

2009 BIGresearch - Black Friday Weekend

11/26-11/28/09 n = 4985

	Adults 18+	Male	Female	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West
Have you or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?												
Yes	52.1%	53.4%	51.0%	47.1%	58.8%	66.7%	51.3%	38.8%	52.2%	52.2%	52.5%	51.3%
No	47.9%	46.6%	49.0%	52.9%	41.2%	33.3%	48.7%	61.2%	47.8%	47.8%	47.5%	48.7%
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%

Of those...have you or will you go Holiday shopping... (Please check all that apply)

Thursday (Thanksgiving)	15.1%	18,124,383	16.2%	14.1%	14.7%	16.2%	16.7%	15.1%	13.5%	13.4%	16.2%	16.7%	13.2%
Friday	65.6%	78,701,810	67.1%	64.1%	63.6%	71.7%	69.6%	66.9%	60.0%	69.6%	66.3%	65.0%	62.8%
Saturday	53.4%	64,106,752	56.8%	50.2%	52.9%	57.7%	56.7%	53.0%	50.6%	57.6%	51.9%	51.8%	55.5%
Sunday (planned)	28.8%	34,528,980	30.6%	27.1%	29.5%	29.6%	36.6%	27.8%	22.2%	29.7%	25.9%	28.7%	30.7%

Estimated # of Shoppers Thurs. thru Sun.

195,461,924

(includes same consumer shopping multiple days)

What types of gifts did you buy? (Check all that apply)

Clothing or clothing accessories	50.9%		49.1%	52.7%	50.3%	55.5%	61.3%	54.1%	36.7%	53.6%	52.2%	49.9%	50.5%
Toys	32.2%		29.9%	34.3%	32.3%	34.0%	42.3%	33.4%	20.6%	36.8%	32.3%	31.8%	28.7%
Books CDs DVDs videos or video games	40.3%		43.6%	37.1%	41.6%	42.2%	50.9%	40.2%	29.7%	42.3%	43.7%	37.7%	38.1%
Consumer electronics or computer-related accessories	36.9%		46.2%	28.0%	34.5%	42.3%	42.3%	39.8%	28.0%	35.6%	37.8%	37.0%	36.5%
Sporting goods or leisure items	12.6%		16.3%	9.2%	11.0%	15.0%	18.3%	13.6%	5.9%	12.4%	11.8%	12.3%	14.0%
Home decor or home-related furnishings	19.9%		18.3%	21.5%	17.8%	23.8%	21.2%	19.3%	19.4%	21.1%	19.0%	19.9%	19.7%
Jewelry or precious metal accessories	11.7%		11.8%	11.5%	11.5%	12.9%	16.6%	11.7%	6.7%	13.6%	11.7%	10.9%	10.3%
Gift cards / gift certificates	21.2%		24.4%	18.3%	21.3%	23.6%	23.3%	22.3%	17.9%	23.9%	22.0%	19.0%	20.8%
Personal care or beauty items	22.4%		17.9%	26.6%	23.3%	24.1%	25.4%	24.0%	17.3%	23.9%	21.6%	21.7%	21.7%
Food/Candy	23.0%		22.3%	23.7%	27.3%	20.9%	24.5%	23.2%	21.2%	23.2%	23.4%	21.9%	24.6%
Flowers/Plants	4.8%		5.7%	4.0%	4.6%	5.2%	5.5%	4.4%	4.6%	7.0%	3.7%	4.9%	4.0%
Other:	9.5%		6.5%	12.4%	10.5%	9.9%	4.6%	7.7%	16.7%	10.0%	10.7%	7.7%	9.7%

