

**2010 BIGresearch - Black Friday Weekend**

11/25-27/10 n = 4306

	Adults 18+	Male	Female	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West
<b>Have you or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?</b>												
Yes	53.0%	51.4%	54.5%	50.5%	58.3%	72.7%	48.4%	39.2%	53.4%	53.8%	52.7%	52.3%
No	47.0%	48.6%	45.5%	49.5%	41.7%	27.3%	51.6%	60.8%	46.6%	46.2%	47.3%	47.7%
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%

**Of those...Have you or will you go Holiday shopping... (Please check all that apply)**

Thursday (Thanksgiving)	18.1%	22,257,830	19.8%	16.5%	17.2%	19.4%	23.1%	16.7%	14.8%	17.2%	20.2%	17.8%	16.3%
Friday	65.8%	81,039,611	66.4%	65.2%	63.6%	70.8%	70.2%	65.3%	62.0%	64.9%	65.5%	68.1%	63.9%
Saturday	59.3%	73,074,834	59.8%	58.9%	59.7%	60.8%	63.1%	60.7%	54.0%	61.5%	60.6%	56.5%	61.1%
Sunday (planned)	29.3%	36,116,076	29.7%	29.0%	29.4%	30.0%	35.9%	29.3%	23.0%	31.0%	30.3%	28.6%	28.6%
<i>Estimated # of Shoppers Thursday thru Sunday (includes multiple shopping trips)</i>	172.5%	212,488,351											

**What types of gifts did you buy? (Check all that apply)**

Clothing or clothing accessories	52.7%		46.2%	59.0%	54.4%	54.0%	66.3%	51.8%	40.7%	53.9%	55.0%	49.3%	52.8%
Toys	33.6%		30.7%	36.4%	34.6%	34.5%	49.1%	33.7%	18.4%	33.1%	38.1%	32.3%	30.7%
Books, CDs, DVDs, videos or video games	42.1%		44.9%	39.5%	41.3%	45.1%	51.6%	45.2%	29.3%	42.9%	44.2%	40.5%	41.0%
Consumer electronics or computer-related accessories	36.7%		43.5%	30.2%	34.8%	41.4%	41.7%	40.6%	27.2%	39.6%	36.5%	36.5%	32.1%
Sporting goods or leisure items	12.9%		15.9%	10.1%	10.2%	16.2%	19.4%	12.8%	6.7%	13.7%	14.0%	12.8%	11.7%
Home décor or home-related furnishings	20.2%		15.1%	25.0%	19.9%	21.8%	22.0%	19.3%	19.6%	17.3%	23.6%	19.9%	20.3%
Jewelry or precious metal accessories	14.3%		13.6%	15.0%	14.5%	15.2%	19.6%	15.9%	7.4%	15.9%	14.9%	14.1%	12.5%
Gift cards / gift certificates	24.7%		25.9%	23.7%	25.7%	25.8%	30.1%	26.7%	17.1%	29.2%	25.9%	21.7%	24.3%
Personal care or beauty items	22.4%		18.4%	26.2%	24.1%	21.5%	27.6%	24.0%	15.3%	20.4%	23.6%	22.8%	21.1%
Food/Candy	24.0%		22.6%	25.2%	27.0%	21.9%	28.8%	23.4%	19.9%	22.5%	22.5%	24.6%	26.3%
Flowers/Plants	4.5%		5.1%	4.0%	3.3%	5.8%	6.1%	4.2%	3.4%	4.8%	3.4%	5.0%	5.2%
Other:	8.0%		6.5%	9.4%	8.4%	8.7%	2.8%	6.5%	14.8%	7.2%	5.6%	10.0%	8.8%

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

**Where did you do your holiday shopping?**

(Check all that apply)	Adults 18+	estimated shoppers											
Discount store	40.3%	49,692,863	37.6%	43.0%	41.8%	42.3%	38.8%	42.1%	39.7%	33.6%	39.8%	43.6%	40.5%
Department store	52.0%	64,043,929	50.6%	53.3%	52.7%	53.7%	63.3%	52.9%	39.9%	55.6%	54.8%	49.0%	50.5%
Clothing or Accessories store	24.4%	30,098,612	23.7%	25.1%	23.0%	27.2%	40.7%	23.1%	10.2%	24.9%	25.2%	24.1%	22.8%
Electronics store	28.7%	35,321,531	39.0%	18.8%	26.5%	32.4%	39.9%	29.1%	17.2%	30.3%	29.4%	26.8%	28.2%
Other Specialty store	13.5%	16,651,841	12.6%	14.4%	10.6%	17.1%	10.6%	13.9%	15.9%	13.0%	13.8%	15.3%	10.5%
Crafts or fabrics store	7.2%	8,838,856	4.8%	9.4%	6.2%	8.8%	9.6%	6.3%	5.9%	9.5%	6.5%	6.1%	8.0%
Drug store	13.6%	16,784,279	11.9%	15.3%	14.0%	14.1%	13.2%	12.0%	16.0%	17.4%	11.0%	13.6%	13.1%
Grocery store/supermarket	20.5%	25,212,396	21.3%	19.7%	23.0%	19.1%	23.8%	17.8%	20.4%	21.3%	18.6%	19.7%	22.5%
Online	33.6%	41,413,793	34.7%	32.6%	31.5%	37.4%	39.1%	35.1%	26.4%	34.6%	31.4%	35.0%	32.8%
Catalog	5.4%	6,609,471	6.7%	4.1%	5.0%	6.2%	7.6%	5.4%	3.1%	5.2%	5.3%	5.8%	4.8%
Thrift Stores/Resale Shops	6.1%	7,527,218	6.5%	5.7%	6.7%	6.2%	8.4%	6.7%	3.2%	5.6%	5.6%	6.5%	6.3%
Outlet stores	7.8%	9,633,249	7.1%	8.5%	7.6%	8.5%	9.1%	8.3%	6.0%	11.9%	7.6%	6.2%	6.5%
Other:	7.1%	8,742,822	6.0%	8.1%	6.7%	7.8%	2.5%	6.1%	12.8%	6.4%	7.9%	7.2%	7.0%

