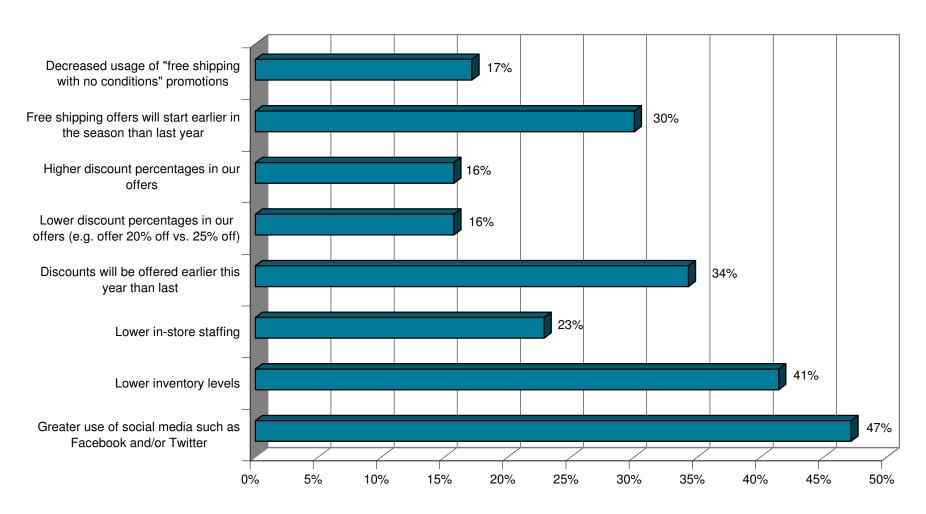


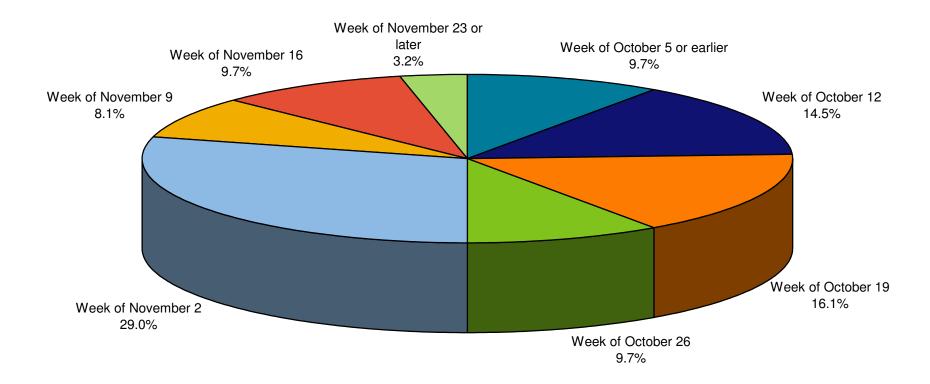
How Economy is Impacting Online Retailers' Holiday Plans



Source: Conducted by BIGresearch for Shop.org, Sept. 14 - Oct. 6, 2009. 70 retailer respondents.

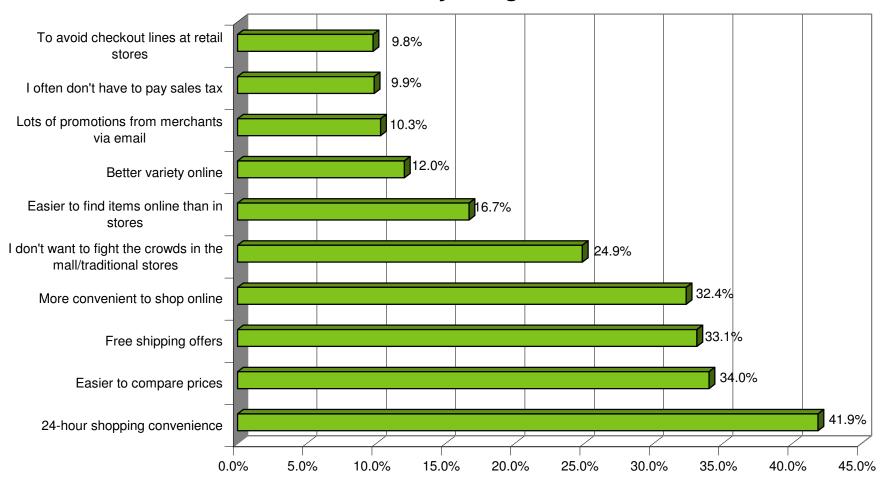


When Retailers Plan to Start Online Holiday Marketing





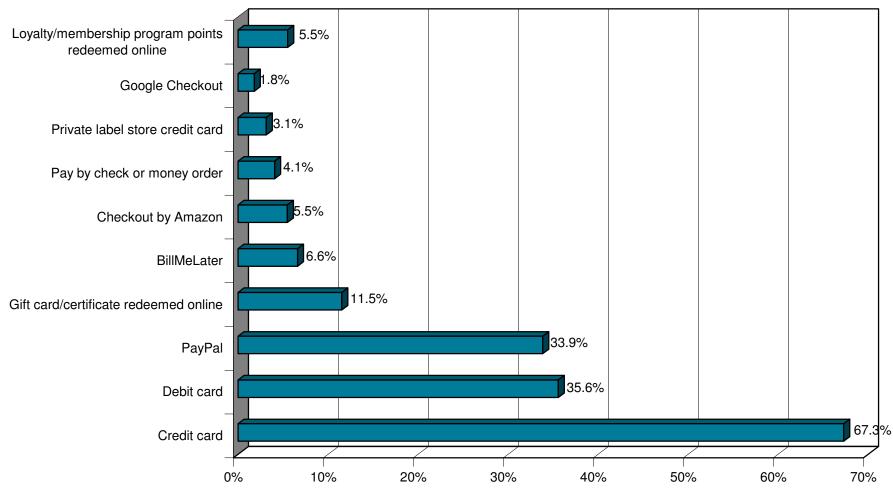
Top Reasons Why People Will Spend More of Holiday Budget Online



Source: Conducted by BIGresearch for Shop.org, Sept. 23 - Oct. 6, 2009. 2,623 respondents.



