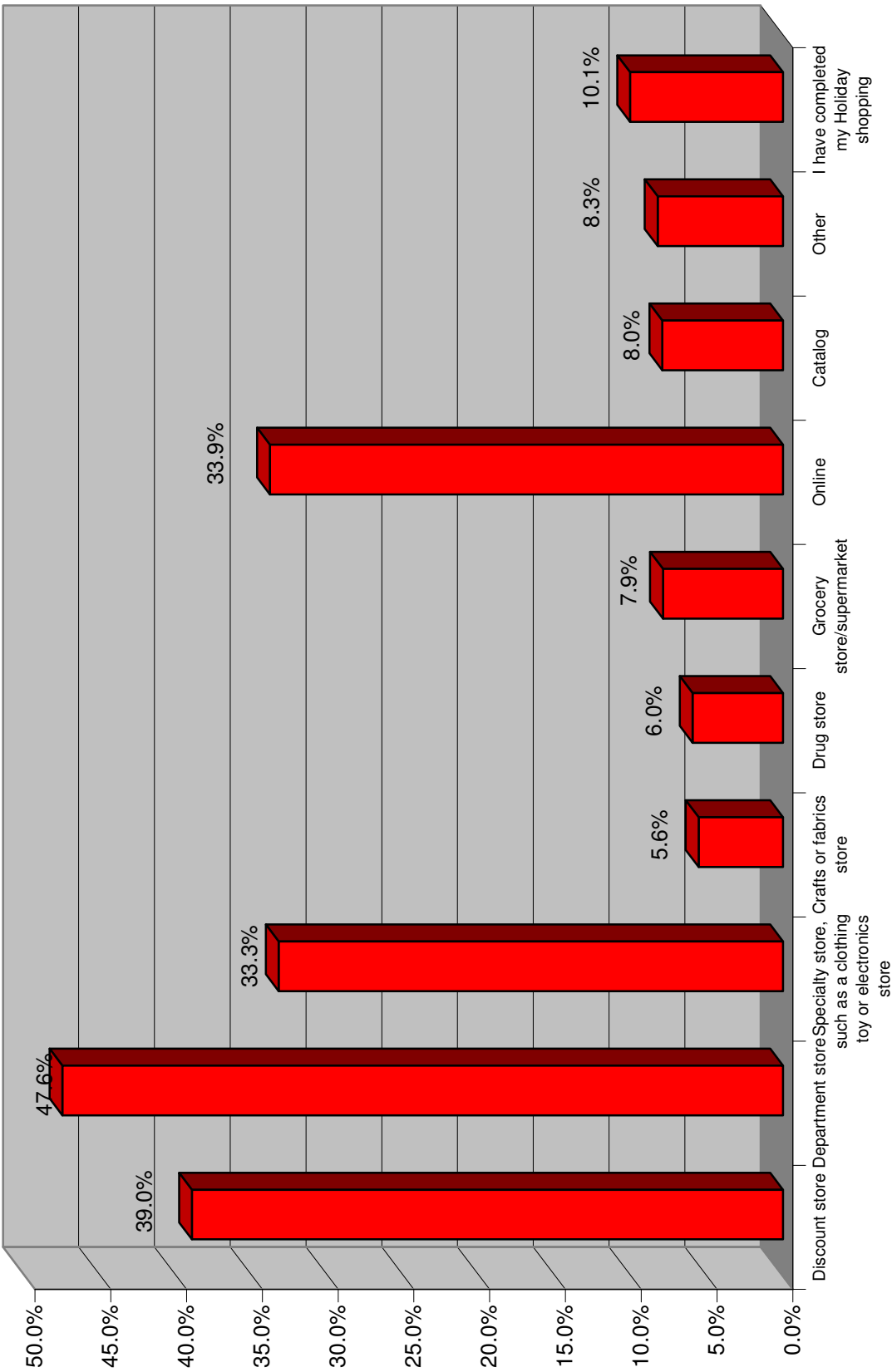
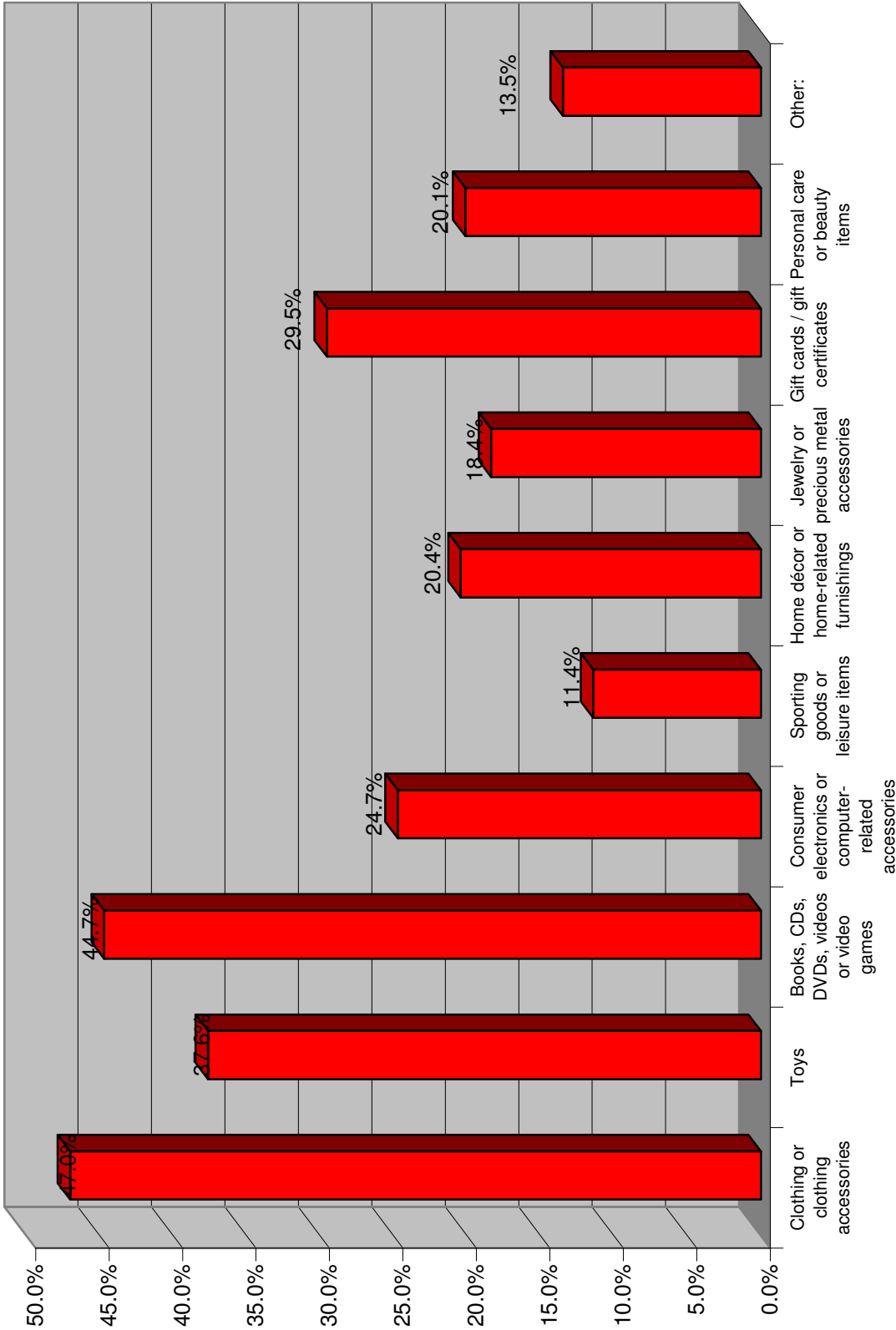