*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 store	43.2%	51,881,408	40.0%	46.3%	45.6%	45.6%	39.0%	46.8%	43.0%	40.3%	47.5%	44.9%	39.6%
Department store	49.4%	59,230,941	50.5%	48.3%	47.2%	55.4%	58.6%	50.5%	38.8%	55.2%	49.0%	47.8%	47.4%
Clothing or Accessories store	22.9%	27,465,903	24.3%	21.5%	22.7%	24.8%	33.5%	22.7%	12.6%	27.7%	21.4%	20.6%	23.8%
Electronics store	29.0%	34,823,890	39.6%	18.9%	28.0%	32.3%	40.3%	28.0%	19.1%	31.1%	27.8%	29.6%	27.7%
Other Specialty store	14.9%	17,898,443	16.4%	13.5%	12.6%	19.1%	13.1%	14.1%	17.7%	14.1%	12.6%	14.6%	18.8%
Crafts or fabrics store	6.5%	7,755,540	4.9%	8.0%	6.3%	7.1%	8.1%	6.1%	5.3%	7.3%	5.6%	5.4%	8.5%
Drug store	13.4%	16,139,339	12.6%	14.3%	13.7%	14.6%	12.2%	12.6%	15.8%	16.7%	10.5%	14.1%	11.9%
Grocery store/supermarket	19.6%	23,486,535	20.9%	18.3%	21.3%	19.6%	20.4%	18.9%	19.6%	20.0%	20.2%	16.6%	22.3%
Online	28.5%	34,199,314	29.9%	27.1%	25.8%	33.3%	37.1%	27.2%	21.6%	32.2%	26.1%	27.5%	30.0%
Catalog	3.9%	4,726,384	4.0%	3.9%	3.8%	4.3%	5.1%	4.7%	1.9%	5.9%	2.7%	4.0%	3.9%
Thrift Stores/Resale Shops	5.9%	7,126,019	5.6%	6.3%	6.9%	5.6%	7.1%	6.4%	4.3%	4.0%	5.3%	7.4%	6.0%
Outlet stores	7.8%	9,312,106	8.7%	6.8%	7.2%	8.8%	8.8%	7.7%	6.8%	7.6%	5.1%	7.6%	10.6%
Other:	7.1%	8,564,432	5.4%	8.8%	7.8%	6.9%	4.9%	6.8%	9.8%	5.0%	8.9%	6.8%	6.9%

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

2009 BIGresearch - Black Friday Weekend

11/26-11/28/09 n = 4985

	Adults 18+	Male	Female	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West
How much did you spend on holiday shopping?												
Average Amount Spent this Weekend	\$343.31	\$396.75	\$292.62	\$254.52	\$426.54	\$368.92	\$362.31	\$294.46	\$356.81	\$302.68	\$373.31	\$345.29
<i>in billions \$</i>	41.2											
How much of what you spent was online?												
Average Percent Online	\$103.80 30.2%	\$130.34	\$78.64	\$74.02	\$134.00	\$133.92	\$105.67	\$71.61	\$124.39	\$78.90	\$101.88	\$119.07
What time will you/did you get to the store on the Friday after Thanksgiving?												
Midnight	3.3%	2.7%	3.8%	3.1%	2.9%	5.6%	3.1%	0.8%	3.3%	2.0%	3.3%	4.5%
1am	0.6%	0.8%	0.5%	0.8%	0.5%	0.8%	0.4%	0.8%	0.6%	0.5%	0.8%	0.6%
2am	1.1%	1.4%	0.8%	1.2%	0.9%	1.7%	0.9%	0.5%	1.4%	0.4%	1.5%	0.7%
3am	3.6%	3.0%	4.2%	3.9%	3.4%	6.0%	3.0%	1.5%	3.0%	4.7%	4.5%	1.3%
4am	10.3%	9.6%	11.1%	11.1%	10.3%	11.5%	11.5%	7.4%	7.2%	13.1%	10.3%	11.2%
5am	12.4%	13.3%	11.5%	11.8%	12.6%	12.3%	14.5%	9.5%	10.9%	14.2%	11.3%	14.9%
6am	8.5%	11.8%	5.2%	8.1%	8.8%	10.6%	8.9%	5.5%	7.8%	10.2%	7.7%	8.6%
7am	6.4%	6.1%	6.8%	7.1%	6.1%	6.4%	6.0%	7.2%	6.2%	6.0%	7.0%	5.3%
8am	6.9%	7.8%	6.0%	5.7%	8.2%	7.7%	6.6%	6.3%	8.6%	7.0%	6.3%	5.1%
9am	7.8%	6.9%	8.7%	7.2%	8.5%	6.2%	6.5%	11.4%	8.0%	7.8%	9.0%	5.4%
10am or later	39.1%	36.7%	41.6%	39.9%	37.9%	31.2%	38.4%	49.2%	42.9%	34.2%	38.5%	42.5%
	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	40.0%	38.7%	41.2%	43.9%	35.2%	36.3%	41.2%	42.2%	39.3%	36.6%	41.0%	43.7%
25%	16.6%	16.7%	16.5%	14.6%	18.6%	18.7%	17.8%	13.0%	17.3%	17.2%	15.6%	16.9%
50%	16.1%	17.8%	14.5%	15.3%	17.8%	19.7%	15.1%	13.7%	16.1%	17.3%	15.9%	14.5%
75%	19.3%	17.8%	20.8%	17.7%	21.2%	19.2%	18.8%	20.1%	19.4%	20.2%	20.0%	17.3%
100%	8.0%	9.0%	7.0%	8.5%	7.2%	6.0%	7.1%	11.0%	7.8%	8.7%	7.5%	7.6%
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%
Average	38.7%	39.3%	38.1%	37.4%	40.2%	38.6%	37.3%	40.4%	38.7%	40.4%	38.4%	36.4%

