

Source: BIGinsight™ Monthly Consumer Survey, OCT-12

N = 8899, 10/2 - 10/8/12

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do you plan to celebrate any of the winter holidays (Christmas, Chanukah/Hanukkah, Kwanzaa) this year?															
Yes	92.7%	90.6%	94.7%	91.0%	95.5%	94.9%	94.3%	93.5%	92.2%	91.0%	90.8%	92.7%	93.5%	93.5%	90.9%
No	7.3%	9.4%	5.3%	9.0%	4.5%	5.1%	5.7%	6.5%	7.8%	9.0%	9.2%	7.3%	6.5%	6.5%	9.1%
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%

*Planning to Celebrate the Winter Holidays:***Which winter holidays will you celebrate? (Check all that apply)**

Christmas	93.8%	92.7%	94.9%	94.5%	93.1%	96.3%	94.9%	96.1%	94.0%	91.9%	89.9%	92.5%	94.9%	93.8%	93.7%
Chanukah/Hanukkah	5.9%	6.3%	5.4%	4.3%	7.9%	5.8%	8.1%	4.8%	4.2%	5.5%	6.8%	10.0%	3.5%	4.8%	6.6%
Kwanzaa	2.1%	2.3%	1.9%	2.0%	2.2%	2.7%	3.5%	2.2%	1.4%	1.3%	1.4%	2.0%	1.6%	2.3%	2.3%

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

How much do you plan to spend on the following items this year for the holidays? (in dollars)**Gifts for family**

Average (of Spenders)	\$	436.59	\$	432.88	\$	440.05	\$	294.57	\$	606.85	\$	261.18	\$	402.33	\$	477.72	\$	463.25	\$	494.73	\$	482.19	\$	502.91	\$	428.41	\$	428.52	\$	393.35
Percent Buying		96.6%		96.2%		97.0%		95.4%		98.2%		96.7%		98.0%		97.2%		96.6%		95.0%		96.1%		97.7%		96.9%		96.9%		94.7%
Net Average	\$	421.82	\$	416.32	\$	427.02	\$	280.93	\$	595.81	\$	252.53	\$	394.24	\$	464.35	\$	447.42	\$	469.94	\$	463.33	\$	491.10	\$	415.31	\$	415.19	\$	372.62

Gifts for friends

Average (of Spenders)	\$	104.61	\$	124.85	\$	85.74	\$	74.35	\$	138.93	\$	93.42	\$	118.54	\$	117.54	\$	101.79	\$	98.46	\$	91.91	\$	122.24	\$	90.52	\$	105.14	\$	102.29
Percent Buying		71.8%		71.4%		72.2%		69.3%		74.2%		84.3%		81.0%		71.5%		68.5%		65.4%		62.8%		72.2%		68.5%		73.6%		72.7%
Net Average	\$	75.13	\$	89.13	\$	61.92	\$	51.55	\$	103.15	\$	78.71	\$	96.07	\$	84.07	\$	69.68	\$	64.41	\$	57.71	\$	88.20	\$	61.96	\$	77.35	\$	74.36

Gifts for co-workers

Average (of Spenders)	\$	73.27	\$	86.11	\$	58.16	\$	45.57	\$	96.92	\$	71.07	\$	89.90	\$	74.13	\$	65.86	\$	57.31	\$	47.31	\$	86.46	\$	67.92	\$	74.04	\$	63.79
Percent Buying		32.0%		35.7%		28.6%		25.9%		38.9%		39.9%		50.1%		38.3%		32.7%		24.4%		7.4%		34.7%		29.5%		33.0%		30.7%
Net Average	\$	23.48	\$	30.73	\$	16.65	\$	11.80	\$	37.66	\$	28.37	\$	45.03	\$	28.38	\$	21.55	\$	14.00	\$	3.52	\$	30.02	\$	20.05	\$	24.45	\$	19.56

Other gifts (such as babysitters, postal workers, pets, etc.)

Average (of Spenders)	\$	63.54	\$	72.58	\$	55.38	\$	47.46	\$	77.78	\$	73.28	\$	96.22	\$	65.98	\$	48.05	\$	47.09	\$	46.04	\$	72.54	\$	56.47	\$	66.25	\$	55.89
Percent Buying		44.3%		43.3%		45.2%		37.8%		52.4%		46.5%		49.5%		43.5%		41.8%		39.9%		44.8%		53.4%		41.7%		42.7%		41.1%
Net Average	\$	28.13	\$	31.43	\$	25.02	\$	17.96	\$	40.75	\$	34.07	\$	47.60	\$	28.73	\$	20.07	\$	18.77	\$	20.63	\$	38.74	\$	23.53	\$	28.27	\$	22.97

Total Gifts	\$	548.56	\$	567.61	\$	530.60	\$	362.23	\$	777.37	\$	393.68	\$	582.95	\$	605.53	\$	558.72	\$	567.11	\$	545.19	\$	648.06	\$	520.85	\$	545.26	\$	489.51
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Decorations (such as a Christmas tree, lights, candles, welcome mats, etc.)

