

Source: BIGresearch, CIA Dec-09

N = 9929, 12/1 - 12/9/09

	Adults 18+	# persons	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%)	19.1%	41,820,371	21.4%	17.0%	21.8%	14.6%	16.7%	16.7%	19.5%	22.5%	18.8%	19.6%	17.1%	18.6%	19.3%	21.1%
1% to 10%	16.2%	35,478,006	14.2%	18.1%	15.9%	15.6%	16.4%	14.5%	17.5%	17.3%	15.6%	15.9%	16.7%	16.3%	16.1%	15.9%
11% to 25%	12.2%	26,606,262	13.4%	11.0%	11.6%	13.1%	13.4%	14.8%	12.7%	11.3%	10.3%	10.3%	12.8%	12.6%	12.4%	11.0%
26% to 50%	13.6%	29,790,711	15.3%	12.0%	12.2%	16.1%	16.5%	17.1%	14.3%	12.2%	12.1%	10.0%	15.3%	14.1%	12.5%	13.8%
51% to 75%	13.8%	30,170,318	13.6%	14.0%	12.5%	15.8%	14.4%	15.3%	14.1%	12.6%	13.7%	12.7%	14.1%	13.0%	13.8%	14.0%
76% to 99%	16.5%	36,082,274	13.5%	19.4%	15.9%	17.9%	16.0%	15.1%	15.6%	17.1%	18.3%	17.2%	15.5%	16.4%	17.7%	15.7%
100% - FINISHED	8.6%	18,773,198	8.7%	8.4%	10.1%	7.0%	6.7%	6.6%	6.4%	7.0%	11.2%	14.2%	8.4%	9.0%	8.4%	8.5%
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%
Average	46.7%		44.6%	48.7%	45.8%	49.5%	46.5%	46.7%	44.5%	44.1%	49.8%	50.0%	46.9%	46.9%	47.1%	45.8%

What types of gifts have you already bought this holiday season? (Check all that apply)

Clothing or clothing accessories	44.7%		39.4%	49.7%	41.6%	50.1%	52.9%	49.9%	44.6%	41.1%	42.0%	39.3%	49.2%	44.8%	45.4%	40.0%
Toys	34.6%		30.6%	38.3%	32.7%	38.9%	35.7%	47.1%	39.0%	27.6%	30.9%	26.6%	36.7%	35.4%	34.4%	32.4%
Books, CDs, DVDs, videos or video games	39.8%		37.6%	41.8%	38.1%	44.6%	48.0%	45.6%	42.5%	38.7%	34.3%	30.1%	41.7%	40.7%	38.4%	39.4%
Consumer electronics or computer-related accessories	21.8%		24.5%	19.2%	17.8%	27.4%	26.1%	25.2%	24.7%	22.3%	19.3%	13.1%	24.9%	19.2%	22.0%	21.9%
Sporting goods or leisure items	9.9%		11.3%	8.4%	7.9%	13.0%	17.1%	11.7%	9.4%	8.9%	7.9%	5.6%	11.4%	9.3%	9.9%	9.1%
Home decor or home-related furnishings	17.1%		14.5%	19.6%	15.6%	19.4%	17.7%	19.4%	16.7%	15.7%	18.0%	15.5%	19.9%	16.1%	17.6%	14.8%
Jewelry or precious metal accessories	14.6%		12.9%	16.3%	12.5%	17.7%	19.2%	16.2%	13.3%	13.6%	14.1%	12.5%	16.2%	12.5%	15.6%	14.2%
Gift cards / gift certificates	27.5%		29.2%	25.9%	25.2%	33.4%	28.3%	32.0%	28.6%	24.8%	24.5%	26.7%	30.2%	27.6%	26.6%	27.0%
Personal care or beauty items	17.0%		11.6%	22.1%	16.2%	19.0%	19.5%	20.3%	18.5%	16.5%	14.1%	12.9%	19.7%	15.1%	18.2%	14.8%
Food/Candy	19.3%		16.8%	21.7%	20.1%	20.3%	24.7%	21.7%	18.1%	17.8%	18.1%	16.9%	19.9%	16.8%	19.6%	21.6%
Flowers/Plants	3.8%		4.1%	3.6%	3.1%	4.8%	5.7%	4.0%	3.3%	3.6%	3.1%	3.8%	3.6%	2.7%	4.2%	4.8%
Other:	11.8%		10.9%	12.6%	13.9%	9.9%	8.3%	8.2%	7.4%	13.5%	15.6%	18.0%	10.2%	12.5%	12.1%	12.1%

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

When purchasing the gifts listed above, which payment method did you use MOST OFTEN? (Choose only one)