2009 BIGresearch - Black Friday Weekend

11/26-28/09 n = 4985

	2009	Adults 18+	2008	Adults 18+	2007	Adults 18+	2006	Adults 18+	2005	Adults 18+
Have you or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?										
Yes	52.1%		48.3%							
No	47.9%		51.7%							
Total	100.0%		100.0%							

Of those...have you or will you go Holiday shopping... (Please check all that apply)

Thursday (Thanksgiving)	15.1%	18,124,383	14.7%	16,194,633	11.0%	10,934,561	10.2%	9,794,888	11.2%	10,294,434
Friday	65.6%	78,701,810	66.8%	73,568,430	66.3%	65,965,489	61.6%	58,882,639	65.5%	60,002,566
Saturday	53.4%	64,106,752	51.7%	56,910,631	48.5%	48,277,632	51.3%	49,051,955	57.6%	52,778,246
Sunday (planned)	28.8%	34,528,980	23.8%	26,188,065	22.3%	22,156,233	23.9%	22,857,774	23.7%	21,689,458
Estimated # of Shoppers Thursday thru Sunday		195,461,924		172,861,759		147,333,915		140,587,256		144,764,703
<i>(includes same consumer shopping multiple days)</i>										

What types of gifts did you buy? (Check all that apply)

Clothing or clothing accessories	50.9%		50.9%		46.8%		41.4%		49.2%
Toys	32.2%		28.5%		28.2%		28.3%		33.1%
Books CDs DVDs videos or video games	40.3%		39.0%		41.7%		41.4%		46.7%
Consumer electronics or computer-related	36.9%		35.9%		35.7%		33.3%		36.7%
Sporting goods or leisure items	12.6%		11.4%		8.4%		9.0%		11.9%
Home decor or home-related furnishings	19.9%		20.3%		19.6%		17.4%		21.1%
Jewelry or precious metal accessories	11.7%		10.9%		9.6%		10.1%		13.0%
Gift cards / gift certificates	21.2%		18.7%		21.0%		17.6%		21.0%
Personal care or beauty items	22.4%		19.0%		17.8%		14.9%		20.6%
Food/Candy	23.0%		NA		NA		NA		NA
Flowers/Plants	4.8%		NA		NA		NA		NA
Other:	9.5%		11.3%		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)

	2009	Adults 18+	2008	Adults 18+	2007	Adults 18+	2006	Adults 18+	2005	Adults 18+
Discount store	43.2%	51,881,408	54.7%	60,274,514	55.1%		49.6%		60.7%	
Department store	49.4%	59,230,941	43.0%	47,321,077	38.7%		38.8%		47.0%	
Clothing or Accessories store	22.9%	27,465,903	NA	NA	NA		NA		NA	
Electronics store	29.0%	34,823,890	NA	NA	NA		NA		NA	
Other Specialty store	14.9%	17,898,443	NA	NA	NA		NA		NA	
Crafts or fabrics store	6.5%	7,755,540	NA	NA	NA		NA		NA	
Specialty Retailer (such as a clothing or toy store)	NA	NA	36.0%	39,654,194	43.2%		37.5%		41.2%	
Drug store	13.4%	16,139,339	12.0%	13,187,520	9.7%		9.7%		11.4%	
Grocery store/supermarket	19.6%	23,486,535	12.3%	13,541,153	9.7%		10.5%		13.6%	
Online	28.5%	34,199,314	34.0%	37,426,068	31.6%		23.0%		27.4%	
Catalog	3.9%	4,726,384	4.8%	5,301,033	5.0%		4.6%		6.1%	
Thrift Stores/Resale Shops	5.9%	7,126,019	NA	NA	NA		NA		NA	
Outlet stores	7.8%	9,312,106	NA	NA	NA		NA		NA	
Other:	7.1%	8,564,432	NA	NA	NA		NA		NA	

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

2009 BIGresearch - Black Friday Weekend

11/26-28/09 n = 4985

	2009	Adults 18+	2008	Adults 18+	2007	Adults 18+	2006	Adults 18+	2005	Adults 18+
How much did you spend on holiday shopping?	2009		2008		2007		2006		2005	
Average Amount Spent this Weekend	\$343.31		\$372.57		\$347.55		\$360.15		\$ 302.81	
<i>in billions</i>	\$ 41.2		\$ 41.0		\$ 34.6		\$ 34.4		\$ 27.8	

How much of what you spent was online?

