

Source: BIGresearch, CIA Nov-07  
N = 7982, 10/31 - 11/07/07

	Adults (18+)		Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
How much of your holiday shopping have you completed?																
10% or less	71.4%	72.0%	70.9%		73.5%	68.9%	76.2%	72.4%	72.2%	71.3%	65.7%	70.5%	71.3%	70.7%	73.0%	70.2%
11% to 25%	9.7%	8.9%	10.5%		8.6%	11.1%	10.2%	9.2%	10.3%	9.1%	12.0%	8.3%	9.9%	10.0%	9.1%	10.2%
26% to 50%	8.5%	9.2%	7.9%		7.7%	9.9%	8.9%	9.4%	9.0%	7.7%	8.9%	7.5%	8.7%	8.7%	8.1%	8.8%
51% to 75%	5.4%	4.7%	6.2%		5.4%	5.3%	3.5%	4.1%	4.4%	7.0%	6.6%	6.9%	5.9%	5.7%	5.0%	5.2%
76% to 100%	4.9%	5.2%	4.5%		4.9%	4.7%	1.2%	4.9%	4.1%	4.9%	6.8%	6.9%	4.2%	4.9%	4.9%	5.6%
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	57.2%	51.6%	62.4%	54.7%	62.5%	64.3%	60.4%	57.3%	57.3%	57.3%	56.6%	48.1%	58.5%	58.2%	58.8%	51.8%
Toys	43.1%	37.6%	48.3%	42.0%	46.2%	47.8%	55.1%	49.3%	49.3%	35.9%	39.1%	30.2%	43.9%	46.6%	41.8%	40.3%
Books, CDs, DVDs, videos or video games	57.1%	54.6%	59.4%	53.5%	64.4%	67.6%	64.7%	61.3%	61.3%	55.4%	52.3%	41.4%	58.6%	57.7%	56.8%	56.1%
Consumer electronics or computer-related accessories	29.2%	33.1%	25.4%	24.7%	36.2%	40.5%	33.6%	33.1%	33.1%	30.0%	23.8%	14.1%	30.5%	29.4%	28.1%	29.6%
Sporting goods or leisure items	17.2%	19.7%	14.9%	14.6%	20.7%	29.5%	19.5%	17.3%	17.3%	15.4%	13.9%	9.8%	17.5%	19.2%	16.6%	16.2%
Home décor or home-related furnishings	18.9%	14.9%	22.6%	17.6%	21.7%	24.5%	21.1%	18.9%	18.9%	16.6%	18.6%	14.6%	20.4%	18.1%	19.7%	16.7%
Jewelry or precious metal accessories	22.2%	22.1%	22.4%	19.9%	25.7%	32.8%	23.3%	20.9%	20.9%	22.7%	20.5%	15.1%	22.9%	19.8%	24.1%	20.9%
Gift cards/gift certificates	56.6%	52.2%	60.8%	55.9%	62.5%	55.8%	55.2%	59.2%	59.2%	58.1%	54.8%	55.7%	58.3%	58.3%	55.2%	55.5%
Personal care or beauty items	23.9%	15.4%	32.0%	25.3%	25.0%	33.8%	29.0%	25.8%	25.8%	22.7%	18.7%	14.2%	26.4%	23.6%	24.7%	20.4%
Food/Candy	28.1%	23.5%	32.5%	29.0%	29.9%	32.8%	27.6%	29.0%	29.0%	30.1%	27.0%	22.7%	28.7%	27.7%	27.5%	29.4%
Flowers/Plants	9.9%	10.3%	9.5%	8.9%	11.9%	13.3%	9.9%	8.3%	8.3%	10.0%	9.3%	9.4%	11.6%	9.4%	8.4%	11.0%
Other:	7.3%	6.5%	8.1%	8.6%	7.1%	3.4%	3.5%	4.9%	4.9%	7.3%	10.5%	14.9%	6.2%	7.3%	7.3%	8.7%

\*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?

