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NRF partners with BIGresearch to provide reporters and analysts with the latest consumer data during the holidays. Here are the tentative dates for this year's information. All dates are subject to change.

-  **September 20:** NRF releases its economic forecast for the 2007 holiday shopping season.
-  **September 24:** NRF releases its Halloween survey listing average spending for the holiday, total Halloween spending, and ways consumers plan to celebrate this year. New this year: spending on pets!
-  **September 26:** NRF releases a list of the top children's, adults' and pets' Halloween costumes for 2007.
-  **October 1:** NRF releases its Retail Sales Outlook, written by NRF Chief Economist Rosalind Wells, outlining retail sales expectations for the fourth quarter and retail sales in the first three quarters of 2007.
-  **October 5:** Media briefing with Vice President of Retail Operations Dan Butler, 1:00 p.m. EST. The topic is "Hot or Not: What to Expect from Stores this Season." [RSVP](#) required—press and analysts only.
-  **October 12:** September retail sales released.
-   **October 16:** NRF releases survey results on how much consumers plan to spend on holiday gifts, decorations, greeting cards, candy and food. The survey will also reveal where consumers plan to shop, when they'll begin their shopping, and what types of gifts they want to receive.
-    **October 23:** The first wave of Shop.org's eHoliday survey will reveal how much online retailers expect sales to increase, when they plan to begin marketing, and what promotions will be popular.
-   **October 30:** NRF's second annual Return Fraud survey is released. The survey, completed by retail executives at NRF member companies, will estimate the amount of merchandise returned each holiday season and will also estimate the amount that retailers lose from return fraud each holiday.
- November 1:** NRF will post three sets of shopping tips for consumers on its website. Tips will include information on safe shopping, smart shopping and online shopping during the holidays.
-  **November 2:** Media briefing with Scott Silverman, Executive Director of Shop.org, 1:00 p.m. EST. The topic is "Clicks and Mortar: How the web is changing holiday shopping." [RSVP](#) required—press and analysts only.
-  **November 6:** The Retail Advertising and Marketing Association (RAMA), a division of NRF, will release results from a survey of Chief Marketing Officers about retailers' advertising efforts this holiday season.
-   **November 12:** NRF will release a comprehensive breakout of what types of gifts consumers will be buying, how much shopping they have completed, and payment methods shoppers will use the most.
-   **November 13:** NRF will release its fifth annual Gift Card survey, estimating the total amount spent on gift cards and profiling which consumers are most likely to purchase gift cards for the holidays.
-  **November 14:** October retail sales released.
-  **November 15:** NRF releases its fifth annual Top Toy list.

 Info may be available ahead of time on embargo. Contact Kathy Grannis to know more.



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 **November 16:** RAMA will release a consumer survey outlining which advertising and promotions will motivate consumers who plan to shop over Thanksgiving weekend.

   **November 19:** Shop.org will release information about what retailers will be doing this year on Cyber Monday to encourage consumers to shop online. A survey will also reveal how many consumers are expected to shop online from work. Additionally, Shop.org will offer a sneak peek at some retailers' Cyber Monday promotions.


November 23: NRF will release a statement from President and CEO Tracy Mullin at 11:00 p.m. EST with anecdotal information about store traffic and sales on Black Friday.

 **November 25 (Sunday):** NRF will release information from a consumer poll about where people shopped over the Thanksgiving weekend and what they were buying.


November 26: Shop.org and NRF will host its second annual Shop@Lunch event at ESPN Zone in Washington, DC. The event, which runs from 11:00-2:00 and encourages consumers to stop by and shop online during their lunch hours, is open to the press. Shop.org will distribute high-resolution photos of consumers shopping online and statistics about the traffic to CyberMonday.com between 3:00-4:00 p.m. EST.


 **December 7:** NRF media briefing with Vice President of Loss Prevention Joe LaRocca, 1:00 p.m. EST. The topic is "How the Grinch Stole Christmas: Fighting Holiday Crime." [RSVP](#) required—press and analysts only.



  **December 10:** The second installment of Shop.org's eHoliday survey will provide information about how much shopping consumers have completed online and how satisfied they are with those purchases.



 **December 11:** NRF will release results from its annual Returns survey with tips for shoppers on the best ways, and times, to return merchandise after the holidays.


 **December 13:** November retail sales released.

 **December 14:** RAMA will release information about what customers think about retailers' holiday ads, including which specific advertisements they listed as their favorite.


 **December 14:** NRF media briefing with BIGresearch Vice President of Strategy Phil Rist, 1:00 p.m. EST. The topic is "The [Last] Twelve Days of Christmas: What to Expect from Shoppers." [RSVP](#) required—press and analysts only.

  **December 18:** NRF will release information on what consumers have already purchased and how much shopping they have left to complete.


  **December 20:** Shop.org will release the final installment of the eHoliday survey tracking consumers' sentiments about their experiences shopping online during the holiday shopping season.

 **Mid-January 2008:** Preliminary holiday sales numbers will be available.

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