

**Source: BIGresearch®, Consumer Intentions & Actions® Survey, DEC-11****N = 8402, 11/30 - 12/7/11**

	Adults 18+	# persons	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Regarding the upcoming holiday shopping season (Christmas, Chanukah/Hanukkah, or Kwanzaa), do you intend on spending more, the same or less than you did last year?</b>																
More	20.6%	48,211,818	23.2%	18.1%	19.1%	23.6%	39.5%	32.4%	23.3%	12.6%	12.0%	7.2%	21.8%	19.6%	21.0%	19.9%
Same	44.9%	105,406,511	46.1%	43.8%	41.0%	47.4%	35.8%	42.6%	42.7%	45.4%	47.5%	54.0%	44.9%	47.3%	44.4%	43.2%
Less	29.3%	68,650,471	24.3%	34.0%	33.1%	26.1%	19.3%	21.5%	29.5%	36.7%	33.3%	32.9%	28.5%	28.0%	29.6%	30.9%
Don't holiday shop	5.2%		6.4%	4.2%	6.8%	3.0%	5.3%	3.6%	4.5%	5.3%	7.2%	5.9%	4.8%	5.0%	5.0%	6.0%
Total	100.0%	222,268,800	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%

**Planning to Spend More, Same, or Less for the Winter Holidays:****About what percent of your total holiday shopping have you completed thus far? (Check only one)**

Not started yet (0%)	16.5%	36,691,788	18.0%	15.1%	19.5%	12.4%	16.8%	10.9%	15.4%	18.9%	17.6%	19.7%	14.7%	15.9%	16.5%	18.6%
1% to 10%	16.7%	37,064,585	15.4%	17.9%	18.2%	15.1%	17.6%	14.1%	15.9%	18.7%	16.7%	17.2%	17.4%	15.7%	16.6%	17.0%
11% to 25%	13.6%	30,126,048	14.8%	12.3%	12.1%	15.2%	15.9%	16.3%	14.2%	13.4%	11.0%	10.6%	12.4%	13.2%	13.9%	14.4%
26% to 50%	15.9%	35,405,630	16.4%	15.5%	15.1%	16.3%	19.5%	18.1%	18.0%	14.0%	14.8%	11.9%	17.3%	16.2%	15.9%	14.9%
51% to 75%	15.0%	33,303,527	15.8%	14.2%	12.9%	17.5%	16.1%	19.0%	17.4%	13.6%	12.9%	10.7%	16.3%	15.3%	15.0%	13.2%
76% to 99%	14.8%	32,824,632	11.6%	17.8%	13.9%	16.7%	9.7%	17.5%	13.9%	13.5%	17.1%	16.0%	14.1%	15.6%	15.1%	14.0%
100% - FINISHED	7.6%	16,852,589	7.9%	7.3%	8.3%	6.8%	4.4%	4.1%	5.0%	7.9%	10.0%	14.0%	7.8%	8.1%	7.0%	7.9%
Total	100.0%	222,268,800	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>	46.5%		44.7%	48.1%	44.1%	49.9%	41.6%	50.2%	46.1%	43.6%	48.4%	48.2%	47.4%	48.0%	46.3%	44.4%