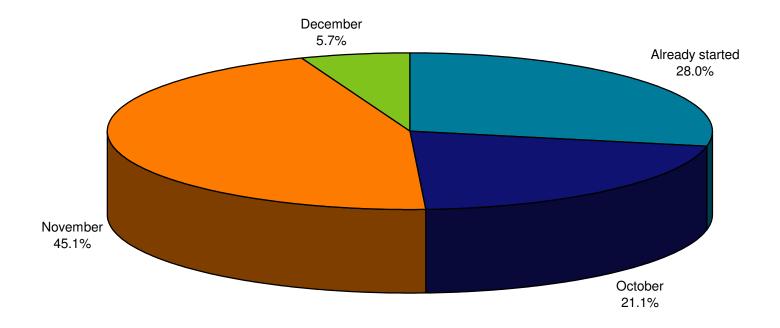
How Shoppers Will Pay for Online Holiday Purchases



Source: Conducted by BIGresearch for Shop.org, Sept. 23 - Oct. 6, 2009. 2,623 respondents.



When Online Shoppers Will Begin Holiday Shopping



People who plan to make some holiday purchases online this year will begin shopping earlier than others, largely to compensate for extra time for items to ship.

N = 70, 9/14 - 10/06/09



Compared to last year (2008), what growth are you forecasting for your online revenue this holiday season (2009)?

Hypergrowth (75% or higher - net)	11.9%
Strong (30%-74% - net)	13.6%
Good (15%-29% - net)	20.3%
Fair (0-14% - net)	33.9%
Flat/Negative - net	20.3%
Total	100.0%

Overall, how is the economy changing your company's plans for this holiday season compared with Holiday 2008? (Check all that apply)

Greater use of social media such as Facebook and/or Twitter	47.1%
Lower inventory levels	41.4%
Lower in-store staffing	22.9%
Decreased staffing/shorter hours for customer service	7.1%
Increased staffing/longer hours for customer service	10.0%
Discounts will be offered earlier this year than last	34.3%
Discounts will be offered later this year than last	11.4%
Lower discount percentages in our offers (e.g. offer 20% off vs. 25% off)	15.7%
Higher discount percentages in our offers	15.7%
Free shipping offers will start earlier in the season than last year	30.0%
Free shipping offers will start later in the season than last year	11.4%
Higher purchase minimum required to qualify for free shipping	10.0%
Decreased usage of "free shipping with no conditions" promotions	17.1%
Increased usage of "free shipping with no conditions" promotions	12.9%
Switch to a flat rate shipping fee in place of free shipping	8.6%
We will offer free shipping for orders shipped to one of our stores for pick up there (not to	
the customer's shipping address)	7.1%
Increased use of free returns shipping in place of free (outbound) shipping to the	
customer	2.9%
Other (please specify)	12.9%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer	

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

When do you plan to start your ONLINE holiday marketing and promotion campaigns? (Choose only one)

campaigns? (Choose only one)	
Week of October 5 or earlier	9.7%
Week of October 12	14.5%
Week of October 19	16.1%
Week of October 26	9.7%
Week of November 2	29.0%
Week of November 9	8.1%

N = 70, 9/14 - 10/06/09



Week of November 16	9.7%
Week of November 23 or later	3.2%
Total	100.0%

Since the last holiday season, have you added or improved any of the following promotions and/or site and service features that you feel will drive improved holiday sales this year?

Advanced zoom, 3-D imagery, color, swatch functionality

Added New in 2009	8.5%
Improved/Enhanced in 2009	13.6%
Offer, but No Substantial Changes in 2009	33.9%
Do Not Offer/Use Currently	44.1%
Total	100.0%

Cross-selling on cart page

Added New in 2009	5.0%
Improved/Enhanced in 2009	38.3%
Offer, but No Substantial Changes in 2009	40.0%
Do Not Offer/Use Currently	16.7%
Total	100.0%

Cross-selling on product page

Added New in 2009	1.7%
Improved/Enhanced in 2009	41.7%
Offer, but No Substantial Changes in 2009	51.7%
Do Not Offer/Use Currently	5.0%
Total	100.0%

Dynamic Imagery: Zoom/Pan/Color Swatching

Added New in 2009	5.1%
Improved/Enhanced in 2009	15.3%
Offer, but No Substantial Changes in 2009	49.2%
Do Not Offer/Use Currently	30.5%
Total	100.0%

Faceted search

Added New in 2009	6.6%
Improved/Enhanced in 2009	26.2%
Offer, but No Substantial Changes in 2009	34.4%



Do Not Offer/Use Currently	32.8%
Total	100.0%

Flash

Added New in 2009	3.3%
Improved/Enhanced in 2009	21.7%
Offer, but No Substantial Changes in 2009	38.3%
Do Not Offer/Use Currently	36.7%
Total	100.0%