Average (of Spenders)	\$	75.71	\$	84.12	\$	67.89	\$	60.98	\$	90.45	\$	79.87	\$	93.25	\$	80.61	\$	74.07	\$	64.33	\$	49.76	\$	83.61	\$	73.08	\$	77.37	\$	67.81
Percent Buying		68.7%		68.2%		69.1%		64.3%		73.1%		76.8%		80.6%		76.3%		67.1%		62.1%		50.2%		70.6%		67.2%		70.1%		66.4%
Net Average	\$	51.99	\$	57.37	\$	46.92	\$	39.23	\$	66.12	\$	61.35	\$	75.12	\$	61.53	\$	49.73	\$	39.98	\$	24.96	\$	58.99	\$	49.10	\$	54.22	\$	45.00

Greeting cards and postage

Average (of Spenders)	\$	36.34	\$	39.78	\$	33.13	\$	28.03	\$	45.67	\$	37.83	\$	46.03	\$	35.22	\$	32.11	\$	32.67	\$	34.73	\$	42.28	\$	33.73	\$	35.32	\$	34.66
Percent Buying		78.8%		78.5%		79.2%		76.3%		82.5%		72.2%		79.5%		78.3%		79.8%		80.5%		81.2%		82.3%		78.1%		78.0%		77.8%
Net Average	\$	28.66	\$	31.21	\$	26.24	\$	21.40	\$	37.66	\$	27.30	\$	36.58	\$	27.59	\$	25.64	\$	26.30	\$	28.21	\$	34.78	\$	26.36	\$	27.56	\$	26.98

Candy and food

Average (of Spenders)	\$	109.49	\$	108.77	\$	110.14	\$	90.55	\$	132.06	\$	87.51	\$	105.89	\$	118.79	\$	119.86	\$	115.47	\$	102.93	\$	120.45	\$	103.34	\$	110.59	\$	103.68
Percent Buying		92.0%		89.8%		94.1%		91.1%		93.7%		91.4%		92.2%		92.2%		93.6%		92.4%		89.9%		92.1%		91.9%		92.6%		91.1%
Net Average	\$	100.76	\$	97.64	\$	103.70	\$	82.47	\$	123.73	\$	80.02	\$	97.69	\$	109.50	\$	112.22	\$	106.74	\$	92.53	\$	110.93	\$	94.99	\$	102.37	\$	94.41

Flowers like poinsettias, potted plants, etc.

Average (of Spenders)	\$	43.36	\$	47.33	\$	39.39	\$	33.40	\$	52.46	\$	50.94	\$	56.66	\$	41.83	\$	36.53	\$	36.61	\$	36.39	\$	48.07	\$	38.06	\$	45.10	\$	40.06
Percent Buying		45.1%		46.4%		43.8%		39.9%		51.4%		45.8%		51.1%		45.0%		43.1%		43.1%		42.5%		50.3%		40.8%		46.6%		42.0%
Net Average	\$	19.55	\$	21.97	\$	17.26	\$	13.32	\$	26.98	\$	23.32	\$	28.97	\$	18.81	\$	15.74	\$	15.77	\$	15.48	\$	24.20	\$	15.52	\$	21.00	\$	16.83

Combined Average	\$	749.51	\$	775.79	\$	724.72	\$	518.65	\$	1,031.85	\$	585.66	\$	821.30	\$	822.96	\$	762.04	\$	755.91	\$	706.37	\$	876.97	\$	706.82	\$	750.41	\$	672.73
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Where do you plan to purchase holiday items this year? (Check all that apply)

Source: BIGinsight™ Monthly Consumer Survey, OCT-12**N = 8899, 10/2 - 10/8/12**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Discount store	65.3%	60.7%	69.7%	68.6%	64.1%	58.3%	63.6%	65.2%	70.1%	68.9%	64.0%	61.5%	67.7%	67.3%	62.8%
Department store	57.8%	58.9%	56.8%	53.7%	63.0%	66.7%	63.6%	58.8%	55.9%	54.1%	49.6%	61.5%	57.3%	59.1%	52.5%
Clothing or Accessories store	36.2%	32.4%	39.8%	31.4%	41.8%	49.8%	48.1%	38.5%	30.9%	28.0%	24.5%	40.1%	34.4%	37.5%	32.3%
Electronics store	31.8%	38.7%	25.4%	27.6%	37.2%	47.7%	43.4%	36.0%	28.8%	22.5%	15.5%	35.8%	30.4%	31.8%	30.0%
Other Specialty store	16.7%	16.4%	16.9%	13.3%	21.0%	19.0%	19.9%	18.8%	14.5%	15.3%	12.9%	19.2%	15.8%	16.0%	16.3%
Crafts or fabrics store	17.9%	13.4%	22.0%	16.3%	20.1%	22.4%	24.7%	20.0%	14.8%	14.1%	12.1%	20.1%	16.6%	17.3%	18.4%
Drug store	21.8%	18.8%	24.6%	20.8%	24.4%	18.9%	26.9%	22.4%	23.1%	20.1%	18.1%	27.2%	21.0%	19.7%	20.9%
Grocery store/supermarket	51.8%	48.1%	55.2%	50.8%	54.4%	47.5%	52.2%	53.1%	53.7%	52.0%	50.9%	51.1%	52.0%	51.0%	53.3%
Online	51.8%	51.7%	51.8%	46.1%	59.5%	54.5%	58.4%	56.4%	52.4%	48.2%	40.7%	55.1%	51.1%	51.7%	49.7%
Catalog	13.9%	12.1%	15.7%	12.7%	16.1%	12.2%	15.2%	13.2%	12.3%	15.0%	15.6%	16.4%	13.9%	13.5%	12.5%
Thrift Stores/Resale Shops	11.9%	9.6%	14.0%	15.3%	8.3%	15.2%	13.9%	11.3%	12.1%	11.2%	8.2%	9.7%	12.1%	11.9%	13.8%
Other (please specify)	4.5%	4.1%	4.8%	5.1%	4.2%	1.7%	1.9%	3.4%	3.7%	5.4%	10.2%	4.4%	4.3%	4.3%	4.9%

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

People shop at a variety of retailers for different reasons. Which ONE of the following would you say is the MOST important factor in your decision to shop with a particular retailer during the holiday season? (Choose only ONE)