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

Clothing or clothing accessories	44.2%		37.8%	50.3%	41.1%	51.9%	49.0%	48.9%	47.8%	42.3%	42.5%	35.5%	46.0%	44.6%	44.6%	42.4%
Toys	36.3%		31.9%	40.5%	35.1%	41.8%	34.1%	50.6%	44.4%	29.3%	30.2%	27.9%	36.6%	37.0%	37.8%	33.6%
Books, CDs, DVDs, videos or video games	38.7%		36.8%	40.5%	37.0%	44.3%	44.9%	46.1%	42.1%	35.7%	35.0%	29.3%	39.2%	40.6%	38.2%	37.1%
Consumer electronics or computer-related accessories	23.8%		27.1%	20.6%	19.7%	30.9%	27.7%	29.5%	29.2%	24.1%	19.5%	12.3%	24.4%	23.1%	24.6%	22.9%
Sporting goods or leisure items	11.0%		13.3%	8.8%	8.4%	15.1%	16.2%	16.9%	13.0%	8.7%	6.7%	5.2%	12.8%	10.1%	10.6%	11.1%
Home décor or home-related furnishings	16.3%		13.0%	19.4%	15.7%	18.3%	17.0%	20.7%	15.3%	15.5%	15.5%	13.7%	17.3%	16.7%	16.3%	14.7%
Jewelry or precious metal accessories	15.9%		14.8%	17.0%	15.0%	19.1%	19.4%	21.1%	16.7%	13.8%	13.5%	11.6%	17.7%	14.1%	17.3%	14.6%
Gift cards/gift certificates	31.4%		31.1%	31.7%	30.1%	36.5%	30.9%	34.5%	29.9%	31.2%	30.9%	30.6%	35.0%	33.1%	29.5%	29.4%
Personal care or beauty items	17.1%		10.5%	23.5%	16.5%	19.6%	20.8%	20.1%	17.8%	16.9%	15.1%	12.4%	18.2%	16.2%	17.4%	16.7%
Food/Candy	19.4%		16.5%	22.2%	19.1%	21.8%	20.8%	20.6%	18.9%	20.0%	20.7%	15.9%	19.4%	18.8%	18.2%	21.8%
Flowers/Plants	3.7%		4.2%	3.3%	3.1%	4.9%	3.4%	5.8%	3.8%	3.2%	3.1%	2.9%	4.6%	2.5%	4.0%	3.8%
Other:	10.4%		9.6%	11.1%	12.9%	8.4%	6.8%	4.8%	7.9%	11.4%	12.8%	18.1%	8.3%	11.0%	10.7%	10.8%

\*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	24.8%		26.1%	23.5%	30.5%	17.4%	33.5%	26.3%	24.8%	26.0%	21.8%	17.6%	25.1%	25.6%	23.8%	25.0%
Check	3.1%		3.0%	3.2%	3.4%	3.0%	1.2%	1.8%	2.1%	2.2%	4.0%	7.1%	2.0%	4.2%	2.7%	3.4%
Debit card/Check card	40.4%		39.2%	41.5%	44.4%	36.7%	49.3%	45.5%	44.2%	44.5%	30.8%	27.9%	35.4%	38.0%	44.5%	41.0%
Credit card	31.7%		31.7%	31.8%	21.7%	43.0%	16.1%	26.4%	28.8%	27.3%	43.4%	47.4%	37.5%	32.2%	29.0%	30.5%
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%

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

Discount store	35.9%		32.2%	39.5%	39.1%	35.5%	33.6%	31.9%	38.3%	41.1%	39.8%	30.3%	31.3%	35.6%	38.3%	36.8%
Department store	44.0%		43.9%	44.1%	41.9%	50.2%	50.5%	47.9%	48.2%	44.4%	38.4%	34.8%	45.4%	43.6%	44.7%	42.0%
Clothing or Accessories store	21.4%		20.5%	22.3%	19.6%	25.7%	35.7%	29.5%	24.2%	17.3%	13.6%	10.7%	21.4%	18.9%	22.8%	22.3%
Electronics store	23.0%		30.4%	16.0%	19.9%	28.9%	36.8%	28.3%	27.3%	20.2%	15.3%	12.2%	23.1%	20.0%	24.4%	24.1%
Other Specialty store	10.7%		10.9%	10.5%	9.0%	13.3%	11.0%	12.2%	11.5%	11.8%	9.8%	7.4%	11.0%	9.4%	10.7%	11.8%
Crafts or fabrics store	6.2%		5.1%	7.4%	6.2%	6.9%	7.9%	8.7%	6.1%	5.2%	5.2%	4.7%	7.4%	5.4%	5.3%	7.7%
Drug store	8.0%		7.0%	9.0%	8.5%	8.7%	7.1%	8.2%	8.8%	9.2%	8.2%	6.3%	10.0%	6.8%	7.2%	8.8%
Grocery store/supermarket	12.5%		11.9%	13.0%	13.6%	12.8%	13.0%	12.8%	11.4%	12.2%	12.9%	12.7%	12.7%	11.7%	11.7%	14.0%
Online	45.5%		46.2%	44.8%	41.7%	54.4%	53.9%	54.9%	50.2%	44.6%	39.1%	30.8%	47.6%	43.2%	44.8%	47.6%
Catalog	6.4%		6.3%	6.5%	5.9%	7.8%	7.5%	6.9%	6.5%	5.5%	6.8%	5.6%	6.8%	5.6%	6.7%	6.4%
Thrift Stores/Resale Shops	6.1%		5.5%	6.8%	7.8%	4.8%	8.9%	7.0%	6.2%	6.0%	5.3%	3.9%	5.6%	5.9%	6.2%	6.7%
Outlet stores	12.5%		12.4%	12.5%	12.2%	14.2%	17.4%	14.1%	14.3%	11.3%	9.4%	8.9%	13.7%	9.8%	13.0%	13.5%
Other	7.5%		6.9%	8.1%	8.1%	7.5%	4.7%	6.0%	5.5%	6.9%	9.2%	12.5%	5.6%	8.7%	7.3%	8.1%
I have completed my Holiday shopping	7.3%		7.5%	7.1%	8.5%	6.8%	2.9%	3.5%	4.1%	7.7%	9.5%	15.6%	7.2%	8.1%	6.6%	7.3%

