2007 BIGresearch - Black Friday Weekend

11/22-24/07 n = 2395	2007	Adults 18+	2006	Adults 18+		2005	Adults 18+
Have you or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?					**% CHG**		
Yes	44.1%	99,518,336	42.9%	95,580,154	4.1%	41.8%	91,673,682
No	55.9%	126,144,586	57.1%	127,360,266	-1.0%	58.2%	127,750,854
Total	100.0%	225,662,922	100.0%	222,940,420	1.2%	100.0%	219,424,536
Percent of those who Shopped this Weekend							
Thursday (Thanksgiving)	11.0%	10,934,561	10.2%	9,794,888	11.6%	11.2%	10,294,434
Friday	66.3%	65,965,489	61.6%	58,882,639	12.0%	65.5%	60,002,566
Saturday	48.5%	48,277,632	51.3%	49,051,955	-1.6%	57.6%	52,778,246
Sunday (planned)	22.3%	22,156,233	23.9%	22,857,774	-3.1%	23.7%	21,689,458
Estimated # of Shoppers Thursday thru Sunday		147,333,915		140,587,256	4.8%		144,764,703
Percent of all Adults 18+							
Thursday (Thanksgiving)	4.8%	10,934,561	4.4%	9,794,888	11.6%	4.7%	10,294,434
Friday	29.2%	65,965,489	26.4%	58,882,639	12.0%	27.3%	60,002,566
Saturday	21.4%	48,277,632	22.0%	49,051,955	-1.6%	24.1%	52,778,246
Sunday	9.8%	22,156,233	10.3%	22,857,774	-3.1%	9.9%	21,689,458
What types of gifts did you buy? (Check all that apply)							
Clothing or clothing accessories	46.8%		41.4%			49.2%	
Toys	28.2%		28.3%			33.1%	
Books, CDs, DVDs, videos or video games	41.7%		41.4%			46.7%	
Consumer electronics or computer-related accessories	35.7%		33.3%			36.7%	
Sporting goods or leisure items	8.4%		9.0%			11.9%	
Home décor or home-related furnishings	19.6%		17.4%			21.1%	
Jewelry or precious metal accessories	9.6%		10.1%			13.0%	
Gift cards / gift certificates	21.0%		17.6%			21.0%	
Personal care or beauty items	17.8%		14.9%			20.6%	
Other	10.9%		10.0%			11.1%	

*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)			
Discount Department Store	55.1%	49.6%	60.7%
Traditional Department Store	38.7%	38.8%	47.0%
Specialty Retailer (such as a clothing or toy store)	43.2%	37.5%	41.2%
Catalog	5.0%	4.6%	6.1%
Internet	31.6%	23.0%	27.4%
Grocery Store	9.7%	10.5%	13.6%

2007 BIGresearch - Black Friday Weekend

11/22-24/07 n = 2395	2007	Adults 18+	2006	Adults 18+	2005	Adults 18+
Drug Store	9.7%		9.7%		11.4%	

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

How much did you spend on holiday shopping?

Average Amount Spent this Weekend	**$347.55**		**$360.15**		**$ 302.81**	

How much of what you spent was online?

Average	**$93.12**		**$82.84**		**$ 70.87**	
Percent Online	26.8%		23.0%		23.4%	

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

		Cumulative %		Cumulative %		
Midnight	2.6%	2.6%	1.3%	1.3%		
1am	1.0%	3.5%	0.6%	1.8%		
2am	0.2%	3.7%	0.8%	2.7%		
3am	4.2%	7.9%	0.9%	3.5%		
4am	6.4%	14.3%	8.9%	12.4%		
5am	10.9%	25.2%	15.5%	27.9%		
6am	6.4%	31.6%	8.4%	36.2%		
7am	8.5%	40.1%	6.2%	42.4%		
8am	8.7%	48.8%	7.6%	50.0%		
9am	9.4%	58.2%	8.8%	58.8%		
10am or later	41.8%	100.0%	41.2%	100.0%		
Total	100.0%		100.0%			

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

10% or less	43.4%		49.2%		47.6%	
25%	16.9%		12.9%		14.6%	
50%	16.1%		12.7%		12.3%	
75%	15.4%		16.6%		18.0%	
100%	8.2%		8.6%		7.5%	
Total	100.0%		100.0%		100.0%	
Average	**36.4%**		**35.6%**		**35.6%**	

