

Source: BIGresearch®, Consumer Intentions & Actions® Survey, Oct-11

N = 8585, 10/4 - 10/11/11

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do you plan to celebrate any of the winter holidays (Christmas, Chanukah/Hanukkah, Kwanzaa) this year?															
Yes	91.0%	88.6%	93.3%	90.1%	94.7%	94.5%	91.5%	92.1%	90.0%	89.5%	89.0%	92.2%	93.1%	90.6%	88.8%
No	9.0%	11.4%	6.7%	9.9%	5.3%	5.5%	8.5%	7.9%	10.0%	10.5%	11.0%	7.8%	6.9%	9.4%	11.2%
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%	100.0%	100.0%	100.0%

Planning to Celebrate the Winter Holidays:**Which winter holidays will you celebrate? (Check all that apply)**

Christmas	90.5%	88.7%	92.2%	93.8%	93.1%	92.4%	92.0%	90.9%	90.8%	91.5%	85.6%	86.7%	92.6%	91.0%	90.4%
Chanukah/Hanukkah	5.4%	6.3%	4.5%	4.3%	6.6%	4.7%	6.4%	4.7%	4.3%	5.7%	6.4%	9.5%	3.5%	3.9%	6.3%
Kwanzaa	2.0%	2.3%	1.7%	2.0%	2.2%	1.9%	2.7%	2.9%	2.1%	1.5%	0.9%	2.0%	1.7%	2.2%	2.0%

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

How much do you plan to spend on the following items this year for the holidays?

Gifts for family		Average (of Spenders)	\$	417.13	\$	410.26	\$	423.62	\$	291.17	\$	576.14	\$	224.79	\$	391.80	\$	445.34	\$	435.28	\$	481.32	\$	487.92	\$	464.99	\$	421.17	\$	408.52	\$	387.27
		Percent Buying		96.7%		96.3%		97.0%		95.4%		98.4%		97.1%		98.3%		97.9%		96.1%		96.9%		93.8%		96.7%		96.8%		96.8%		96.4%
		Net Average	\$	403.26	\$	395.06	\$	411.05	\$	277.90	\$	566.96	\$	218.26	\$	385.24	\$	435.78	\$	418.48	\$	466.21	\$	457.72	\$	449.57	\$	407.74	\$	395.36	\$	373.50
Gifts for friends		Average (of Spenders)	\$	92.78	\$	107.89	\$	78.56	\$	69.58	\$	120.48	\$	77.90	\$	98.01	\$	103.61	\$	101.63	\$	95.19	\$	74.42	\$	105.12	\$	80.10	\$	93.49	\$	94.45
		Percent Buying		73.5%		73.1%		73.9%		71.5%		76.1%		85.8%		80.2%		76.1%		70.0%		67.6%		63.5%		73.3%		71.2%		73.9%		75.8%
		Net Average	\$	68.23	\$	78.91	\$	58.08	\$	49.74	\$	91.67	\$	66.87	\$	78.65	\$	78.89	\$	71.14	\$	64.36	\$	47.29	\$	77.02	\$	57.01	\$	69.12	\$	71.59
Gifts for co-workers		Average (of Spenders)	\$	65.96	\$	77.45	\$	52.64	\$	52.68	\$	79.91	\$	71.33	\$	59.03	\$	69.35	\$	61.49	\$	77.41	\$	59.77	\$	73.56	\$	61.34	\$	59.42	\$	74.20
		Percent Buying		31.9%		35.2%		28.9%		26.1%		38.7%		36.6%		45.7%		42.4%		31.7%		24.7%		9.4%		34.8%		28.8%		31.7%		33.4%
		Net Average	\$	21.06	\$	27.23	\$	15.19	\$	13.75	\$	30.95	\$	26.07	\$	26.98	\$	29.41	\$	19.51	\$	19.15	\$	5.65	\$	25.60	\$	17.65	\$	18.84	\$	24.82
Other gifts (such as babysitters, postal workers, pets, etc.)		Average (of Spenders)	\$	53.25	\$	64.23	\$	42.82	\$	40.29	\$	66.81	\$	54.54	\$	55.75	\$	65.25	\$	44.64	\$	53.06	\$	45.42	\$	57.47	\$	48.42	\$	47.93	\$	63.15
		Percent Buying		43.9%		43.9%		44.0%		37.6%		51.7%		41.9%		47.0%		46.0%		40.1%		43.8%		44.5%		50.8%		41.9%		42.9%		41.8%
		Net Average	\$	23.39	\$	28.19	\$	18.82	\$	15.15	\$	34.57	\$	22.87	\$	26.21	\$	29.99	\$	17.88	\$	23.26	\$	20.21	\$	29.17	\$	20.28	\$	20.54	\$	26.40
Total Gifts		\$	515.94	\$	529.38	\$	503.15	\$	356.54	\$	724.15	\$	334.07	\$	517.09	\$	574.08	\$	527.00	\$	572.98	\$	530.86	\$	581.36	\$	502.67	\$	503.85	\$	496.30	
Decorations (such as a Christmas tree, lights, candles, welcome mats, etc.)		Average (of Spenders)	\$	68.33	\$	73.75	\$	63.16	\$	55.48	\$	83.46	\$	65.96	\$	75.65	\$	77.11	\$	70.12	\$	61.92	\$	48.95	\$	69.42	\$	62.40	\$	71.28	\$	68.95
		Percent Buying		68.4%		68.6%		68.2%		65.0%		72.7%		77.3%		81.2%		75.8%		66.1%		60.0%		50.3%		68.6%		66.5%		69.8%		67.6%
		Net Average	\$	46.73	\$	50.57	\$	43.09	\$	36.05	\$	60.71	\$	50.99	\$	61.39	\$	58.42	\$	46.37	\$	37.15	\$	24.64	\$	47.61	\$	41.52	\$	49.73	\$	46.63
Greeting cards and postage		Average (of Spenders)	\$	33.37	\$	34.90	\$	31.89	\$	26.07	\$	41.40	\$	30.07	\$	34.44	\$	33.81	\$	30.10	\$	33.68	\$	37.25	\$	34.43	\$	32.76	\$	32.89	\$	33.63
		Percent Buying		79.5%		79.9%		79.1%		77.1%		83.3%		71.9%		81.2%		81.5%		78.1%		80.6%		81.9%		81.2%		79.9%		79.9%		77.0%
		Net Average	\$	26.52	\$	27.89	\$	25.21	\$	20.10	\$	34.49	\$	21.62	\$	27.97	\$	27.56	\$	23.50	\$	27.16	\$	30.49	\$	27.96	\$	26.16	\$	26.28	\$	25.90
Candy and food		Average (of Spenders)	\$	105.42	\$	102.47	\$	108.09	\$	87.39	\$	127.61	\$	77.90	\$	97.18	\$	116.42	\$	115.59	\$	116.79	\$	101.14	\$	113.56	\$	104.00	\$	102.74	\$	104.18
		Percent Buying		91.8%		89.3%		94.1%		91.7%		92.7%		88.0%		93.1%		93.6%		92.3%		91.8%		90.7%		91.4%		92.4%		92.1%		90.9%
		Net Average	\$	96.75	\$	91.52	\$	101.74	\$	80.13	\$	118.31	\$	68.57	\$	90.49	\$	108.97	\$	106.67	\$	107.24	\$	91.78	\$	103.78	\$	96.12	\$	94.65	\$	94.74
Flowers like poinsettias, potted plants, etc.		Average (of Spenders)	\$	39.71	\$	46.73	\$	32.76	\$	30.53	\$	47.77	\$	39.30	\$	43.66	\$	45.22	\$	37.61	\$	39.98	\$	31.58	\$	42.02	\$	34.41	\$	41.34	\$	40.08
		Percent Buying		45.9%		46.9%		45.0%		39.8%		53.4%		41.9%		49.1%		46.8%		45.7%		46.2%		44.8%		46.4%		41.4%		46.9%		48.9%
		Net Average	\$	18.23	\$	21.90	\$	14.75	\$	12.16	\$	25.49	\$	16.45	\$	21.43	\$	21.16	\$	17.19	\$	18.49	\$	14.14	\$	19.48	\$	14.24	\$	19.38	\$	19.58