Cash	26.0%		26.7%	25.3%	32.1%	16.8%	34.8%	26.1%	27.4%	26.9%	22.9%	19.2%	24.6%	29.2%	25.8%	24.7%
Check	3.8%		3.1%	4.4%	4.3%	3.4%	1.2%	1.2%	1.9%	3.2%	5.5%	9.8%	3.1%	4.6%	4.2%	2.8%
Debit card/Check card	39.3%		37.4%	41.1%	41.6%	38.0%	45.7%	45.6%	44.6%	40.1%	34.2%	24.9%	35.2%	36.5%	42.4%	40.9%
Credit card	30.9%		32.8%	29.1%	22.0%	41.9%	18.2%	27.1%	26.1%	29.8%	37.4%	46.1%	37.2%	29.7%	27.5%	31.6%
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%

If you have used a credit card for making any holiday gift purchases, please check which one(s): (Check all that apply)

American Express	8.6%		11.1%	6.2%	4.4%	13.8%	5.8%	12.5%	6.9%	6.8%	8.8%	10.4%	12.7%	4.8%	7.9%	10.2%
Discover	9.5%		10.0%	8.9%	7.4%	12.2%	5.7%	8.4%	8.4%	8.5%	12.1%	13.4%	11.7%	10.2%	8.0%	8.5%
Mastercard	22.4%		24.7%	20.2%	19.5%	26.7%	18.4%	26.4%	24.3%	20.0%	22.0%	22.1%	28.2%	20.0%	21.5%	20.7%
Visa	36.9%		38.9%	34.9%	34.8%	41.9%	47.4%	42.4%	35.9%	30.8%	33.1%	34.2%	37.7%	34.2%	37.9%	38.1%
Store Credit Card	8.4%		6.6%	10.0%	7.6%	9.0%	6.3%	8.5%	9.6%	7.9%	8.4%	8.8%	9.7%	8.0%	8.9%	6.9%

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

Where do you plan to do the remainder of your Holiday shopping? (Check all that apply)

Discount store	42.0%		38.8%	45.0%	43.8%	41.7%	36.1%	40.9%	46.6%	46.4%	44.5%	35.3%	38.2%	43.6%	44.1%	40.5%
Department store	42.0%		44.5%	39.7%	38.5%	47.0%	49.2%	50.8%	43.1%	40.4%	35.5%	33.4%	47.1%	43.3%	41.5%	37.4%
Clothing or Accessories store	20.6%		21.4%	19.9%	18.3%	24.4%	33.7%	30.7%	20.5%	16.1%	13.1%	11.5%	25.2%	17.9%	21.2%	18.5%
Electronics store	22.0%		30.6%	13.7%	18.5%	27.6%	34.8%	31.0%	24.4%	18.0%	14.2%	10.7%	23.3%	21.3%	22.1%	21.0%
Other Specialty store	11.4%		12.4%	10.5%	9.4%	14.0%	11.6%	15.4%	11.6%	9.6%	10.9%	9.2%	12.9%	10.1%	10.8%	12.0%
Crafts or fabrics store	5.7%		4.3%	7.0%	5.5%	6.0%	6.6%	7.4%	6.3%	4.9%	4.6%	4.1%	7.1%	4.6%	5.2%	6.1%
Drug store	7.8%		6.8%	8.8%	7.1%	8.5%	5.9%	8.1%	8.6%	8.3%	7.3%	7.9%	9.8%	6.2%	8.0%	7.5%
Grocery store/supermarket	11.5%		11.2%	11.7%	13.0%	10.6%	11.0%	11.5%	11.4%	12.5%	10.8%	11.3%	12.1%	11.4%	11.4%	10.9%
Online	38.0%		40.5%	35.7%	32.7%	46.0%	44.3%	48.7%	39.5%	38.3%	32.3%	24.8%	42.7%	34.1%	36.8%	40.5%
Catalog	6.7%		7.0%	6.4%	6.1%	7.9%	5.7%	8.0%	5.5%	6.7%	6.5%	7.7%	8.7%	5.3%	7.1%	6.1%
Thrift Stores/Resale Shops	6.9%		6.2%	7.5%	8.6%	4.8%	9.1%	8.4%	6.8%	6.9%	5.2%	5.1%	6.0%	7.0%	7.1%	7.6%

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

	Adults 18+	# persons	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Outlet stores	13.6%		14.0%	13.2%	13.5%	14.0%	16.5%	16.5%	14.1%	12.8%	11.8%	10.1%	17.0%	10.5%	14.7%	12.7%
Other	8.8%		8.0%	9.5%	9.4%	8.1%	8.2%	7.4%	7.5%	9.1%	8.8%	11.9%	9.1%	8.3%	8.2%	10.0%
I have completed my Holiday shopping	8.7%		8.5%	8.9%	10.3%	7.0%	6.4%	5.1%	6.6%	7.1%	12.0%	15.7%	8.6%	8.7%	8.8%	8.6%

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

On which day do you think you will buy your last holiday gift?

