

Source: BIGresearch®, Consumer Intentions & Actions® Survey, Nov-10**N = 8778, 11/3 - 11/9/10**

	Adults 18+	Men	Women	<\$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%)	51.1%	53.6%	48.8%	54.8%	45.5%	52.4%	47.8%	51.1%	55.6%	49.0%	50.5%	49.7%	50.7%	51.5%	53.6%
1% to 10%	19.9%	18.1%	21.5%	17.9%	22.7%	19.3%	21.1%	21.6%	18.8%	19.8%	18.2%	21.1%	20.4%	19.6%	18.1%
11% to 25%	10.8%	11.3%	10.3%	9.2%	13.0%	13.1%	11.0%	11.4%	9.6%	11.1%	9.4%	11.6%	10.7%	10.6%	10.2%
26% to 50%	7.8%	7.7%	7.8%	7.4%	8.0%	8.6%	11.8%	6.7%	6.5%	6.4%	6.6%	7.9%	7.9%	7.8%	7.0%
51% to 75%	5.1%	4.3%	5.8%	4.7%	5.9%	3.7%	4.3%	5.8%	4.4%	5.6%	6.6%	5.1%	4.7%	5.0%	5.5%
76% to 99%	3.5%	2.9%	4.1%	3.9%	3.5%	1.9%	3.1%	2.3%	2.9%	5.4%	5.5%	2.9%	3.9%	3.7%	3.3%
100% - FINISHED	1.9%	2.1%	1.6%	2.1%	1.5%	1.1%	0.9%	1.1%	2.1%	2.6%	3.3%	1.7%	1.6%	1.8%	2.4%
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	58.5%	53.6%	63.1%	57.1%	63.8%	69.2%	67.6%	61.7%	56.5%	50.2%	46.7%	59.1%	57.1%	60.3%	56.8%
Toys	41.9%	37.0%	46.6%	40.8%	45.3%	46.0%	59.1%	50.0%	34.2%	33.0%	28.4%	39.0%	42.9%	42.9%	41.7%
Books, CDs, DVDs, videos or video games	52.8%	50.9%	54.7%	50.3%	59.6%	59.2%	61.6%	59.5%	49.6%	48.7%	38.7%	52.0%	53.4%	52.3%	54.1%
Consumer electronics or computer-related accessories	28.4%	32.6%	24.3%	23.2%	36.0%	36.5%	36.5%	33.8%	27.7%	22.1%	13.9%	30.5%	28.2%	27.9%	27.7%
Sporting goods or leisure items	15.5%	18.8%	12.3%	12.6%	19.0%	25.3%	20.3%	16.6%	14.0%	10.3%	7.9%	15.2%	15.9%	15.3%	15.5%
Home décor or home-related furnishings	16.5%	13.8%	19.0%	16.7%	17.7%	21.0%	22.3%	16.3%	15.0%	12.4%	12.1%	17.7%	15.8%	16.1%	16.8%
Jewelry or precious metal accessories	20.3%	20.3%	20.3%	18.4%	23.3%	30.9%	26.2%	20.9%	16.2%	15.7%	14.1%	20.9%	18.6%	21.1%	20.1%
Gift cards/gift certificates	55.1%	51.9%	58.2%	52.5%	61.8%	50.7%	56.9%	56.9%	57.4%	54.6%	52.5%	58.4%	56.0%	53.8%	53.1%
Personal care or beauty items	22.4%	15.6%	28.8%	23.4%	23.5%	29.7%	28.1%	27.5%	21.0%	15.6%	12.6%	23.7%	20.7%	22.5%	23.1%
Food/Candy	28.8%	24.8%	32.7%	30.1%	30.5%	34.7%	31.6%	30.7%	27.6%	24.9%	24.3%	28.2%	28.1%	27.9%	31.9%
Flowers/Plants	8.1%	8.6%	7.7%	7.9%	8.9%	9.6%	10.4%	7.4%	6.9%	7.3%	7.6%	9.9%	6.1%	7.3%	10.2%
Other:	7.5%	6.8%	8.1%	8.8%	6.1%	3.2%	2.8%	4.6%	7.4%	11.1%	15.6%	7.0%	8.2%	7.6%	6.8%

*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?

	est. # of persons		Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Cash	25.7%	56,719,804	26.2%	25.3%	31.9%	16.5%	36.1%	26.7%	29.2%	27.8%	19.5%	16.1%	28.6%	26.2%	24.6%	23.8%
Check	3.7%	8,166,949	3.3%	4.1%	4.2%	3.3%	1.5%	1.5%	2.1%	3.4%	6.1%	7.7%	1.8%	5.3%	4.2%	2.9%
Debit card/Check card	43.0%	94,674,365	42.0%	43.9%	45.0%	41.7%	50.4%	49.9%	47.5%	43.0%	38.5%	28.9%	37.9%	41.1%	47.2%	44.0%
Credit card	27.6%	60,734,358	28.6%	26.6%	19.0%	38.4%	12.0%	21.9%	21.2%	25.7%	35.9%	47.3%	31.6%	27.5%	24.0%	29.3%
Total	100.0%	220,295,477	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%

Source: BIGresearch®, Consumer Intentions & Actions® Survey, November 2006-2010

	2006	2007	2008	2009	2010
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%
1% to 10%	N/A	N/A	20.8%	21.2%	19.9%
11% to 25%	N/A	N/A	9.4%	10.0%	10.8%
26% to 50%	N/A	N/A	7.4%	7.3%	7.8%
51% to 75%	N/A	N/A	4.9%	4.3%	5.1%
76% to 99%	N/A	N/A	4.0%	3.3%	3.5%
100% - FINISHED	N/A	N/A	2.2%	1.6%	1.9%
Total	N/A	N/A	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
11% to 25%	10.5%	9.7%	N/A	N/A	N/A
26% to 50%	9.1%	8.5%	N/A	N/A	N/A
51% to 75%	6.4%	5.4%	N/A	N/A	N/A
76% to 100%	5.6%	4.9%	N/A	N/A	N/A
Total	100.0%	100.0%	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%
Toys	48.3%	43.1%	41.6%	42.2%	41.9%
Books, CDs, DVDs, videos or video games	62.2%	57.1%	55.6%	55.8%	52.8%
Consumer electronics or computer-related accessories	33.4%	29.2%	30.0%	28.6%	28.4%
Sporting goods or leisure items	18.2%	17.2%	16.5%	16.4%	15.5%
Home decor or home-related furnishings	21.4%	18.9%	17.6%	17.1%	16.5%
Jewelry or precious metal accessories	26.4%	22.2%	19.3%	18.4%	20.3%
Gift cards/gift certificates	56.2%	56.6%	53.5%	54.3%	55.1%
Personal care or beauty items	27.1%	23.9%	20.8%	22.4%	22.4%
Food/Candy	30.0%	28.1%	26.2%	27.6%	28.8%
Flowers/Plants	11.6%	9.9%	7.7%	8.2%	8.1%
Other:	7.5%	7.3%	7.6%	7.5%	7.5%

*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?

	2002	2003	2004	2005	2006	2007	2008	2009	2010
Cash	33.2%	26.9%	25.9%	28.5%	24.3%	22.1%	22.8%	24.9%	25.7%
Check	12.7%	12.3%	9.9%	9.1%	6.2%	5.5%	4.3%	4.0%	3.7%
Debit card/Check card	27.3%	30.7%	34.7%	34.3%	39.1%	40.1%	41.5%	42.5%	43.0%
Credit card	26.8%	30.1%	29.5%	28.2%	30.5%	32.3%	31.5%	28.3%	27.6%