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N = 8585, 10/4 - 10/11/11

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Combined Average	\$ 704.18	\$ 721.25	\$ 687.94	\$ 504.98	\$ 963.15	\$ 491.70	\$ 718.37	\$ 790.18	\$ 720.74	\$ 763.01	\$ 691.91	\$ 780.19	\$ 680.71	\$ 693.89	\$ 683.15

Where do you plan to purchase holiday items this year? (Check all that apply)

Discount store	66.1%	61.3%	70.7%	70.6%	68.4%	58.3%	64.7%	68.6%	67.8%	70.7%	65.0%	62.1%	68.2%	67.2%	65.6%
Department store	56.9%	58.6%	55.3%	54.5%	65.5%	67.4%	63.6%	60.7%	53.6%	51.4%	46.5%	59.1%	56.4%	56.8%	55.6%
Clothing or Accessories store	35.2%	33.2%	37.1%	32.5%	41.5%	51.2%	43.6%	40.0%	29.1%	27.9%	22.4%	36.2%	32.3%	36.8%	34.7%
Electronics store	31.8%	38.5%	25.4%	28.0%	39.3%	46.6%	41.1%	35.6%	28.4%	22.9%	18.6%	32.3%	29.7%	32.3%	32.6%
Other Specialty store	16.9%	17.3%	16.6%	14.0%	21.9%	18.8%	19.6%	18.9%	14.7%	16.0%	13.9%	17.3%	15.6%	16.1%	19.0%
Crafts or fabrics store	17.5%	12.6%	22.1%	17.5%	19.8%	21.8%	23.6%	20.1%	14.3%	13.8%	11.8%	17.2%	16.0%	16.9%	20.0%
Drug store	21.1%	18.1%	23.9%	20.7%	24.6%	17.9%	22.2%	24.4%	21.1%	21.3%	18.5%	24.5%	19.3%	20.0%	21.6%
Grocery store/supermarket	48.8%	44.9%	52.5%	50.3%	53.8%	45.8%	47.8%	50.3%	50.2%	49.2%	48.6%	48.1%	48.6%	48.8%	49.6%
Online	46.7%	46.7%	46.7%	42.6%	57.5%	49.8%	52.1%	50.1%	43.4%	48.2%	37.4%	48.3%	44.7%	46.6%	47.7%
Catalog	14.2%	12.8%	15.6%	13.5%	17.2%	14.0%	14.0%	13.4%	12.2%	15.5%	16.8%	14.2%	14.0%	14.3%	14.4%
Thrift Stores/Resale Shops	11.6%	9.0%	14.2%	15.4%	8.5%	15.7%	10.1%	14.0%	10.3%	11.2%	9.6%	9.1%	11.6%	11.8%	13.8%
Other:	4.1%	3.7%	4.5%	5.0%	3.6%	2.3%	2.0%	2.5%	4.4%	5.5%	7.8%	3.1%	4.0%	4.2%	4.8%