Earlier than Saturday, December 19th	35.0%		32.9%	37.0%	34.7%	35.0%	30.8%	30.2%	31.5%	33.2%	39.5%	45.5%	35.7%	36.4%	33.6%	35.2%
Saturday, December 19th	8.9%		8.7%	9.0%	9.6%	8.1%	8.8%	7.4%	10.5%	9.7%	8.8%	7.6%	8.0%	8.6%	9.8%	8.3%
Sunday, December 20th	10.2%		10.2%	10.2%	9.7%	11.1%	12.8%	11.9%	11.4%	10.1%	8.4%	6.7%	10.3%	11.8%	9.5%	9.1%
Monday, December 21st	6.7%		6.1%	7.2%	6.5%	7.1%	7.4%	5.3%	5.1%	6.2%	8.0%	8.8%	6.8%	5.9%	7.2%	6.8%
Tuesday, December 22nd	8.0%		8.5%	7.5%	7.5%	8.4%	10.0%	11.0%	7.7%	6.9%	6.8%	5.9%	9.0%	7.2%	7.7%	8.3%
Wednesday, December 23rd	13.4%		13.9%	12.9%	13.0%	13.8%	13.1%	14.9%	14.5%	14.2%	11.9%	11.0%	12.6%	14.7%	13.0%	13.1%
Thursday, December 24th	11.9%		13.4%	10.4%	12.2%	11.8%	10.0%	13.5%	13.5%	14.4%	10.4%	8.1%	12.4%	10.2%	12.8%	12.0%
Friday, December 25th	0.8%		1.2%	0.4%	0.8%	1.0%	1.3%	1.0%	0.9%	0.5%	0.8%	0.5%	1.0%	0.7%	0.8%	0.9%
After Friday, December 25th	5.2%		5.1%	5.4%	6.0%	3.7%	5.8%	4.9%	4.7%	4.9%	5.3%	6.0%	4.3%	4.5%	5.7%	6.3%
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%

Source: BIGresearch, CIA December 2005-2009

	2005	2006	2007	2008	2009
About what percent of your total holiday shopping have you completed thus far? (Check only one)					
Not started yet (0%)	15.1%	15.4%	16.5%	19.0%	19.1%
1% to 10%	14.6%	14.8%	13.6%	16.5%	16.2%
11% to 25%	10.1%	10.5%	11.3%	12.3%	12.2%
26% to 50%	11.8%	13.0%	12.9%	12.6%	13.6%
51% to 75%	13.8%	14.9%	14.4%	13.8%	13.8%
76% to 99%	22.2%	20.7%	19.7%	17.9%	16.5%
100% - FINISHED	12.4%	10.8%	11.7%	8.0%	8.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Average	54.6%	53.1%	52.6%	47.1%	46.7%

What types of gifts have you already bought this holiday season? (Check all that apply)

Clothing or clothing accessories	44.4%	47.0%	44.4%	44.8%	44.7%
Toys	37.1%	37.6%	35.4%	33.1%	34.6%
Books, CDs, DVDs, videos or video games	46.1%	44.7%	41.9%	40.8%	39.8%
Consumer electronics or computer-related accessories	23.5%	24.7%	24.2%	24.5%	21.8%
Sporting goods or leisure items	10.7%	11.4%	11.8%	10.3%	9.9%
Home decor or home-related furnishings	20.9%	20.4%	18.7%	16.0%	17.1%
Jewelry or precious metal accessories	19.0%	18.4%	17.1%	13.8%	14.6%
Gift cards / gift certificates	27.3%	29.5%	30.2%	24.3%	27.5%
Personal care or beauty items	19.7%	20.1%	17.9%	14.3%	17.0%
Food/Candy	N/A	N/A	N/A	N/A	19.3%
Flowers/Plants	N/A	N/A	N/A	N/A	3.8%
Other:	14.0%	13.5%	12.1%	13.0%	11.8%

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

When purchasing the gifts listed above, which payment method did you use MOST OFTEN?**(Choose only one)**

Cash	29.0%	24.8%	22.7%	23.3%	26.0%
Check	8.2%	5.7%	5.3%	4.1%	3.8%
Debit card/Check card	32.9%	35.7%	36.5%	38.8%	39.3%
Credit card	29.9%	33.9%	35.5%	33.8%	30.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

If you have used a credit card for making any holiday gift purchases, please check which one(s)**you have used: (Check all that apply)**

American Express	5.3%	7.2%	8.4%	9.4%	8.6%
Discover	8.0%	9.1%	9.8%	8.7%	9.5%

Source: BIGresearch, CIA December 2005-2009

	2005	2006	2007	2008	2009
Mastercard	23.8%	25.6%	24.7%	23.5%	22.4%
Visa	34.9%	37.1%	36.7%	37.6%	36.9%
Store Credit Card	9.0%	10.0%	9.6%	8.6%	8.4%

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

Where do you plan to do the remainder of your Holiday shopping? (Check all that apply)