Average	\$103.80	\$117.29	\$93.12
Percent Online	30.2%	31.5%	26.8%

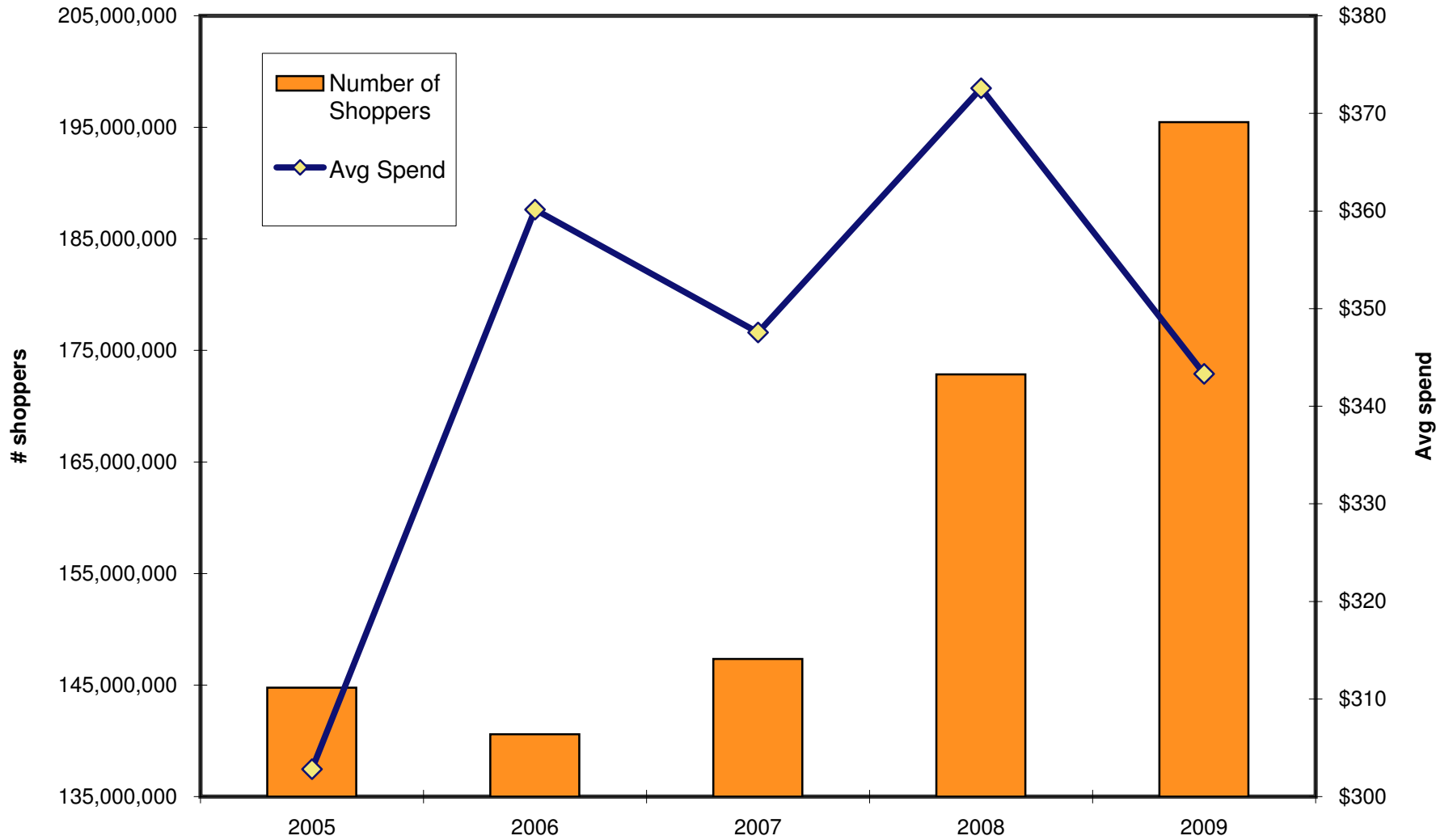
What time will you/did you get to the store on the Friday after Thanksgiving?