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

People shop at a variety of retailers for different reasons. Which ONE of the following would you say is the MOST important factor in your decision to shop in a particular store during the holiday season? (Choose only ONE)

Helpful, knowledgeable customer service	6.0%	8.3%	3.9%	5.6%	6.0%	9.7%	9.4%	6.4%	4.0%	3.4%	3.9%	5.6%	5.3%	6.1%	7.1%
Quality of merchandise	14.6%	17.3%	11.9%	12.0%	17.7%	17.7%	18.4%	13.6%	11.8%	13.9%	12.8%	15.4%	13.0%	14.1%	16.3%
Selection of merchandise	18.0%	19.2%	16.8%	16.3%	20.8%	17.3%	16.1%	16.2%	18.6%	19.5%	20.4%	19.2%	17.8%	18.1%	16.9%
Sales or price discounts	41.6%	36.0%	47.0%	43.3%	40.4%	36.9%	41.4%	45.8%	43.7%	42.2%	38.4%	41.6%	46.0%	39.9%	40.0%
Convenient location	4.9%	5.7%	4.1%	5.1%	4.6%	4.9%	4.1%	2.9%	5.3%	4.5%	7.5%	4.6%	4.6%	5.3%	4.5%
Every-day low prices	13.0%	11.5%	14.4%	15.8%	9.2%	11.2%	9.5%	13.6%	15.0%	14.8%	13.4%	11.9%	11.7%	14.1%	13.4%
None of these	1.9%	2.0%	1.9%	1.9%	1.3%	2.3%	1.2%	1.5%	1.5%	1.7%	3.5%	1.7%	1.7%	2.3%	1.8%
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%

When do you start shopping for the holiday season?

Before September	12.3%	9.1%	15.3%	12.1%	12.7%	6.8%	8.8%	11.8%	12.2%	16.7%	17.0%	10.9%	12.7%	13.1%	11.9%
September	6.3%	5.3%	7.3%	6.0%	6.7%	5.5%	8.1%	6.8%	5.2%	6.9%	5.3%	5.8%	6.7%	6.3%	6.2%
October	20.3%	18.6%	21.9%	18.6%	22.0%	16.0%	23.3%	20.7%	20.9%	20.9%	18.9%	22.5%	19.2%	20.8%	19.1%
November	40.0%	42.3%	37.7%	39.8%	40.4%	46.4%	43.3%	39.7%	38.9%	36.4%	36.1%	40.4%	39.9%	39.6%	40.4%
First 2 weeks of December	17.0%	19.2%	15.0%	18.5%	15.2%	22.0%	14.2%	17.1%	16.2%	15.4%	18.4%	16.0%	16.8%	17.0%	17.7%
Last 2 weeks of December	4.1%	5.5%	2.8%	4.9%	2.9%	3.2%	2.3%	3.9%	6.6%	3.7%	4.3%	4.4%	4.6%	3.2%	4.7%
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%	100.0%	100.0%	100.0%

Do you plan to take advantage of sales or price discounts during the holiday season to make additional, NON-GIFT purchases for yourself or your family?

Yes	59.9%	62.2%	57.6%	59.3%	61.3%	74.7%	70.4%	65.4%	56.7%	52.9%	41.2%	58.5%	57.9%	61.4%	60.3%
No	13.5%	14.4%	12.6%	13.0%	13.6%	10.1%	10.7%	11.3%	14.0%	15.7%	18.7%	15.1%	14.3%	12.7%	12.5%
Don't know	26.7%	23.4%	29.8%	27.7%	25.1%	15.1%	18.9%	23.3%	29.2%	31.4%	40.1%	26.3%	27.8%	25.9%	27.3%
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%

If yes, how much do you anticipate that you will spend on these purchases? (in dollars)