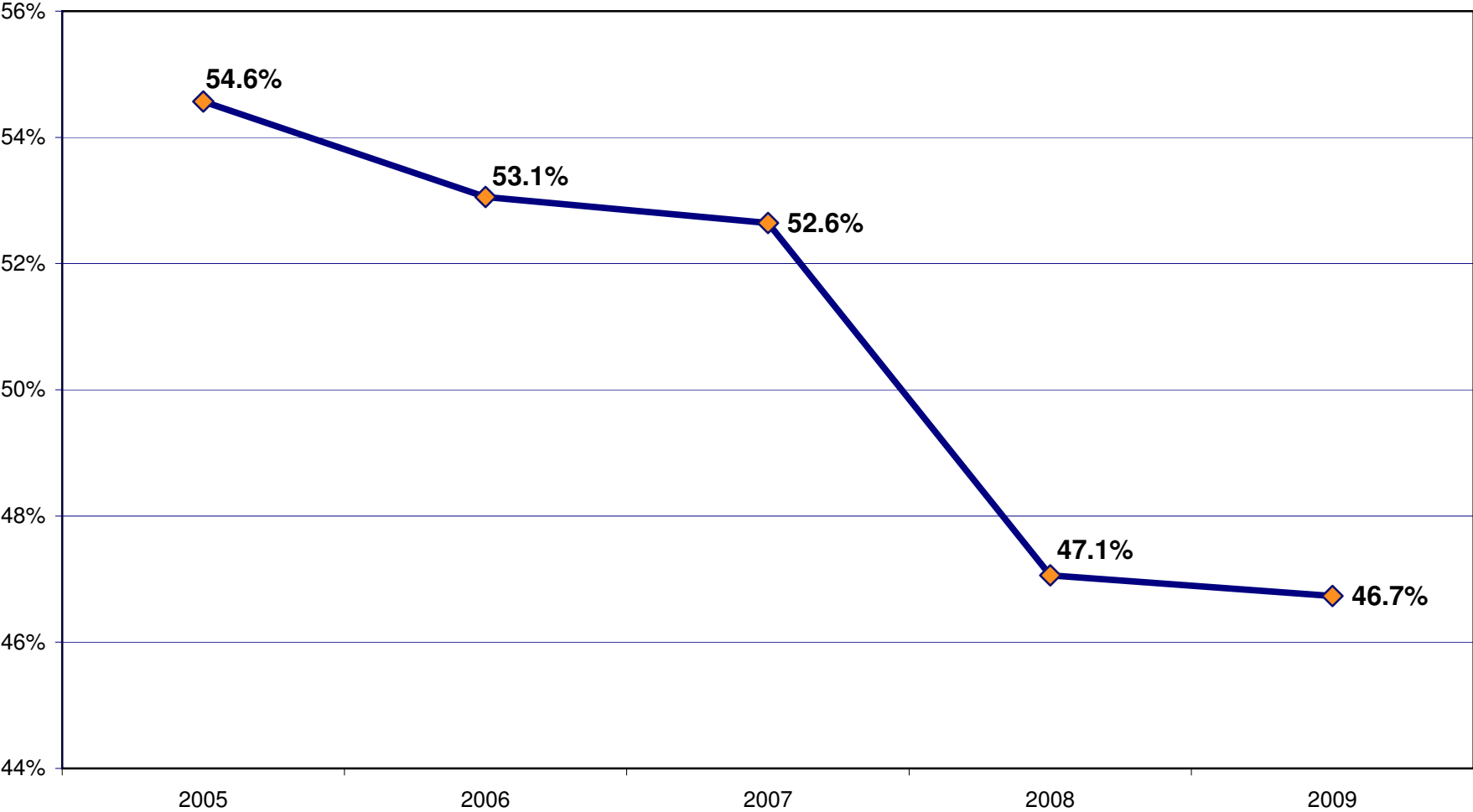
Discount store	42.1%	39.0%	38.9%	43.0%	42.0%
Department store	41.2%	47.6%	42.4%	42.5%	42.0%
Clothing or Accessories store	N/A	N/A	N/A	N/A	20.6%
Electronics store	N/A	N/A	N/A	N/A	22.0%
Other Specialty store	N/A	N/A	N/A	N/A	11.4%
Specialty store, such as a clothing, toy or electronics store	30.8%	33.3%	29.9%	31.8%	N/A
Crafts or fabrics store	5.1%	5.6%	5.5%	4.8%	5.7%
Drug store	6.2%	6.0%	6.1%	6.0%	7.8%
Grocery store/supermarket	8.5%	7.9%	8.7%	8.4%	11.5%
Online	30.2%	33.9%	34.9%	40.2%	38.0%
Catalog	6.1%	8.0%	7.4%	7.2%	6.7%
Thrift Stores/Resale Shops	N/A	N/A	N/A	N/A	6.9%
Outlet stores	N/A	N/A	N/A	N/A	13.6%
Other	8.0%	8.3%	7.2%	7.7%	8.8%
I have completed my Holiday shopping	11.8%	10.1%	10.8%	7.7%	8.7%

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

On which day do you think you will buy your last holiday gift?