Helpful, knowledgeable customer service	5.9%	7.5%	4.5%	6.5%	5.0%	13.2%	9.2%	4.2%	4.5%	2.9%	3.2%	6.0%	5.2%	6.1%	6.4%
Quality of merchandise	13.7%	16.3%	11.1%	11.1%	16.2%	17.0%	18.4%	11.6%	11.3%	12.4%	12.1%	15.2%	13.3%	13.7%	12.5%
Selection of merchandise	16.1%	16.8%	15.3%	13.6%	18.8%	13.4%	13.7%	15.4%	15.0%	19.2%	19.4%	14.7%	16.6%	17.1%	15.0%
Sales or price discounts	36.6%	31.5%	41.4%	38.7%	35.3%	32.5%	33.6%	40.2%	41.5%	36.3%	34.0%	35.9%	38.4%	35.6%	36.9%
Convenient location	5.8%	6.8%	4.8%	6.0%	5.2%	4.5%	6.4%	5.1%	5.2%	5.5%	7.9%	6.4%	5.1%	5.9%	5.8%
Every-day low prices	13.5%	12.9%	14.1%	16.0%	11.1%	11.9%	11.2%	14.2%	14.4%	15.8%	13.4%	13.0%	13.6%	13.1%	14.6%
No hassle return policy	1.8%	1.7%	2.0%	1.8%	1.7%	1.4%	1.2%	2.1%	2.0%	1.9%	2.3%	1.9%	1.3%	2.3%	1.7%
Free shipping/shipping promotions	2.9%	2.0%	3.7%	2.4%	3.4%	1.5%	2.8%	3.8%	2.6%	2.8%	3.3%	3.2%	3.2%	2.7%	2.4%
Easy-to-use website or mobile site	1.5%	1.5%	1.5%	1.4%	1.7%	1.2%	1.4%	1.5%	1.3%	1.5%	2.1%	1.7%	1.2%	1.4%	1.8%
None of these	2.2%	2.9%	1.6%	2.4%	1.5%	3.4%	2.2%	2.0%	2.2%	1.7%	2.2%	1.9%	2.1%	2.2%	3.0%
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%

When do you start shopping for the holiday season?

Before September	12.3%	9.3%	15.0%	12.0%	13.3%	7.1%	11.1%	12.2%	10.1%	16.7%	15.8%	11.6%	12.1%	13.4%	11.3%
September	7.0%	6.4%	7.6%	6.7%	7.6%	7.7%	9.6%	7.4%	6.8%	6.3%	4.4%	7.2%	6.5%	7.2%	7.0%
October	22.1%	20.2%	23.8%	21.2%	22.7%	18.7%	25.1%	23.2%	24.2%	19.5%	20.2%	22.7%	22.2%	22.2%	21.3%
November	39.0%	40.1%	37.9%	37.9%	39.7%	44.4%	39.4%	39.1%	37.3%	37.7%	37.2%	40.5%	39.6%	37.6%	38.8%
First 2 weeks of December	16.2%	19.3%	13.2%	17.9%	14.1%	18.7%	12.6%	15.0%	17.3%	16.4%	17.8%	14.3%	16.2%	16.7%	16.9%
Last 2 weeks of December	3.5%	4.6%	2.5%	4.3%	2.7%	3.4%	2.2%	3.1%	4.3%	3.5%	4.5%	3.6%	3.3%	2.8%	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%

Do you plan to take advantage of sales or price discounts during the holiday season to make additional, NON-GIFT purchases for yourself or your family?

Yes	59.0%	59.5%	58.6%	57.7%	60.8%	71.5%	69.3%	63.1%	57.4%	50.1%	44.8%	59.0%	57.1%	61.1%	57.7%
No	13.7%	15.2%	12.4%	14.0%	12.7%	13.1%	11.3%	13.4%	12.2%	15.5%	17.2%	15.0%	13.0%	13.5%	13.8%
Don't know	27.3%	25.4%	29.0%	28.3%	26.6%	15.5%	19.5%	23.5%	30.4%	34.4%	38.0%	26.0%	30.0%	25.3%	28.5%
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%

If yes, how much do you anticipate that you will spend on these purchases? (in dollars)

Average (of Spenders)	\$ 237.09	\$ 278.53	\$ 197.92	\$ 173.47	\$ 309.92	\$ 223.34	\$ 253.63	\$ 256.23	\$ 245.69	\$ 234.77	\$ 201.98	\$ 270.83	\$ 218.64	\$ 231.24	\$ 237.77
Percent Buying	59.0%	59.5%	58.6%	57.7%	60.8%	71.5%	69.3%	63.1%	57.4%	50.1%	44.8%	59.0%	57.1%	61.1%	57.7%
Net Average	\$ 139.92	\$ 165.66	\$ 115.95	\$ 100.11	\$ 188.36	\$ 159.62	\$ 175.65	\$ 161.61	\$ 141.06	\$ 117.67	\$ 90.51	\$ 159.66	\$ 124.80	\$ 141.39	\$ 137.20

What types of gifts would you like to receive this holiday season? (Check all that apply)

Clothing or clothing accessories	49.1%	46.3%	51.7%	49.0%	50.0%	66.5%	61.9%	52.1%	45.6%	39.6%	32.0%	47.5%	48.0%	51.5%	47.4%
Books, CDs, DVDs, videos or video games	45.7%	46.4%	45.1%	45.4%	46.5%	59.8%	55.9%	46.4%	41.1%	40.4%	33.8%	47.3%	45.4%	43.6%	48.0%
Consumer electronics or computer-related accessories	35.8%	42.4%	29.5%	34.5%	37.9%	49.4%	48.5%	41.1%	33.6%	26.4%	18.0%	37.1%	33.8%	36.5%	35.7%
Sporting goods or leisure items	17.4%	26.0%	9.4%	14.0%	20.7%	26.2%	26.4%	18.9%	15.2%	11.8%	7.8%	17.4%	16.3%	18.0%	18.1%
Home décor or home-related furnishings	20.2%	13.1%	26.9%	19.1%	22.0%	23.8%	31.5%	23.0%	17.5%	16.1%	9.9%	20.5%	20.7%	21.4%	17.4%