Average (of Spenders)	\$ 217.89	\$ 260.20	\$ 177.03	\$ 160.53	\$ 289.98	\$ 175.48	\$ 240.83	\$ 239.10	\$ 213.45	\$ 224.14	\$ 202.04	\$ 241.44	\$ 202.97	\$ 220.03	\$ 211.84
Percent Buying	59.9%	62.2%	57.6%	59.3%	61.3%	74.7%	70.4%	65.4%	56.7%	52.9%	41.2%	58.5%	57.9%	61.4%	60.3%
Net Average	\$ 130.43	\$ 161.82	\$ 102.04	\$ 95.12	\$ 177.83	\$ 131.16	\$ 169.59	\$ 156.41	\$ 121.10	\$ 118.52	\$ 83.15	\$ 141.30	\$ 117.50	\$ 135.03	\$ 127.66

What types of gifts would you like to receive this holiday season? (Check all that apply)

Clothing or clothing accessories	50.0%	46.9%	53.0%	52.8%	52.5%	68.2%	62.2%	54.0%	44.8%	40.1%	33.4%	46.8%	51.5%	50.8%	50.3%
Books, CDs, DVDs, videos or video games	44.4%	45.1%	43.8%	46.9%	47.0%	56.6%	54.0%	46.5%	39.3%	39.3%	33.2%	40.8%	44.1%	45.0%	46.6%

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	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Consumer electronics or computer-related accessories	35.4%	41.4%	29.6%	35.7%	39.7%	49.8%	46.5%	40.4%	31.4%	26.1%	19.8%	31.2%	33.1%	38.2%	36.7%
Sporting goods or leisure items	16.8%	25.1%	8.9%	14.7%	21.2%	24.8%	25.3%	18.8%	14.3%	10.9%	7.5%	14.7%	16.7%	17.4%	17.6%
Home décor or home-related furnishings	20.0%	12.7%	27.0%	21.4%	21.1%	24.6%	28.8%	24.2%	18.0%	13.9%	10.5%	19.8%	18.7%	21.3%	19.6%
Jewelry or precious metal accessories	22.8%	12.8%	32.3%	23.6%	24.4%	32.4%	30.9%	26.5%	20.4%	17.5%	10.6%	21.9%	21.4%	25.5%	21.0%
Gift cards / gift certificates	57.7%	49.6%	65.4%	62.3%	59.1%	58.5%	60.7%	61.4%	56.4%	54.4%	54.6%	57.1%	59.8%	57.3%	56.8%
Personal care or beauty items	19.3%	9.1%	28.9%	21.7%	18.7%	27.0%	23.3%	22.6%	17.7%	14.2%	11.9%	17.7%	18.0%	20.6%	19.7%
Other:	6.9%	7.0%	6.9%	8.0%	6.3%	3.6%	4.6%	5.4%	7.6%	8.7%	11.2%	6.8%	7.0%	6.6%	7.6%

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

What percentage of your holiday shopping do you plan to do online?

None (0%)	17.9%	17.1%	18.6%	22.4%	11.3%	14.0%	8.5%	12.7%	20.5%	20.4%	31.0%	16.6%	19.6%	17.5%	17.4%
1% to 10%	16.4%	15.1%	17.6%	18.9%	13.2%	19.6%	12.3%	16.2%	15.1%	18.4%	18.0%	14.2%	18.1%	16.1%	16.9%
11% to 25%	20.9%	21.2%	20.6%	20.1%	22.2%	22.7%	22.1%	20.8%	21.1%	20.9%	18.2%	20.4%	20.9%	21.6%	20.1%
26% to 50%	24.4%	25.7%	23.2%	21.5%	28.3%	25.7%	30.7%	28.6%	23.3%	20.2%	17.2%	26.5%	22.4%	24.4%	25.1%
51% to 75%	13.8%	14.2%	13.5%	11.1%	17.5%	12.4%	19.0%	15.6%	13.0%	12.8%	9.4%	14.7%	11.5%	14.5%	14.7%
76% to 99%	4.9%	4.6%	5.2%	3.9%	6.2%	3.6%	5.3%	4.7%	5.6%	5.7%	4.3%	6.0%	6.0%	4.2%	4.0%
100%	1.7%	2.1%	1.3%	1.9%	1.3%	1.9%	2.1%	1.4%	1.5%	1.6%	1.9%	1.6%	1.6%	1.8%	1.9%
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%
Average	36.0%	37.0%	35.1%	31.9%	41.6%	35.3%	43.7%	38.9%	35.2%	34.0%	28.1%	38.3%	34.3%	36.0%	36.1%

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

Yes	62.2%	57.7%	66.4%	67.2%	57.9%	50.8%	54.3%	64.0%	70.2%	65.8%	64.9%	59.1%	63.2%	62.8%	62.8%
No	37.8%	42.3%	33.6%	32.8%	42.1%	49.2%	45.7%	36.0%	29.8%	34.2%	35.1%	40.9%	36.8%	37.2%	37.2%
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%	100.0%	100.0%	100.0%