	2009	Cumulative %	2008	Cumulative % 2007	Cumulative %	2006	2005
Midnight	3.3%	3.3%	2.2%	2.2%	2.6%	2.6%	1.3%
1am	0.6%	3.9%	0.5%	2.7%	1.0%	3.5%	0.6%
2am	1.1%	5.0%	0.9%	3.6%	0.2%	3.7%	0.8%
3am	3.6%	8.5%	2.1%	5.7%	4.2%	7.9%	0.9%
4am	10.3%	18.9%	8.3%	14.1%	6.4%	14.3%	8.9%
5am	12.4%	31.2%	9.3%	23.3%	10.9%	25.2%	15.5%
6am	8.5%	39.8%	7.6%	30.9%	6.4%	31.6%	8.4%
7am	6.4%	46.2%	8.7%	39.6%	8.5%	40.1%	6.2%
8am	6.9%	53.1%	8.8%	48.4%	8.7%	48.8%	7.6%
9am	7.8%	60.9%	9.2%	57.6%	9.4%	58.2%	8.8%
10am or later	39.1%	100.0%	42.4%	100.0%	41.8%	100.0%	41.2%

About what percent of your total holiday shopping have you completed thus far?

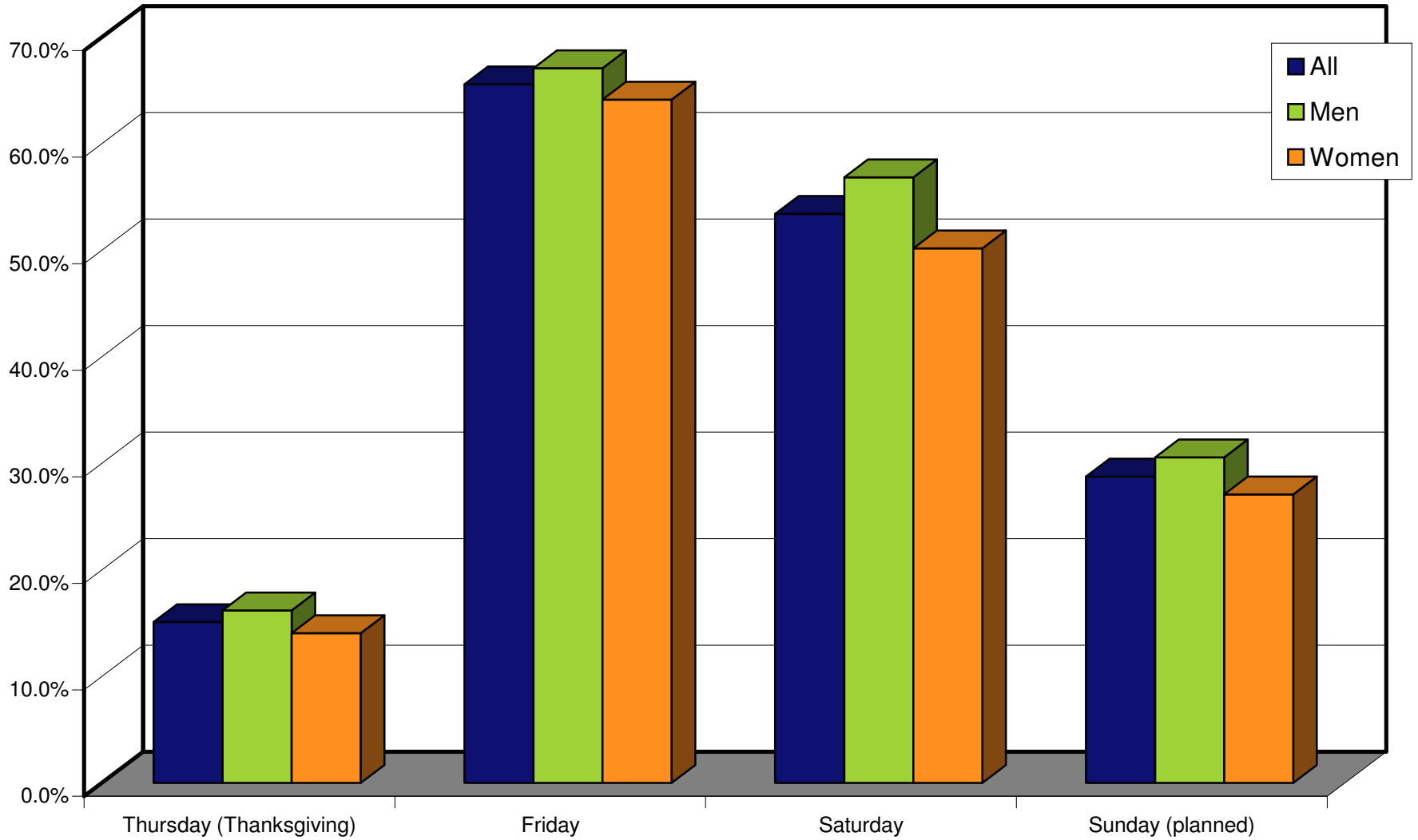
	2009	2008	2007	2006	2005
10% or less	40.0%	41.6%	43.4%	49.2%	47.6%
25%	16.6%	15.0%	16.9%	12.9%	14.6%
50%	16.1%	15.0%	16.1%	12.7%	12.3%
75%	19.3%	17.7%	15.4%	16.6%	18.0%
100%	8.0%	10.6%	8.2%	8.6%	7.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Average	38.7%	39.3%	36.4%	35.6%	35.6%