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	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Jewelry or precious metal accessories	24.0%	13.4%	34.1%	23.1%	25.5%	35.9%	32.0%	24.6%	21.0%	19.2%	14.1%	23.9%	22.1%	25.8%	23.8%
Gift cards / gift certificates	59.8%	52.9%	66.3%	60.1%	61.5%	57.1%	61.7%	62.8%	59.9%	59.1%	57.3%	61.3%	60.5%	59.3%	58.5%
Personal care or beauty items	18.2%	8.6%	27.3%	19.3%	17.9%	21.0%	24.9%	20.4%	15.9%	15.6%	12.0%	17.0%	17.9%	19.4%	17.9%
Other (please specify)	7.3%	7.7%	7.0%	8.5%	6.2%	4.2%	4.4%	5.9%	8.6%	10.5%	9.8%	6.9%	7.3%	7.1%	8.3%

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

What percentage of your holiday shopping do you plan to do online?

None (0%)	16.2%	15.5%	16.8%	21.3%	9.8%	15.4%	7.8%	10.8%	16.4%	17.3%	29.5%	13.1%	18.3%	16.0%	16.7%
1% to 10%	14.5%	13.2%	15.7%	17.1%	11.7%	14.8%	11.0%	11.1%	14.1%	17.7%	18.7%	12.8%	16.3%	13.7%	15.1%
11% to 25%	20.5%	20.4%	20.7%	20.1%	21.1%	24.9%	20.9%	18.9%	19.3%	21.9%	18.8%	19.1%	20.9%	21.5%	19.7%
26% to 50%	25.3%	26.3%	24.4%	22.0%	29.2%	25.4%	31.1%	29.8%	26.1%	22.0%	16.8%	27.1%	23.7%	26.1%	24.3%
51% to 75%	15.7%	16.0%	15.3%	12.3%	19.8%	13.3%	19.2%	19.4%	15.9%	14.6%	10.8%	18.6%	14.4%	15.3%	15.0%
76% to 99%	5.8%	6.0%	5.7%	5.1%	6.6%	4.4%	7.8%	7.4%	6.0%	4.8%	3.9%	7.4%	4.9%	5.4%	6.2%
100%	2.0%	2.7%	1.4%	2.1%	1.8%	1.8%	2.3%	2.6%	2.2%	1.7%	1.5%	1.9%	1.4%	2.0%	3.0%
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%
Average	38.8%	40.2%	37.4%	34.2%	44.2%	36.5%	46.2%	45.2%	39.3%	35.7%	28.5%	42.8%	35.8%	38.6%	39.0%

Will the state of the U.S. economy affect your spending plans for the holidays?

Yes	52.3%	49.3%	55.2%	57.5%	46.5%	43.7%	45.6%	54.0%	61.5%	54.6%	51.7%	50.7%	52.5%	53.5%	51.8%
No	47.7%	50.7%	44.8%	42.5%	53.5%	56.3%	54.4%	46.0%	38.5%	45.4%	48.3%	49.3%	47.5%	46.5%	48.2%
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%

Yes to Previous Question: How will it affect your spending plans? (Check all that apply)

Spending less overall	80.5%	79.7%	81.2%	82.2%	78.3%	75.4%	76.0%	79.1%	84.7%	83.6%	82.8%	79.2%	83.6%	79.9%	79.0%
Comparative shopping online more often	31.4%	31.5%	31.3%	28.9%	36.2%	29.6%	35.2%	36.5%	32.2%	30.7%	23.4%	34.4%	29.3%	31.2%	31.5%
Comparative shopping with newspapers/circulars more often	23.6%	20.9%	26.1%	23.4%	25.5%	12.9%	20.1%	22.7%	24.6%	31.1%	28.0%	26.2%	25.3%	22.3%	21.4%
Comparative shopping using my mobile phone more often	6.0%	7.2%	4.9%	4.8%	7.5%	9.8%	9.8%	7.3%	4.8%	3.4%	1.6%	5.1%	5.2%	7.1%	5.7%
Using coupons more often	35.9%	32.2%	39.5%	34.1%	40.3%	33.3%	34.0%	36.5%	34.5%	39.4%	37.7%	37.8%	36.3%	35.5%	35.0%
Shopping for sales more often	46.4%	40.3%	52.1%	46.3%	49.6%	37.8%	41.9%	43.5%	48.3%	54.4%	51.1%	48.4%	47.1%	46.0%	44.3%
Making more gifts for family and friends	12.9%	8.5%	17.1%	13.3%	12.9%	16.1%	16.3%	12.7%	11.1%	12.1%	10.0%	10.5%	13.9%	13.5%	13.2%
Traveling less or not at all	23.2%	24.4%	22.0%	23.4%	23.3%	19.5%	19.8%	21.6%	23.5%	27.3%	26.9%	18.7%	23.2%	24.5%	25.1%
Buying more practical gifts or necessities as gifts	27.2%	23.8%	30.5%	27.8%	28.0%	19.2%	22.0%	27.4%	30.2%	34.4%	28.6%	27.6%	29.4%	25.7%	27.3%
Using last year's decorations with no plans to buy new ones	24.7%	19.0%	30.1%	25.2%	25.6%	18.0%	15.8%	22.5%	26.9%	30.9%	33.1%	22.5%	26.1%	24.7%	24.7%
Purchasing a joint gift for children, parents, or couples instead of buying individual gifts	11.4%	8.1%	14.6%	11.9%	11.3%	10.1%	11.9%	12.3%	11.8%	11.8%	10.5%	10.0%	11.7%	12.3%	11.5%
Other (please specify)	0.7%	0.8%	0.7%	0.8%	0.7%	0.0%	0.3%	0.6%	1.4%	0.6%	1.3%	0.4%	0.5%	0.5%	1.9%