Persistent shopping cart

Added New in 2009	10.0%
Improved/Enhanced in 2009	13.3%
Offer, but No Substantial Changes in 2009	60.0%
Do Not Offer/Use Currently	16.7%
Total	100.0%

Personalized site features

Added New in 2009	9.7%
Improved/Enhanced in 2009	25.8%
Offer, but No Substantial Changes in 2009	27.4%
Do Not Offer/Use Currently	37.1%
Total	100.0%

Redesigned shopping cart

Added New in 2009	14.5%
Improved/Enhanced in 2009	30.6%
Offer, but No Substantial Changes in 2009	33.9%
Do Not Offer/Use Currently	21.0%
Total	100.0%

Rich media holiday catalog

Added New in 2009	0.0%
Improved/Enhanced in 2009	11.7%
Offer, but No Substantial Changes in 2009	38.3%
Do Not Offer/Use Currently	50.0%
Total	100.0%

Site map

Added New in 2009	1.7%
Improved/Enhanced in 2009	11.7%

N = 70, 9/14 - 10/06/09



Offer, but No Substantial Changes in 2009	66.7%
Do Not Offer/Use Currently	20.0%
Total	100.0%

Site navigation/path

Added New in 2009	5.0%
Improved/Enhanced in 2009	31.7%
Offer, but No Substantial Changes in 2009	58.3%
Do Not Offer/Use Currently	5.0%
Total	100.0%

Site search

Added New in 2009	3.3%
Improved/Enhanced in 2009	41.0%
Offer, but No Substantial Changes in 2009	52.5%
Do Not Offer/Use Currently	3.3%
Total	100.0%

Wish list/gift registry

Added New in 2009	5.1%
Improved/Enhanced in 2009	11.9%
Offer, but No Substantial Changes in 2009	44.1%
Do Not Offer/Use Currently	39.0%
Total	100.0%

And, since last holiday season, have you added or improved any of the following site and service features, products, and/or marketing and promotions that you feel will drive improved holiday sales this year?

Bestsellers list

Added New in 2009	8.1%
Improved/Enhanced in 2009	25.8%
Offer, but No Substantial Changes in 2009	43.5%
Do Not Offer/Use Currently	22.6%
Total	100.0%

Clearance sale page

Added New in 2009	12.7%
Improved/Enhanced in 2009	27.0%
Offer, but No Substantial Changes in 2009	47.6%
Do Not Offer/Use Currently	12.7%



Total	100.0%
-------	--------

Customer	ratinge	and	raviawe	on sita
Customer	raumus	anu	reviews	on site

Added New in 2009	15.6%
Improved/Enhanced in 2009	25.0%
Offer, but No Substantial Changes in 2009	25.0%
Do Not Offer/Use Currently	34.4%
Total	100.0%

Expert/Other third party product reviews

Added New in 2009	1.6%
Improved/Enhanced in 2009	9.5%
Offer, but No Substantial Changes in 2009	19.0%
Do Not Offer/Use Currently	69.8%
Total	100.0%

Featured sale item page

Added New in 2009	6.5%
Improved/Enhanced in 2009	30.6%
Offer, but No Substantial Changes in 2009	43.5%
Do Not Offer/Use Currently	19.4%
Total	100.0%

Gift center

Added New in 2009	1.6%
Improved/Enhanced in 2009	25.8%
Offer, but No Substantial Changes in 2009	46.8%
Do Not Offer/Use Currently	25.8%
Total	100.0%

Customized products

Added New in 2009	4.9%
Improved/Enhanced in 2009	18.0%
Offer, but No Substantial Changes in 2009	26.2%
Do Not Offer/Use Currently	50.8%
Total	100.0%

Gift card/gift certificate purchase on site

Added New in 2009	4.8%
Improved/Enhanced in 2009	14.5%
Offer, but No Substantial Changes in 2009	58.1%

N = 70, 9/14 - 10/06/09



Do Not Offer/Use Currently Total	22.6% 100.0%
Total	100.0 /6
Gift card/gift certificate redemption on site	
Added New in 2009	4.8%
Improved/Enhanced in 2009	11.1%
Offer, but No Substantial Changes in 2009	60.3%
Do Not Offer/Use Currently	23.8%
Total	100.0%
Item comparison engines	
Added New in 2009	6.3%
Improved/Enhanced in 2009	9.5%
Offer, but No Substantial Changes in 2009	19.0%
Do Not Offer/Use Currently	65.1%
Total	100.0%
Suggested items	
Added New in 2009	1.6%
Improved/Enhanced in 2009	41.3%
Offer, but No Substantial Changes in 2009	39.7%
Do Not Offer/Use Currently	17.5%
Total	100.0%
Towards duff ideas finds //wadvat shages /o a by mains Faulling The Obef etc.)	
Targeted gift ideas finder/product chooser (e.g. by price, For Him, The Chef, etc.) Added New in 2009	1.6%
Improved/Enhanced in 2009	27.0%
Offer, but No Substantial Changes in 2009	33.3%
Do Not Offer/Use Currently	38.1%
Total	100.0%
Total	100.070
Video of product	
Added New in 2009	14.5%
Improved/Enhanced in 2009	21.0%
Offer, but No Substantial Changes in 2009	16.1%
Do Not Offer/Use Currently	48.4%
Total	100.0%
Dynamically customized/personalized emails	
Added New in 2009	4.8%