Cash	22.1%	22.4%	21.9%	27.8%	14.7%	27.7%	21.9%	24.6%	23.6%	23.6%	20.5%	14.5%	23.8%	25.4%	20.6%	19.7%
Check	5.5%	4.6%	6.4%	6.6%	4.4%	1.7%	3.0%	3.2%	6.4%	6.4%	7.8%	10.9%	3.4%	6.9%	6.1%	5.2%
Debit card/Check card	40.1%	38.4%	41.7%	39.6%	40.7%	52.6%	46.2%	44.1%	40.8%	40.8%	33.0%	23.7%	35.7%	37.1%	43.0%	43.5%
Credit card	32.3%	34.7%	30.0%	26.0%	40.2%	18.0%	28.8%	28.1%	29.2%	29.2%	38.8%	50.9%	37.0%	30.7%	30.3%	31.6%
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%	100.0%

Will you purchase at least one gift card this holiday season?

Yes	78.5%	75.8%	81.0%	75.6%	82.8%	78.9%	79.9%	80.2%	79.2%	79.2%	76.5%	75.2%	80.0%	80.1%	78.3%	75.8%
No	21.5%	24.2%	19.0%	24.4%	17.2%	21.1%	20.1%	19.8%	20.8%	20.8%	23.5%	24.8%	20.0%	19.9%	21.7%	24.2%
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%	100.0%

How many gift cards will you purchase?

1	12.3%	13.4%	11.3%	14.0%	9.6%	18.2%	11.9%	12.1%	9.9%	9.9%	9.9%	13.2%	10.6%	12.6%	13.7%	11.1%
2	27.4%	27.1%	27.8%	30.4%	25.0%	31.8%	31.1%	27.3%	24.6%	24.6%	26.4%	24.3%	27.1%	26.7%	27.5%	28.9%
3	19.4%	19.3%	19.5%	19.4%	18.7%	23.4%	20.8%	17.5%	18.3%	18.3%	19.6%	17.9%	19.8%	20.0%	18.9%	18.9%
4	13.8%	12.9%	14.7%	13.3%	14.8%	11.0%	11.1%	16.6%	14.6%	14.6%	14.0%	14.6%	15.3%	13.6%	14.1%	12.4%
5	8.1%	7.9%	8.4%	6.9%	9.5%	5.3%	6.1%	9.4%	9.2%	9.2%	8.8%	9.3%	9.4%	7.4%	7.7%	8.7%
6 or more	18.9%	19.4%	18.4%	16.1%	22.5%	10.3%	19.0%	17.1%	23.4%	23.4%	21.2%	20.7%	17.7%	19.7%	18.0%	20.0%
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%	100.0%
Average	3.7	3.7	3.7	3.5	4.0	3.0	3.6	3.7	4.1	4.1	3.9	3.9	3.7	3.8	3.6	3.8

Approximately how much money in total will you spend on gift cards this holiday season?

Less than \$20	5.7%	6.3%	5.1%	7.8%	3.0%	6.8%	6.1%	4.4%	5.3%	5.3%	4.3%	7.6%	3.7%	6.0%	6.1%	5.8%
\$21 to \$50	18.5%	16.9%	20.0%	23.1%	13.8%	21.3%	19.9%	20.8%	15.3%	15.3%	15.9%	18.0%	15.0%	21.1%	18.4%	19.6%
\$51 to \$75	11.2%	10.6%	11.8%	12.5%	9.9%	16.8%	12.8%	11.2%	9.3%	9.3%	9.6%	8.4%	12.5%	10.6%	11.5%	10.0%

