

**Source: BIGinsight™ Monthly Consumer Survey, DEC-12****N = 8333, 12/4 - 12/10/12**

	<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>
<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	24.6%	58,477,209	30.4%	19.1%	22.2%	27.0%	41.4%	39.4%	27.4%	19.2%	12.5%	10.8%	23.7%	23.3%	25.9%	24.9%
Same	44.8%	106,416,834	44.1%	45.4%	41.9%	48.0%	35.7%	40.0%	46.2%	44.3%	49.7%	51.3%	46.9%	46.7%	42.8%	43.7%
Less	26.0%	61,852,771	20.9%	30.9%	29.5%	22.5%	16.9%	19.0%	24.0%	32.4%	31.3%	30.3%	24.8%	26.1%	26.9%	25.8%
Don't holiday shop	4.6%		4.6%	4.6%	6.4%	2.5%	6.0%	1.6%	2.4%	4.2%	6.4%	7.6%	4.6%	3.8%	4.5%	5.6%
Total	100.0%	226,746,814	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%)	11.2%	25,501,853	11.7%	10.9%	13.5%	8.4%	11.9%	7.4%	8.9%	13.9%	11.7%	13.7%	10.4%	10.8%	12.1%	11.3%
1% to 10%	11.8%	26,857,719	11.2%	12.5%	12.8%	10.3%	14.2%	11.1%	11.0%	11.1%	12.8%	11.7%	10.5%	11.0%	13.3%	11.7%
11% to 25%	11.5%	26,141,247	13.0%	10.1%	11.4%	11.7%	13.0%	12.0%	14.1%	10.8%	10.6%	8.9%	11.6%	12.9%	10.4%	11.6%
26% to 50%	16.4%	37,149,289	18.9%	14.0%	15.5%	17.5%	20.4%	21.2%	19.6%	14.0%	12.3%	11.4%	17.5%	15.0%	16.4%	17.1%
51% to 75%	18.1%	41,137,279	18.6%	17.7%	15.0%	21.9%	19.2%	20.0%	18.5%	20.4%	16.1%	14.4%	19.0%	18.6%	18.0%	17.0%
76% to 99%	19.6%	44,426,611	16.4%	22.6%	18.7%	20.7%	15.1%	19.9%	18.9%	19.1%	21.5%	22.1%	19.1%	21.1%	18.7%	19.7%
100% - FINISHED	11.3%	25,532,815	10.3%	12.2%	13.3%	9.5%	6.1%	8.3%	9.0%	10.6%	15.1%	17.8%	11.9%	10.7%	11.1%	11.6%
Total	100.0%	226,746,814	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>	<b>56.5%</b>		<b>54.2%</b>	<b>58.7%</b>	<b>54.9%</b>	<b>59.1%</b>	<b>50.4%</b>	<b>57.8%</b>	<b>56.0%</b>	<b>55.6%</b>	<b>58.5%</b>	<b>59.6%</b>	<b>57.7%</b>	<b>57.3%</b>	<b>55.3%</b>	<b>56.5%</b>

