Source: BIGinsight™ Monthly Consumer Survey, NOV-12

N = 9383, 11/1 - 11/6/12	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
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?															
More	20.0%	24.0%	16.2%	18.3%	21.8%	39.3%	34.8%	21.8%	12.9%	9.5%	5.7%	19.4%	18.6%	21.0%	20.5%
Same	50.4%	49.9%	50.8%	47.3%	54.3%	40.9%	43.5%	49.9%	52.7%	54.5%	58.6%	52.7%	51.8%	49.0%	48.7%
Less	24.9%	20.9%	28.7%	27.8%	21.6%	15.1%	18.7%	24.7%	29.6%	29.7%	29.3%	24.2%	25.0%	25.4%	24.6%
Don't holiday shop	4.8%	5.3%	4.3%	6.6%	2.4%	4.7%	3.0%	3.5%	4.8%	6.3%	6.4%	3.8%	4.6%	4.6%	6.2%
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%
About what percent of your total holiday shopping have you completed thus far? (Check only one)															
Not started yet (0%)	47.2%	47.6%	46.8%	50.7%	42.3%	42.6%	37.5%	46.8%	51.0%	51.3%	52.7%	47.5%	48.1%	46.3%	47.7%
1% to 10%	20.4%	18.0%	22.6%	18.8%	22.2%	19.1%	21.5%	21.5%	19.3%	20.6%	20.1%	21.3%	20.5%	20.4%	19.2%
11% to 25%	11.6%	12.5%	10.7%	10.4%	13.2%	13.3%	15.7%	12.1%	11.4%	9.9%	7.2%	11.1%	12.2%	11.4%	11.2%
26% to 50%	9.7%	10.0%	9.4%	9.0%	11.0%	14.8%	13.2%	8.6%	8.1%	6.8%	7.6%	9.8%	8.9%	10.1%	9.9%
51% to 75%	5.8%	6.4%	5.3%	5.3%	6.3%	6.0%	7.6%	5.4%	5.8%	4.8%	5.4%	5.4%	4.8%	6.2%	6.6%
76% to 99%	3.5%	3.1%	3.8%	3.5%	3.6%	2.3%	3.4%	3.7%	2.8%	4.2%	4.3%	2.9%	3.5%	3.6%	3.6%
100% - FINISHED	1.9%	2.3%	1.5%	2.3%	1.5%	1.9%	1.1%	1.8%	1.6%	2.4%	2.7%	2.0%	1.9%	1.8%	1.8%
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%
What types of gifts do you plan to buy this season? (Check all that apply)															
Clothing or clothing accessories	59.7%	54.9%	64.3%	56.0%	64.2%	66.6%	67.8%	65.5%	59.8%	55.6%	44.0%	63.2%	60.6%	59.9%	55.6%
Toys	45.1%	41.4%	48.5%	42.3%	48.6%	48.6%	61.4%	55.2%	38.6%	36.0%	30.7%	45.1%	45.4%	45.8%	43.3%
Books, CDs, DVDs, videos or video games	51.5%	50.1%	52.8%	48.3%	55.2%	59.5%	63.1%	60.3%	45.6%	45.6%	36.6%	53.4%	50.3%	50.9%	52.1%
Consumer electronics or computer-related accessories	31.7%	37.2%	26.5%	26.3%	37.9%	38.2%	43.9%	39.7%	32.3%	21.9%	14.4%	33.2%	31.1%	32.4%	30.3%
Sporting goods or leisure items	17.9%	22.6%	13.5%	14.2%	22.1%	25.7%	27.2%	21.2%	15.5%	10.7%	8.5%	17.4%	17.3%	18.0%	19.0%
Home décor or home-related furnishings	18.8%	14.8%	22.6%	18.3%	20.0%	24.1%	26.1%	19.0%	17.7%	15.9%	11.0%	19.7%	18.0%	19.2%	18.4%
Jewelry or precious metal accessories	22.5%	22.7%	22.3%	20.2%	25.3%	30.5%	30.6%	24.2%	19.8%	17.8%	13.6%	24.0%	20.1%	24.0%	21.4%
Gift cards/gift certificates	59.2%	56.6%	61.5%	54.6%	66.5%	48.4%	59.6%	62.4%	59.6%	61.9%	60.7%	60.1%	59.8%	58.7%	58.5%
Personal care or beauty items	24.4%	17.2%	31.2%	24.6%	24.7%	28.7%	33.5%	28.8%	24.7%	18.6%	12.0%	24.4%	22.2%	25.7%	24.8%
Food/Candy	32.6%	29.1%	35.9%	33.1%	33.0%	39.9%	38.9%	35.2%	32.5%	28.6%	22.0%	32.8%	31.8%	32.2%	34.4%
Flowers/Plants	8.4%	9.2%	7.7%	7.6%	9.7%	10.6%	11.8%	7.2%	7.8%	7.2%	6.2%	8.7%	6.8%	8.4%	10.0%
Other (please specify)	6.1%	5.4%	6.8%	7.5%	4.7%	3.2%	2.8%	3.3%	6.0%	8.7%	12.4%	5.7%	6.4%	5.9%	6.5%