Black Friday Weekend Shopping Patterns



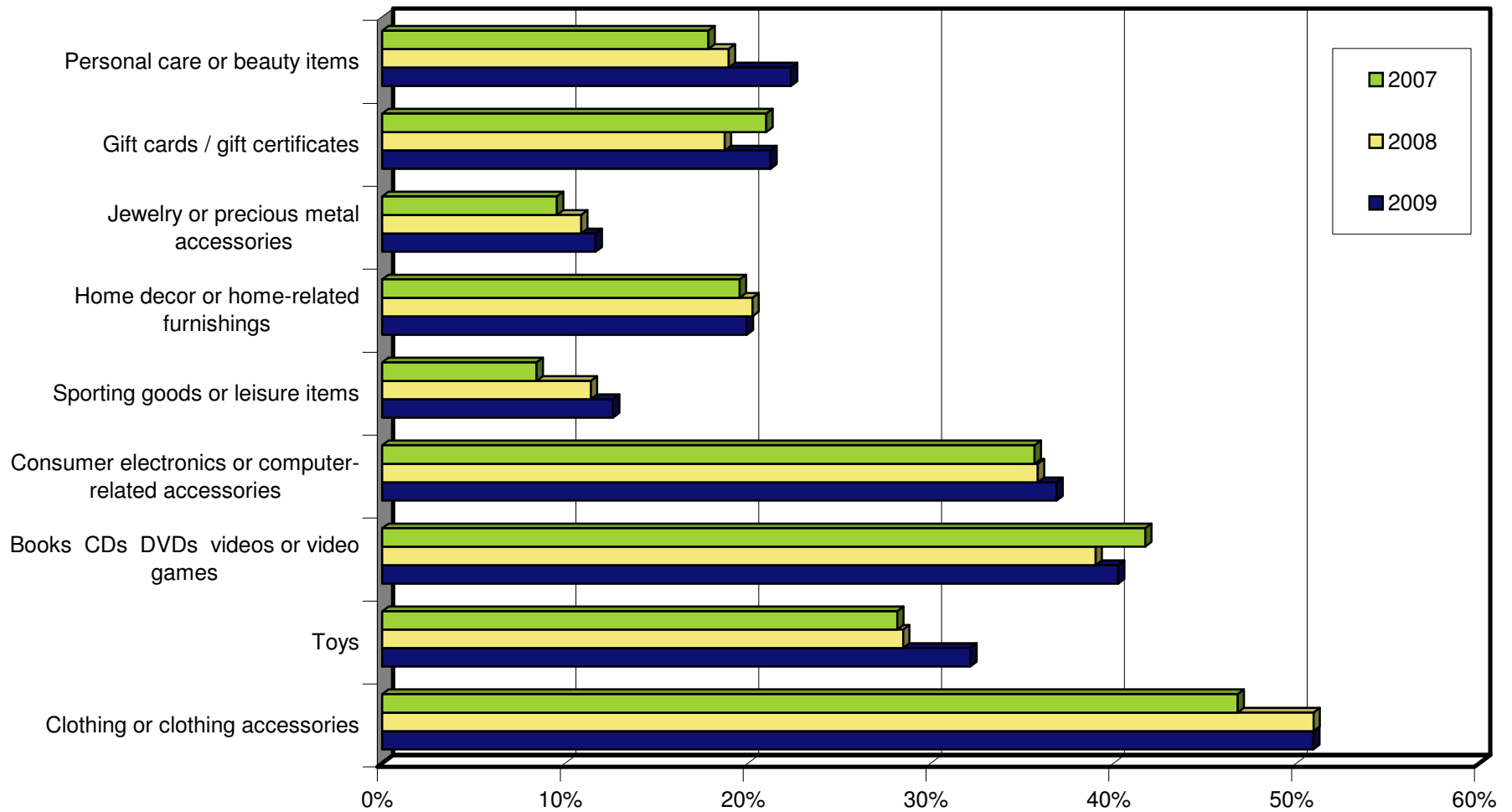
Source: Conducted for NRF by BIGresearch, November 26-28, 2009. 4985 respondents.