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

Clothing or clothing accessories	53.1%		49.4%	56.6%	49.1%	57.3%	57.4%	60.5%	56.9%	54.0%	48.2%	42.0%	55.2%	53.1%	53.3%	50.8%
Toys	41.9%		40.3%	43.4%	38.7%	45.5%	42.2%	55.2%	53.1%	35.1%	33.9%	31.2%	40.5%	43.3%	42.2%	40.7%
Books, CDs, DVDs, videos or video games	42.9%		42.3%	43.5%	38.6%	47.5%	47.8%	51.5%	52.0%	38.5%	36.2%	32.0%	45.1%	41.5%	42.6%	42.8%
Consumer electronics or computer-related accessories	28.3%		34.6%	22.5%	22.9%	35.1%	30.4%	34.8%	36.8%	31.7%	20.9%	14.6%	30.1%	26.2%	29.4%	27.5%
Sporting goods or leisure items	14.6%		18.4%	10.9%	11.6%	17.3%	20.2%	20.8%	18.0%	13.3%	9.0%	6.8%	13.5%	15.3%	14.6%	14.7%
Home décor or home-related furnishings	19.7%		16.0%	23.2%	17.5%	21.8%	21.5%	24.6%	19.9%	17.3%	17.4%	18.0%	21.1%	20.3%	18.8%	19.2%
Jewelry or precious metal accessories	20.8%		20.1%	21.5%	18.3%	23.6%	26.2%	25.9%	23.3%	18.8%	16.6%	15.2%	21.3%	19.1%	21.8%	20.8%
Gift cards / gift certificates	39.2%		40.4%	38.0%	35.0%	44.2%	33.6%	40.8%	42.5%	40.4%	37.3%	38.7%	42.1%	39.7%	37.2%	38.9%
Personal care or beauty items	21.8%		15.7%	27.5%	20.7%	23.1%	24.0%	26.0%	25.8%	21.8%	17.6%	15.7%	21.9%	20.9%	23.5%	19.8%
Food/Candy	26.6%		24.2%	28.8%	26.7%	27.0%	30.8%	27.3%	29.2%	27.0%	23.9%	22.1%	25.5%	27.2%	25.0%	29.4%
Flowers/Plants	4.9%		5.7%	4.2%	4.0%	6.0%	5.1%	7.0%	4.8%	3.9%	5.2%	3.6%	5.5%	3.4%	5.2%	5.7%
Other (please specify)	8.9%		7.3%	10.5%	10.5%	7.6%	6.2%	5.4%	6.1%	9.5%	11.0%	15.0%	7.4%	9.9%	9.0%	9.2%

\*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	23.1%		25.1%	21.3%	29.7%	15.5%	38.3%	22.7%	24.5%	25.4%	16.9%	13.8%	21.9%	25.1%	23.5%	21.3%
Check	2.8%		2.7%	2.9%	3.2%	2.3%	1.6%	1.5%	1.7%	1.7%	4.5%	6.1%	2.1%	3.8%	3.0%	2.2%
Debit card/Check card	40.7%		38.4%	42.9%	43.6%	37.3%	45.2%	44.1%	44.7%	43.0%	37.0%	30.8%	34.9%	39.9%	44.2%	41.7%
Credit card	33.3%		33.8%	32.8%	23.5%	44.9%	14.8%	31.7%	29.0%	30.0%	41.7%	49.3%	41.1%	31.2%	29.2%	34.8%
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%

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

Discount store	34.6%		32.0%	37.0%	37.3%	32.6%	30.7%	36.7%	38.8%	36.4%	33.5%	30.1%	31.5%	34.6%	37.0%	33.4%
Department store	44.5%		46.9%	42.2%	39.3%	49.3%	51.1%	52.0%	49.1%	43.0%	38.6%	34.0%	47.2%	43.9%	44.3%	42.6%
Clothing or Accessories store	23.2%		23.4%	22.9%	20.2%	25.7%	38.8%	33.7%	26.4%	18.3%	14.0%	10.9%	24.1%	21.2%	23.5%	24.0%
Electronics store	23.3%		33.4%	13.8%	19.8%	26.9%	36.6%	33.8%	28.7%	21.6%	13.5%	7.9%	22.9%	20.7%	25.0%	24.2%
Other Specialty store	10.4%		11.6%	9.2%	8.1%	12.8%	11.9%	13.6%	10.7%	9.1%	9.6%	7.9%	10.8%	10.2%	10.0%	10.8%
Crafts or fabrics store	6.6%		6.3%	7.0%	6.2%	6.8%	10.6%	10.1%	6.9%	4.7%	4.5%	3.9%	6.5%	6.0%	6.5%	7.8%
Drug store	7.8%		7.2%	8.4%	7.8%	8.0%	8.4%	11.0%	7.8%	7.0%	7.4%	5.4%	9.2%	7.0%	7.0%	8.6%
Grocery store/supermarket	13.5%		13.5%	13.4%	13.6%	13.6%	15.0%	16.7%	12.5%	12.7%	12.3%	11.8%	13.0%	13.7%	12.5%	15.1%
Online	45.5%		49.5%	41.7%	40.1%	51.6%	52.7%	55.2%	51.5%	44.2%	40.3%	29.8%	47.1%	43.0%	45.1%	47.4%
Catalog	5.8%		6.9%	4.8%	5.2%	6.5%	7.7%	7.2%	6.3%	4.7%	4.9%	4.4%	7.4%	5.5%	5.8%	4.7%
Thrift Stores/Resale Shops	6.6%		6.1%	7.0%	8.1%	5.0%	12.0%	8.3%	7.2%	6.4%	4.1%	2.6%	5.5%	6.5%	6.6%	7.9%
Outlet stores	12.5%		14.1%	11.0%	11.4%	13.5%	17.3%	16.6%	14.8%	11.4%	9.9%	6.1%	12.3%	9.9%	13.2%	14.8%
Other	4.9%		4.2%	5.6%	5.1%	4.7%	2.1%	2.1%	3.6%	5.4%	7.2%	8.5%	4.2%	5.9%	4.6%	4.9%
I have completed my Holiday shopping	10.3%		8.9%	11.6%	12.1%	8.9%	4.3%	6.8%	6.9%	8.9%	15.4%	18.9%	10.5%	10.1%	10.2%	10.6%