Source: BIGresearch, CIA Nov-07

N = 7982, 10/31 - 11/07/07

	Adults (18+)		Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
\$76 to \$100	17.8%	18.2%	17.4%	18.3%	17.4%	17.4%	18.3%	21.0%	16.4%	17.9%	18.2%	15.0%	18.7%	16.8%	17.8%	18.3%
\$101 to \$150	13.6%	12.5%	14.5%	12.9%	14.8%	14.8%	13.4%	10.3%	14.7%	14.4%	13.1%	15.3%	12.8%	15.3%	12.8%	13.1%
\$151 to \$200	12.0%	12.4%	11.7%	10.0%	14.0%	14.0%	9.5%	9.7%	13.6%	14.2%	11.8%	12.4%	13.4%	11.0%	12.6%	10.7%
\$201 to \$300	9.2%	9.5%	9.0%	7.7%	11.1%	11.1%	6.4%	9.6%	7.4%	10.9%	11.7%	9.3%	10.6%	7.8%	9.4%	9.6%
\$301 to \$400	4.0%	3.7%	4.2%	3.0%	4.9%	4.9%	1.3%	3.4%	3.8%	4.3%	5.7%	5.1%	4.7%	3.8%	3.9%	3.5%
\$401 to \$500	2.9%	3.1%	2.7%	2.4%	3.6%	3.6%	2.3%	1.6%	3.4%	3.1%	3.8%	3.3%	3.4%	2.9%	2.3%	3.2%
\$500 or more	5.1%	6.6%	3.6%	2.2%	7.5%	7.5%	4.0%	5.6%	4.3%	5.2%	5.9%	5.6%	4.8%	4.6%	5.2%	6.1%
Not buying gift cards	0.1%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.1%	0.1%	0.3%	0.2%	0.0%	0.1%
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%	100.0%
Average	\$ 156.24	\$ 167.40	\$ 145.70	\$ 123.85	\$ 187.26	\$ 187.26	\$ 129.07	\$ 149.57	\$ 150.82	\$ 165.75	\$ 175.50	\$ 164.83	\$ 164.80	\$ 148.32	\$ 154.38	\$ 161.61

Average Per Card	\$ 41.95	\$ 45.05	\$ 39.03	\$ 35.48	\$ 46.58	\$ 46.58	\$ 42.33	\$ 41.15	\$ 40.79	\$ 40.89	\$ 44.84	\$ 42.72	\$ 44.02	\$ 39.55	\$ 42.37	\$ 42.67
Total Gift Cards (in billions)	\$ 26.25															

Which payment method do you plan to use MOST OFTEN when purchasing holiday gifts?

	2002	2003	2004	2005	2006	2007
Cash	33.2%	26.9%	25.9%	28.5%	24.3%	22.1%
Check	12.7%	12.3%	9.9%	9.1%	6.2%	5.5%
Debit card/Check card	27.3%	30.7%	34.7%	34.3%	39.1%	40.1%
Credit card	26.8%	30.1%	29.5%	28.2%	30.5%	32.3%

Gift Card Spending by Year	2003	2004	2005	2006	2007
\$	\$ 114.44	\$ 108.28	\$ 116.60	\$ 146.20	\$ 156.24

**Source: BIGresearch, CIA Nov-07**  
**N = 7982, 10/31 - 11/07/07**

	2007	2006
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<b>How much of your holiday shopping have you completed?</b>		
10% or less	71.4%	68.5%
11% to 25%	9.7%	10.5%
26% to 50%	8.5%	9.1%
51% to 75%	5.4%	6.4%
76% to 100%	4.9%	5.6%
Total	100.0%	100.0%

**What types of gifts do you plan to buy this season? (Check all that apply)**

Clothing or clothing accessories	57.2%	63.5%
Toys	43.1%	48.3%
Books, CDs, DVDs, videos or video games	57.1%	62.2%
Consumer electronics or computer-related accessories	29.2%	33.4%
Sporting goods or leisure items	17.2%	18.2%
Home décor or home-related furnishings	18.9%	21.4%
Jewelry or precious metal accessories	22.2%	26.4%
Gift cards/gift certificates	56.6%	56.2%
Personal care or beauty items	23.9%	27.1%
Food/Candy	28.1%	30.0%
Flowers/Plants	9.9%	11.6%
Other:	7.3%	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?**

Cash	22.1%	24.3%
Check	5.5%	6.2%
Debit card/Check card	40.1%	39.1%
Credit card	32.3%	30.5%
Total	100.0%	100.0%

**Will you purchase at least one gift card this holiday season?**

Yes	78.5%	79.7%
No	21.5%	20.3%
Total	100.0%	100.0%

**How many gift cards will you purchase?**

**Source: BIGresearch, CIA Nov-07**  
**N = 7982, 10/31 - 11/07/07**

1	12.3%	13.0%
2	27.4%	26.2%
3	19.4%	19.8%
4	13.8%	13.7%
5	8.1%	8.4%
6 or more	18.9%	19.0%
Total	100.0%	100.0%
Average	3.7	3.7

