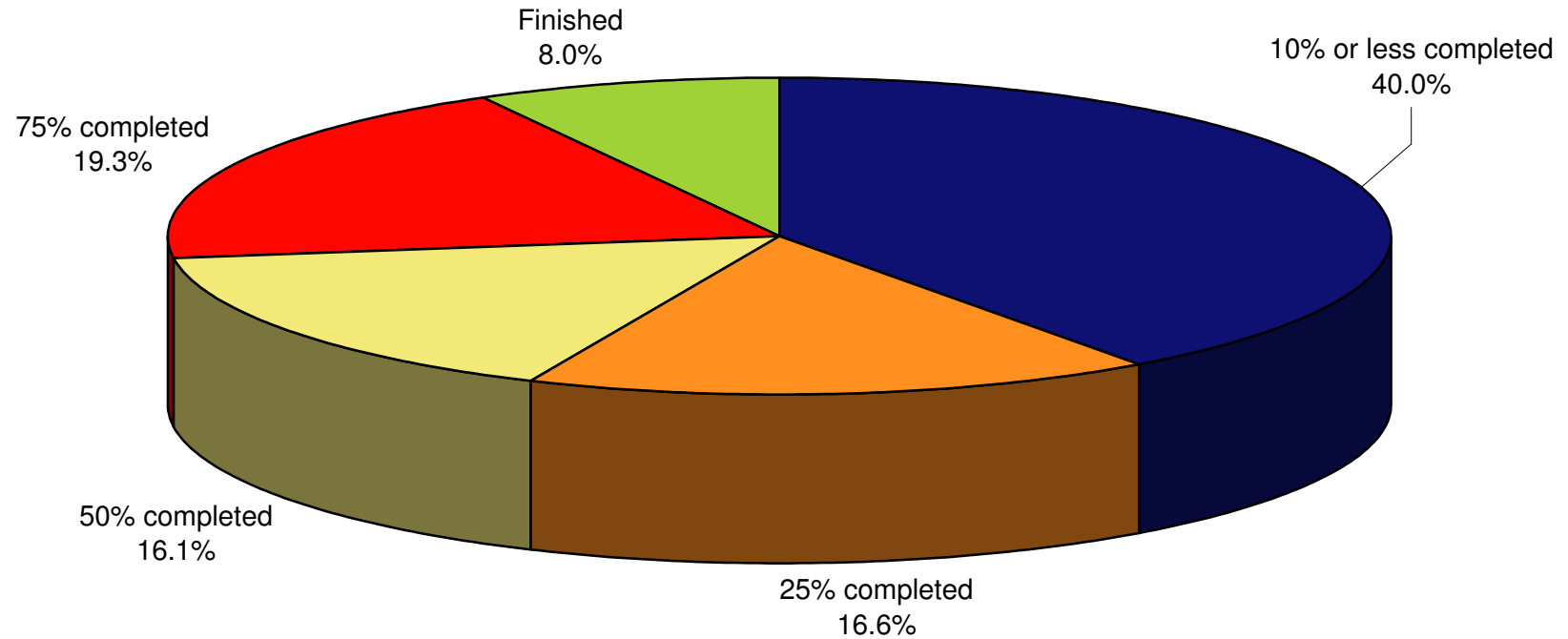
Source: Conducted for NRF by BIGresearch, November 26-28, 2009. 4985 respondents.

Where People Shopped Black Friday Weekend



Source: Conducted for NRF by BIGresearch, November 26-28, 2009. 4985 respondents.

Percentage of Holiday Shopping People Have Completed



As of the Sunday after Thanksgiving, the average person has completed 38.7% of his or her shopping vs. 39.3% in 2008.

Source: Conducted for NRF by BIGresearch, November 26-28, 2009. 4985 respondents.