Improved/Enhanced in 2009

32.3%

N = 70, 9/14 - 10/06/09



Offer, but No Substantial Changes in 2009 Do Not Offer/Use Currently Total	27.4% 35.5% 100.0%
Facebook page Added New in 2009 Improved/Enhanced in 2009 Offer, but No Substantial Changes in 2009 Do Not Offer/Use Currently Total	25.4% 34.9% 20.6% 19.0% 100.0%
Free standard shipping promotion no hurdle/minimum purchase required Added New in 2009 Improved/Enhanced in 2009 Offer, but No Substantial Changes in 2009 Do Not Offer/Use Currently Total	4.9% 13.1% 39.3% 42.6% 100.0%
Free standard shipping promotion some hurdle/minimum purchase required Added New in 2009 Improved/Enhanced in 2009 Offer, but No Substantial Changes in 2009 Do Not Offer/Use Currently Total	3.2% 22.2% 54.0% 20.6% 100.0%
Free express shipping upgrade Added New in 2009 Improved/Enhanced in 2009 Offer, but No Substantial Changes in 2009 Do Not Offer/Use Currently Total	1.6% 11.3% 38.7% 48.4% 100.0%

Free returns promotion

Added New in 2009	1.6%
Improved/Enhanced in 2009	4.8%
Offer, but No Substantial Changes in 2009	24.2%
Do Not Offer/Use Currently	69.4%
Total	100.0%

Mobile text promotions

Added New in 2009 6.6%

N = 70, 9/14 - 10/06/09



Improved/Enhanced in 2009	9.8%
Offer, but No Substantial Changes in 2009	9.8%
Do Not Offer/Use Currently	73.8%
Total	100.0%
Site event/action-triggered emails	
Added New in 2009	14.8%
Improved/Enhanced in 2009	13.1%
Offer, but No Substantial Changes in 2009	29.5%
Do Not Offer/Use Currently	42.6%
Total	100.0%
Twitter	
Added New in 2009	39.7%
Improved/Enhanced in 2009	19.0%
Offer, but No Substantial Changes in 2009	12.7%
Do Not Offer/Use Currently	28.6%

Finally, since last holiday season, have you added or improved any of the following customer service and/or shipping and fulfillment features that you feel will drive improved holiday sales this year?

Ability to ship to multiple addresses

Total

Added New in 2009	1.6%
Improved/Enhanced in 2009	3.2%
Offer, but No Substantial Changes in 2009	38.7%
Do Not Offer/Use Currently	56.5%
Total	100.0%

Customer service rep training to close sales

Added New in 2009	1.6%
Improved/Enhanced in 2009	21.0%
Offer, but No Substantial Changes in 2009	37.1%
Do Not Offer/Use Currently	40.3%
Total	100.0%

Expanded customer service hours, languages, services

Added New in 2009	4.8%
Improved/Enhanced in 2009	17.7%
Offer, but No Substantial Changes in 2009	40.3%

100.0%



Do Not Offer/Use Currently	37.1%
Total	100.0%

Gift receipt

Added New in 2009	1.6%
Improved/Enhanced in 2009	0.0%
Offer, but No Substantial Changes in 2009	46.8%
Do Not Offer/Use Currently	51.6%
Total	100.0%

Gift wrap

Added New in 2009	0.0%
Improved/Enhanced in 2009	7.9%
Offer, but No Substantial Changes in 2009	38.1%
Do Not Offer/Use Currently	54.0%
Total	100.0%

Live chat

Added New in 2009	11.3%
Improved/Enhanced in 2009	9.7%
Offer, but No Substantial Changes in 2009	8.1%
Do Not Offer/Use Currently	71.0%
Total	100.0%

Shipping deadlines calendar

4.8%
17.5%
58.7%
19.0%
100.0%

Buy online/pick up in store

Added New in 2009	4.8%
Improved/Enhanced in 2009	6.3%
Offer, but No Substantial Changes in 2009	9.5%
Do Not Offer/Use Currently	79.4%
Total	100.0%

Check in-store product availability

Added New in 2009	0.0%
Improved/Enhanced in 2009	3.2%

N = 70, 9/14 - 10/06/09



Offer, but No Substantial Changes in 2009	11.1%
Do Not Offer/Use Currently	85.7%
Total	100.0%

Express ordering

Added New in 2009	1.7%
Improved/Enhanced in 2009	6.8%
Offer, but No Substantial Changes in 2009	25.4%
Do Not Offer/Use Currently	66.1%
Total	100.0%

Express shipping option

Added New in 2009	1.6%
Improved/Enhanced in 2009	4.8%
Offer, but No Substantial Changes in 2009	79.0%
Do Not Offer/Use Currently	14.5%
Total	100.0%

What percentage of your total 2009 online *marketing* budget is dedicated specifically to Holiday? (Choose only one)

1 - 5%	5.3%
6 - 10%	12.3%
11 - 20%	29.8%
21 - 30%	26.3%
31 - 40%	10.5%
41 - 50%	10.5%
Over 50%	5.3%
Total	100.0%

What percentage of your total 2009 online *promotions* budget is dedicated specifically to Holiday? (Choose only one)

1 - 5%	9.1%
6 - 10%	12.7%
11 - 20%	34.5%
21 - 30%	14.5%
31 - 40%	12.7%
41 - 50%	7.3%
Over 50%	9.1%
Total	100.0%

shop.org

For the 2009 holiday season, please indicate for each of the following ONLINE marketing options whether you plan to increase, decrease, or keep at the same level that you have used to date (January to October) in 2009.