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

Where will you look for inspiration for your holiday gifts this year? (Check all that apply)															
Advertising circulars	36.2%	32.9%	39.4%	33.8%	40.3%	22.8%	35.9%	37.8%	40.3%	41.5%	35.8%	39.4%	38.2%	36.1%	31.5%
Catalogs	34.1%	31.5%	36.6%	31.5%	38.0%	33.5%	36.3%	33.6%	32.2%	33.8%	35.5%	38.4%	33.8%	34.2%	30.7%
Direct mail	14.6%	15.5%	13.7%	12.7%	17.1%	11.8%	18.6%	14.9%	14.5%	15.0%	11.9%	14.1%	14.1%	15.3%	14.3%
Magazines	22.9%	22.7%	23.0%	20.0%	26.6%	30.0%	31.9%	23.5%	19.3%	17.7%	16.3%	23.7%	21.3%	22.9%	23.9%
Television	35.4%	39.4%	31.6%	34.6%	37.3%	41.2%	44.9%	39.4%	36.3%	29.7%	21.5%	36.8%	33.9%	37.1%	33.1%
Radio	7.4%	10.0%	4.9%	6.8%	8.0%	11.2%	15.0%	6.7%	5.5%	4.0%	2.5%	7.1%	6.8%	7.7%	7.9%
Email advertisements	19.9%	19.9%	20.0%	18.2%	22.5%	19.5%	26.1%	20.9%	19.1%	18.8%	14.9%	19.9%	18.7%	21.3%	19.1%
Online search	47.3%	48.7%	46.0%	44.7%	51.3%	52.8%	55.7%	52.9%	47.3%	44.1%	32.0%	49.0%	44.8%	47.8%	48.2%
Retailer apps	8.7%	9.9%	7.6%	7.9%	9.8%	11.0%	14.5%	10.8%	5.4%	5.4%	5.5%	7.7%	8.6%	9.1%	9.1%
Within a retail store	45.2%	39.7%	50.3%	44.5%	47.2%	42.4%	47.1%	44.4%	44.0%	47.1%	45.6%	44.0%	44.6%	47.2%	43.7%
Friends/Family	40.4%	36.2%	44.4%	38.0%	43.9%	48.0%	46.8%	42.5%	37.6%	35.9%	33.4%	39.8%	40.8%	40.3%	40.9%
Wish lists	29.2%	24.1%	34.0%	26.3%	33.6%	33.1%	33.7%	31.4%	26.5%	26.5%	24.6%	30.4%	30.3%	28.2%	28.5%
Facebook	13.3%	15.5%	11.2%	13.3%	13.5%	26.7%	26.4%	14.8%	8.5%	4.1%	1.9%	13.4%	11.9%	13.7%	14.3%
Twitter	3.8%	5.3%	2.4%	3.5%	4.5%	9.0%	9.6%	3.1%	1.4%	0.6%	0.4%	3.2%	3.8%	4.0%	4.1%
Pinterest	5.8%	3.5%	7.9%	5.2%	6.3%	13.3%	12.3%	5.9%	2.5%	1.6%	0.7%	4.9%	5.8%	6.2%	5.9%
Blogs	3.5%	4.0%	3.1%	3.2%	3.9%	7.9%	8.9%	3.1%	1.1%	1.1%	0.2%	3.3%	2.9%	3.5%	4.7%
Other	4.7%	5.2%	4.2%	5.6%	3.5%	3.7%	3.3%	2.9%	4.5%	4.8%	8.7%	3.1%	4.4%	5.4%	5.2%
Will not buy holiday gifts this year	2.8%	2.9%	2.7%	3.7%	1.7%	1.6%	1.2%	2.2%	2.8%	3.7%	5.1%	2.8%	2.7%	2.6%	3.3%