2007 BIGresearch - Black Friday Weekend

11/22-24/07 n = 2395	Adults 18+	Adults 18+	Male	Female	<$50K	$50K+	18-34	25-54	55+	Northeast	Midwest	South	West
Have you or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?													
Yes	44.1%	99,518,336	43.2%	44.9%	40.5%	48.5%	56.7%	42.5%	33.1%	45.4%	49.6%	37.5%	47.7%
No	55.9%	126,144,586	56.8%	55.1%	59.5%	51.5%	43.3%	57.5%	66.9%	54.6%	50.4%	62.5%	52.3%
Total	100.0%	225,662,922	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Percent of those who Shopped this Weekend													
Thursday (Thanksgiving)	11.0%	10,934,561	10.1%	11.8%	10.9%	14.0%	12.9%	13.1%	6.3%	6.7%	8.6%	15.8%	9.0%
Friday	66.3%	65,965,489	64.2%	68.2%	66.4%	74.6%	75.3%	61.8%	62.8%	63.5%	68.1%	71.0%	66.1%
Saturday	48.5%	48,277,632	47.0%	50.0%	52.4%	51.3%	41.9%	53.7%	48.6%	53.5%	49.8%	39.6%	45.4%
Sunday (planned)	22.3%	22,156,233	21.9%	22.6%	26.4%	21.2%	24.9%	20.9%	21.2%	18.9%	24.5%	20.0%	24.5%
Estimated # of Shoppers Thursday thru Sunday		147,333,915											
Percent of all Adults 18+													
Thursday (Thanksgiving)	4.8%	10,934,561	4.4%	5.3%	4.4%	6.8%	7.3%	5.6%	2.1%	3.0%	4.2%	5.9%	4.3%
Friday	29.2%	65,965,489	27.8%	30.7%	26.9%	36.2%	42.7%	26.3%	20.8%	28.8%	33.8%	26.6%	31.5%
Saturday	21.4%	48,277,632	20.3%	22.5%	21.2%	24.9%	23.8%	22.8%	16.1%	24.3%	24.7%	14.8%	21.7%
Sunday	9.8%	22,156,233	9.4%	10.2%	10.7%	10.3%	14.1%	8.9%	7.0%	8.6%	12.1%	7.5%	11.7%
What types of gifts did you buy? (Check all that apply)													
Clothing or clothing accessories	46.8%		33.9%	59.0%	48.9%	49.7%	51.3%	47.6%	41.1%	45.0%	46.9%	54.1%	36.8%
Toys	28.2%		24.6%	31.6%	27.3%	31.7%	36.9%	27.7%	19.8%	24.9%	32.7%	26.4%	24.5%
Books, CDs, DVDs, videos or video games	41.7%		41.5%	42.0%	46.5%	43.8%	53.5%	44.2%	26.4%	35.9%	40.2%	47.3%	40.2%
Consumer electronics or computer-related accessories	35.7%		40.8%	30.9%	31.8%	43.2%	37.6%	40.8%	27.1%	35.7%	34.2%	43.1%	33.5%
Sporting goods or leisure items	8.4%		10.8%	6.2%	6.7%	10.5%	7.4%	9.6%	8.1%	10.8%	5.4%	7.1%	9.6%
Home décor or home-related furnishings	19.6%		18.0%	21.0%	22.8%	19.6%	14.7%	23.8%	19.1%	20.3%	19.2%	22.5%	20.1%
Jewelry or precious metal accessories	9.6%		9.0%	10.1%	9.1%	12.5%	6.4%	11.2%	10.7%	11.7%	6.1%	9.1%	11.4%
Gift cards / gift certificates	21.0%		16.6%	25.2%	26.9%	19.4%	15.7%	23.9%	22.8%	20.5%	26.1%	16.0%	20.2%
Personal care or beauty items	17.8%		12.5%	22.9%	19.4%	20.3%	22.1%	19.0%	11.9%	12.1%	24.7%	15.7%	15.1%
Other	10.9%		10.1%	11.8%	11.3%	12.5%	4.5%	9.2%	19.8%	8.5%	10.2%	12.6%	12.9%
*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)													
Discount Department Store	55.1%		55.5%	54.7%	62.0%	55.8%	55.4%	58.8%	49.9%	56.8%	52.8%	66.6%	42.7%
Traditional Department Store	38.7%		35.7%	41.5%	42.0%	41.3%	40.5%	37.9%	37.8%	33.9%	42.6%	46.0%	30.5%
Specialty Retailer (such as a clothing or toy store)	43.2%		44.7%	41.8%	36.7%	51.6%	55.5%	41.0%	33.3%	47.1%	41.9%	46.3%	38.8%
Catalog	5.0%		2.7%	7.1%	5.7%	5.2%	4.3%	5.8%	4.6%	7.4%	2.2%	4.2%	5.6%
Internet	31.6%		31.6%	31.6%	30.6%	37.0%	39.4%	32.2%	22.7%	27.1%	31.0%	37.5%	31.2%
Grocery Store	9.7%		10.1%	9.4%	11.9%	10.5%	6.7%	12.0%	9.9%	9.0%	13.7%	5.6%	9.1%
Drug Store	9.7%		9.0%	10.5%	10.8%	11.3%	5.0%	12.5%	11.1%	13.7%	8.2%	7.0%	9.2%
*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?													
Average Amount Spent this Weekend	$347.55		$393.63	$303.95	$263.73	$408.75	$359.12	$377.07	$297.63	$303.44	$318.29	$371.90	$425.06
How much of what you spent was online?													
Average	$93.12		$109.71	$77.43	$59.37	$123.23	$82.34	$123.08	$65.75	$87.78	$67.73	$105.95	$119.64
Percent Online	26.8%		27.9%	25.5%	22.5%	30.1%	22.9%	32.6%	22.1%	28.9%	21.3%	28.5%	28.1%
What time will you/did you get to the store on the Friday after Thanksgiving?													
Midnight	2.6%		2.0%	3.1%	2.8%	2.4%	3.7%	1.9%	2.0%	0.6%	2.4%	2.3%	5.4%
1am	1.0%		1.5%	0.6%	0.6%	1.4%	1.6%	0.6%	0.6%	0.0%	3.1%	0.2%	1.0%
2am	0.2%		0.0%	0.4%	0.3%	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.6%	0.0%
3am	4.2%		2.1%	6.1%	5.3%	1.0%	10.8%	0.5%	0.5%	6.3%	5.3%	0.0%	5.4%