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

Spending less overall	82.6%	80.8%	84.2%	85.7%	82.3%	78.0%	80.5%	83.2%	83.5%	84.5%	84.8%	82.2%	81.5%	83.0%	83.6%
Comparative shopping online more often	32.1%	30.9%	33.2%	29.4%	38.2%	32.2%	33.4%	32.6%	33.5%	32.6%	28.0%	32.8%	31.8%	31.6%	32.5%
Comparative shopping with newspapers/circulars more often	26.9%	22.8%	30.8%	26.8%	29.9%	16.8%	20.3%	26.1%	30.4%	35.3%	31.3%	25.1%	28.9%	26.7%	26.0%
Comparative shopping using my mobile phone more often	5.7%	7.0%	4.5%	5.9%	5.7%	11.0%	9.5%	7.0%	4.5%	1.9%	0.9%	4.6%	4.8%	5.8%	7.5%
Using coupons more often	38.7%	32.4%	44.7%	38.3%	43.2%	36.6%	35.5%	39.1%	38.4%	41.7%	40.9%	36.9%	39.7%	39.4%	37.9%
Shopping for sales more often	49.4%	43.1%	55.4%	50.6%	52.7%	46.2%	45.1%	46.0%	50.4%	56.6%	52.6%	47.6%	50.2%	48.8%	50.6%
Making more gifts for family and friends	13.7%	9.3%	17.9%	15.7%	11.8%	15.5%	14.8%	12.7%	14.0%	12.5%	12.9%	12.9%	13.1%	12.0%	17.8%
Traveling less or not at all	25.8%	26.8%	24.8%	27.2%	26.0%	22.3%	21.1%	23.6%	28.0%	29.9%	29.7%	22.2%	24.1%	27.3%	27.7%

Buying more practical gifts or necessities as gifts	31.4%	26.2%	36.3%	33.3%	32.1%	25.4%	28.5%	29.8%	31.8%	38.4%	34.0%	28.3%	31.8%	31.5%	33.2%
Using last year's decorations with no plans to buy new ones	27.0%	21.6%	32.1%	30.1%	26.1%	18.3%	18.7%	23.3%	26.6%	35.2%	39.4%	25.0%	27.3%	27.4%	27.6%
Purchasing a joint gift for children, parents, or couples instead of buying individual gifts	14.1%	10.4%	17.7%	15.0%	14.5%	14.3%	11.7%	15.0%	14.1%	14.5%	15.1%	11.6%	14.7%	14.2%	15.2%
Other:	0.9%	0.7%	1.1%	1.2%	0.4%	0.1%	0.6%	0.5%	1.0%	1.0%	2.1%	0.4%	0.8%	1.0%	1.4%

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

Do you own either of the following devices?

Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	39.7%	45.1%	34.5%	32.2%	48.6%	58.1%	62.8%	49.1%	34.4%	22.5%	12.4%	38.4%	34.4%	41.9%	43.0%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	10.5%	12.9%	8.2%	5.8%	16.1%	10.2%	17.2%	13.8%	7.8%	8.2%	5.3%	10.1%	9.8%	10.9%	11.0%
I do not own either of these types of devices	56.8%	51.1%	62.3%	65.3%	46.9%	38.4%	34.0%	46.7%	62.5%	73.5%	84.7%	58.9%	62.5%	54.1%	53.1%

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

Source: BIGresearch®, Consumer Intentions & Actions® Survey, Oct-11**N = 8585, 10/4 - 10/11/11**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Have a Smartphone: How will you use your Smartphone to make holiday purchase decisions? (Check all that apply)															
Plan to Research Products/Compare Prices	31.0%	33.8%	28.4%	31.6%	32.7%	44.0%	42.8%	39.2%	30.0%	20.0%	11.1%	29.0%	27.9%	32.1%	34.1%
Plan to Purchase Products	14.1%	17.6%	10.8%	13.6%	15.8%	19.5%	27.5%	17.8%	10.5%	6.1%	3.4%	14.1%	11.8%	14.0%	16.5%
Plan to Redeem Coupons	17.3%	16.3%	18.2%	16.3%	18.8%	23.1%	27.8%	22.9%	15.9%	8.6%	5.3%	16.0%	15.5%	18.2%	18.5%
Plan to look up Retailer Information (location, store hours, directions, etc.)	25.1%	25.2%	24.9%	25.3%	26.6%	34.1%	32.0%	32.8%	24.1%	16.8%	11.0%	21.8%	21.9%	26.5%	28.3%
Plan to use Apps to Research or Purchase Products	15.6%	17.2%	14.0%	15.7%	17.6%	20.0%	19.5%	19.4%	15.8%	11.1%	7.7%	13.1%	12.7%	15.2%	20.7%
Do not plan to Research or Make a Purchase with my Smartphone	47.4%	42.2%	52.3%	47.8%	47.6%	27.8%	27.9%	35.6%	49.2%	64.9%	77.9%	48.5%	52.8%	46.2%	43.9%