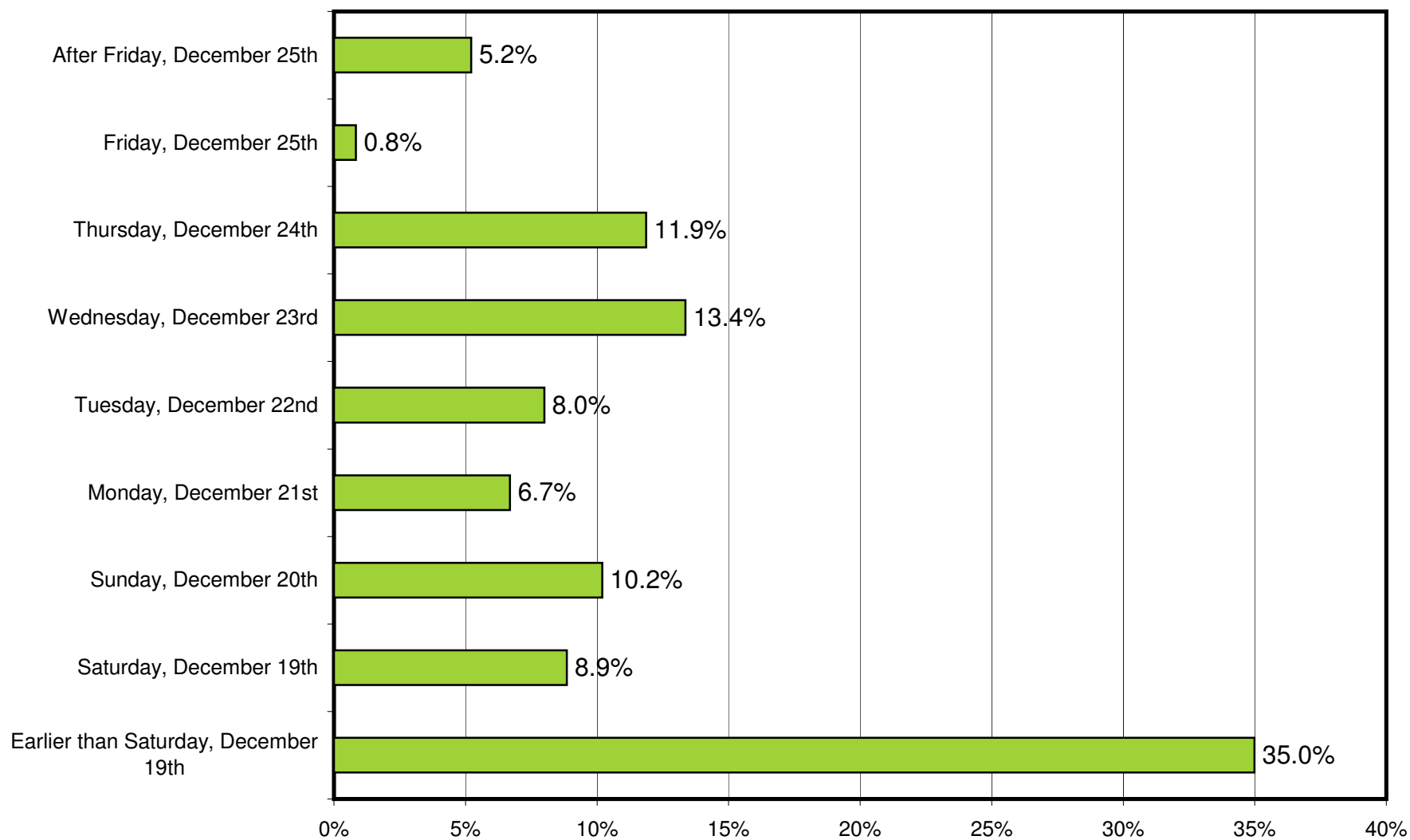
Earlier than Saturday December 19th	N/A	N/A	N/A	N/A	35.0%
Saturday December 19th	N/A	N/A	N/A	N/A	8.9%
Sunday December 20th	N/A	N/A	N/A	N/A	10.2%
Monday December 21st	N/A	N/A	N/A	N/A	6.7%
Tuesday December 22nd	N/A	N/A	N/A	N/A	8.0%
Wednesday December 23rd	N/A	N/A	N/A	N/A	13.4%
Thursday December 24th	N/A	N/A	N/A	N/A	11.9%
Friday December 25th	N/A	N/A	N/A	N/A	0.8%
After Friday December 25th	N/A	N/A	N/A	N/A	5.2%
Total	N/A	N/A	N/A	N/A	100.0%

Percentage of Shopping the Average Person Had Completed by the Second Week in December