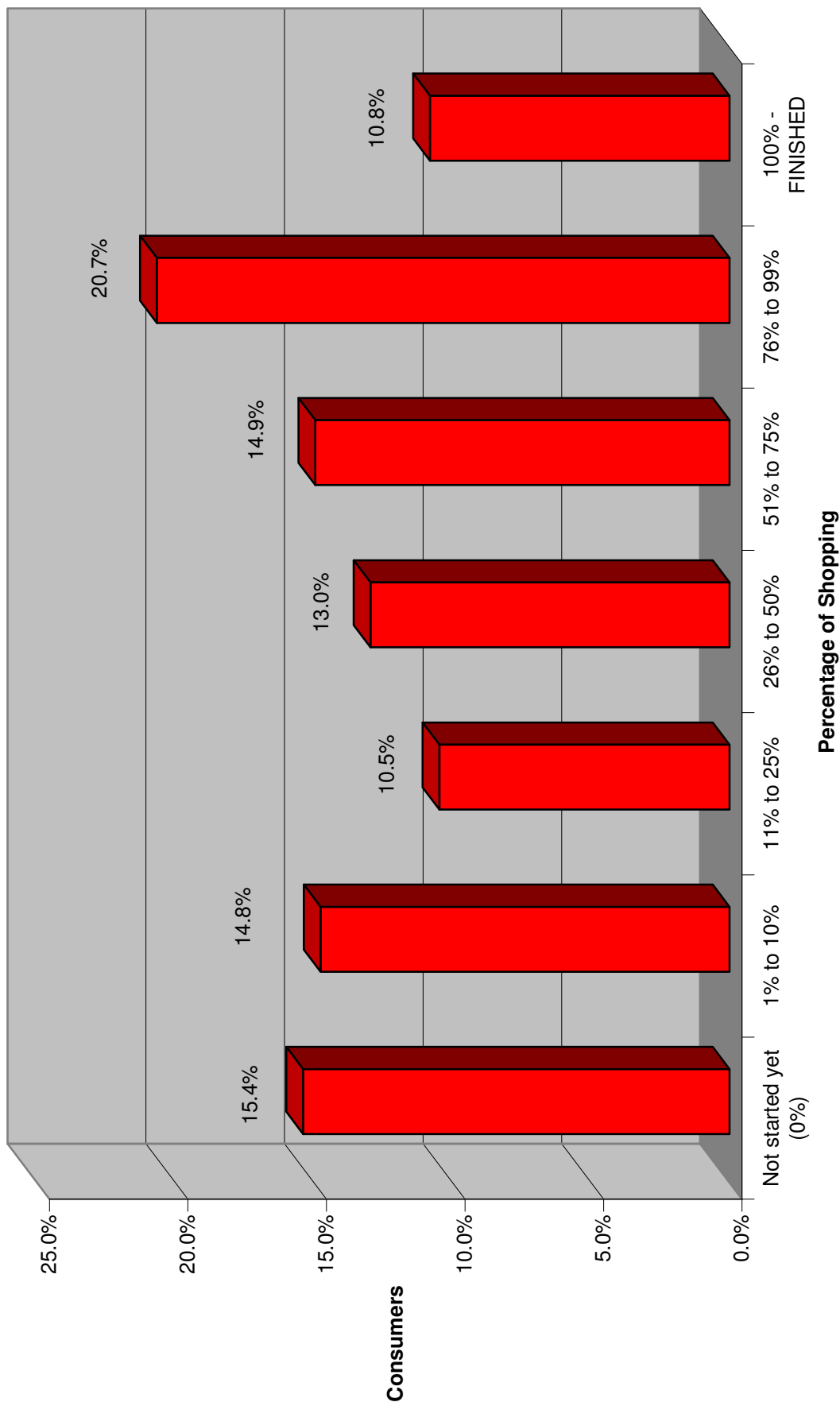
Where Consumers Plan on Doing The Remainder of Their Holiday Shopping