**Source: BIGinsight™ Monthly Consumer Survey, DEC-12****N = 8333, 12/4 - 12/10/12****Adults 18+**

# persons

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

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

Smartphone (i.e. iPhone, Droid, BlackBerry, etc.)	49.7%	54.4%	45.2%	40.5%	59.0%	67.9%	72.5%	61.3%	46.8%	31.7%	20.1%	48.2%	45.5%	52.8%	50.5%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	25.3%	28.3%	22.5%	17.9%	33.3%	25.1%	35.6%	34.5%	23.5%	18.6%	13.8%	25.4%	22.9%	26.7%	25.6%
I do not own either of these types of devices	42.3%	38.0%	46.3%	52.3%	32.3%	26.0%	20.4%	29.9%	45.2%	58.2%	72.0%	43.7%	46.1%	39.3%	41.7%

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

Plan to Research Products/Compare Prices	31.9%	35.7%	28.4%	28.7%	33.2%	47.2%	50.0%	40.7%	26.8%	18.1%	11.0%	32.3%	30.4%	33.7%	31.0%
Plan to Purchase Products	16.3%	19.0%	13.7%	15.7%	16.4%	27.3%	30.7%	18.8%	11.2%	7.9%	4.0%	16.1%	15.9%	17.1%	15.3%
Plan to Redeem Coupons	17.6%	15.0%	20.0%	15.1%	19.1%	27.6%	28.8%	20.5%	16.4%	11.8%	2.1%	15.5%	19.9%	17.3%	17.7%
Plan to look up Retailer Information (location, store hours, directions, etc.)	26.3%	27.1%	25.5%	25.4%	26.6%	38.8%	38.5%	30.1%	23.8%	18.9%	9.9%	23.8%	28.2%	27.1%	26.0%
Plan to use Apps to Research or Purchase Products	14.6%	17.2%	12.2%	12.6%	15.7%	22.4%	21.2%	16.8%	12.9%	8.0%	7.5%	13.5%	13.6%	15.9%	15.1%
Plan to use Apps to Compare Prices	16.2%	18.9%	13.7%	13.5%	17.6%	23.2%	21.5%	17.5%	14.9%	12.4%	9.1%	14.6%	15.8%	17.4%	16.2%
Do not plan to Research or Make a Purchase with my Smartphone	48.3%	44.0%	52.3%	51.5%	47.3%	24.5%	24.2%	40.0%	53.5%	64.4%	79.1%	48.7%	48.7%	45.7%	51.0%