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

Do you own either of the following devices? (Check all that apply)

Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	46.1%	50.5%	42.0%	38.0%	55.0%	60.4%	68.0%	60.2%	41.7%	31.0%	17.2%	45.9%	41.4%	49.5%	46.7%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	22.4%	25.2%	19.7%	15.0%	30.3%	22.8%	31.9%	29.9%	19.7%	17.0%	12.6%	24.3%	19.5%	23.1%	22.5%
I do not own either of these types of devices	46.2%	41.7%	50.5%	55.7%	36.4%	32.4%	24.8%	32.0%	50.5%	60.8%	75.3%	45.5%	51.1%	43.6%	45.5%

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

Have a Smartphone: How will you use your Smartphone to make holiday purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	32.9%	35.6%	30.4%	30.0%	34.2%	44.5%	48.5%	40.6%	29.4%	21.4%	14.8%	39.3%	29.9%	32.7%	31.5%
Plan to Purchase Products	15.0%	17.5%	12.6%	12.6%	17.0%	24.4%	24.8%	18.1%	13.6%	7.6%	2.8%	18.6%	13.2%	15.0%	13.9%
Plan to Redeem Coupons	19.2%	16.2%	22.1%	16.5%	21.1%	24.8%	27.0%	23.0%	18.7%	12.8%	9.8%	20.0%	17.9%	20.1%	19.0%
Plan to look up Retailer Information (location, store hours, directions, etc.)	24.9%	23.3%	26.3%	21.1%	27.6%	30.7%	34.1%	26.7%	21.9%	19.3%	17.5%	26.3%	26.8%	24.7%	21.8%
Plan to use Apps to Research or Purchase Products	14.6%	16.2%	13.0%	11.9%	16.2%	19.0%	19.5%	18.6%	14.3%	11.0%	5.5%	16.3%	13.3%	15.6%	12.9%
Plan to use Apps to Compare Prices	17.6%	17.8%	17.4%	14.8%	19.6%	19.2%	23.0%	18.0%	17.7%	12.7%	14.8%	18.9%	16.8%	18.8%	15.4%

Source: BIGinsight™ Monthly Consumer Survey, OCT-12**N = 8899, 10/2 - 10/8/12**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do not plan to Research or Make a Purchase with my Smartphone	47.1%	45.9%	48.3%	51.8%	45.2%	27.6%	26.5%	39.8%	51.9%	62.8%	71.0%	41.7%	51.0%	46.4%	48.7%

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

***Have a Tablet:* How will you use your Tablet to make holiday purchase decisions? (Check all that apply)**

Plan to Research Products/Compare Prices	44.2%	48.5%	40.2%	40.4%	47.3%	48.9%	49.8%	49.0%	46.8%	43.7%	27.7%	47.7%	41.2%	43.5%	44.5%
Plan to Purchase Products	30.0%	32.3%	27.9%	26.4%	32.5%	38.6%	39.7%	33.6%	28.9%	24.5%	16.1%	31.2%	27.6%	30.4%	29.9%
Plan to Redeem Coupons	19.8%	18.3%	21.1%	18.9%	21.4%	26.1%	29.6%	22.8%	18.6%	12.8%	9.5%	24.0%	15.1%	22.8%	16.3%
Plan to look up Retailer Information (location, store hours, directions, etc.)	27.6%	27.5%	27.6%	23.9%	29.9%	31.1%	34.8%	27.7%	27.6%	27.2%	17.8%	29.7%	26.0%	28.4%	25.8%
Plan to use Apps to Research or Purchase Products	17.5%	19.4%	15.7%	13.3%	20.6%	21.9%	23.5%	20.4%	17.1%	15.5%	7.3%	17.1%	15.7%	19.9%	15.7%
Plan to use Apps to Compare Prices	16.6%	17.5%	15.7%	13.3%	18.5%	17.6%	21.6%	16.4%	16.5%	15.8%	11.8%	16.4%	15.5%	19.1%	15.0%
Do not plan to Research or Make a Purchase with my Tablet	35.9%	31.7%	39.8%	38.9%	35.6%	20.8%	23.0%	31.3%	35.7%	43.4%	58.8%	32.1%	41.5%	34.6%	37.4%