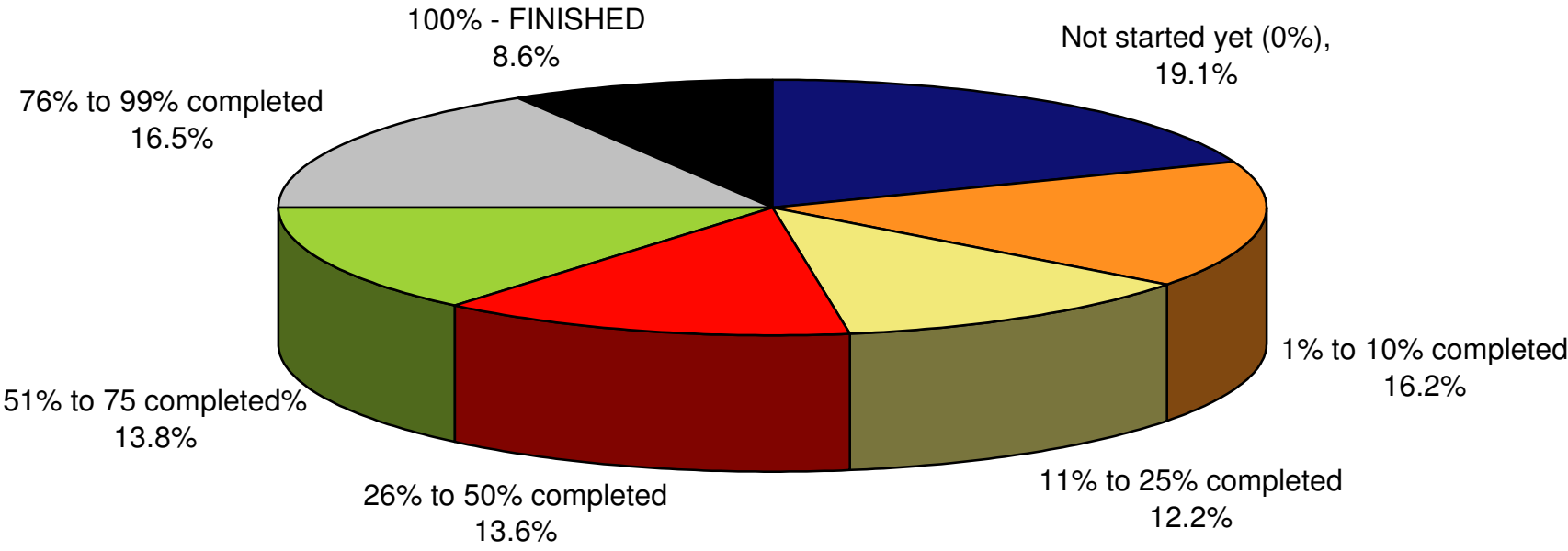
Conducted for NRF by BIGresearch, Dec. 1 - 9, 2009. 9929 respondents.

Which Day People Plan to Purchase Last Holiday Gift



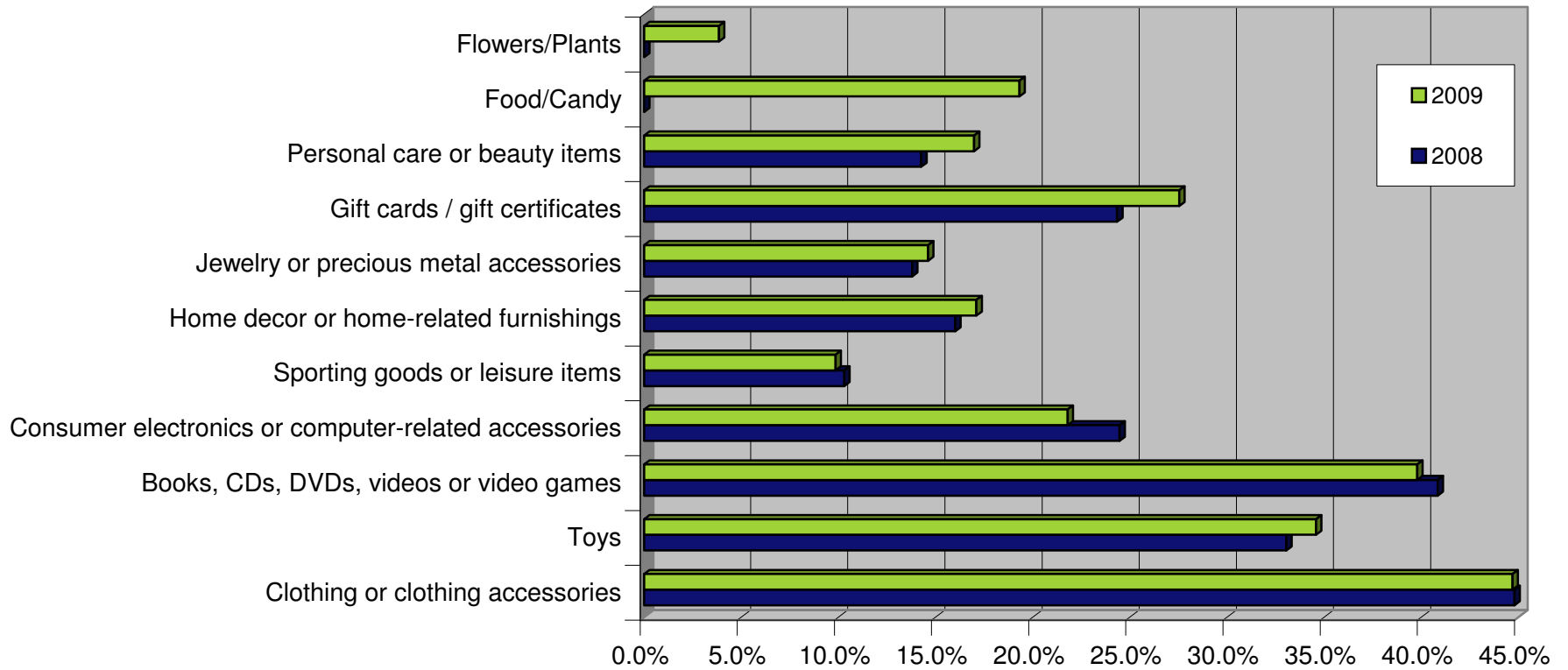
Conducted for NRF by BIGresearch, Dec. 1 - 9, 2009. 9929 respondents.