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

Plan to Research Products/Compare Prices	44.6%	49.3%	40.1%	39.1%	48.3%	50.9%	56.2%	53.9%	43.2%	42.2%	22.0%	47.4%	44.1%	44.4%	41.9%
Plan to Purchase Products	30.3%	32.7%	28.1%	24.4%	33.5%	41.2%	42.3%	35.5%	29.3%	19.4%	15.5%	34.2%	26.2%	30.7%	30.0%
Plan to Redeem Coupons	16.7%	17.8%	15.7%	16.2%	17.1%	27.4%	25.0%	20.2%	15.4%	11.6%	2.7%	19.1%	16.7%	15.4%	16.2%
Plan to look up Retailer Information (location, store hours, directions, etc.)	26.9%	29.6%	24.4%	20.6%	30.3%	33.9%	37.4%	31.0%	25.6%	22.4%	12.2%	25.5%	28.2%	26.6%	27.3%
Plan to use Apps to Research or Purchase Products	17.6%	21.7%	13.6%	16.2%	18.2%	24.4%	26.4%	18.0%	17.5%	11.8%	8.2%	17.0%	15.4%	18.9%	18.2%
Plan to use Apps to Compare Prices	16.8%	20.7%	13.2%	15.6%	17.6%	23.0%	22.5%	16.2%	17.4%	14.0%	8.6%	16.0%	16.2%	18.4%	15.5%
Do not plan to Research or Make a Purchase with my Tablet	38.2%	32.4%	43.6%	43.1%	36.0%	20.4%	23.2%	28.4%	40.0%	48.3%	65.7%	31.9%	38.7%	39.1%	42.2%

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

Earlier than Tuesday December 18th	29.8%	26.7%	32.7%	30.6%	29.2%	23.4%	25.4%	25.0%	29.3%	33.6%	41.1%	30.9%	29.5%	28.7%	31.0%
Tuesday December 18th	3.7%	4.3%	3.2%	3.9%	3.6%	4.0%	4.5%	3.5%	3.7%	2.3%	4.4%	3.4%	3.0%	4.2%	4.1%
Wednesday December 19th	4.7%	4.1%	5.3%	4.8%	4.4%	6.0%	4.7%	3.3%	3.9%	4.7%	6.3%	5.0%	4.6%	4.6%	4.8%
Thursday December 20th	8.3%	8.4%	8.2%	8.6%	8.0%	10.4%	7.7%	8.1%	7.5%	7.9%	8.8%	8.9%	8.5%	8.8%	6.9%
Friday December 21st	13.8%	13.2%	14.3%	14.2%	13.3%	14.4%	15.1%	14.6%	13.6%	13.3%	11.5%	14.6%	14.7%	13.4%	12.4%
Saturday December 22nd	14.6%	15.5%	13.8%	13.1%	16.5%	14.7%	15.1%	17.1%	15.5%	14.2%	11.0%	13.5%	15.4%	15.6%	13.0%
Sunday December 23rd	10.1%	10.8%	9.4%	9.4%	10.6%	11.8%	13.2%	11.3%	9.8%	9.2%	5.4%	9.3%	9.9%	9.8%	11.6%
Monday December 24th	10.2%	12.1%	8.4%	9.9%	10.5%	9.6%	8.7%	12.4%	12.1%	9.7%	8.3%	9.8%	9.9%	10.4%	10.4%
Tuesday December 25th	0.7%	0.7%	0.7%	0.8%	0.6%	1.6%	0.6%	0.8%	0.6%	0.6%	0.3%	0.7%	0.7%	0.7%	0.9%
After Tuesday December 25th	4.1%	4.1%	4.0%	4.7%	3.5%	4.1%	4.9%	3.8%	4.2%	4.5%	2.9%	3.8%	3.9%	3.9%	4.9%
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 of the following activities do you plan to do on Christmas Day? (Check all that apply)**

