



Shoppers' Favorite Holiday Ads by Year

2009	
Company	Rank
WalMart	1
Target	2
Best Buy	3
Gap	4
Macy's	5
Old Navy	6
Kmart	7
Sears	8
Hallmark	9
Kohl's	10

2008	
Company	Rank
Target	1
WalMart	2
Best Buy	3
Macy's	4
Kohl's	5
Sears	6
Kmart	7
JC Penney	8
Old Navy	9
Toys "R" Us	10

2007	
Company	Rank
Target	1
WalMart	2
Macy's	3
Best Buy	4
Sears	5
Kohl's	6
Kmart	7
JC Penney	8
Publix	9
Meijer	10

2006	
Company	Rank
Target	1
WalMart	2
Best Buy	3
Macy's	4
JC Penney	5
Kmart	6
Old Navy	7
Kohl's	8
Gap	9
Sears	10

Highlighted companies indicate retailers that rose in the Top 10 from the previous year.
 Conducted by BIGresearch for RAMA. December 2006 - December 2009.

Source: BIGresearch, CIA Dec-09
N = 9929, 12/1 - 12/9/09

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
In your opinion, which retailer has the best Holiday TV commercial? (If none, please leave blank)															
Wal-Mart	25.5%	25.4%	25.6%	31.8%	18.5%	23.6%	25.9%	25.2%	26.1%	26.1%	26.7%	19.0%	24.3%	31.9%	21.4%
Target	16.0%	13.1%	18.3%	13.0%	18.9%	11.6%	15.9%	15.9%	16.7%	18.5%	18.8%	15.3%	17.3%	12.7%	20.8%
Best Buy	7.4%	11.5%	4.1%	7.6%	8.1%	12.8%	9.4%	5.2%	6.9%	5.1%	3.1%	5.6%	7.9%	7.9%	8.4%
Gap	6.9%	5.2%	8.3%	5.5%	7.6%	9.4%	5.9%	11.1%	5.3%	3.8%	2.6%	9.3%	6.5%	5.4%	8.3%
Macy's	5.9%	3.9%	7.6%	5.8%	5.9%	6.5%	4.7%	4.2%	8.9%	6.2%	5.7%	7.7%	6.0%	5.0%	5.8%
Old Navy	3.4%	1.7%	4.8%	3.4%	3.2%	5.6%	4.1%	4.2%	1.5%	3.2%	0.0%	3.6%	3.5%	3.1%	3.3%
Kmart	2.7%	1.7%	3.6%	3.2%	1.8%	1.8%	1.3%	1.9%	4.3%	3.7%	5.3%	2.9%	2.9%	2.6%	2.6%
Sears	2.1%	2.9%	1.4%	2.9%	1.3%	1.3%	2.1%	2.5%	2.3%	2.2%	1.8%	3.0%	2.7%	1.8%	1.1%
Hallmark	1.9%	0.5%	2.9%	1.5%	2.3%	0.5%	2.0%	1.3%	1.5%	2.2%	5.2%	2.4%	1.7%	1.0%	2.8%
Kohl's	1.7%	1.8%	1.6%	1.2%	2.7%	1.3%	2.1%	1.5%	1.5%	1.1%	2.8%	1.2%	1.5%	2.2%	1.2%
JCPenney	1.6%	1.2%	1.8%	1.4%	1.6%	2.0%	1.4%	1.7%	1.0%	0.9%	2.5%	1.5%	1.6%	2.0%	0.7%
Verizon	1.4%	2.3%	0.7%	1.0%	1.8%	0.7%	2.4%	1.5%	1.3%	0.3%	1.6%	3.0%	0.7%	1.0%	1.3%
Overstock.com	1.2%	1.1%	1.3%	1.3%	0.8%	1.1%	0.7%	1.2%	1.4%	2.5%	0.3%	0.5%	0.6%	1.8%	1.3%
Publix	0.9%	0.7%	1.1%	0.7%	1.0%	0.0%	0.2%	0.7%	1.8%	1.0%	2.5%	0.0%	0.0%	2.2%	0.0%
Toys "R" Us	0.9%	0.9%	0.9%	1.0%	0.8%	0.7%	2.1%	0.9%	0.3%	0.6%	0.0%	0.9%	0.5%	1.5%	0.2%
Garmin	0.5%	0.6%	0.5%	0.4%	0.8%	1.1%	0.6%	0.3%	0.7%	0.1%	0.0%	1.0%	1.0%	0.3%	0.0%
TJ Maxx	0.5%	0.0%	0.9%	0.4%	0.7%	0.0%	0.4%	0.7%	0.3%	0.8%	1.2%	0.7%	0.5%	0.4%	0.6%
Meijer	0.5%	0.3%	0.6%	0.5%	0.5%	0.0%	0.0%	0.2%	1.0%	1.3%	1.2%	0.0%	1.9%	0.2%	0.0%
Radio Shack	0.5%	0.7%	0.3%	0.8%	0.2%	0.9%	0.2%	0.8%	0.4%	0.3%	0.0%	0.5%	0.7%	0.4%	0.5%
Other	18.6%	24.5%	13.8%	16.6%	21.5%	19.2%	18.5%	18.9%	17.0%	20.0%	18.6%	21.7%	18.0%	16.6%	19.7%
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%