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

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

Plan to Research Products/Compare Prices	50.8%	52.5%	49.1%	43.9%	57.2%	51.5%	54.4%	55.4%	55.5%	46.0%	40.4%	54.5%	48.0%	48.3%	54.9%
Plan to Purchase Products	34.8%	38.5%	31.3%	32.1%	39.9%	39.8%	52.8%	40.6%	30.1%	28.2%	17.0%	37.0%	35.0%	33.7%	34.3%
Plan to Redeem Coupons	21.5%	23.7%	19.4%	26.1%	21.6%	22.2%	34.6%	24.6%	20.8%	11.8%	13.2%	25.8%	15.8%	23.2%	19.4%
Plan to look up Retailer Information (location, store hours, directions, etc.)	33.8%	34.8%	32.8%	26.4%	40.8%	29.1%	43.0%	38.3%	38.8%	25.4%	24.5%	36.4%	32.6%	34.6%	32.0%
Plan to use Apps to Research or Purchase Products	21.0%	25.6%	16.5%	18.9%	25.4%	20.3%	31.5%	22.5%	18.6%	22.3%	10.2%	22.9%	20.4%	20.2%	21.1%
Do not plan to Research or Make a Purchase with my Tablet	29.5%	22.7%	36.0%	30.2%	28.2%	17.5%	13.6%	21.8%	27.4%	45.6%	51.8%	25.4%	33.5%	30.1%	28.2%

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

Source: BIGresearch®, Consumer Intentions & Actions® Survey, October 2004-2011

	2004	2005	2006	2007	2008	2009	2010	2011
	<i>final estimates</i>							<i>plans</i>
Do you plan to celebrate any of the winter holidays (Christmas, Chanukah/Hanukkah, Kwanzaa) this year?								
Yes	90.6%	93.0%	93.0%	90.2%	93.6%	93.2%	91.7%	91.0%
No	9.4%	7.0%	7.0%	9.8%	6.4%	6.8%	8.3%	9.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

How much do you plan to spend on the following items this year for the holidays?**Gifts for family**

Average (of Spenders)	\$	413.11	\$	428.90	\$	436.22	\$	443.52	\$	397.59	\$	396.62	\$	425.14	\$	417.13
Percent Buying		98.1%		97.8%		98.2%		97.8%		97.8%		97.5%		96.6%		96.7%
Net Average	\$	405.34	\$	419.34	\$	428.29	\$	433.77	\$	388.75	\$	386.55	\$	410.75	\$	403.26

Gifts for friends

Average (of Spenders)	\$	88.71	\$	96.62	\$	98.05	\$	104.97	\$	99.08	\$	89.41	\$	100.87	\$	92.78
Percent Buying		80.1%		81.4%		82.8%		79.4%		79.6%		74.6%		73.9%		73.5%
Net Average	\$	71.08	\$	78.62	\$	81.23	\$	83.34	\$	78.83	\$	66.68	\$	74.57	\$	68.23

Gifts for co-workers

Average (of Spenders)	\$	57.26	\$	55.67	\$	52.69	\$	56.95	\$	54.45	\$	58.98	\$	59.47	\$	65.96
Percent Buying		38.5%		37.6%		40.3%		37.0%		40.9%		32.6%		32.1%		31.9%
Net Average	\$	22.05	\$	20.95	\$	21.25	\$	21.07	\$	22.27	\$	19.24	\$	19.06	\$	21.06

Other gifts

Average (of Spenders)	\$	82.31	\$	90.90	\$	80.56	\$	72.98	\$	73.56	\$	82.67	\$	81.30	\$	53.25
Percent Buying		49.8%		48.4%		52.4%		47.4%		49.3%		42.1%		44.7%		43.9%
Net Average	\$	40.98	\$	43.96	\$	42.25	\$	34.62	\$	36.28	\$	34.76	\$	36.34	\$	23.39

Total Gifts	\$	539.46	\$	562.87	\$	573.02	\$	572.81	\$	526.13	\$	507.23	\$	540.73	\$	515.94
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Decorations (such as a Christmas

Average (of Spenders)	\$	55.13	\$	59.29	\$	62.12	\$	64.61	\$	60.90	\$	63.21	\$	65.65	\$	68.33
Percent Buying		64.9%		68.6%		71.0%		71.2%		70.4%		64.4%		66.0%		68.4%
Net Average	\$	35.80	\$	40.67	\$	44.11	\$	46.01	\$	42.90	\$	40.70	\$	43.32	\$	46.73

Greeting cards and postage

Average (of Spenders)	\$	29.68	\$	33.11	\$	33.97	\$	35.23	\$	32.40	\$	33.70	\$	34.20	\$	33.37
Percent Buying		84.7%		84.8%		85.4%		84.5%		83.5%		79.3%		79.7%		79.5%
Net Average	\$	25.15	\$	28.09	\$	29.01	\$	29.78	\$	27.05	\$	26.73	\$	27.24	\$	26.52

Candy and food

Average (of Spenders)	\$	90.68	\$	95.99	\$	93.32	\$	95.05	\$	86.02	\$	99.93	\$	98.73	\$	105.42
Percent Buying		92.1%		91.0%		92.7%		92.1%		92.1%		90.2%		91.2%		91.8%
Net Average	\$	83.53	\$	87.34	\$	86.54	\$	87.55	\$	79.26	\$	90.14	\$	90.09	\$	96.75

Flowers like poinsettias, potted plants, etc.