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

Source: BIGinsight™, Monthly Consumer Survey, October 2004-2012

		2004	2005	2006	2007	2008	2009	2010	2011	2012
		final estimates								plans
Do you plan to celebrate any of the winter holidays (Christmas, Chanukah/Hanukkah, Kwanzaa) this year?										
Yes		90.6%	93.0%	93.0%	90.2%	93.6%	93.2%	91.7%	91.0%	92.7%
No		9.4%	7.0%	7.0%	9.8%	6.4%	6.8%	8.3%	9.0%	7.3%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
How much do you plan to spend on the following items this year for the holidays?										
Gifts for family										
Average (of Spenders)	\$	413.11	\$ 428.90	\$ 436.22	\$ 443.52	\$ 397.59	\$ 396.62	\$ 425.14	\$ 438.69	\$ 436.59
Percent Buying		98.1%	97.8%	98.2%	97.8%	97.8%	97.5%	96.6%	96.7%	96.6%
Net Average	\$	405.34	\$ 419.34	\$ 428.29	\$ 433.77	\$ 388.75	\$ 386.55	\$ 410.75	\$ 424.10	\$ 421.82
Gifts for friends										
Average (of Spenders)	\$	88.71	\$ 96.62	\$ 98.05	\$ 104.97	\$ 99.08	\$ 89.41	\$ 100.87	\$ 97.57	\$ 104.61
Percent Buying		80.1%	81.4%	82.8%	79.4%	79.6%	74.6%	73.9%	73.5%	71.8%
Net Average	\$	71.08	\$ 78.62	\$ 81.23	\$ 83.34	\$ 78.83	\$ 66.68	\$ 74.57	\$ 71.76	\$ 75.13
Gifts for co-workers										
Average (of Spenders)	\$	57.26	\$ 55.67	\$ 52.69	\$ 56.95	\$ 54.45	\$ 58.98	\$ 59.47	\$ 69.37	\$ 73.27
Percent Buying		38.5%	37.6%	40.3%	37.0%	40.9%	32.6%	32.1%	31.9%	32.0%
Net Average	\$	22.05	\$ 20.95	\$ 21.25	\$ 21.07	\$ 22.27	\$ 19.24	\$ 19.06	\$ 22.15	\$ 23.48
Other gifts										
Average (of Spenders)	\$	82.31	\$ 90.90	\$ 80.56	\$ 72.98	\$ 73.56	\$ 82.67	\$ 81.30	\$ 56.00	\$ 63.54
Percent Buying		49.8%	48.4%	52.4%	47.4%	49.3%	42.1%	44.7%	43.9%	44.3%
Net Average	\$	40.98	\$ 43.96	\$ 42.25	\$ 34.62	\$ 36.28	\$ 34.76	\$ 36.34	\$ 24.60	\$ 28.13
Total Gifts	\$	539.46	\$ 562.87	\$ 573.02	\$ 572.81	\$ 526.13	\$ 507.23	\$ 540.73	\$ 542.60	\$ 548.56
Decorations (such as a Christmas tree, lights, candles, welcome mats, etc.)										
Average (of Spenders)	\$	55.13	\$ 59.29	\$ 62.12	\$ 64.61	\$ 60.90	\$ 63.21	\$ 65.65	\$ 71.87	\$ 75.71
Percent Buying		64.9%	68.6%	71.0%	71.2%	70.4%	64.4%	66.0%	68.4%	68.7%
Net Average	\$	35.80	\$ 40.67	\$ 44.11	\$ 46.01	\$ 42.90	\$ 40.70	\$ 43.32	\$ 49.15	\$ 51.99
Greeting cards and postage										
Average (of Spenders)	\$	29.68	\$ 33.11	\$ 33.97	\$ 35.23	\$ 32.40	\$ 33.70	\$ 34.20	\$ 35.09	\$ 36.34
Percent Buying		84.7%	84.8%	85.4%	84.5%	83.5%	79.3%	79.7%	79.5%	78.8%
Net Average	\$	25.15	\$ 28.09	\$ 29.01	\$ 29.78	\$ 27.05	\$ 26.73	\$ 27.24	\$ 27.89	\$ 28.66
Candy and food										
Average (of Spenders)	\$	90.68	\$ 95.99	\$ 93.32	\$ 95.05	\$ 86.02	\$ 99.93	\$ 98.73	\$ 110.87	\$ 109.49
Percent Buying		92.1%	91.0%	92.7%	92.1%	92.1%	90.2%	91.2%	91.8%	92.0%
Net Average	\$	83.53	\$ 87.34	\$ 86.54	\$ 87.55	\$ 79.26	\$ 90.14	\$ 90.09	\$ 101.75	\$ 100.76
Flowers like poinsettias, potted plants, etc.										
Average (of Spenders)	\$	34.66	\$ 34.55	\$ 35.94	\$ 37.45	\$ 37.89	\$ 38.72	\$ 38.97	\$ 41.76	\$ 43.36
Percent Buying		46.3%	45.5%	50.1%	50.7%	49.8%	44.0%	45.1%	45.9%	45.1%
Net Average	\$	16.05	\$ 15.71	\$ 18.01	\$ 18.98	\$ 18.86	\$ 17.03	\$ 17.60	\$ 19.18	\$ 19.55
Combined Average	\$	699.98	\$ 734.69	\$ 750.70	\$ 755.13	\$ 694.19	\$ 681.83	\$ 718.98	\$ 740.57	\$ 749.51
Do you plan to take advantage of sales or price discounts during the holiday season to make additional NON-GIFT purchases for yourself or your family?										
Yes		51.2%	52.9%	56.7%	56.0%	56.6%	52.9%	57.1%	59.9%	59.0%
No		14.6%	13.8%	13.2%	13.6%	14.4%	16.1%	15.9%	13.5%	13.7%
Don't know		34.2%	33.3%	30.2%	30.4%	29.0%	31.0%	27.0%	26.7%	27.3%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If yes, how much to you anticipate that you will spend on these purchases? (in dollars):										
Average (of Spenders)	\$	173.74	\$ 160.24	\$ 167.11	\$ 173.75	\$ 188.36	\$ 191.62	\$ 196.46	\$ 229.15	\$ 237.09
Percent Buying		51.2%	52.9%	56.7%	56.0%	56.6%	52.9%	57.1%	59.9%	59.0%
Net Average	\$	88.99	\$ 84.73	\$ 94.70	\$ 97.26	\$ 106.67	\$ 101.37	\$ 112.20	\$ 137.17	\$ 139.92