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	<b>Adults 18+</b>	<b># persons</b>	<b>Men</b>	<b>Women</b>	<b>&lt;\$50K</b>	<b>\$50K+</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>NE</b>	<b>MW</b>	<b>South</b>	<b>West</b>
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.																
<b>Do you own either of the following devices?</b>																
Smartphone (e.g. iPhone, Droid, BlackBerry etc.)	41.5%		47.4%	35.9%	33.4%	49.9%	59.5%	63.1%	53.4%	36.5%	23.5%	14.0%	43.1%	35.2%	43.8%	43.7%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	13.1%		15.5%	10.8%	7.9%	18.9%	16.1%	19.5%	17.6%	10.4%	9.5%	5.6%	14.6%	11.8%	12.6%	13.8%
I do not own either of these types of devices	54.3%		48.6%	59.7%	63.7%	45.1%	36.6%	32.7%	41.7%	59.3%	71.5%	83.1%	52.7%	60.2%	52.3%	52.3%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.																
<b>Own a Smartphone: How will you use your Smartphone to make holiday purchase decisions? (Check all that apply)</b>																
Plan to Research Products/Compare Prices	31.2%		34.7%	27.8%	29.0%	33.8%	49.2%	45.3%	35.5%	26.9%	21.2%	11.4%	32.4%	30.4%	32.7%	30.5%
Plan to Purchase Products	14.7%		17.1%	12.4%	14.8%	15.9%	24.8%	24.6%	17.2%	12.3%	6.9%	3.2%	16.7%	13.8%	14.5%	14.9%
Plan to Redeem Coupons	16.5%		14.6%	18.3%	16.0%	17.8%	25.0%	25.2%	20.7%	14.3%	8.6%	5.8%	16.6%	13.5%	18.1%	17.3%
Plan to look up Retailer Information (location, store hours, directions, etc.)	26.2%		26.0%	26.4%	27.6%	28.1%	35.1%	36.0%	28.6%	21.7%	22.3%	15.3%	27.1%	23.2%	28.2%	26.5%
Plan to use Apps to Research or Purchase Products	14.2%		16.7%	11.9%	15.8%	14.8%	20.0%	17.9%	16.8%	13.9%	12.2%	5.5%	13.8%	14.3%	15.4%	13.3%
Do not plan to Research or Make a Purchase with my Smartphone	46.5%		41.9%	50.8%	50.4%	46.6%	21.0%	25.5%	40.8%	53.4%	59.7%	74.6%	43.6%	51.3%	44.8%	44.9%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.																
<b>Own a Tablet: How will you use your Tablet to make holiday purchase decisions? (Check all that apply)</b>																
Plan to Research Products/Compare Prices	42.4%		47.4%	37.7%	40.6%	44.8%	50.4%	50.9%	51.1%	38.4%	38.0%	26.6%	43.7%	38.6%	43.8%	42.6%
Plan to Purchase Products	31.4%		35.3%	27.6%	29.4%	34.4%	39.5%	40.9%	40.1%	25.9%	22.1%	20.4%	33.0%	28.4%	34.0%	30.8%
Plan to Redeem Coupons	18.3%		21.0%	15.8%	17.4%	20.1%	28.4%	30.0%	24.7%	13.7%	7.6%	6.2%	21.4%	16.6%	18.8%	17.0%
Plan to look up Retailer Information (location, store hours, directions, etc.)	30.5%		31.5%	29.6%	32.3%	30.7%	38.8%	33.1%	33.3%	32.9%	25.9%	20.0%	32.8%	28.1%	32.4%	27.4%
Plan to use Apps to Research or Purchase Products	19.1%		23.2%	15.1%	22.6%	19.7%	18.8%	20.6%	22.0%	21.4%	18.2%	12.8%	20.0%	17.5%	21.4%	16.9%