Average (of Spenders)	\$	34.66	\$	34.55	\$	35.94	\$	37.45	\$	37.89	\$	38.72	\$	38.97	\$	39.71
Percent Buying		46.3%		45.5%		50.1%		50.7%		49.8%		44.0%		45.1%		45.9%
Net Average	\$	16.05	\$	15.71	\$	18.01	\$	18.98	\$	18.86	\$	17.03	\$	17.60	\$	18.23

Combined Average	\$	699.98	\$	734.69	\$	750.70	\$	755.13	\$	694.19	\$	681.83	\$	718.98	\$	704.18
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Do you plan to take advantage of sales or price discounts during the holiday season to make additional NON-GIFT purchases for yourself or your family?

Yes	51.2%	52.9%	56.7%	56.0%	56.6%	52.9%	57.1%	59.9%
No	14.6%	13.8%	13.2%	13.6%	14.4%	16.1%	15.9%	13.5%
Don't know	34.2%	33.3%	30.2%	30.4%	29.0%	31.0%	27.0%	26.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

If yes, how much do you anticipate that you will spend on these purchases? (in dollars):

Average (of Spenders)	\$	173.74	\$	160.24	\$	167.11	\$	173.75	\$	188.36	\$	191.62	\$	196.46	\$	217.89
Percent Buying		51.2%		52.9%		56.7%		56.0%		56.6%		52.9%		57.1%		59.9%

Historical - Spending

	2004		2005		2006		2007		2008		2009		2010		2011	
	final estimates														plans	
Net Average	\$	88.99	\$	84.73	\$	94.70	\$	97.26	\$	106.67	\$	101.37	\$	112.20	\$	130.43

Source: BIGresearch®, Consumer Intentions & Actions® Survey, October 2004-2011

	2004	2005	2006	2007	2008	2009	2010	2011
Do you plan to celebrate any of the winter holidays (Christmas, Chanukah/Hanukkah, Kwanzaa) this year?								
Yes	90.6%	93.0%	93.0%	90.2%	93.6%	93.2%	91.7%	91.0%
No	9.4%	7.0%	7.0%	9.8%	6.4%	6.8%	8.3%	9.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Which winter holidays will you celebrate? (Check all that apply)

Christmas	96.1%	94.2%	93.3%	92.9%	94.1%	95.3%	91.2%	90.5%
Chanukah/Hanukkah	4.6%	5.1%	5.3%	5.0%	6.8%	5.7%	5.2%	5.4%
Kwanzaa	1.6%	1.0%	2.3%	1.6%	2.4%	2.1%	1.9%	2.0%

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

Where do you plan to purchase holiday items this year? (Check all that apply)

Discount store	77.1%	71.4%	70.3%	68.4%	69.7%	70.1%	65.1%	66.1%
Department store	53.1%	59.4%	61.6%	58.2%	58.0%	55.8%	54.5%	56.9%
Clothing or Accessories store	N/A	N/A	N/A	36.1%	37.3%	33.8%	33.6%	35.2%
Electronics store	N/A	N/A	N/A	34.3%	37.3%	31.8%	31.3%	31.8%
Other Specialty store	N/A	N/A	N/A	21.7%	21.2%	18.5%	17.4%	16.9%
Specialty store, such as a clothing, toy or electronics store	39.3%	46.5%	48.4%	N/A	N/A	N/A	N/A	N/A
Crafts or fabrics store	18.7%	19.9%	20.5%	17.4%	18.1%	16.9%	16.1%	17.5%
Drug store	21.7%	19.7%	21.0%	19.1%	20.3%	19.3%	18.9%	21.1%
Grocery store/supermarket	46.7%	47.4%	49.3%	44.6%	45.6%	45.0%	46.7%	48.8%
Online	38.3%	42.6%	47.1%	44.3%	44.2%	42.4%	43.9%	46.7%
Catalog	20.9%	23.5%	25.2%	20.0%	16.6%	17.0%	15.1%	14.2%
Thrift Stores/Resale Shops	N/A	N/A	N/A	N/A	N/A	11.4%	11.9%	11.6%
Other	7.5%	9.3%	8.4%	8.6%	5.3%	5.1%	5.0%	4.1%

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

People shop in different stores for different reasons. Which ONE of the following would you say is the MOST important factor in your decision to shop in a particular store during the holiday season? (Check only ONE)

Helpful, knowledgeable customer service	4.4%	3.7%	4.4%	4.9%	5.2%	4.4%	5.3%	6.0%
Quality of merchandise	8.7%	11.0%	12.4%	12.8%	13.4%	11.8%	12.7%	14.6%
Selection of merchandise	20.0%	23.1%	24.3%	22.6%	21.5%	21.0%	20.5%	18.0%
Sales or price discounts	41.8%	37.9%	36.5%	38.2%	40.0%	43.3%	41.8%	41.6%
Convenient location	7.8%	6.5%	6.5%	6.3%	5.6%	4.9%	4.9%	4.9%
Every-day low prices	15.6%	16.0%	14.2%	12.8%	12.6%	12.7%	12.7%	13.0%
None of these	1.6%	1.7%	1.8%	2.5%	1.7%	1.9%	2.0%	1.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

When do you start shopping for the holiday season?