Browse the web	26.5%	32.5%	20.8%	26.8%	26.2%	36.9%	38.1%	29.1%	23.1%	21.0%	12.8%	26.9%	23.8%	28.7%	25.7%
Cook holiday meal	52.7%	47.7%	57.3%	49.8%	56.0%	54.6%	55.0%	56.7%	55.3%	50.6%	43.6%	48.9%	53.9%	54.6%	51.6%
Go to church	21.4%	23.4%	19.5%	19.3%	23.1%	23.2%	21.3%	18.4%	20.0%	22.2%	24.0%	21.8%	25.3%	20.5%	18.2%
Go to a movie	9.6%	10.9%	8.5%	8.0%	11.1%	16.8%	14.9%	11.0%	7.1%	5.8%	3.7%	7.8%	8.8%	10.0%	11.7%
Go to a restaurant	7.1%	9.7%	4.6%	6.2%	7.6%	14.1%	10.9%	6.7%	4.4%	3.9%	3.9%	7.0%	4.5%	8.1%	8.6%
Open gifts	62.5%	59.7%	65.2%	58.8%	66.5%	69.0%	68.0%	67.5%	59.9%	60.3%	51.8%	62.0%	63.2%	62.8%	61.7%
Shop in a store	3.8%	5.1%	2.5%	3.5%	3.9%	8.6%	7.6%	3.8%	1.7%	1.6%	0.6%	3.9%	2.6%	4.0%	4.7%
Shop online	8.2%	10.2%	6.3%	7.8%	8.7%	13.8%	14.7%	8.9%	6.6%	3.9%	2.3%	8.0%	6.4%	9.2%	8.6%

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Visit family and friends	69.2%		66.2%	72.1%	67.2%	71.4%	72.5%	71.7%	69.0%	66.0%	70.7%	66.8%	68.3%	73.2%	68.3%	66.9%
Watch TV	56.1%		58.1%	54.3%	55.2%	57.7%	54.0%	57.2%	58.5%	59.3%	56.8%	50.2%	53.2%	58.9%	57.0%	54.1%
Work	3.6%		4.2%	3.1%	3.9%	3.2%	5.8%	5.1%	3.7%	3.5%	2.6%	1.5%	3.5%	3.4%	3.5%	4.4%
Nothing	2.9%		3.2%	2.7%	3.9%	2.1%	1.1%	2.2%	2.7%	3.4%	2.9%	4.9%	2.8%	3.0%	2.8%	3.4%

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

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

Yes	47.8%		45.2%	50.3%	53.9%	41.5%	44.7%	41.2%	51.0%	53.3%	48.3%	47.1%	45.1%	48.2%	49.1%	47.9%
No	52.2%		54.8%	49.7%	46.1%	58.5%	55.3%	58.8%	49.0%	46.7%	51.7%	52.9%	54.9%	51.8%	50.9%	52.1%
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%