Do not plan to Research or Make a Purchase with my Tablet	31.9%		26.4%	37.1%	34.4%	32.6%	17.4%	18.3%	22.6%	32.2%	38.8%	60.6%	29.4%	37.2%	30.9%	29.5%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.																
<b>On which day do you think you will buy your last holiday gift?</b>																
Earlier than Sunday December 18th	32.0%		28.8%	35.1%	33.2%	31.1%	25.0%	29.2%	27.6%	31.3%	36.6%	41.9%	31.7%	33.3%	31.9%	31.4%
Sunday December 18th	6.4%		6.7%	6.0%	5.6%	7.4%	6.0%	7.9%	7.5%	6.3%	5.9%	4.2%	6.3%	6.9%	6.0%	6.3%
Monday December 19th	5.6%		5.3%	6.0%	5.8%	5.6%	7.2%	5.6%	4.4%	4.3%	5.4%	7.5%	5.2%	5.9%	5.6%	5.9%
Tuesday December 20th	8.8%		8.7%	8.9%	8.1%	9.3%	11.9%	9.0%	8.1%	7.6%	7.4%	9.6%	8.8%	8.5%	8.8%	9.1%
Wednesday December 21st	7.8%		7.5%	8.1%	7.7%	7.6%	9.0%	7.4%	7.4%	7.5%	7.3%	8.5%	8.3%	6.5%	8.2%	8.1%
Thursday December 22nd	7.5%		7.6%	7.3%	7.3%	7.8%	8.1%	8.4%	8.3%	6.3%	7.6%	6.1%	8.1%	7.0%	7.9%	6.8%
Friday December 23rd	16.1%		16.9%	15.3%	15.6%	16.2%	17.5%	17.3%	18.1%	18.2%	14.6%	10.6%	15.5%	17.9%	15.3%	15.9%
Saturday December 24th	10.9%		12.9%	9.0%	10.8%	11.2%	8.9%	10.2%	13.0%	13.9%	11.4%	6.9%	10.6%	9.6%	11.7%	11.0%
Sunday December 25th	0.5%		0.9%	0.2%	0.5%	0.5%	0.8%	1.0%	0.5%	0.2%	0.5%	0.1%	0.8%	0.1%	0.6%	0.6%
After Sunday December 25th	4.5%		4.8%	4.1%	5.4%	3.2%	5.6%	3.9%	5.0%	4.5%	3.4%	4.6%	5.0%	4.3%	4.1%	4.8%
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>Which of the following activities do you plan to do on Christmas Day? (Check all that apply)</b>																
Browse the web	25.8%		31.7%	20.2%	26.7%	27.6%	37.5%	33.3%	28.5%	24.9%	19.1%	13.0%	24.6%	24.2%	26.8%	27.1%
Cook holiday meal	48.8%		42.4%	55.0%	49.5%	53.6%	51.7%	50.6%	50.5%	51.0%	48.5%	41.0%	43.9%	48.6%	52.0%	48.3%
Go to church	24.7%		23.3%	26.0%	24.3%	27.4%	22.8%	20.0%	23.5%	24.1%	28.8%	29.4%	21.5%	27.3%	26.8%	21.8%
Go to a movie	8.5%		9.7%	7.4%	7.9%	10.3%	11.2%	13.6%	10.2%	8.1%	4.9%	3.0%	8.1%	6.1%	9.2%	10.5%
Go to a restaurant	6.8%		8.4%	5.4%	6.5%	8.3%	10.2%	9.1%	7.3%	4.7%	4.5%	5.9%	6.5%	5.5%	6.6%	8.8%
Open gifts	60.2%		55.7%	64.4%	59.9%	66.0%	66.3%	65.2%	61.9%	58.8%	57.5%	52.4%	60.3%	62.4%	60.0%	58.4%
Shop in a store	2.9%		3.5%	2.4%	3.2%	3.1%	5.5%	4.9%	4.1%	2.0%	0.9%	0.6%	3.1%	1.8%	3.2%	3.7%
Shop online	7.3%		8.9%	5.8%	7.0%	8.7%	12.0%	11.4%	9.5%	5.9%	3.6%	1.8%	7.7%	5.9%	8.0%	7.6%
Visit family and friends	67.2%		62.6%	71.5%	69.9%	70.0%	69.2%	69.5%	66.4%	66.0%	67.7%	64.7%	65.7%	70.0%	67.5%	65.2%
Watch TV	55.3%		56.4%	54.2%	58.1%	58.6%	53.2%	55.8%	56.2%	57.6%	57.8%	50.7%	52.0%	56.6%	58.2%	52.6%
Work	3.5%		4.1%	2.9%	4.0%	3.5%	4.9%	4.6%	3.7%	3.8%	3.0%	1.3%	4.1%	2.4%	3.9%	3.8%
Nothing	5.2%		5.7%	4.7%	6.0%	4.1%	4.6%	3.8%	5.3%	5.9%	5.0%	6.3%	4.7%	5.0%	4.7%	6.6%

