

Source: BIGresearch, CIA Dec-07
N = 8135, 12/4 - 12/11/07

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
In your opinion, which retailer has the best Holiday TV commercial? (If none, please leave blank)															
Target	21.1%	19.2%	22.6%	18.5%	24.5%	14.0%	20.4%	20.2%	22.2%	24.1%	26.4%	19.9%	23.5%	16.8%	27.8%
Walmart	15.2%	15.3%	15.2%	21.5%	7.9%	15.8%	19.7%	14.7%	14.2%	12.0%	14.6%	9.7%	14.8%	19.5%	12.8%
Macy's	6.3%	4.0%	8.1%	5.5%	6.6%	5.0%	7.4%	10.2%	4.2%	7.1%	3.3%	9.1%	5.8%	5.4%	6.2%
Best Buy	5.9%	9.7%	2.9%	5.4%	6.6%	18.0%	6.2%	4.2%	3.0%	3.0%	1.5%	7.5%	6.3%	4.4%	6.9%
Sears	3.0%	3.8%	2.4%	3.0%	3.1%	3.0%	1.4%	2.3%	4.1%	2.5%	4.8%	2.1%	3.3%	3.2%	2.7%
Kohl's	2.9%	1.1%	4.2%	2.5%	3.4%	0.8%	2.4%	3.0%	3.2%	4.4%	3.0%	1.8%	3.8%	2.7%	3.2%
Kmart	2.8%	1.2%	4.0%	3.6%	2.2%	1.3%	1.9%	3.0%	4.0%	3.9%	2.6%	2.6%	3.5%	3.4%	1.4%
JC Penney	2.5%	2.2%	2.7%	2.6%	2.7%	2.6%	2.1%	3.6%	2.2%	1.4%	3.0%	2.2%	2.5%	2.9%	2.3%
Publix	1.9%	2.0%	1.8%	1.5%	2.5%	1.8%	0.5%	1.9%	3.2%	1.4%	2.1%	0.0%	0.0%	5.0%	0.0%
Meijer	1.5%	1.5%	1.4%	1.4%	1.5%	1.6%	1.7%	1.6%	0.6%	2.1%	1.5%	0.0%	5.5%	0.1%	0.0%
Big Lots	1.4%	0.6%	2.1%	1.5%	0.9%	1.0%	0.5%	1.9%	2.9%	1.2%	0.6%	1.9%	1.6%	1.6%	0.3%
Hallmark	1.0%	0.4%	1.6%	1.1%	0.9%	0.3%	0.9%	0.5%	0.9%	2.5%	1.5%	0.8%	1.3%	1.0%	1.1%
Staples	1.0%	1.4%	0.7%	0.7%	1.3%	0.3%	1.7%	1.9%	1.4%	0.2%	0.0%	3.2%	0.8%	0.2%	0.6%
Toys R Us	0.9%	1.0%	0.8%	1.2%	0.6%	1.1%	0.9%	1.1%	1.4%	0.5%	1.0%	1.2%	0.6%	1.5%	1.0%
Kay Jewelers	0.9%	0.9%	0.9%	0.5%	1.2%	1.0%	1.2%	1.4%	0.7%	0.5%	0.3%	1.4%	1.2%	0.9%	0.2%
Old Navy	0.9%	0.2%	1.3%	0.9%	0.8%	1.3%	0.9%	1.3%	0.6%	0.5%	1.0%	0.7%	0.7%	1.0%	0.4%
Verizon	0.7%	0.8%	0.7%	0.4%	1.1%	0.0%	0.0%	0.5%	1.5%	0.9%	1.5%	0.7%	0.5%	1.0%	0.6%
Lowe's	0.7%	0.4%	0.9%	1.2%	0.2%	1.3%	0.5%	0.0%	1.0%	1.1%	0.6%	0.8%	0.9%	0.5%	0.7%
Circuit City	0.6%	0.9%	0.4%	0.3%	1.1%	1.0%	1.2%	0.6%	0.5%	0.7%	0.0%	1.1%	0.0%	0.7%	1.0%
Zales	0.6%	0.7%	0.4%	0.5%	0.7%	1.6%	0.0%	0.0%	1.2%	0.0%	0.6%	0.5%	0.6%	0.4%	0.8%
Overstock.com	0.4%	0.2%	0.6%	0.5%	0.4%	0.3%	0.0%	0.5%	0.9%	0.4%	0.3%	0.9%	0.6%	0.4%	0.0%
Other	22.5%	25.7%	20.1%	20.8%	24.0%	23.6%	24.5%	18.5%	21.4%	22.7%	26.2%	27.2%	19.4%	21.6%	22.8%
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%

Did the commercial motivate you to shop that retailer?