Before September	18.0%	15.3%	14.0%	14.3%	13.4%	13.4%	12.6%	12.3%
September	6.9%	6.3%	6.5%	6.0%	5.8%	6.1%	5.8%	6.3%
October	17.7%	18.5%	19.9%	20.0%	21.0%	20.2%	18.8%	20.3%
November	34.3%	37.4%	37.0%	38.3%	38.6%	38.0%	40.5%	40.0%
First 2 weeks of December	17.5%	17.7%	18.8%	16.7%	17.3%	17.4%	18.1%	17.0%
Last 2 weeks of December	5.6%	4.8%	3.8%	4.7%	4.0%	4.8%	4.1%	4.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

What types of gifts would you like to receive this holiday season? (Check all that apply)

Clothing or clothing accessories	50.6%	54.4%	53.3%	50.1%	49.8%	48.8%	48.2%	50.0%
Books, CDs, DVDs, videos or video games	53.1%	55.5%	55.2%	50.8%	50.0%	48.6%	47.3%	44.4%
Consumer electronics or computer-related accessories	32.6%	38.4%	37.9%	36.4%	38.4%	33.2%	33.8%	35.4%
Sporting goods or leisure items	13.4%	16.4%	18.2%	17.0%	19.9%	17.3%	16.8%	16.8%
Home decor or home-related furnishings	21.3%	23.3%	22.1%	22.0%	22.7%	19.3%	19.5%	20.0%
Jewelry or precious metal accessories	22.6%	26.4%	26.0%	23.8%	24.5%	20.8%	23.0%	22.8%
Gift cards / gift certificates	50.2%	52.3%	52.8%	53.8%	54.9%	55.2%	57.0%	57.7%
Personal care or beauty items	20.5%	21.1%	19.2%	18.8%	19.2%	17.1%	18.2%	19.3%
Other:	14.8%	10.5%	9.2%	8.1%	7.3%	8.7%	8.0%	6.9%

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

Source: BIGresearch®, Consumer Intentions & Actions® Survey, October 2004-2011

	2004	2005	2006	2007	2008	2009	2010	2011
What percentage of your holiday shopping do you plan to do online?								
None (0%)	N/A	N/A	23.5%	23.9%	19.9%	22.4%	21.1%	17.9%
1% to 10%	N/A	N/A	20.4%	19.2%	18.0%	19.5%	18.0%	16.4%
11% to 25%	N/A	N/A	22.5%	21.5%	21.1%	21.2%	21.3%	20.9%
26% to 50%	N/A	N/A	19.4%	19.8%	22.7%	20.7%	21.8%	24.4%
51% to 75%	N/A	N/A	10.2%	10.3%	12.5%	11.0%	12.4%	13.8%
76% to 99%	N/A	N/A	3.0%	4.4%	4.6%	4.1%	4.2%	4.9%
100%	N/A	N/A	0.9%	0.9%	1.2%	1.2%	1.2%	1.7%
Total	N/A	N/A	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	N/A	N/A	28.9%	30.2%	33.6%	31.1%	32.7%	36.0%

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

Yes	N/A	N/A	N/A	N/A	N/A	65.3%	61.7%	62.2%
No	N/A	N/A	N/A	N/A	N/A	34.7%	38.3%	37.8%
Total	N/A	N/A	N/A	N/A	N/A	100.0%	100.0%	100.0%

How will it affect your spending plans? (Check all that apply)

Spending less overall	N/A	N/A	N/A	N/A	N/A	84.2%	81.5%	82.6%
Comparative shopping online more often	N/A	N/A	N/A	N/A	N/A	31.1%	30.9%	32.1%
Comparative shopping with newspapers/circulars more often	N/A	N/A	N/A	N/A	N/A	30.8%	28.1%	26.9%
Comparative shopping using my mobile phone more often	N/A	N/A	N/A	N/A	N/A	N/A	3.7%	5.7%
Using coupons more often	N/A	N/A	N/A	N/A	N/A	41.7%	40.6%	38.7%
Shopping for sales more often	N/A	N/A	N/A	N/A	N/A	55.0%	54.1%	49.4%
Making more gifts for family and friends	N/A	N/A	N/A	N/A	N/A	16.7%	15.3%	13.7%
Traveling less or not at all	N/A	N/A	N/A	N/A	N/A	28.6%	27.1%	25.8%
Buying more practical gifts or necessities as gifts	N/A	N/A	N/A	N/A	N/A	36.0%	33.8%	31.4%
Using last year's decorations with no plans to buy new ones	N/A	N/A	N/A	N/A	N/A	34.0%	31.5%	27.0%
Purchasing a joint gift for children, parents, or couples instead of buying individual gifts	N/A	N/A	N/A	N/A	N/A	17.3%	15.5%	14.1%
Other:	N/A	N/A	N/A	N/A	N/A	1.1%	1.1%	0.9%

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