Types of Gifts Consumers Have Already Bought This Holiday Season



Percentage of Holiday Shopping Consumers Have Completed



Source: BIGresearch, Dec-06

	All	In millions	Male	Female	\$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%)	15.4%	32,838,316	17.8%	13.1%	10.2%	18.2%	16.9%	17.9%	15.2%	15.9%	12.6%	13.2%	14.5%	15.5%	16.1%	14.9%
1% to 10%	14.8%	31,496,908	14.5%	15.0%	13.2%	16.0%	17.0%	17.8%	14.6%	14.2%	11.2%	13.1%	14.2%	14.9%	13.6%	16.5%
11% to 25%	10.5%	22,341,224	10.7%	10.2%	11.4%	9.8%	14.3%	9.2%	10.7%	10.2%	9.7%	9.5%	9.9%	10.7%	10.5%	11.1%
26% to 50%	13.0%	27,648,455	13.9%	12.1%	14.5%	12.4%	14.1%	14.0%	12.4%	13.5%	12.4%	11.4%	13.4%	13.1%	12.9%	12.6%
51% to 75%	14.9%	31,901,350	14.3%	15.5%	16.6%	13.5%	14.8%	13.8%	15.8%	15.0%	13.5%	16.2%	16.7%	15.9%	14.8%	13.0%
76% to 99%	20.7%	44,111,398	18.2%	22.9%	23.8%	18.4%	16.8%	19.3%	22.2%	20.7%	26.0%	19.5%	20.7%	19.7%	20.9%	21.0%
100% - FINISHED	10.8%	23,065,094	10.5%	11.1%	10.3%	11.7%	6.2%	8.0%	9.2%	10.5%	14.6%	17.1%	10.6%	10.2%	11.2%	10.9%
Total	100.0%	213,402,745	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	53.1%		50.4%	55.5%	57.7%	50.3%	46.2%	48.6%	53.3%	53.0%	60.2%	57.9%	54.2%	52.4%	53.4%	52.2%