Yes	17.1%	16.6%	17.6%	17.2%	16.9%	27.3%	22.9%	15.9%	14.6%	12.2%	11.0%	19.6%	16.5%	15.4%	18.0%
No	51.4%	52.6%	50.2%	49.8%	53.3%	41.5%	37.6%	53.2%	56.4%	55.5%	63.2%	53.0%	48.9%	49.8%	55.5%
No impact; I regularly shop there	31.5%	30.8%	32.1%	33.0%	29.8%	31.2%	39.5%	30.9%	29.0%	32.3%	25.8%	27.4%	34.6%	34.8%	26.5%
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%	100.0%	100.0%	100.0%

Regarding Holiday Advertising, which of the following media influences you to shop at a particular store? (Check all that apply) (If none, please leave blank)

Direct Mail	16.1%	14.5%	17.6%	18.7%	18.6%	13.9%	16.7%	13.8%	16.5%	18.6%	17.4%	16.4%	16.1%	16.3%	15.5%
Email Advertising	9.8%	9.7%	10.0%	10.1%	12.9%	10.6%	11.8%	10.1%	9.8%	9.6%	6.9%	11.4%	10.3%	9.5%	8.2%
Coupons	35.2%	29.5%	40.6%	39.8%	42.4%	31.2%	33.7%	34.2%	36.6%	37.1%	38.3%	35.8%	37.4%	35.2%	32.3%
Magazines	8.5%	8.0%	9.0%	9.7%	9.9%	13.8%	9.2%	7.9%	8.3%	7.0%	6.0%	9.2%	8.1%	8.6%	7.8%
Newspaper	15.6%	15.1%	16.1%	17.9%	18.5%	10.7%	11.4%	12.7%	16.1%	19.1%	24.1%	14.8%	15.7%	15.1%	16.9%
Newspaper Inserts	30.4%	26.1%	34.4%	33.5%	37.9%	17.8%	23.7%	29.8%	35.4%	35.9%	38.2%	30.0%	34.5%	28.7%	28.1%
Internet Advertising	7.5%	8.6%	6.4%	9.2%	8.4%	14.8%	8.2%	4.9%	7.3%	6.4%	5.1%	7.6%	7.4%	8.0%	6.8%
Yellow Pages	1.8%	2.4%	1.3%	2.3%	1.9%	2.7%	2.0%	1.8%	1.5%	1.2%	1.8%	1.9%	1.4%	1.6%	2.3%
Outdoor Billboards	3.2%	3.5%	3.0%	3.5%	3.9%	6.5%	4.3%	2.9%	3.2%	1.9%	1.0%	3.5%	3.5%	3.1%	3.2%
Radio	9.1%	10.3%	7.9%	9.7%	11.5%	11.6%	9.3%	8.1%	11.8%	7.3%	6.4%	8.4%	11.0%	7.8%	9.8%
Satellite Radio (XM-Sirius)	2.2%	3.7%	0.8%	1.5%	4.0%	2.4%	3.2%	2.8%	1.9%	1.6%	1.2%	2.4%	1.9%	2.7%	1.8%
Web Radio	0.8%	1.0%	0.6%	0.6%	1.1%	2.2%	1.5%	0.6%	0.3%	0.1%	0.1%	1.0%	0.7%	0.8%	0.4%
TV/Broadcast (e.g. ABC, CBS, NBC, FOX, etc.)	21.3%	22.0%	20.7%	24.7%	25.0%	27.8%	20.6%	19.7%	23.1%	20.4%	17.6%	19.1%	23.1%	21.9%	20.8%
Cable (e.g. CNN, Lifetime, USA, TNT, etc.)	10.3%	12.0%	8.7%	11.5%	12.8%	18.1%	9.7%	10.0%	11.2%	8.1%	6.1%	10.6%	10.0%	11.1%	9.7%
Word of Mouth	22.7%	20.4%	24.9%	26.4%	26.9%	24.5%	20.7%	21.9%	24.5%	23.0%	25.3%	21.6%	23.0%	23.5%	22.3%
Read article on product	9.4%	9.5%	9.3%	9.9%	11.8%	6.1%	6.5%	7.9%	9.3%	11.8%	15.0%	10.1%	9.2%	8.3%	10.7%
Instore promotion	14.8%	13.0%	16.5%	16.8%	17.7%	13.5%	14.0%	14.3%	15.0%	17.3%	14.7%	11.6%	17.3%	15.3%	13.7%
Video on Cell Phone	0.3%	0.5%	0.2%	0.5%	0.2%	1.3%	0.2%	0.2%	0.2%	0.0%	0.2%	0.2%	0.3%	0.4%	0.3%
Instant Messaging (Computer)	0.7%	0.9%	0.4%	0.9%	0.6%	2.1%	0.9%	0.6%	0.3%	0.2%	0.1%	1.4%	0.5%	0.4%	0.6%
Text Messaging (Cell Phone)	0.5%	0.7%	0.4%	0.6%	0.6%	1.8%	0.6%	0.5%	0.3%	0.1%	0.0%	0.7%	0.5%	0.4%	0.6%
Blogging	0.7%	0.8%	0.6%	0.9%	0.8%	1.9%	1.1%	0.2%	0.8%	0.2%	0.4%	0.8%	0.6%	0.7%	0.7%
Product Placement	2.5%	2.6%	2.5%	3.1%	2.7%	3.3%	2.2%	2.8%	2.8%	2.2%	1.9%	2.9%	2.1%	2.6%	2.6%

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