Source: BIGinsight™, Monthly Consumer Survey, October 2004-2012

	2004	2005	2006	2007	2008	2009	2010	2011	2012
Do you plan to celebrate any of the winter holidays (Christmas, Chanukah/Hanukkah, Kwanzaa) this year?									
Yes	90.6%	93.0%	93.0%	90.2%	93.6%	93.2%	91.7%	91.0%	92.7%
No	9.4%	7.0%	7.0%	9.8%	6.4%	6.8%	8.3%	9.0%	7.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Which winter holidays will you celebrate? (Check all that apply)

Christmas	96.1%	94.2%	93.3%	92.9%	94.1%	95.3%	91.2%	90.5%	93.8%
Chanukah/Hanukkah	4.6%	5.1%	5.3%	5.0%	6.8%	5.7%	5.2%	5.4%	5.9%
Kwanzaa	1.6%	1.0%	2.3%	1.6%	2.4%	2.1%	1.9%	2.0%	2.1%

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

Where do you plan to purchase holiday items this year? (Check all that apply)

Discount store	77.1%	71.4%	70.3%	68.4%	69.7%	70.1%	65.1%	66.1%	65.3%
Department store	53.1%	59.4%	61.6%	58.2%	58.0%	55.8%	54.5%	56.9%	57.8%
Clothing or Accessories store	N/A	N/A	N/A	36.1%	37.3%	33.8%	33.6%	35.2%	36.2%
Electronics store	N/A	N/A	N/A	34.3%	37.3%	31.8%	31.3%	31.8%	31.8%
Other Specialty store	N/A	N/A	N/A	21.7%	21.2%	18.5%	17.4%	16.9%	16.7%
Specialty store, such as a clothing, toy or electronics store	39.3%	46.5%	48.4%	N/A	N/A	N/A	N/A	N/A	N/A
Crafts or fabrics store	18.7%	19.9%	20.5%	17.4%	18.1%	16.9%	16.1%	17.5%	17.9%
Drug store	21.7%	19.7%	21.0%	19.1%	20.3%	19.3%	18.9%	21.1%	21.8%
Grocery store/supermarket	46.7%	47.4%	49.3%	44.6%	45.6%	45.0%	46.7%	48.8%	51.8%
Online	38.3%	42.6%	47.1%	44.3%	44.2%	42.4%	43.9%	46.7%	51.8%
Catalog	20.9%	23.5%	25.2%	20.0%	16.6%	17.0%	15.1%	14.2%	13.9%
Thrift Stores/Resale Shops	N/A	N/A	N/A	N/A	N/A	11.4%	11.9%	11.6%	11.9%
Other	7.5%	9.3%	8.4%	8.6%	5.3%	5.1%	5.0%	4.1%	4.5%

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

People shop variety of retailers for different reasons. Which ONE of the following would you say is the MOST important factor in your decision to shop with a particular retailer during the holiday season? (Choose only ONE)

Helpful, knowledgeable customer service	4.4%	3.7%	4.4%	4.9%	5.2%	4.4%	5.3%	6.0%	5.9%
Quality of merchandise	8.7%	11.0%	12.4%	12.8%	13.4%	11.8%	12.7%	14.6%	13.7%
Selection of merchandise	20.0%	23.1%	24.3%	22.6%	21.5%	21.0%	20.5%	18.0%	16.1%
Sales or price discounts	41.8%	37.9%	36.5%	38.2%	40.0%	43.3%	41.8%	41.6%	36.6%
Convenient location	7.8%	6.5%	6.5%	6.3%	5.6%	4.9%	4.9%	4.9%	5.8%
Every-day low prices	15.6%	16.0%	14.2%	12.8%	12.6%	12.7%	12.7%	13.0%	13.5%
No hassle return policy	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1.8%
Free shipping/shipping promotions	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2.9%
Easy-to-use website or mobile site	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1.5%
None of these	1.6%	1.7%	1.8%	2.5%	1.7%	1.9%	2.0%	1.9%	2.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

When do you start shopping for the holiday season?

Before September	18.0%	15.3%	14.0%	14.3%	13.4%	13.4%	12.6%	12.3%	12.3%
September	6.9%	6.3%	6.5%	6.0%	5.8%	6.1%	5.8%	6.3%	7.0%
October	17.7%	18.5%	19.9%	20.0%	21.0%	20.2%	18.8%	20.3%	22.1%
November	34.3%	37.4%	37.0%	38.3%	38.6%	38.0%	40.5%	40.0%	39.0%
First 2 weeks of December	17.5%	17.7%	18.8%	16.7%	17.3%	17.4%	18.1%	17.0%	16.2%
Last 2 weeks of December	5.6%	4.8%	3.8%	4.7%	4.0%	4.8%	4.1%	4.1%	3.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

What types of gifts would you like to receive this holiday season? (Check all that apply)

Clothing or clothing accessories	50.6%	54.4%	53.3%	50.1%	49.8%	48.8%	48.2%	50.0%	49.1%
Books, CDs, DVDs, videos or video games	53.1%	55.5%	55.2%	50.8%	50.0%	48.6%	47.3%	44.4%	45.7%
Consumer electronics or computer-related accessories	32.6%	38.4%	37.9%	36.4%	38.4%	33.2%	33.8%	35.4%	35.8%
Sporting goods or leisure items	13.4%	16.4%	18.2%	17.0%	19.9%	17.3%	16.8%	16.8%	17.4%
Home decor or home-related furnishings	21.3%	23.3%	22.1%	22.0%	22.7%	19.3%	19.5%	20.0%	20.2%
Jewelry or precious metal accessories	22.6%	26.4%	26.0%	23.8%	24.5%	20.8%	23.0%	22.8%	24.0%
Gift cards / gift certificates	50.2%	52.3%	52.8%	53.8%	54.9%	55.2%	57.0%	57.7%	59.8%
Personal care or beauty items	20.5%	21.1%	19.2%	18.8%	19.2%	17.1%	18.2%	19.3%	18.2%
Other:	14.8%	10.5%	9.2%	8.1%	7.3%	8.7%	8.0%	6.9%	7.3%