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

Which payment method do you plan to use MOST OFTEN when purchasing holiday gifts?															
Cash	25.2%	27.6%	22.9%	31.1%	18.1%	40.8%	26.5%	24.7%	27.5%	19.6%	14.8%	26.0%	27.0%	24.8%	23.0%
Check	2.8%	2.9%	2.7%	3.0%	2.2%	2.5%	1.9%	1.6%	1.8%	3.6%	5.4%	2.1%	3.1%	2.6%	3.1%
Debit card/Check card	43.4%	40.2%	46.3%	46.9%	40.7%	41.0%	46.6%	49.9%	45.0%	41.4%	35.2%	38.0%	41.4%	47.6%	43.6%

Credit card	28.7%	29.3%	28.2%	19.0%	39.0%	15.7%	25.0%	23.9%	25.7%	35.4%	44.6%	33.9%	28.5%	25.0%	30.3%
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%

Which payment method do you plan to use MOST OFTEN when purchasing holiday gifts?

	est. # of persons
Cash	56,961,421
Check	6,271,908
Debit card/Check card	98,129,668
Credit card	64,934,093
Total	226,297,089

Source: BIGinsight™ Monthly Consumer Survey, NOV 06-12

	2006	2007	2008	2009	2010	2011	2012
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?							
More	18.8%	14.9%	8.5%	10.0%	14.0%	17.1%	20.0%
Same	50.9%	50.5%	39.1%	43.4%	47.6%	48.9%	50.4%
Less	25.8%	29.5%	47.7%	41.6%	33.2%	29.0%	24.9%
Don't holiday shop	4.5%	5.1%	4.7%	5.0%	5.2%	4.9%	4.8%
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%)	N/A	N/A	51.2%	52.4%	51.1%	48.6%	47.2%
1% to 10%	N/A	N/A	20.8%	21.2%	19.9%	21.1%	20.4%
11% to 25%	N/A	N/A	9.4%	10.0%	10.8%	11.3%	11.6%
26% to 50%	N/A	N/A	7.4%	7.3%	7.8%	8.6%	9.7%
51% to 75%	N/A	N/A	4.9%	4.3%	5.1%	5.4%	5.8%
76% to 99%	N/A	N/A	4.0%	3.3%	3.5%	3.4%	3.5%
100% - FINISHED	N/A	N/A	2.2%	1.6%	1.9%	1.5%	1.9%
Total	N/A	N/A	100.0%	100.0%	100.0%	100.0%	100.0%
How much of your holiday shopping have you completed?							
10% or less	68.5%	71.4%	N/A	N/A	N/A	N/A	N/A
11% to 25%	10.5%	9.7%	N/A	N/A	N/A	N/A	N/A
26% to 50%	9.1%	8.5%	N/A	N/A	N/A	N/A	N/A
51% to 75%	6.4%	5.4%	N/A	N/A	N/A	N/A	N/A
76% to 100%	5.6%	4.9%	N/A	N/A	N/A	N/A	N/A
Total	100.0%	100.0%	N/A	N/A	N/A	N/A	N/A
What types of gifts do you plan to buy this season? (Check all that apply)							
Clothing or clothing accessories	63.5%	57.2%	57.4%	58.4%	58.5%	58.6%	59.7%
Toys	48.3%	43.1%	41.6%	42.2%	41.9%	43.1%	45.1%