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

Spending less overall	69.1%		66.6%	71.5%	72.3%	65.3%	61.6%	62.1%	65.2%	73.7%	74.9%	75.6%	70.2%	69.5%	68.4%	68.6%
Comparative shopping online more often	36.7%		36.2%	37.2%	32.6%	43.8%	37.5%	42.2%	39.5%	35.2%	35.1%	30.6%	36.8%	35.6%	35.0%	40.8%
Comparative shopping with newspapers/circulars more often	22.8%		21.5%	24.0%	20.2%	26.9%	17.9%	20.9%	22.7%	22.4%	27.8%	24.4%	21.3%	25.9%	20.9%	23.7%
Comparative shopping using my mobile phone more often	8.7%		9.7%	7.8%	7.2%	10.5%	14.2%	16.8%	11.3%	5.4%	2.8%	2.7%	7.7%	7.5%	9.8%	9.6%
Using coupons more often	37.0%		32.8%	41.0%	35.6%	39.5%	38.9%	41.0%	36.6%	36.1%	35.2%	34.6%	37.2%	38.8%	35.6%	36.7%
Shopping for sales more often	46.9%		42.4%	51.1%	45.1%	50.6%	48.9%	44.9%	47.2%	45.2%	48.7%	47.2%	46.1%	49.5%	45.7%	46.9%
Using layaway	8.8%		9.8%	7.9%	9.8%	6.8%	14.3%	12.0%	13.9%	8.1%	3.7%	1.8%	7.7%	7.6%	10.4%	8.8%
Making more gifts for family and friends	13.7%		9.1%	18.1%	15.1%	12.2%	20.0%	16.7%	13.0%	11.8%	9.6%	12.5%	11.3%	15.4%	11.7%	17.6%
Traveling less or not at all	26.6%		28.3%	25.0%	24.8%	28.7%	25.5%	23.9%	27.8%	24.4%	28.4%	29.9%	22.2%	25.5%	27.8%	29.8%
Buying more practical gifts or necessities as gifts	32.1%		26.4%	37.6%	31.3%	33.9%	29.8%	30.5%	31.2%	30.6%	38.1%	32.9%	29.5%	33.9%	31.8%	32.8%
Using last year's decorations with no plans to buy new ones	29.3%		24.3%	34.1%	28.7%	30.8%	23.5%	24.3%	28.3%	30.5%	34.2%	34.1%	26.5%	30.8%	29.1%	30.4%
Purchasing a joint gift for children, parents, or couples instead of buying individual gifts	12.6%		9.5%	15.4%	13.0%	12.0%	16.2%	13.7%	14.0%	10.9%	11.0%	10.4%	9.4%	12.6%	12.4%	15.4%
Other (please specify)	1.5%		1.1%	1.9%	1.8%	1.0%	1.4%	1.0%	1.3%	1.6%	1.2%	2.5%	1.8%	1.1%	1.6%	1.6%

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

**Source: BIGinsight™ Monthly Consumer Survey, December 2005-2012**

	2005	2006	2007	2008	2009	2010	2011	2012
<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%	24.6%
Same	43.9%	46.3%	44.6%	36.5%	40.2%	45.6%	44.9%	44.8%
Less	34.3%	29.0%	33.4%	49.8%	42.6%	32.5%	29.3%	26.0%
Don't holiday shop	4.0%	4.3%	5.6%	4.6%	5.0%	5.8%	5.2%	4.6%
Total	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%)	15.1%	15.4%	16.5%	19.0%	19.1%	16.9%	16.5%	11.2%
1% to 10%	14.6%	14.8%	13.6%	16.5%	16.2%	15.0%	16.7%	11.8%
11% to 25%	10.1%	10.5%	11.3%	12.3%	12.2%	12.2%	13.6%	11.5%
26% to 50%	11.8%	13.0%	12.9%	12.6%	13.6%	14.4%	15.9%	16.4%
51% to 75%	13.8%	14.9%	14.4%	13.8%	13.8%	14.2%	15.0%	18.1%
76% to 99%	22.2%	20.7%	19.7%	17.9%	16.5%	17.1%	14.8%	19.6%
100% - FINISHED	12.4%	10.8%	11.7%	8.0%	8.6%	10.1%	7.6%	11.3%
Total	100.0%	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%	56.5%

**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%	53.1%
Toys	37.1%	37.6%	35.4%	33.1%	34.6%	35.3%	36.3%	41.9%
Books, CDs, DVDs, videos or video games	46.1%	44.7%	41.9%	40.8%	39.8%	38.1%	38.7%	42.9%
Consumer electronics or computer-related accessories	23.5%	24.7%	24.2%	24.5%	21.8%	21.3%	23.8%	28.3%
Sporting goods or leisure items	10.7%	11.4%	11.8%	10.3%	9.9%	10.2%	11.0%	14.6%
Home decor or home-related furnishings	20.9%	20.4%	18.7%	16.0%	17.1%	15.2%	16.3%	19.7%
Jewelry or precious metal accessories	19.0%	18.4%	17.1%	13.8%	14.6%	14.1%	15.9%	20.8%
Gift cards / gift certificates	27.3%	29.5%	30.2%	24.3%	27.5%	29.9%	31.4%	39.2%
Personal care or beauty items	19.7%	20.1%	17.9%	14.3%	17.0%	16.3%	17.1%	21.8%
Food/Candy	N/A	N/A	N/A	N/A	19.3%	20.0%	19.4%	26.6%
Flowers/Plants	N/A	N/A	N/A	N/A	3.8%	3.2%	3.7%	4.9%
Other:	14.0%	13.5%	12.1%	13.0%	11.8%	10.4%	10.4%	8.9%