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

**How much did you spend on holiday shopping?**

<b>Average Amount Spent this Weekend</b>	<b>\$365.34</b>												
<i>in billions \$</i>	45.0		\$417.05	\$316.22	\$271.34	\$453.91	\$390.15	\$428.05	\$266.08	\$346.16	\$358.13	\$380.09	\$371.57

**How much of what you spent was online?**

<b>Average</b>	<b>\$121.67</b>		\$151.62	\$93.22	\$78.64	\$156.51	\$128.55	\$152.11	\$78.51	\$120.18	\$102.44	\$139.17	\$120.40
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	Adults 18+ Percent Online 33.3%	Male	Female	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West
<b>What time will you/did you get to the store on the Friday after Thanksgiving?</b>												
Midnight	9.5%	8.8%	10.1%	10.2%	8.9%	15.1%	8.8%	3.7%	8.6%	9.4%	10.7%	8.5%
1am	1.2%	1.1%	1.3%	1.5%	1.0%	2.0%	1.1%	0.3%	0.5%	1.0%	1.6%	1.6%
2am	1.3%	1.1%	1.6%	2.0%	0.8%	2.6%	0.9%	0.4%	0.5%	2.0%	1.8%	0.3%
3am	4.7%	4.1%	5.4%	5.3%	4.2%	6.3%	4.6%	3.1%	3.9%	5.9%	5.1%	3.6%
4am	7.2%	7.4%	7.1%	7.4%	7.0%	10.2%	7.1%	4.0%	7.0%	7.3%	7.8%	5.6%
5am	10.2%	12.9%	7.4%	9.2%	11.6%	12.3%	10.8%	7.0%	6.1%	12.0%	8.9%	13.6%
6am	6.8%	7.3%	6.2%	4.6%	8.1%	8.6%	5.6%	6.2%	6.5%	6.5%	6.1%	7.6%
7am	5.6%	5.2%	5.9%	7.3%	4.1%	5.6%	4.6%	6.8%	8.2%	7.9%	4.1%	2.8%
8am	5.9%	5.0%	6.8%	5.5%	6.2%	5.2%	6.4%	5.9%	8.6%	4.2%	5.1%	5.9%
9am	8.6%	9.4%	7.7%	8.2%	8.8%	5.4%	8.7%	12.1%	11.1%	6.0%	9.3%	8.5%
10am or later	39.1%	37.6%	40.5%	38.8%	39.2%	26.7%	41.5%	50.4%	39.1%	37.8%	39.3%	42.0%
	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>About what percent of your total holiday shopping have you completed thus far? (Check only one)</b>												
10% or less	40.3%	41.6%	39.0%	42.8%	36.8%	30.4%	44.7%	44.6%	40.3%	39.7%	39.2%	43.6%
25%	15.9%	15.9%	15.9%	15.0%	16.7%	21.2%	15.5%	11.1%	16.6%	16.7%	15.3%	15.7%
50%	16.9%	17.9%	15.9%	16.2%	18.6%	23.2%	14.6%	13.5%	17.2%	15.6%	18.2%	15.0%
75%	19.2%	17.1%	21.2%	17.5%	21.5%	19.7%	18.3%	19.8%	18.7%	20.6%	18.6%	18.6%
100%	7.7%	7.5%	8.0%	8.4%	6.5%	5.5%	6.9%	11.0%	7.2%	7.4%	8.7%	7.2%
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%
<b>Average</b>	<b>38.6%</b>	37.4%	39.7%	37.7%	39.8%	40.2%	36.3%	39.9%	38.0%	38.8%	39.5%	36.9%

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**Have you or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?**

	<b>2009</b>	<b>2010</b>
Yes	52.1%	53.0%
No	47.9%	47.0%
Total	100.0%	100.0%

**Of those...Have you or will you go Holiday shopping... (Please check all that apply)**

	<b>2008</b>	<b>Adults 18+</b>	<b>2009</b>	<b>Adults 18+</b>	<b>2010</b>	<b>Adults 18+</b>
Thursday (Thanksgiving)	14.7%	16,194,633	15.1%	18,124,383	18.1%	22,257,830
Friday	66.8%	73,568,430	65.6%	78,701,810	65.8%	81,039,611
Saturday	51.7%	56,910,631	53.4%	64,106,752	59.3%	73,074,834
Sunday (planned)	23.8%	26,188,065	28.8%	34,528,980	29.3%	36,116,076