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Adults 18+ # persons Men Women <\$50K \$50K+ 18-24 25-34 35-44 45-54 55-64 65+ NE MW South West

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

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	2005	2006	2007	2008	2009	2010	2011
<b>Regarding the upcoming holiday shopping season (Christmas, Chanukah/Hanukkah, or Kwanzaa) do you intend to spend more, the same or less than you did last year?</b>							
More	17.8%	20.4%	16.4%	9.1%	12.2%	16.0%	20.6%
Same	43.9%	46.3%	44.6%	36.5%	40.2%	45.6%	44.9%
Less	34.3%	29.0%	33.4%	49.8%	42.6%	32.5%	29.3%
Don't holiday shop	4.0%	4.3%	5.6%	4.6%	5.0%	5.8%	5.2%
Total	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)**

Not started yet (0%)	15.1%	15.4%	16.5%	19.0%	19.1%	16.9%	16.5%
1% to 10%	14.6%	14.8%	13.6%	16.5%	16.2%	15.0%	16.7%
11% to 25%	10.1%	10.5%	11.3%	12.3%	12.2%	12.2%	13.6%
26% to 50%	11.8%	13.0%	12.9%	12.6%	13.6%	14.4%	15.9%
51% to 75%	13.8%	14.9%	14.4%	13.8%	13.8%	14.2%	15.0%
76% to 99%	22.2%	20.7%	19.7%	17.9%	16.5%	17.1%	14.8%
100% - FINISHED	12.4%	10.8%	11.7%	8.0%	8.6%	10.1%	7.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Average</b>	54.6%	53.1%	52.6%	47.1%	46.7%	49.5%	46.5%