\*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%	23.1%
Check	8.2%	5.7%	5.3%	4.1%	3.8%	3.6%	3.1%	2.8%
Debit card/Check card	32.9%	35.7%	36.5%	38.8%	39.3%	40.9%	40.4%	40.7%
Credit card	29.9%	33.9%	35.5%	33.8%	30.9%	31.1%	31.7%	33.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Source: BIGinsight™ Monthly Consumer Survey, December 2005-2012**

	2005	2006	2007	2008	2009	2010	2011	2012
<b>Where do you plan to do the remainder of your Holiday shopping? (Check all that apply)</b>								
Discount store	42.1%	39.0%	38.9%	43.0%	42.0%	36.5%	35.9%	34.6%
Department store	41.2%	47.6%	42.4%	42.5%	42.0%	38.4%	44.0%	44.5%
Clothing or Accessories store	N/A	N/A	N/A	N/A	20.6%	18.8%	21.4%	23.2%
Electronics store	N/A	N/A	N/A	N/A	22.0%	19.4%	23.0%	23.3%
Other Specialty store	N/A	N/A	N/A	N/A	11.4%	9.6%	10.7%	10.4%
Specialty store, such as a clothing, toy or electronics store	30.8%	33.3%	29.9%	31.8%	N/A	N/A	N/A	N/A
Crafts or fabrics store	5.1%	5.6%	5.5%	4.8%	5.7%	5.2%	6.2%	6.6%
Drug store	6.2%	6.0%	6.1%	6.0%	7.8%	6.7%	8.0%	7.8%
Grocery store/supermarket	8.5%	7.9%	8.7%	8.4%	11.5%	11.4%	12.5%	13.5%
Online	30.2%	33.9%	34.9%	40.2%	38.0%	37.6%	45.5%	45.5%
Catalog	6.1%	8.0%	7.4%	7.2%	6.7%	5.4%	6.4%	5.8%
Thrift Stores/Resale Shops	N/A	N/A	N/A	N/A	6.9%	5.8%	6.1%	6.6%
Outlet stores	N/A	N/A	N/A	N/A	13.6%	10.8%	12.5%	12.5%
Other	8.0%	8.3%	7.2%	7.7%	8.8%	8.4%	7.5%	4.9%
I have completed my Holiday shopping	11.8%	10.1%	10.8%	7.7%	8.7%	9.5%	7.3%	10.3%

\*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%	26.5%
Cook holiday meal	N/A	N/A	N/A	N/A	47.9%	45.6%	48.8%	52.7%
Go to church	N/A	N/A	N/A	N/A	19.0%	18.2%	24.7%	21.4%
Go to a movie	N/A	N/A	N/A	N/A	8.4%	7.0%	8.5%	9.6%
Go to a restaurant	N/A	N/A	N/A	N/A	6.4%	5.5%	6.8%	7.1%
Open gifts	N/A	N/A	N/A	N/A	62.4%	58.2%	60.2%	62.5%
Shop in a store	N/A	N/A	N/A	N/A	2.2%	2.6%	2.9%	3.8%
Shop online	N/A	N/A	N/A	N/A	4.9%	6.0%	7.3%	8.2%
Visit family and friends	N/A	N/A	N/A	N/A	70.6%	66.0%	67.2%	69.2%
Watch TV	N/A	N/A	N/A	N/A	57.5%	52.8%	55.3%	56.1%
Work	N/A	N/A	N/A	N/A	3.7%	3.4%	3.5%	3.6%
Nothing	N/A	N/A	N/A	N/A	6.6%	6.6%	5.2%	2.9%

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