_			_	
E_m	ail	ta I	house	lict

Increase	58.3%
Keep the Same	40.0%
Decrease	1.7%
Won't Use	0.0%
Total	100.0%

E-mail to prospecting list

Increase	28.3%
Keep the Same	30.0%
Decrease	1.7%
Won't Use	40.0%
Total	100.0%

Online banners, buttons, skyscraper ads

Increase	33.3%
Keep the Same	38.3%
Decrease	8.3%
Won't Use	20.0%
Total	100.0%

Search engine marketing (SEO) - Organic/natural

Increase	58.3%
Keep the Same	38.3%
Decrease	0.0%
Won't Use	3.3%
Total	100.0%

Search engine marketing (SEM) - Paid listings

Increase	• ,	· ·	48.3%
Keep the Same			38.3%
Decrease			10.0%
Won't Use			3.3%
Total			100.0%

Comparison shopping engines (e.g. Shopzilla, Nextag, etc.)

Increase					27	7.1%

N = 70, 9/14 - 10/06/09



Keep the Same	44.1%
Decrease	10.2%
Won't Use	18.6%
Total	100.0%

Facebook, My Space

Increase	75.4%
Keep the Same	9.8%
Decrease	0.0%
Won't Use	14.8%
Total	100.0%

Affiliate and loyalty programs

Increase	46.7%
Keep the Same	36.7%
Decrease	0.0%
Won't Use	16.7%
Total	100.0%

Social shopping Web sites

Increase	35.0%
Keep the Same	31.7%
Decrease	3.3%
Won't Use	30.0%
Total	100.0%

Mobile phone alerts (e.g. via text message)

Increase	13.1%
Keep the Same	23.0%
Decrease	0.0%
Won't Use	63.9%
Total	100.0%

Online newspapers/magazine deals

6.7%
33.3%
3.3%
56.7%
100.0%

Shopping portal (e.g. AOL, Amazon, etc.)



Increase	18.3%
Keep the Same	33.3%
Decrease	0.0%
Won't Use	48.3%
Total	100.0%

Rich Media

Increase	20.3%
Keep the Same	39.0%
Decrease	0.0%
Won't Use	40.7%
Total	100.0%

Blogs, RSS feeds

Increase	39.3%
Keep the Same	26.2%
Decrease	0.0%
Won't Use	34.4%
Total	100.0%

Twitter

Increase	59.0%
Keep the Same	13.1%
Decrease	0.0%
Won't Use	27.9%
Total	100.0%

Video advertising

Increase	19.7%
Keep the Same	21.3%
Decrease	1.6%
Won't Use	57.4%
Total	100.0%

Word of Mouth/Viral Marketing

Increase	41.0%
Keep the Same	39.3%
Decrease	0.0%
Won't Use	19.7%
Total	100.0%

N = 70, 9/14 - 10/06/09



From the list below, please indicate which three promotions you plan to emphasize most heavily during Holiday Season 2009. PLEASE CHOOSE ONLY 3 RESPONSES

Free standard shipping with conditions (e.g. minimum purchase amount)	48.6%
Limited-time promotion	40.0%
Coupon percentage off	22.9%
Online only sale	12.9%
Buy x get x free (e.g. buy one, get one free; buy one, get 50% off second item, etc.)	11.4%
Coupon - dollars (\$) off	11.4%
Express shipping upgrade	11.4%
Save x if you spend x (e.g. save \$10 if you spend \$50, etc.)	10.0%
Sweepstakes	8.6%
Free standard shipping without conditions	7.1%
Everyday/guaranteed low price	5.7%
Offline-online sale	5.7%
Free gift card with purchase	5.7%
Bounce-back between channels (e.g. coupon in delivery box to be used at offline store)	4.3%
Free gift with purchase	4.3%
Free shipping upgrade	4.3%
Invitation-only sale	4.3%
Bounce-back from one online order to the next online order	2.9%
Pay later/Other payment options	2.9%
Free returns shipping	2.9%
Repeat-buyer discount	2.9%
Free gift wrap	2.9%
Other discounted shipping	1.4%
Early morning specials	1.4%
First-time buyer discount	1.4%
Loyalty or membership points	1.4%
Purchase with purchase	0.0%
Early shopper discount	0.0%
Rebate	0.0%
None of the above	1.4%
Other marketing promotion	4.3%
Other (please specify):	1.4%
*The constitute of the of the house have the three doors have the constitute of the	

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

Of your total 2009 Holiday online promotions budget, what percentage is allocated specifically to free shipping offers? (Choose only one)

•	,	11 5	,	,	,	
1 - 5%						43.1%
6 - 10%						9.8%
11 - 20%)					13.7%

N = 70, 9/14 - 10/06/09



21 - 30%	7.8%
31 - 40%	9.8%
41 - 50%	3.9%
Over 50%	11.8%
Total	100.0%

Compared to Holiday 2008, is your budget for free shipping promotions for Holiday 2009... (Choose only one)

Significantly higher this year (2009) than last (2008)	10.7%
Somewhat higher this year than last	25.0%
About the same this year as last	60.7%
Somewhat lower this year than last	3.6%
Significantly lower this year (2009) than last (2008)	0.0%
Total	100.0%

For the 2009 holiday season, will you offer customers the ability to purchase gift cards/gift certificates via your Web site? (Choose only one)

Yes	77.0%
No	18.0%
Don't know	4.9%
Total	100.0%

Will or do you already offer customers the option to ship to recipients located outside the U.S.? (Choose only one)

Yes	51.8%
No	48.2%
Total	100.0%

Respondents who operate brick and mortar stores:

Will you offer any of the following during the 2009 holiday season? (Check all that apply)