**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%	43.9%	44.2%
Toys	37.1%	37.6%	35.4%	33.1%	34.6%	35.3%	36.3%
Books, CDs, DVDs, videos or video games	46.1%	44.7%	41.9%	40.8%	39.8%	38.1%	38.7%
Consumer electronics or computer-related accessories	23.5%	24.7%	24.2%	24.5%	21.8%	21.3%	23.8%
Sporting goods or leisure items	10.7%	11.4%	11.8%	10.3%	9.9%	10.2%	11.0%
Home decor or home-related furnishings	20.9%	20.4%	18.7%	16.0%	17.1%	15.2%	16.3%
Jewelry or precious metal accessories	19.0%	18.4%	17.1%	13.8%	14.6%	14.1%	15.9%
Gift cards / gift certificates	27.3%	29.5%	30.2%	24.3%	27.5%	29.9%	31.4%
Personal care or beauty items	19.7%	20.1%	17.9%	14.3%	17.0%	16.3%	17.1%
Food/Candy	N/A	N/A	N/A	N/A	19.3%	20.0%	19.4%
Flowers/Plants	N/A	N/A	N/A	N/A	3.8%	3.2%	3.7%
Other:	14.0%	13.5%	12.1%	13.0%	11.8%	10.4%	10.4%

\*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%	24.4%	24.8%
Check	8.2%	5.7%	5.3%	4.1%	3.8%	3.6%	3.1%
Debit card/Check card	32.9%	35.7%	36.5%	38.8%	39.3%	40.9%	40.4%
Credit card	29.9%	33.9%	35.5%	33.8%	30.9%	31.1%	31.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**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%	36.5%	35.9%
Department store	41.2%	47.6%	42.4%	42.5%	42.0%	38.4%	44.0%
Clothing or Accessories store	N/A	N/A	N/A	N/A	20.6%	18.8%	21.4%
Electronics store	N/A	N/A	N/A	N/A	22.0%	19.4%	23.0%
Other Specialty store	N/A	N/A	N/A	N/A	11.4%	9.6%	10.7%
Specialty store, such as a clothing, toy or electronics store	30.8%	33.3%	29.9%	31.8%	N/A	N/A	N/A
Crafts or fabrics store	5.1%	5.6%	5.5%	4.8%	5.7%	5.2%	6.2%

**Source: BIGresearch®, Consumer Intentions & Actions® Survey, December 2005-2011**

	2005	2006	2007	2008	2009	2010	2011
Drug store	6.2%	6.0%	6.1%	6.0%	7.8%	6.7%	8.0%
Grocery store/supermarket	8.5%	7.9%	8.7%	8.4%	11.5%	11.4%	12.5%
Online	30.2%	33.9%	34.9%	40.2%	38.0%	37.6%	45.5%
Catalog	6.1%	8.0%	7.4%	7.2%	6.7%	5.4%	6.4%
Thrift Stores/Resale Shops	N/A	N/A	N/A	N/A	6.9%	5.8%	6.1%
Outlet stores	N/A	N/A	N/A	N/A	13.6%	10.8%	12.5%
Other	8.0%	8.3%	7.2%	7.7%	8.8%	8.4%	7.5%
I have completed my Holiday shopping	11.8%	10.1%	10.8%	7.7%	8.7%	9.5%	7.3%

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

**Which of the following activities do you plan to do on Christmas Day? (Check all that apply)**

Browse the web	N/A	N/A	N/A	N/A	25.2%	24.1%	25.8%
Cook holiday meal	N/A	N/A	N/A	N/A	47.9%	45.6%	48.8%
Go to church	N/A	N/A	N/A	N/A	19.0%	18.2%	24.7%
Go to a movie	N/A	N/A	N/A	N/A	8.4%	7.0%	8.5%
Go to a restaurant	N/A	N/A	N/A	N/A	6.4%	5.5%	6.8%
Open gifts	N/A	N/A	N/A	N/A	62.4%	58.2%	60.2%
Shop in a store	N/A	N/A	N/A	N/A	2.2%	2.6%	2.9%
Shop online	N/A	N/A	N/A	N/A	4.9%	6.0%	7.3%
Visit family and friends	N/A	N/A	N/A	N/A	70.6%	66.0%	67.2%
Watch TV	N/A	N/A	N/A	N/A	57.5%	52.8%	55.3%
Work	N/A	N/A	N/A	N/A	3.7%	3.4%	3.5%
Nothing	N/A	N/A	N/A	N/A	6.6%	6.6%	5.2%

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