Did the commercial motivate you to shop that retailer?

Yes	16.8%	16.1%	17.5%	15.7%	18.5%	26.5%	24.2%	19.4%	12.3%	11.2%	8.4%	18.8%	12.6%	19.4%	15.5%
No	50.4%	52.7%	48.2%	50.1%	49.2%	33.3%	42.6%	47.9%	55.1%	56.6%	63.9%	49.9%	53.0%	46.7%	54.4%
No impact, I regularly shop there	32.8%	31.2%	34.3%	34.2%	32.3%	40.1%	33.1%	32.6%	32.6%	32.3%	27.7%	31.3%	34.4%	33.9%	30.1%
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%

In your opinion, which retailer has the best Online Holiday promotion? (If none, please leave blank)

Wal-Mart	20.2%	19.9%	20.5%	26.3%	14.3%	18.2%	15.7%	22.6%	24.6%	21.4%	23.5%	14.9%	22.5%	23.6%	16.4%
Amazon	17.7%	18.2%	17.2%	15.1%	21.4%	19.3%	25.0%	16.1%	14.7%	12.2%	8.1%	18.7%	15.0%	15.4%	22.8%
Best Buy	5.9%	7.4%	4.2%	6.2%	5.0%	8.4%	5.8%	6.9%	4.3%	4.6%	3.0%	3.1%	5.7%	7.6%	5.7%
Target	5.5%	3.2%	7.9%	5.4%	4.6%	4.4%	5.3%	4.7%	5.9%	5.6%	8.9%	3.4%	5.5%	4.7%	8.6%
Kohl's	3.9%	2.0%	5.9%	3.0%	4.9%	2.6%	2.5%	5.0%	5.0%	5.5%	4.4%	2.0%	8.7%	2.4%	3.1%
ebay	3.3%	4.5%	2.0%	5.9%	1.0%	5.4%	4.2%	2.3%	2.0%	3.3%	0.6%	2.7%	2.8%	3.3%	4.5%
Macy's	2.8%	2.9%	2.7%	1.7%	4.4%	2.2%	3.3%	1.8%	2.5%	1.7%	6.4%	2.3%	3.6%	2.9%	2.3%
JCPenney	2.5%	1.3%	3.7%	2.4%	2.4%	1.1%	1.2%	2.2%	3.7%	3.8%	5.7%	2.9%	2.7%	2.9%	1.2%
Overstock.com	2.3%	2.4%	2.3%	2.1%	2.6%	1.5%	1.3%	2.9%	4.3%	2.6%	2.1%	2.1%	2.2%	3.0%	1.9%
Sears	2.1%	2.7%	1.5%	2.3%	1.8%	0.4%	1.0%	2.6%	2.9%	2.9%	5.3%	2.4%	2.5%	2.6%	0.6%
Kmart	2.1%	1.0%	3.2%	2.8%	0.7%	1.8%	0.9%	1.3%	3.1%	4.1%	3.8%	1.5%	1.3%	2.6%	2.7%
Old Navy	1.8%	1.1%	2.4%	1.5%	1.8%	1.5%	2.5%	3.1%	0.5%	1.1%	0.0%	3.3%	0.5%	1.5%	2.2%
Toys "R" Us	1.4%	1.3%	1.6%	0.3%	2.8%	1.8%	2.9%	0.6%	0.8%	0.6%	0.0%	2.3%	0.1%	1.8%	1.4%
Victoria's Secret	0.8%	0.0%	1.5%	1.0%	0.6%	2.2%	0.6%	0.6%	0.3%	0.3%	0.0%	0.4%	0.8%	1.0%	0.6%
Other	27.9%	32.2%	23.3%	24.0%	31.8%	29.3%	27.7%	27.3%	25.5%	30.2%	28.2%	38.0%	26.0%	24.6%	26.0%
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%