2007 BIGresearch - Black Friday Weekend

11/22-24/07 n = 2395	Adults 18+	Adults 18+	Male	Female	<$50K	$50K+	18-34	25-54	55+	Northeast	Midwest	South	West
4am	6.4%		7.4%	5.5%	5.4%	7.6%	4.2%	10.3%	4.0%	4.2%	8.1%	5.9%	4.9%
5am	10.9%		10.0%	11.6%	8.3%	12.3%	9.6%	13.7%	8.7%	6.8%	13.8%	14.8%	6.1%
6am	6.4%		6.2%	6.6%	6.6%	6.0%	4.2%	9.0%	5.9%	9.1%	3.8%	16.8%	2.8%
7am	8.5%		10.2%	7.0%	9.0%	7.3%	10.5%	8.6%	5.9%	10.4%	7.2%	7.0%	8.8%
8am	8.7%		9.8%	7.7%	9.6%	8.0%	4.3%	10.9%	11.6%	8.9%	5.8%	11.5%	10.7%
9am	9.4%		10.7%	8.1%	7.4%	11.8%	7.5%	8.8%	12.5%	9.7%	7.6%	7.2%	10.9%
10am or later	41.8%		40.2%	43.3%	44.7%	42.1%	43.6%	35.6%	47.7%	44.0%	42.9%	33.6%	44.0%
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%

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

10% or less	43.4%		43.9%	43.0%	48.5%	38.5%	39.1%	44.0%	47.3%	35.9%	43.4%	46.2%	46.6%
25%	16.9%		19.2%	14.7%	13.4%	20.8%	20.1%	17.9%	12.3%	23.9%	20.5%	12.7%	11.6%
50%	16.1%		14.1%	18.1%	16.4%	16.6%	21.5%	13.9%	13.5%	9.1%	18.5%	16.3%	19.6%
75%	15.4%		15.3%	15.5%	12.7%	16.6%	12.3%	17.3%	16.1%	20.3%	11.2%	17.9%	11.7%
100%	8.2%		7.6%	8.8%	8.9%	7.5%	7.1%	7.0%	10.9%	10.9%	6.5%	6.9%	10.5%
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%
Average	**36.4%**		**35.2%**	**37.4%**	**34.9%**	**37.3%**	**36.0%**	**35.8%**	**37.5%**	**40.2%**	**33.6%**	**36.3%**	**36.6%**