The ability for store associates to do email registration for customers who don't yet	
subscribe	64.0%
In-store advertising for your Web site	72.0%
The ability for store associates to place an online order for customers	48.0%
In-store Web kiosk for customers to place orders	32.0%
None of the above	2.0%
Other tie(s) to your Website (please specify)	4.0%

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



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Source: BIGresearch, Shop.org Consum N = 2623, 9/23 - 10/6/09	ner Pre-Holiday Adults 18+	/ Survey Men	Women	<\$50K	\$50K+	18-34	35-54	55+	NE	MW	South	West
N = 2023, 9/23 - 10/0/09	Addits 10+	Men	Wolliell	<900K	\$30K+	10-34	33-34	55+	INE	IVI VV	South	West
If you have already started your holiday	shopping, hov	w much have	e vou comp	leted so far	? (Choose o	nly one)						
I haven't started my holiday shopping yet	62.3%	66.4%	58.4%	61.6%	` 57.5%	68.6%	60.1%	58.7%	63.0%	65.0%	58.5%	64.2%
Less than 10%	14.8%	12.3%	17.2%	11.7%	20.3%	14.4%	15.8%	14.1%	13.8%	17.9%	15.0%	10.3%
10% - 24%	8.2%	6.2%	10.1%	7.6%	9.8%	4.9%	9.9%	9.4%	7.9%	7.6%	9.3%	8.1%
25% - 49%	4.4%	2.7%	6.0%	5.3%	4.7%	4.6%	4.3%	4.3%	5.7%	2.3%	6.2%	2.9%
50% - 74%	2.1%	2.0%	2.3%	2.6%	2.3%	1.1%	2.5%	2.7%	1.3%	1.7%	3.0%	2.3%
75% - 99%	1.2%	1.3%	1.1%	1.2%	1.2%	0.6%	1.3%	1.6%	1.3%	1.3%	0.5%	2.0%
I'm finished	2.2%	3.7%	0.8%	3.3%	0.7%	4.4%	1.0%	1.6%	1.6%	0.7%	4.1%	2.0%
I don't plan to make any holiday purchases												
this year	4.7%	5.4%	4.1%	6.8%	3.4%	1.3%	5.1%	7.7%	5.4%	3.4%	3.5%	8.2%
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%
Compared with last year, is your total bu	udget for holida	ay purchase	es this year:	(Choose o	nly one)							
Over \$200 MORE than my budget last year Between \$100 and \$200 MORE than my	3.0%	4.3%	1.7%	2.7%	3.5%	3.3%	2.5%	3.1%	5.1%	1.9%	3.1%	2.0%
holiday shopping budget last year Between \$50 and \$100 MORE than my	6.1%	7.6%	4.6%	4.4%	7.6%	10.4%	3.8%	4.6%	3.6%	7.0%	5.5%	4.9%
holiday shopping budget last year	3.7%	3.3%	4.2%	4.1%	3.4%	2.8%	5.1%	3.0%	3.3%	3.2%	3.3%	6.0%
Approximately the same as last year	52.9%	55.0%	50.9%	47.2%	53.1%	51.6%	50.9%	56.5%	59.0%	54.1%	53.3%	50.0%
Between \$50 and \$100 LESS than my												
holiday shopping budget last year	11.9%	9.0%	14.6%	14.6%	10.1%	11.6%	11.7%	12.3%	11.8%	10.9%	12.8%	12.1%
Between \$100 and \$200 LESS than my												
holiday shopping budget last year	10.4%	10.5%	10.3%	13.9%	10.0%	13.4%	9.5%	8.6%	7.2%	11.5%	8.9%	11.4%
Over \$200 LESS than my budget last year	12.0%	10.3%	13.7%	13.1%	12.2%	6.8%	16.4%	11.9%	10.1%	11.4%	13.2%	13.6%
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%
Will you make any holiday purchases Ol	NLINE this yea											
Yes	47.7%	47.4%	48.0%	32.6%	58.6%	55.6%	50.1%	36.9%	55.2%	40.4%	48.5%	49.4%
No	12.6%	13.6%	11.7%	19.6%	8.1%	12.0%	9.6%	17.0%	11.1%	16.3%	12.1%	9.9%
Unsure/Don't Know	39.7%	39.1%	40.2%	47.7%	33.3%	32.4%	40.3%	46.1%	33.7%	43.3%	39.4%	40.7%
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%
Respondents who WILL make holiday p	urchases ONL	INE this yea	ar:									
When do you plan to start your ONLINE	holiday shopp	ing this yea	r? (Choose	only one)								
I already started	28.0%	24.6%	31.3%	31.2%	26.8%	33.0%	26.2%	25.2%	24.8%	27.9%	27.6%	29.3%
In October	21.1%	19.8%	22.4%	24.2%	23.1%	12.2%	23.9%	26.6%	21.8%	22.4%	20.6%	21.0%
In November	45.1%	50.9%	39.6%	39.6%	44.2%	49.3%	44.0%	42.2%	46.8%	42.2%	47.8%	44.9%
In December	5.7%	4.7%	6.8%	5.0%	6.0%	5.5%	5.8%	5.9%	6.5%	7.5%	4.1%	4.8%
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%
Compared to last year, will you start you	ır ONI INE boli	day shonnii	na this vear	(Choose	only one)							
Much earlier than last	8.2%	6.4%	10.0%	10.8%	7.8%	9.8%	9.4%	5.3%	11.0%	5.6%	9.9%	7.1%