Percentage of Shopping People Have Completed



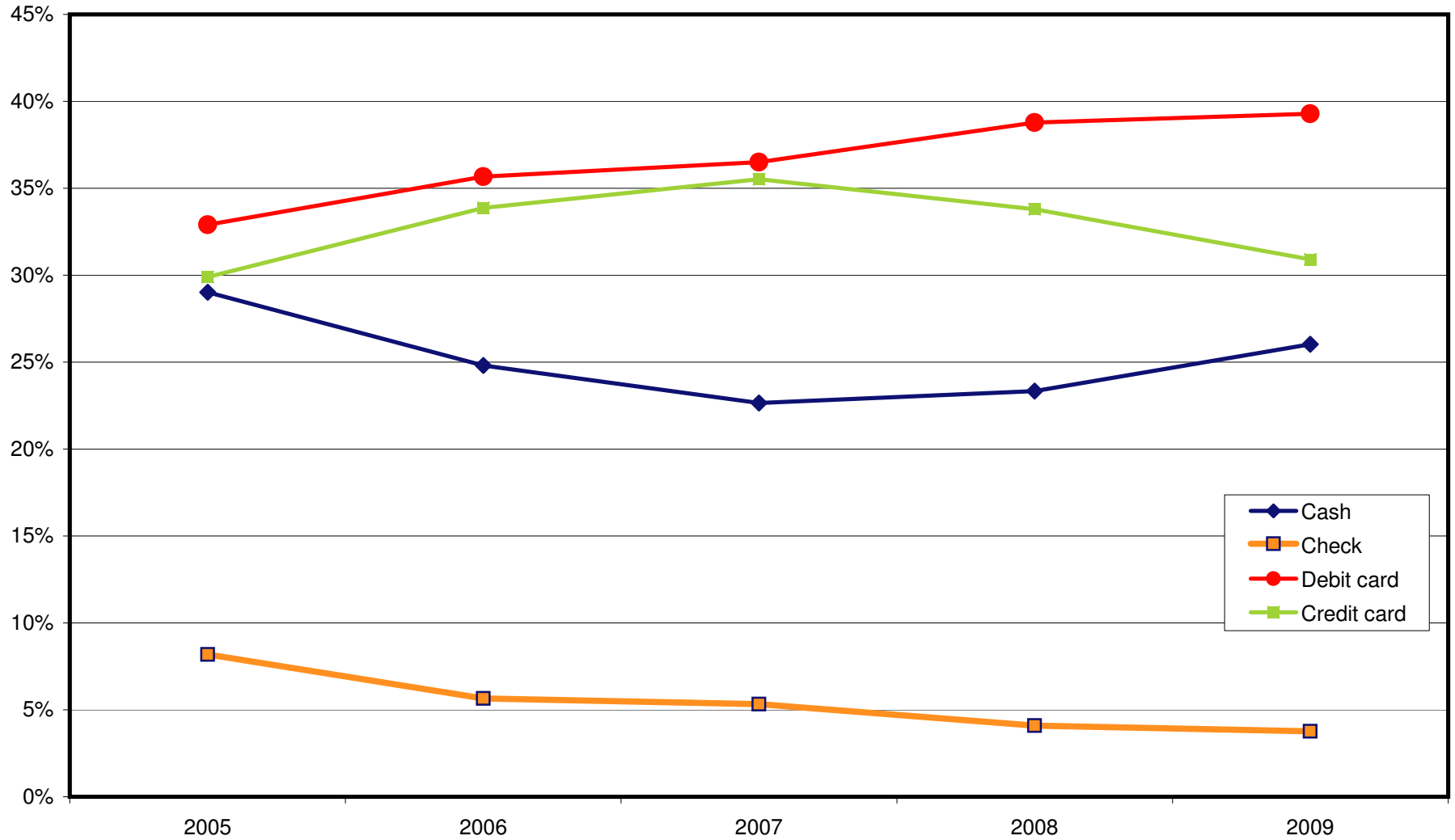
Conducted for NRF by BIGresearch, Dec. 1 - 9, 2009. 9929 respondents.