When People Shopped Black Friday Weekend



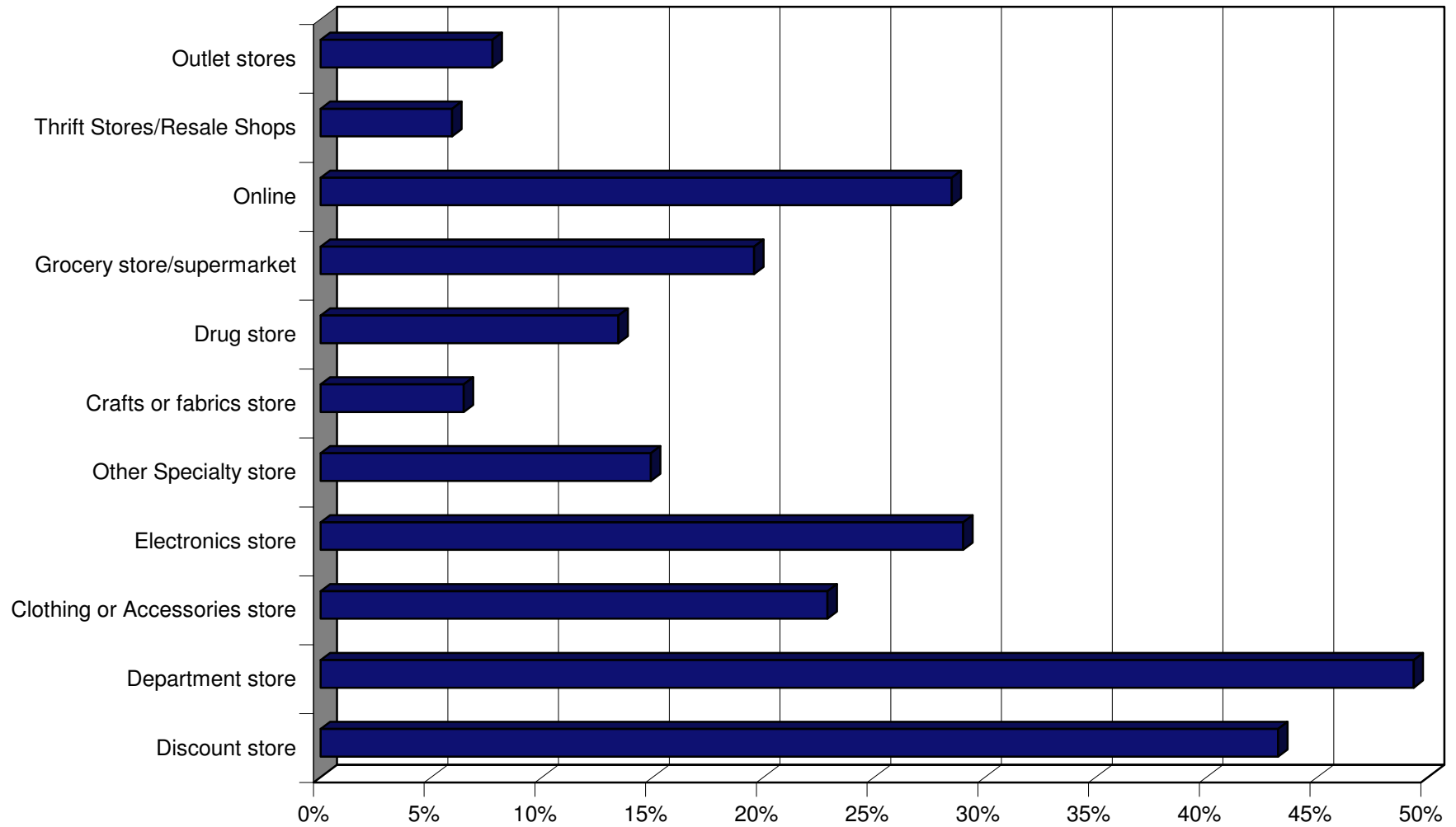
Source: Conducted for NRF by BIGresearch, November 26-28, 2009. 4985 respondents.