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

Clothing or clothing accessories	47.0%		40.5%	53.0%	52.3%	44.4%	50.1%	44.6%	46.1%	49.4%	50.7%	43.2%	49.4%	46.1%	46.6%	45.7%
Toys	37.6%		32.1%	42.7%	42.2%	36.2%	35.9%	46.3%	43.0%	31.1%	35.1%	31.7%	37.4%	36.6%	39.2%	36.0%
Books, CDs, DVDs, videos or video games	44.7%		44.0%	45.3%	50.4%	42.5%	52.6%	47.5%	48.4%	44.0%	40.0%	34.9%	45.6%	44.4%	44.3%	44.4%
Consumer electronics or computer-related accessories	24.7%		27.5%	22.1%	30.7%	20.8%	27.9%	27.3%	29.9%	24.2%	22.1%	15.2%	26.4%	23.3%	25.4%	24.4%
Sporting goods or leisure items	11.4%		12.2%	10.7%	14.0%	10.3%	15.5%	11.9%	12.5%	10.7%	9.6%	8.4%	10.0%	11.6%	11.7%	11.8%
Home décor or home-related furnishings	20.4%		16.0%	24.6%	23.3%	19.2%	22.1%	19.3%	20.8%	19.2%	22.1%	20.1%	20.2%	22.3%	20.1%	19.0%
Jewelry or precious metal accessories	18.4%		16.3%	20.3%	21.7%	16.2%	22.5%	15.9%	18.6%	19.2%	19.8%	15.6%	19.4%	15.8%	20.3%	16.9%
Gift cards / gift certificates	29.5%		28.2%	30.8%	36.2%	26.5%	28.5%	24.6%	31.2%	30.1%	30.7%	32.1%	31.2%	30.5%	28.7%	28.6%
Personal care or beauty items	20.1%		13.6%	26.1%	21.6%	20.1%	21.2%	20.3%	22.6%	19.5%	19.8%	16.7%	19.4%	20.1%	21.0%	19.5%
Other:	13.5%		13.0%	13.9%	12.7%	14.9%	8.8%	12.0%	11.1%	14.7%	16.9%	18.1%	13.9%	13.6%	13.4%	13.6%

*The sum of the % totals is greater than 100% because the respondent can select more than one answer.

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

Discount store	39.0%		36.7%	41.1%	37.7%	42.7%	33.8%	38.3%	44.4%	42.3%	41.2%	31.8%	34.1%	42.4%	41.0%	36.9%
Department store	47.6%		49.9%	45.4%	50.7%	45.9%	60.9%	52.3%	47.7%	44.9%	39.8%	40.4%	48.5%	49.0%	46.3%	46.0%
Specialty store, such as a clothing toy or electronics store	33.3%		36.9%	30.0%	40.2%	29.4%	45.7%	39.6%	35.6%	28.7%	26.0%	24.1%	34.6%	35.3%	30.4%	34.5%
Crafts or fabrics store	5.6%		4.1%	7.0%	5.9%	5.4%	7.3%	4.8%	5.4%	6.1%	4.7%	5.2%	6.7%	5.6%	4.5%	5.9%
Drug store	6.0%		5.4%	6.5%	6.1%	6.4%	5.4%	5.2%	5.8%	6.7%	6.9%	6.0%	7.5%	5.3%	5.0%	6.8%
Grocery store/supermarket	7.9%		7.4%	8.4%	7.7%	8.7%	7.3%	6.5%	7.7%	8.9%	8.5%	8.7%	7.3%	7.7%	7.9%	8.0%
Online	33.9%		38.3%	29.7%	41.4%	30.0%	47.5%	40.8%	33.2%	33.1%	29.0%	21.1%	36.8%	31.2%	33.9%	36.3%
Catalog	8.0%		8.3%	7.7%	8.4%	7.7%	8.8%	8.5%	7.3%	7.7%	9.0%	7.2%	8.0%	8.1%	7.9%	7.3%
Other	8.3%		8.1%	8.4%	7.9%	8.8%	7.6%	6.7%	7.3%	8.5%	9.1%	10.9%	9.0%	7.7%	8.3%	8.5%
I have completed my Holiday shopping	10.1%		9.5%	10.6%	9.2%	11.5%	5.2%	7.3%	7.9%	10.1%	14.1%	16.8%	9.7%	9.6%	10.5%	10.3%

*The sum of the % totals is greater than 100% because the respondent can select more than one answer.