Did the online promotion motivate you to shop that retailer?

Yes	22.1%	21.5%	22.7%	18.2%	28.9%	29.3%	35.2%	24.0%	18.7%	16.3%	9.4%	24.4%	18.2%	23.3%	22.5%
No	50.1%	52.3%	47.9%	52.5%	46.9%	35.1%	39.6%	47.7%	52.9%	57.1%	66.4%	48.8%	51.5%	48.5%	52.0%
No impact, I regularly shop there	27.8%	26.2%	29.4%	29.3%	24.3%	35.5%	25.3%	28.4%	28.5%	26.6%	24.2%	26.8%	30.3%	28.1%	25.5%
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 Dec-09
N = 9929, 12/1 - 12/9/09

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Regarding Holiday Advertising, which of the following media influences you to shop at a particular store? (Check all that apply)															
Direct Mail	21.3%	19.3%	23.1%	22.1%	24.8%	16.9%	22.8%	22.0%	22.1%	21.7%	20.9%	21.4%	21.5%	20.3%	22.4%
Email Advertising	16.1%	15.3%	16.9%	14.7%	20.7%	16.0%	21.3%	20.1%	16.5%	12.8%	8.6%	17.6%	15.8%	15.7%	15.9%
Coupons	44.6%	38.4%	50.5%	46.7%	51.9%	42.2%	47.3%	44.9%	45.5%	45.6%	41.5%	45.5%	47.5%	43.0%	43.5%
Magazines	11.3%	11.4%	11.2%	12.2%	13.0%	17.3%	14.0%	12.1%	8.8%	9.0%	7.6%	12.2%	10.1%	11.5%	11.3%
Newspaper	22.0%	21.7%	22.3%	22.2%	25.8%	13.4%	18.1%	17.9%	23.3%	26.3%	32.4%	21.1%	22.5%	22.0%	22.3%
Advertising Inserts	26.9%	24.6%	29.1%	26.4%	32.9%	13.7%	21.9%	25.4%	33.1%	33.7%	31.1%	25.9%	31.4%	25.2%	25.4%
Internet Advertising	11.1%	12.3%	10.0%	11.7%	13.6%	16.8%	16.0%	11.9%	10.5%	6.7%	5.0%	11.2%	11.2%	11.1%	11.0%
Yellow Pages	2.3%	3.3%	1.3%	2.7%	2.6%	4.3%	3.1%	2.1%	1.7%	1.2%	1.6%	2.1%	1.9%	2.5%	2.6%
Outdoor Billboards	3.9%	5.0%	2.9%	4.7%	4.1%	7.4%	6.3%	4.1%	2.9%	2.1%	1.3%	3.7%	3.5%	4.6%	3.5%
Radio	10.4%	12.6%	8.4%	11.0%	11.8%	14.1%	11.7%	12.0%	10.1%	8.2%	6.7%	10.1%	10.8%	10.4%	10.5%
Satellite Radio (XM, Sirius)	2.4%	3.8%	0.9%	1.7%	4.0%	2.1%	3.6%	3.7%	2.1%	1.2%	0.9%	3.3%	2.5%	1.9%	2.2%
Web Radio	1.2%	1.7%	0.7%	0.8%	2.1%	2.4%	2.4%	1.1%	0.8%	0.2%	0.2%	2.3%	0.8%	0.9%	1.2%
TV/Broadcast (e.g. ABC, CBS, NBC, FOX, etc.)	22.6%	23.7%	21.6%	25.8%	24.7%	25.8%	23.0%	24.4%	23.9%	21.4%	17.1%	20.1%	24.5%	23.0%	22.8%