Source: BIGinsight™, Monthly Consumer Survey, October 2004-2012

	2004	2005	2006	2007	2008	2009	2010	2011	2012
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.									
What percentage of your holiday shopping do you plan to do online?									
None (0%)	N/A	N/A	23.5%	23.9%	19.9%	22.4%	21.1%	17.9%	16.2%
1% to 10%	N/A	N/A	20.4%	19.2%	18.0%	19.5%	18.0%	16.4%	14.5%
11% to 25%	N/A	N/A	22.5%	21.5%	21.1%	21.2%	21.3%	20.9%	20.5%
26% to 50%	N/A	N/A	19.4%	19.8%	22.7%	20.7%	21.8%	24.4%	25.3%
51% to 75%	N/A	N/A	10.2%	10.3%	12.5%	11.0%	12.4%	13.8%	15.7%
76% to 99%	N/A	N/A	3.0%	4.4%	4.6%	4.1%	4.2%	4.9%	5.8%
100%	N/A	N/A	0.9%	0.9%	1.2%	1.2%	1.2%	1.7%	2.0%
Total	N/A	N/A	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	N/A	N/A	28.9%	30.2%	33.6%	31.1%	32.7%	36.0%	38.8%

Will the state of the U.S. economy affect your spending plans for the holidays?

Yes	N/A	N/A	N/A	N/A	N/A	65.3%	61.7%	62.2%	52.3%
No	N/A	N/A	N/A	N/A	N/A	34.7%	38.3%	37.8%	47.7%
Total	N/A	N/A	N/A	N/A	N/A	100.0%	100.0%	100.0%	100.0%

How will it affect your spending plans? (Check all that apply)

Spending less overall	N/A	N/A	N/A	N/A	N/A	84.2%	81.5%	82.6%	80.5%
Comparative shopping online more often	N/A	N/A	N/A	N/A	N/A	31.1%	30.9%	32.1%	31.4%
Comparative shopping with newspapers/circulars more often	N/A	N/A	N/A	N/A	N/A	30.8%	28.1%	26.9%	23.6%
Comparative shopping using my mobile phone more often	N/A	N/A	N/A	N/A	N/A	N/A	3.7%	5.7%	6.0%
Using coupons more often	N/A	N/A	N/A	N/A	N/A	41.7%	40.6%	38.7%	35.9%
Shopping for sales more often	N/A	N/A	N/A	N/A	N/A	55.0%	54.1%	49.4%	46.4%
Making more gifts for family and friends	N/A	N/A	N/A	N/A	N/A	16.7%	15.3%	13.7%	12.9%
Traveling less or not at all	N/A	N/A	N/A	N/A	N/A	28.6%	27.1%	25.8%	23.2%
Buying more practical gifts or necessities as gifts	N/A	N/A	N/A	N/A	N/A	36.0%	33.8%	31.4%	27.2%
Using last year's decorations with no plans to buy new ones	N/A	N/A	N/A	N/A	N/A	34.0%	31.5%	27.0%	24.7%
Purchasing a joint gift for children, parents, or couples instead of buying individual gifts	N/A	N/A	N/A	N/A	N/A	17.3%	15.5%	14.1%	11.4%
Other:	N/A	N/A	N/A	N/A	N/A	1.1%	1.1%	0.9%	0.7%

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

Do you own either of the following devices?

Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	39.7%	46.1%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	10.5%	22.4%
I do not own either of these types of devices	N/A	N/A	N/A	N/A	N/A	N/A	N/A	56.8%	46.2%

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

Have a Smartphone: How will you use your Smartphone to make holiday purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	N/A	N/A	N/A	N/A	N/A	N/A	N/A	31.0%	32.9%
Plan to Purchase Products	N/A	N/A	N/A	N/A	N/A	N/A	N/A	14.1%	15.0%
Plan to Redeem Coupons	N/A	N/A	N/A	N/A	N/A	N/A	N/A	17.3%	19.2%
Plan to look up Retailer Information (location, store hours, directions, etc.)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	25.1%	24.9%
Plan to use Apps to Research or Purchase Products	N/A	N/A	N/A	N/A	N/A	N/A	N/A	15.6%	14.6%
Plan to use Apps to Compare Prices	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	17.6%
Do not plan to Research or Make a Purchase with my Smartphone	N/A	N/A	N/A	N/A	N/A	N/A	N/A	47.4%	47.1%

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

Source: BIGinsight™, Monthly Consumer Survey, October 2004-2012

	2004	2005	2006	2007	2008	2009	2010	2011	2012
<i>Have a Tablet: How will you use your Tablet to make holiday purchase decisions? (Check all that apply)</i>									
Plan to Research Products/Compare Prices	N/A	N/A	N/A	N/A	N/A	N/A	N/A	50.8%	44.2%
Plan to Purchase Products	N/A	N/A	N/A	N/A	N/A	N/A	N/A	34.8%	30.0%
Plan to Redeem Coupons	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21.5%	19.8%
Plan to look up Retailer Information (location, store hours, directions, etc.)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	33.8%	27.6%
Plan to use Apps to Research or Purchase Products	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21.0%	17.5%
Plan to use Apps to Compare Prices	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	16.6%
Do not plan to Research or Make a Purchase with my Tablet	N/A	N/A	N/A	N/A	N/A	N/A	N/A	29.5%	35.9%

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