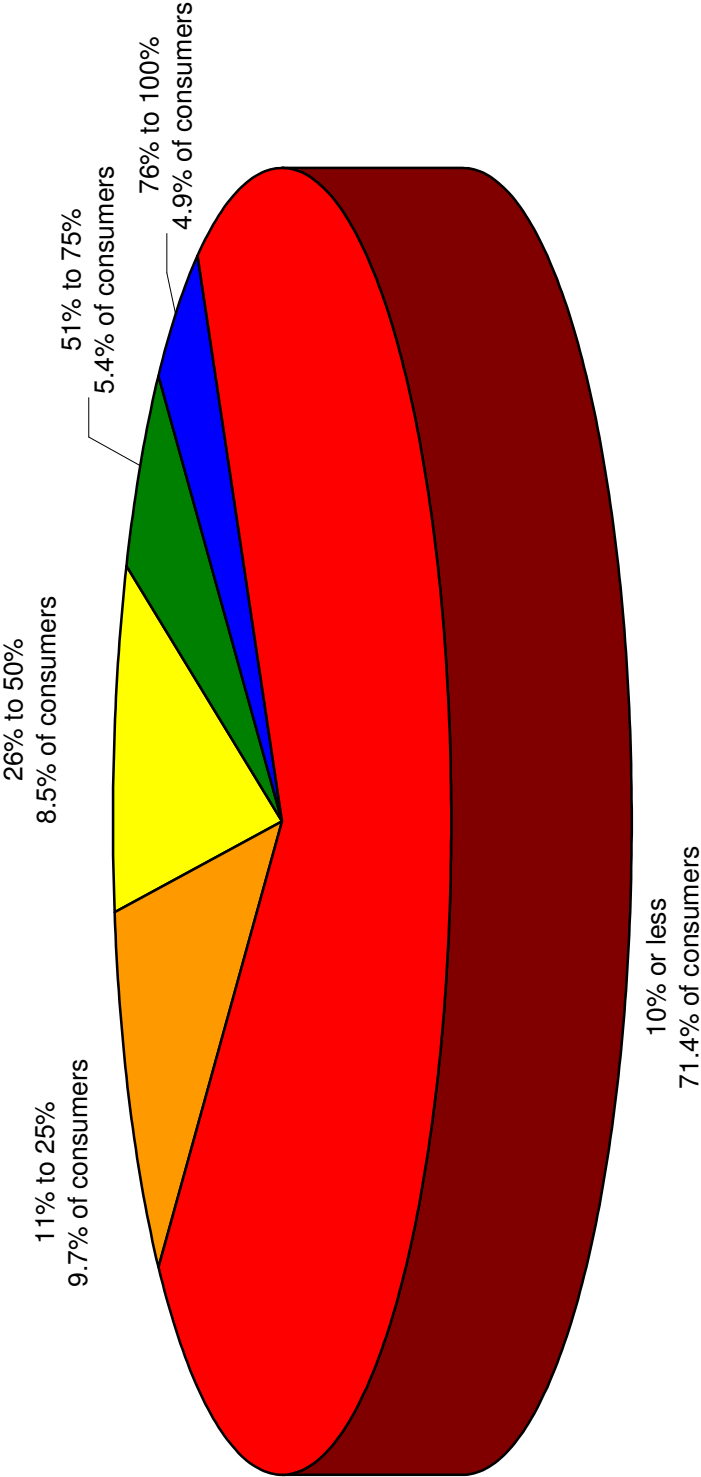
**Approximately how much money in total will you spend on gift cards this holiday season?**

Less than \$20	5.7%	7.5%
\$21 to \$50	18.5%	19.4%
\$51 to \$75	11.2%	11.4%
\$76 to \$100	17.8%	17.5%
\$101 to \$150	13.6%	13.4%
\$151 to \$200	12.0%	11.0%
\$201 to \$300	9.2%	9.1%
\$301 to \$400	4.0%	3.5%
\$401 to \$500	2.9%	2.7%
\$500 or more	5.1%	4.3%
Not buying gift cards	0.1%	0.2%
Total	100.0%	100.0%
Average	\$ 156.24	\$ 146.20