Cable (e.g. CNN, Lifetime, USA, TNT, etc.)	12.1%	14.3%	10.0%	14.4%	12.9%	17.8%	14.2%	13.3%	10.9%	9.6%	7.6%	13.4%	11.7%	12.0%	11.7%
Word of Mouth	27.2%	25.0%	29.4%	29.0%	31.6%	28.9%	29.5%	27.7%	27.1%	26.4%	23.9%	26.2%	28.5%	26.6%	28.2%
Read article on product	9.4%	9.7%	9.2%	8.8%	11.8%	8.1%	8.3%	7.5%	9.6%	10.8%	12.5%	10.3%	9.3%	9.3%	9.2%
Instore promotion	17.8%	15.0%	20.4%	19.8%	19.4%	17.9%	18.3%	18.9%	18.7%	17.6%	15.0%	16.6%	19.2%	17.6%	17.3%
Video on Cell Phone	0.8%	1.1%	0.5%	0.8%	1.0%	2.4%	1.3%	0.7%	0.4%	0.1%	0.1%	1.3%	0.7%	0.6%	0.8%
Instant Messaging (Computer)	1.1%	1.3%	0.8%	1.5%	1.0%	3.2%	1.3%	1.0%	0.6%	0.3%	0.4%	1.4%	0.9%	0.9%	1.3%
Text Messaging (Cell Phone)	1.6%	2.0%	1.3%	2.0%	1.7%	4.9%	3.7%	0.9%	0.6%	0.2%	0.2%	1.8%	1.9%	1.4%	1.8%
Blogging	1.7%	1.7%	1.8%	1.4%	2.3%	3.5%	2.8%	2.2%	1.2%	0.4%	0.4%	2.1%	2.0%	1.6%	1.6%
Product Placement	3.6%	4.1%	3.2%	4.2%	4.0%	5.5%	4.8%	3.4%	3.3%	3.0%	2.1%	3.7%	4.1%	3.4%	3.4%

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

Source: BIGresearch, CIA December 2006-2009

	2006	2007	2008	2009
In your opinion, which retailer has the best Holiday TV commercial? (If none, please leave blank)				
Wal-Mart	11.6%	15.2%	21.1%	25.5%
Target	23.6%	21.1%	24.2%	16.0%
Best Buy	7.7%	5.9%	8.4%	7.4%
Gap	2.4%	N/A	N/A	6.9%
Macy's	4.0%	6.3%	8.0%	5.9%
Old Navy	2.7%	0.9%	1.2%	3.4%
Kmart	2.9%	2.8%	3.0%	2.7%
Sears	2.0%	3.0%	3.4%	2.1%
Hallmark	1.2%	1.0%	0.9%	1.9%
Kohls	2.5%	2.9%	3.4%	1.7%
JCPenney	3.9%	2.5%	2.4%	1.6%
Verizon	N/A	0.7%	0.6%	1.4%
Overstock.com	1.8%	0.4%	0.4%	1.2%
Publix	1.6%	1.9%	0.9%	0.9%
Toys "R" Us	1.1%	0.9%	1.0%	0.9%
Garmin	N/A	N/A	0.5%	0.5%
TJ Maxx	N/A	N/A	N/A	0.5%
Meijer	0.7%	1.5%	0.5%	0.5%
Radio Shack	0.6%	N/A	N/A	0.5%
Circuit City	0.6%	0.6%	0.9%	N/A
Kay Jewelers	1.4%	0.9%	0.7%	N/A
Budweiser	2.4%	2.7%	0.7%	N/A
Coca Cola	1.2%	2.4%	0.6%	N/A
Big Lots	3.1%	1.4%	0.6%	N/A
Lexus	0.6%	N/A	0.6%	N/A
Lowe's	0.5%	0.7%	0.4%	N/A
Staples	0.5%	1.0%	N/A	N/A
Zales	0.5%	0.6%	N/A	N/A
eBay	0.8%	N/A	N/A	N/A
Home Depot	0.7%	N/A	N/A	N/A
Other	17.6%	22.5%	15.8%	18.6%
Total	100.0%	100.0%	100.0%	100.0%

Did the commercial motivate you to shop that retailer?