What People Purchased Black Friday Weekend



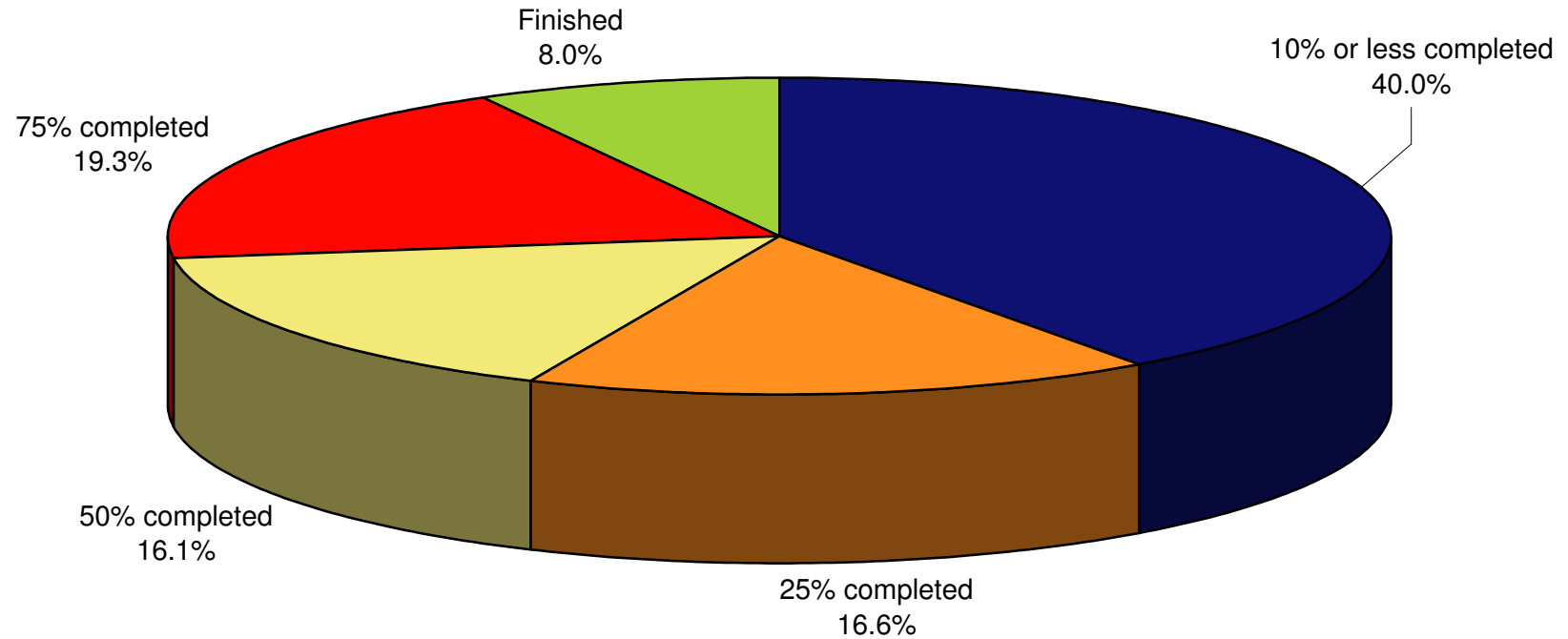
Source: Conducted for NRF by BIGresearch, November 26-28, 2009. 4985 respondents.

Where People Shopped Black Friday Weekend



Source: Conducted for NRF by BIGresearch, November 26-28, 2009. 4985 respondents.

Percentage of Holiday Shopping People Have Completed



As of the Sunday after Thanksgiving, the average person has completed 38.7% of his or her shopping vs. 39.3% in 2008.

Source: Conducted for NRF by BIGresearch, November 26-28, 2009. 4985 respondents.