Types of Gifts People Have Already Purchased



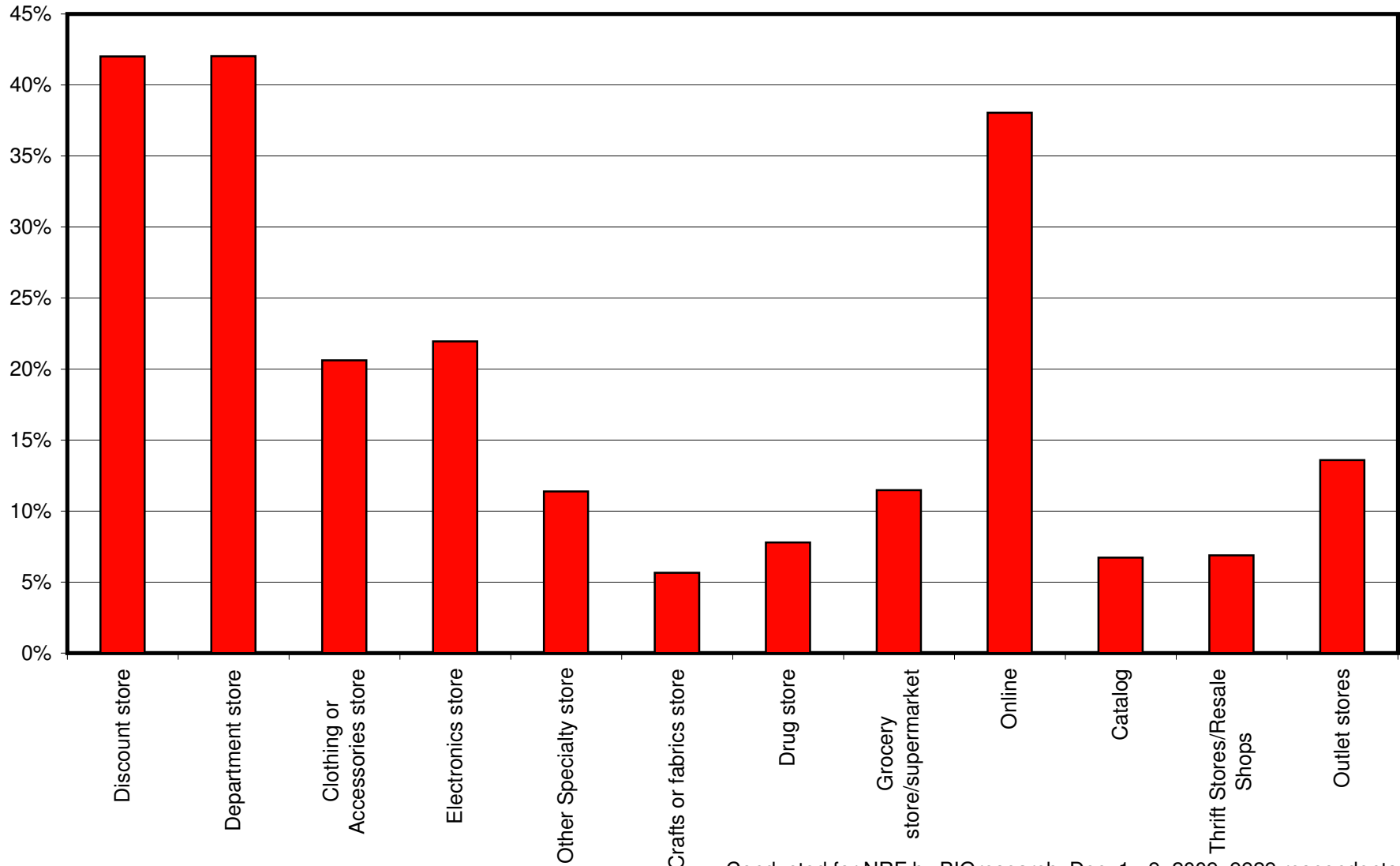
Conducted for NRF by BIGresearch, Dec. 1 - 9, 2009. 9929 respondents.

Most Popular Holiday Payment Methods



Conducted for NRF by BIGresearch, Dec. 1 - 9, 2009. 9929 respondents.

Where People Will Do the Remainder of Holiday Shopping



Conducted for NRF by BIGresearch, Dec. 1 - 9, 2009. 9929 respondents.