

Measuring holiday shopping is no easy task. Fortunately, we've figured it out.

NRF has relied upon consumer survey data and insights from BIGresearch for the past six holiday seasons. During our next media briefing, BIGresearch's Phil Rist will dive deeper into the survey results, analyzing holiday shoppers' attitudes and actions.

On the call, learn how holiday shopping budgets and preferences differ among consumers. Find out what consumers are really thinking and how retailers can best market to these shoppers with just one dozen days before Christmas.



The [Last] Twelve Days of Christmas: What to Expect

Thursday, December 13, 2007
1:00 p.m. EST

Speaker: Phil Rist, Vice President
of Strategy for BIGresearch

The discussion will include a close look at:

- Which shoppers will be spending the most this year
- What customers feel about the economy, holiday promotions, and this year's holiday ads
- One holiday trend story that's not being told
- Is it really *that* bad? A look forward to what to expect from shoppers in 2008

This call is reserved for members of the press and analysts and an **RSVP is required to participate**. To RSVP, visit www.nrf.com/pressreg. Once confirmed, you will receive an email with call-in information.