Books, CDs, DVDs, videos or video games	62.2%	57.1%	55.6%	55.8%	52.8%	51.9%	51.5%
Consumer electronics or computer-related accessories	33.4%	29.2%	30.0%	28.6%	28.4%	32.2%	31.7%
Sporting goods or leisure items	18.2%	17.2%	16.5%	16.4%	15.5%	17.8%	17.9%
Home decor or home-related furnishings	21.4%	18.9%	17.6%	17.1%	16.5%	18.3%	18.8%
Jewelry or precious metal accessories	26.4%	22.2%	19.3%	18.4%	20.3%	21.2%	22.5%
Gift cards/gift certificates	56.2%	56.6%	53.5%	54.3%	55.1%	57.3%	59.2%
Personal care or beauty items	27.1%	23.9%	20.8%	22.4%	22.4%	24.0%	24.4%
Food/Candy	30.0%	28.1%	26.2%	27.6%	28.8%	30.1%	32.6%
Flowers/Plants	11.6%	9.9%	7.7%	8.2%	8.1%	8.4%	8.4%
Other:	7.5%	7.3%	7.6%	7.5%	7.5%	6.6%	6.1%

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

Where will you look for inspiration for your holiday gifts this year? (Check all that apply)							
Advertising circulars	N/A	N/A	N/A	N/A	N/A	N/A	36.2%
Catalogs	N/A	N/A	N/A	N/A	N/A	N/A	34.1%
Direct mail	N/A	N/A	N/A	N/A	N/A	N/A	14.6%
Magazines	N/A	N/A	N/A	N/A	N/A	N/A	22.9%
Television	N/A	N/A	N/A	N/A	N/A	N/A	35.4%
Radio	N/A	N/A	N/A	N/A	N/A	N/A	7.4%
Email advertisements	N/A	N/A	N/A	N/A	N/A	N/A	19.9%
Online search	N/A	N/A	N/A	N/A	N/A	N/A	47.3%
Retailer apps	N/A	N/A	N/A	N/A	N/A	N/A	8.7%
Within a retail store	N/A	N/A	N/A	N/A	N/A	N/A	45.2%

Friends/Family	N/A	N/A	N/A	N/A	N/A	N/A	40.4%
Wish lists	N/A	N/A	N/A	N/A	N/A	N/A	29.2%
Facebook	N/A	N/A	N/A	N/A	N/A	N/A	13.3%
Twitter	N/A	N/A	N/A	N/A	N/A	N/A	3.8%
Pinterest	N/A	N/A	N/A	N/A	N/A	N/A	5.8%
Blogs	N/A	N/A	N/A	N/A	N/A	N/A	3.5%
Other	N/A	N/A	N/A	N/A	N/A	N/A	4.7%
Will not buy holiday gifts this year	N/A	N/A	N/A	N/A	N/A	N/A	2.8%

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

Which payment method do you plan to use MOST OFTEN when purchasing holiday gifts?

Cash	24.3%	22.1%	22.8%	24.9%	25.7%	24.1%	25.2%
Check	6.2%	5.5%	4.3%	4.0%	3.7%	3.1%	2.8%
Debit card/Check card	39.1%	40.1%	41.5%	42.5%	43.0%	44.0%	43.4%
Credit card	30.5%	32.3%	31.5%	28.3%	27.6%	28.8%	28.7%
Gift card	N/A	N/A	N/A	0.3%	N/A	N/A	N/A
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%