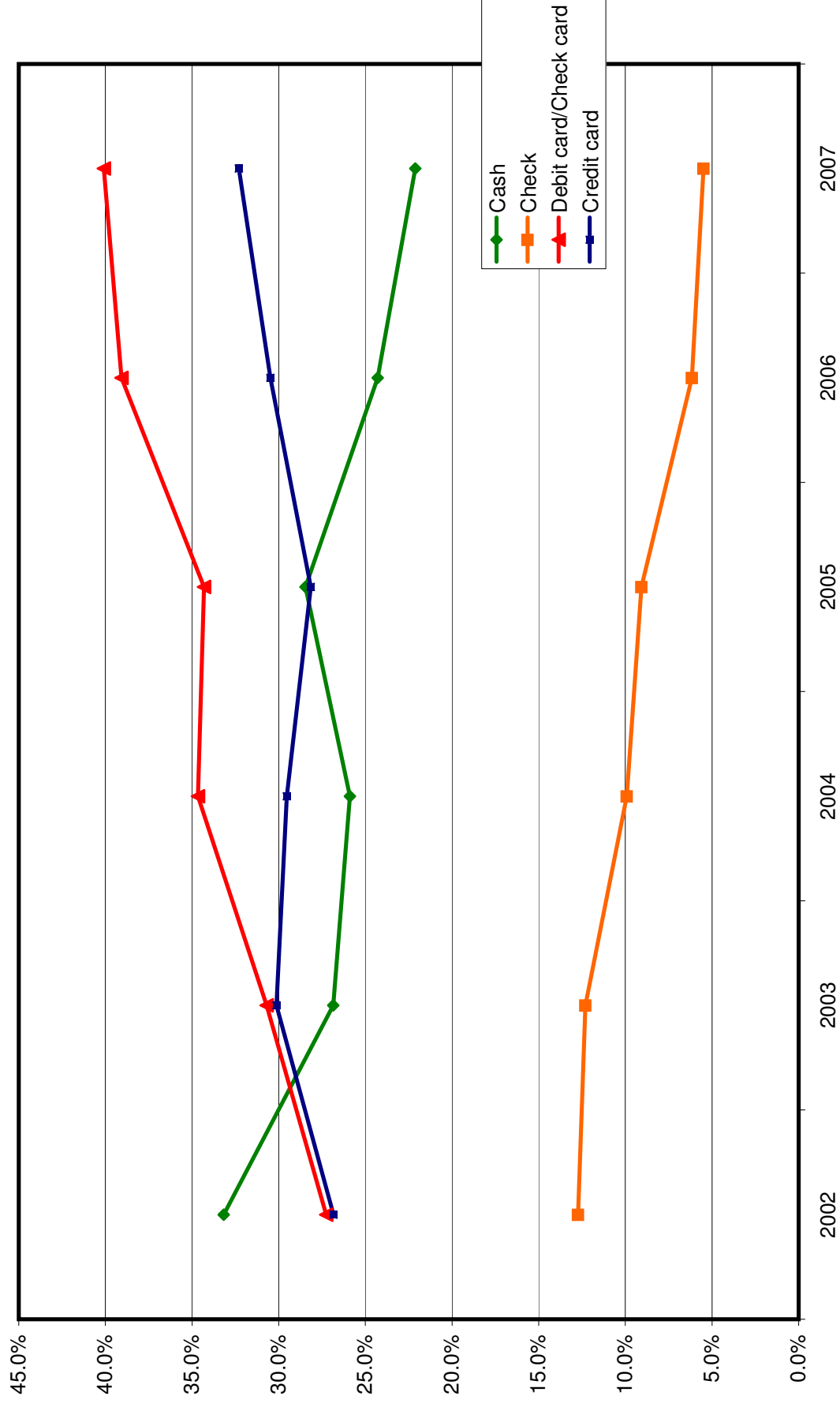
**Average Per Card**   \$   41.95   \$   39.16