*Estimated # of Shoppers Thursday thru Sunday*

172,861,759

195,461,924

212,488,351

**What types of gifts did you buy? (Check all that apply)**

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Clothing or clothing accessories	49.2%	41.4%	46.8%	50.9%	50.9%	52.7%
Toys	33.1%	28.3%	28.2%	28.5%	32.2%	33.6%
Books CDs DVDs videos or video games	46.7%	41.4%	41.7%	39.0%	40.3%	42.1%
Consumer electronics or computer-related accessories	36.7%	33.3%	35.7%	35.9%	36.9%	36.7%
Sporting goods or leisure items	11.9%	9.0%	8.4%	11.4%	12.6%	12.9%
Home decor or home-related furnishings	21.1%	17.4%	19.6%	20.3%	19.9%	20.2%
Jewelry or precious metal accessories	13.0%	10.1%	9.6%	10.9%	11.7%	14.3%
Gift cards / gift certificates	21.0%	17.6%	21.0%	18.7%	21.2%	24.7%
Personal care or beauty items	20.6%	14.9%	17.8%	19.0%	22.4%	22.4%
Food/Candy	NA	NA	NA	NA	23.0%	24.0%
Flowers/Plants	NA	NA	NA	NA	4.8%	4.5%
Other:	11.1%	10.0%	10.9%	11.3%	9.5%	8.0%

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

**Where did you do your holiday shopping? (Check all that apply)**

	<b>2009</b>	<b>2010</b>	<b>% change</b>
Discount store	43.2%	40.3%	-7.2%
Department store	49.4%	52.0%	5.1%
Clothing or Accessories store	22.9%	24.4%	6.3%
Electronics store	29.0%	28.7%	-1.2%
Other Specialty store	14.9%	13.5%	-10.3%
Crafts or fabrics store	6.5%	7.2%	9.9%
Drug store	13.4%	13.6%	1.3%
Grocery store/supermarket	19.6%	20.5%	4.4%

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Online	28.5%	33.6%	15.2%
Catalog	3.9%	5.4%	26.6%
Thrift Stores/Resale Shops	5.9%	6.1%	2.8%
Outlet stores	7.8%	7.8%	0.8%
Other:	7.1%	7.1%	-0.6%

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

How much did you spend on holiday shopping?	2005	2006	2007	2008	2009	2010
<b>Average Amount Spent this Weekend</b>	<b>\$ 302.81</b>	<b>\$360.15</b>	<b>\$347.55</b>	<b>\$372.57</b>	<b>\$343.31</b>	<b>\$365.34</b>
<i>in billions</i>	\$ 27.8	\$ 34.4	\$ 34.6	\$ 41.0	\$ 41.2	\$ 45.0

How much of what you spent was online?	2007	2008	2009	2010
Average	\$93.12	\$117.29	\$103.80	\$121.67
Percent Online	26.8%	31.5%	30.2%	33.3%

**What time will you/did you get to the store on the Friday after Thanksgiving?**

	2008	Cumulative %	2009	Cumulative %	2010	Cumulative %
Midnight	2.2%	2.2%	3.3%	3.3%	9.5%	9.5%
1am	0.5%	2.7%	0.6%	3.9%	1.2%	10.7%
2am	0.9%	3.6%	1.1%	5.0%	1.3%	12.0%
3am	2.1%	5.7%	3.6%	8.5%	4.7%	16.7%
4am	8.3%	14.1%	10.3%	18.9%	7.2%	24.0%
5am	9.3%	23.3%	12.4%	31.2%	10.2%	34.2%
6am	7.6%	30.9%	8.5%	39.8%	6.8%	40.9%
7am	8.7%	39.6%	6.4%	46.2%	5.6%	46.5%
8am	8.8%	48.4%	6.9%	53.1%	5.9%	52.4%
9am	9.2%	57.6%	7.8%	60.9%	8.6%	60.9%
10am or later	42.4%	100.0%	39.1%	100.0%	39.1%	100.0%

**About what percent of your total holiday shopping have you completed thus far? (Check only one)**

	2005	2006	2007	2008	2009	2010
10% or less	47.6%	49.2%	43.4%	41.6%	40.0%	40.3%
25%	14.6%	12.9%	16.9%	15.0%	16.6%	15.9%
50%	12.3%	12.7%	16.1%	15.0%	16.1%	16.9%
75%	18.0%	16.6%	15.4%	17.7%	19.3%	19.2%
100%	7.5%	8.6%	8.2%	10.6%	8.0%	7.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Average</b>	<b>35.6%</b>	<b>35.6%</b>	<b>36.4%</b>	<b>39.3%</b>	<b>38.7%</b>	<b>38.6%</b>