Yes	16.9%	17.1%	17.5%	16.8%
No	48.4%	51.4%	43.5%	50.4%
No impact, I regularly shop there	34.8%	31.5%	39.0%	32.8%
Total	100.0%	100.0%	100.0%	100.0%

Source: BIGresearch, CIA December 2006-2009

	2006	2007	2008	2009
In your opinion, which retailer has the best Online Holiday promotion? (If none, please leave blank)				
Wal-Mart	N/A	N/A	N/A	20.2%
Amazon	N/A	N/A	N/A	17.7%
Best Buy	N/A	N/A	N/A	5.9%
Target	N/A	N/A	N/A	5.5%
Kohl's	N/A	N/A	N/A	3.9%
ebay	N/A	N/A	N/A	3.3%
Macy's	N/A	N/A	N/A	2.8%
JCPenney	N/A	N/A	N/A	2.5%
Overstock.com	N/A	N/A	N/A	2.3%
Sears	N/A	N/A	N/A	2.1%
Kmart	N/A	N/A	N/A	2.1%
Old Navy	N/A	N/A	N/A	1.8%
Toys "R" Us	N/A	N/A	N/A	1.4%
Victoria's Secret	N/A	N/A	N/A	0.8%
Other	N/A	N/A	N/A	27.9%
Total	N/A	N/A	N/A	100.0%

Did the online promotion motivate you to shop that retailer?

Yes	N/A	N/A	N/A	22.1%
No	N/A	N/A	N/A	50.1%
No impact, I regularly shop there	N/A	N/A	N/A	27.8%
Total	N/A	N/A	N/A	100.0%

Regarding Holiday Advertising, which of the following media influences you to shop at a particular store? (Check all that apply) (If none, please leave blank)

Direct Mail	19.4%	16.1%	18.5%	21.3%
Email Advertising	9.8%	9.8%	15.8%	16.1%
Coupons	38.7%	35.2%	44.6%	44.6%
Magazines	11.3%	8.5%	12.1%	11.3%
Newspaper	18.5%	15.6%	24.5%	22.0%
Advertising Inserts	34.9%	30.4%	30.1%	26.9%
Internet Advertising	8.8%	7.5%	12.3%	11.1%
Yellow Pages	1.9%	1.8%	1.0%	2.3%
Outdoor Billboards	4.0%	3.2%	3.1%	3.9%
Radio	12.1%	9.1%	9.7%	10.4%
Satellite Radio (XM-Sirius)	1.2%	2.2%	5.2%	2.4%
Web Radio	0.8%	0.8%	0.5%	1.2%

Source: BIGresearch, CIA December 2006-2009

	2006	2007	2008	2009
TV/Broadcast (e.g. ABC, CBS, NBC, FOX, etc.)	24.6%	21.3%	26.5%	22.6%
Cable (e.g. CNN, Lifetime, USA, TNT, etc.)	12.2%	10.3%	13.0%	12.1%
Word of Mouth	29.0%	22.7%	32.3%	27.2%
Read article on product	11.4%	9.4%	11.6%	9.4%
Instore promotion	17.7%	14.8%	20.5%	17.8%
Video on Cell Phone	0.5%	0.3%	0.3%	0.8%
Instant Messaging (Computer)	0.7%	0.7%	0.6%	1.1%
Text Messaging (Cell Phone)	N/A	0.5%	0.6%	1.6%
Blogging	0.7%	0.7%	1.1%	1.7%
Product Placement	4.1%	2.5%	4.0%	3.6%

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