**Total Gift Cards (in billions)**   \$   26.25   \$   24.81

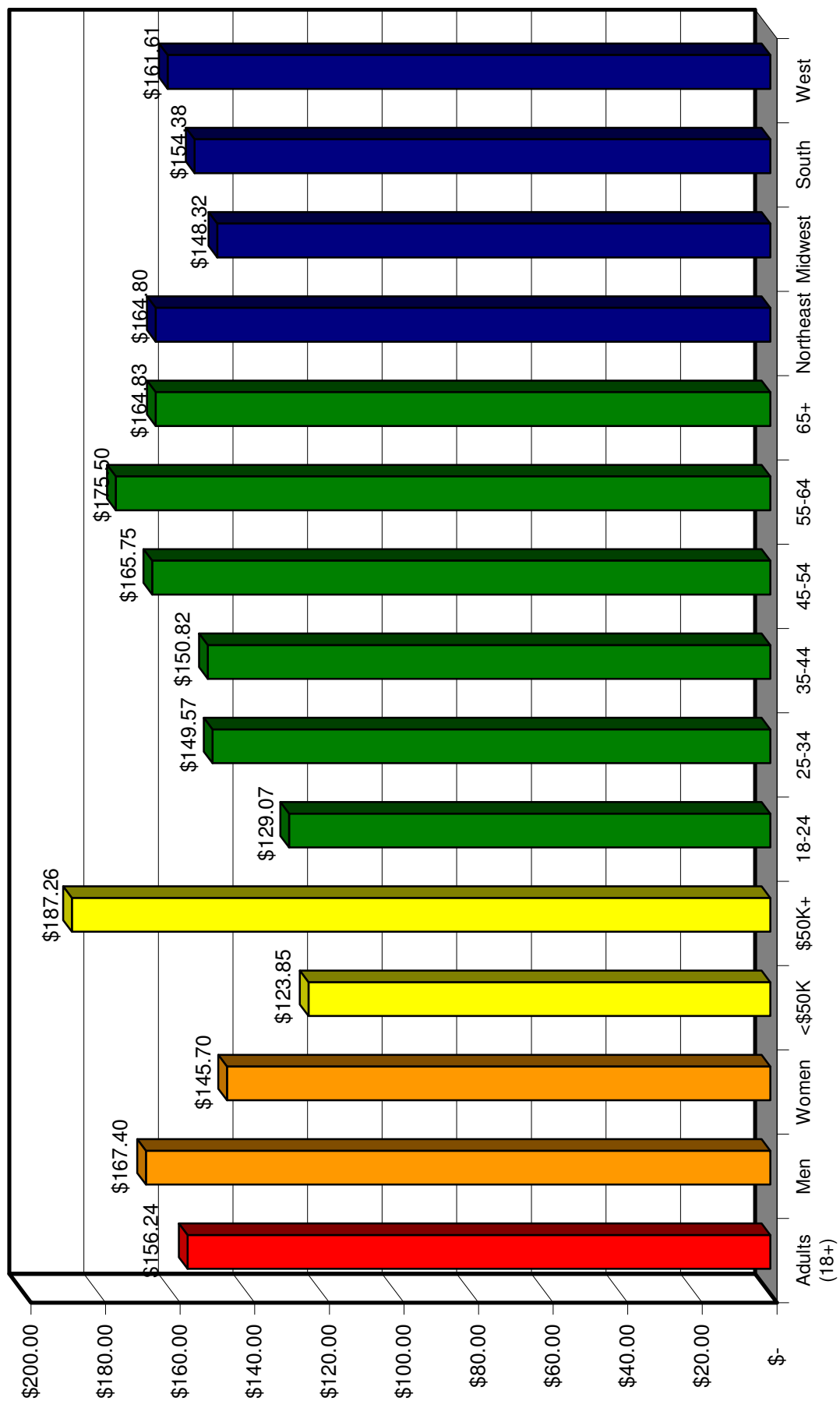
**Percentage of Shopping Consumers have Completed**



## Holiday Payment Methods Consumers Use Most Often



Average Amount Consumers Plan to Spend on Gift Cards by Demographic



Average Amount Gift Card Buyers Spent Per Year

