



2009 Holiday Shopping?

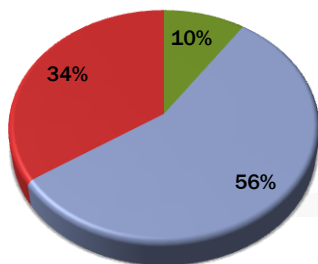
Still, *the most wonderful time of the year...*

November 17, 2009

Michigan based Market Research firm Intellitrends conducted an online survey last week among 1,000 U.S. consumers about their holiday shopping plans this year compared to last year.

Despite continued woeful economic news, consumers apparently are still planning to embrace the holidays in full style – but their eyes are open for the deals! In our most recent survey last week, we asked 1,000 U.S. consumers how they anticipated their Holiday spending would change. Fully 1 in 2 answer that they will be either **spending the same as last year or more!** For the 56% say they are likely to spend the same amount as last year, but will look for better deals.

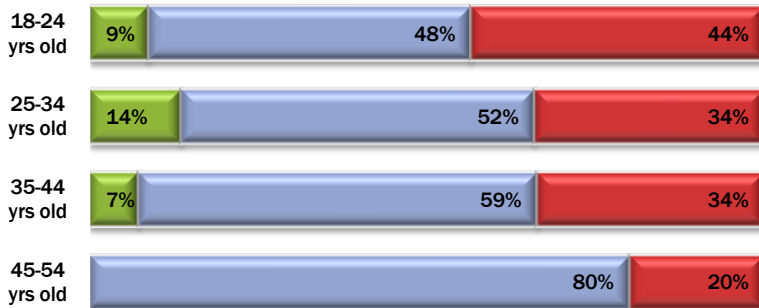
- I will likely spend more this holiday
- I will likely spend the same amount as last year but look for better deals
- I will likely spend less this holiday regardless of the deals



Who's planning on spending?

Young to middle-aged consumers would seem to be the most optimistic about their spending with an average of two-thirds saying about the same or *more*. However, 80% of those 45+ anticipate they will be spending the same with only 20% thinking it will be *less than last year*. Retailers who can make them feel like they're getting *more for their money* will be the winners!

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E-commerce *only* vs. The Store Experience??

While advertising emphasis has swung to the on-line consumer, the Intellitrends survey among 1,000 U.S. consumers found that the **in-store experience** is still a key part of the comparison shopping process and for many is the *preferred* shopping process for key product categories:

“Take me to the store...”
 (% who prefer to go to the store to see the product & compare options)

- 67% Apparel
- 60% Appliances
- 59% Electronics
- 52% Jewelry
- 50% Candy & Food Products