Somewhat earlier than last	13.1%	10.6%	15.4%	16.1%	13.6%	13.8%	13.4%	12.0%	18.5%	13.8%	12.8%	12.4%
About the same time	70.0%	75.2%	65.1%	61.5%	70.7%	69.1%	66.4%	75.4%	65.3%	68.9%	67.9%	71.9%
Somewhat later than last	5.0%	4.3%	5.7%	6.5%	4.5%	5.9%	4.3%	5.0%	2.8%	7.1%	6.2%	2.9%
Much later than last year	1.5%	1.1%	1.9%	2.7%	1.3%	0.0%	2.6%	1.7%	0.2%	2.4%	1.4%	2.4%
Unsure/Don't Recall	2.2%	2.4%	2.0%	2.5%	2.2%	1.4%	4.0%	0.7%	2.2%	2.1%	1.8%	3.2%
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%
	100.070	100.070	100.070	100.070	100.070	100.070	100.070	100.070	100.070	100.070	100.070	100.070
Out of your total holiday shopping budge	t. approximat	elv how mu	ch do vou r	lan to spen	d iust ONLI	NF for holic	lav purchas	es this vea	? (Choose	only one)		
\$100 or less	16.7%	12.4%	20.7%	28.6%	12.4%	18.8%	19.0%	11.7%	12.8%	17.6%	18.9%	17.7%
Between \$100 and \$200	39.4%	37.5%	41.2%	42.9%	34.4%	45.7%	35.8%	37.6%	44.9%	38.2%	41.5%	32.2%
Between \$200 and \$300	21.3%	24.2%	18.6%	19.5%	24.6%	10.4%	26.6%	25.6%	21.4%	23.9%	18.6%	26.6%
Between \$300 and \$400	9.2%	9.7%	8.6%	6.1%	12.3%	6.5%	9.2%	11.8%	7.6%	7.1%	11.8%	10.7%
Between \$400 and \$500	6.7%	9.5%	3.9%	1.4%	6.7%	11.2%	2.8%	6.9%	2.5%	10.5%	4.1%	3.5%
Over \$500	6.8%	6.7%	7.0%	1.5%	9.5%	7.4%	6.7%	6.4%	10.8%	2.7%	5.3%	9.4%
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%
How much of your holiday shopping do y	-		-	-		-	-					
Much more than last year	6.3%	7.1%	5.5%	6.7%	6.1%	3.4%	10.1%	4.5%	4.4%	4.7%	4.8%	13.3%
Somewhat more than last	20.4%	18.6%	22.1%	21.0%	22.4%	18.2%	20.2%	22.8%	17.2%	24.0%	20.7%	15.8%
About the same as last	66.6%	68.5%	64.7%	60.9%	66.5%	75.1%	62.3%	63.4%	70.9%	65.1%	66.8%	66.6%
Somewhat less than last	3.9%	4.2%	3.6%	6.8%	3.0%	2.7%	3.9%	5.1%	4.8%	2.6%	5.1%	1.9%
Much less than last year	1.8%	1.0%	2.6%	3.4%	1.0%	0.0%	2.3%	3.1%	1.1%	2.1%	1.6%	2.1%
Unsure/Don't Know	1.0%	0.5%	1.5%	1.2%	1.0%	0.7%	1.2%	1.1%	1.6%	1.6%	1.0%	0.3%
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 people who answered much more or s	omewhat mo	re than last	year:									
Of people who answered much more or s Which of the following are the TOP 3 reas				more ONLIN	NE this year	? PLEASE (CHOOSE OI	NLY 3 RESF	ONSES.			
Which of the following are the TOP 3 reas		are plannin				? PLEASE (35.7%				48.7%	37.2%	42.4%
Which of the following are the TOP 3 reas 24-hour shopping convenience	ons why you 41.9%	are plannin 38.2%	g to spend	44.2%	45.2%		CHOOSE OI 42.4% 38.7%	47.3%	PONSES. 30.0% 24.8%	48.7% 37.0%	37.2% 34.3%	42.4% 40.7%
Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices	ons why you 41.9% 34.0%	are plannin 38.2% 32.9%	g to spend 45.4% 35.1%	44.2% 45.8%	45.2% 35.3%	35.7% 30.6%	42.4% 38.7%	47.3% 31.6%	30.0% 24.8%	37.0%	34.3%	40.7%
Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers	ons why you 41.9% 34.0% 33.1%	38.2% 32.9% 26.1%	45.4% 35.1% 39.8%	44.2% 45.8% 40.3%	45.2% 35.3% 34.7%	35.7% 30.6% 22.0%	42.4% 38.7% 34.9%	47.3% 31.6% 41.9%	30.0% 24.8% 32.4%	37.0% 33.3%	34.3% 31.0%	40.7% 34.2%
Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers More convenient to shop online	ons why you 41.9% 34.0%	are plannin 38.2% 32.9%	g to spend 45.4% 35.1%	44.2% 45.8%	45.2% 35.3%	35.7% 30.6%	42.4% 38.7%	47.3% 31.6%	30.0% 24.8%	37.0%	34.3%	40.7%
Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers More convenient to shop online I don't want to fight the crowds in the	ons why you 41.9% 34.0% 33.1% 32.4%	are plannin 38.2% 32.9% 26.1% 30.5%	9 to spend 45.4% 35.1% 39.8% 34.1%	44.2% 45.8% 40.3% 36.5%	45.2% 35.3% 34.7% 40.1%	35.7% 30.6% 22.0% 21.2%	42.4% 38.7% 34.9% 36.1%	47.3% 31.6% 41.9% 38.8%	30.0% 24.8% 32.4% 24.6%	37.0% 33.3% 34.8%	34.3% 31.0% 31.4%	40.7% 34.2% 28.1%
Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers More convenient to shop online I don't want to fight the crowds in the mall/traditional stores	34.0% 33.1% 32.4%	are plannin 38.2% 32.9% 26.1% 30.5% 23.1%	g to spend 45.4% 35.1% 39.8% 34.1% 26.6%	44.2% 45.8% 40.3% 36.5%	45.2% 35.3% 34.7% 40.1% 31.6%	35.7% 30.6% 22.0% 21.2%	42.4% 38.7% 34.9% 36.1% 31.2%	47.3% 31.6% 41.9% 38.8% 28.4%	30.0% 24.8% 32.4% 24.6%	37.0% 33.3% 34.8% 32.2%	34.3% 31.0% 31.4% 22.0%	40.7% 34.2% 28.1% 33.9%
Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers More convenient to shop online I don't want to fight the crowds in the mall/traditional stores Easier to find items online than in stores	ons why you 41.9% 34.0% 33.1% 32.4% 24.9% 16.7%	are plannin 38.2% 32.9% 26.1% 30.5% 23.1% 16.6%	g to spend 45.4% 35.1% 39.8% 34.1% 26.6% 16.8%	44.2% 45.8% 40.3% 36.5% 18.0% 14.3%	45.2% 35.3% 34.7% 40.1% 31.6% 21.2%	35.7% 30.6% 22.0% 21.2% 13.4% 10.8%	42.4% 38.7% 34.9% 36.1% 31.2% 25.6%	47.3% 31.6% 41.9% 38.8% 28.4% 11.5%	30.0% 24.8% 32.4% 24.6% 19.2% 13.1%	37.0% 33.3% 34.8% 32.2% 18.2%	34.3% 31.0% 31.4% 22.0% 19.7%	40.7% 34.2% 28.1% 33.9% 14.3%
Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers More convenient to shop online I don't want to fight the crowds in the mall/traditional stores Easier to find items online than in stores Better variety online	34.0% 33.1% 32.4%	are plannin 38.2% 32.9% 26.1% 30.5% 23.1%	g to spend 45.4% 35.1% 39.8% 34.1% 26.6%	44.2% 45.8% 40.3% 36.5%	45.2% 35.3% 34.7% 40.1% 31.6%	35.7% 30.6% 22.0% 21.2%	42.4% 38.7% 34.9% 36.1% 31.2%	47.3% 31.6% 41.9% 38.8% 28.4%	30.0% 24.8% 32.4% 24.6%	37.0% 33.3% 34.8% 32.2%	34.3% 31.0% 31.4% 22.0%	40.7% 34.2% 28.1% 33.9%
Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers More convenient to shop online I don't want to fight the crowds in the mall/traditional stores Easier to find items online than in stores Better variety online Lots of promotions from merchants via	34.0% 33.1% 32.4% 24.9% 16.7% 12.0%	are plannin 38.2% 32.9% 26.1% 30.5% 23.1% 16.6% 12.4%	g to spend 45.4% 35.1% 39.8% 34.1% 26.6% 16.8% 11.7%	44.2% 45.8% 40.3% 36.5% 18.0% 14.3% 7.6%	45.2% 35.3% 34.7% 40.1% 31.6% 21.2% 13.5%	35.7% 30.6% 22.0% 21.2% 13.4% 10.8% 16.9%	42.4% 38.7% 34.9% 36.1% 31.2% 25.6% 9.2%	47.3% 31.6% 41.9% 38.8% 28.4% 11.5% 10.7%	30.0% 24.8% 32.4% 24.6% 19.2% 13.1% 17.0%	37.0% 33.3% 34.8% 32.2% 18.2% 15.7%	34.3% 31.0% 31.4% 22.0% 19.7% 4.7%	40.7% 34.2% 28.1% 33.9% 14.3% 17.8%
Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers More convenient to shop online I don't want to fight the crowds in the mall/traditional stores Easier to find items online than in stores Better variety online Lots of promotions from merchants via email	34.0% 34.0% 33.1% 32.4% 24.9% 16.7% 12.0%	are plannin 38.2% 32.9% 26.1% 30.5% 23.1% 16.6% 12.4%	g to spend 45.4% 35.1% 39.8% 34.1% 26.6% 16.8% 11.7%	44.2% 45.8% 40.3% 36.5% 18.0% 14.3% 7.6%	45.2% 35.3% 34.7% 40.1% 31.6% 21.2% 13.5%	35.7% 30.6% 22.0% 21.2% 13.4% 10.8% 16.9%	42.4% 38.7% 34.9% 36.1% 31.2% 25.6% 9.2%	47.3% 31.6% 41.9% 38.8% 28.4% 11.5% 10.7%	30.0% 24.8% 32.4% 24.6% 19.2% 13.1% 17.0%	37.0% 33.3% 34.8% 32.2% 18.2% 15.7%	34.3% 31.0% 31.4% 22.0% 19.7% 4.7%	40.7% 34.2% 28.1% 33.9% 14.3% 17.8%
Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers More convenient to shop online I don't want to fight the crowds in the mall/traditional stores Easier to find items online than in stores Better variety online Lots of promotions from merchants via email I often don't have to pay sales tax	34.0% 34.0% 33.1% 32.4% 24.9% 16.7% 12.0%	are plannin 38.2% 32.9% 26.1% 30.5% 23.1% 16.6% 12.4% 4.6% 11.3%	g to spend 45.4% 35.1% 39.8% 34.1% 26.6% 16.8% 11.7% 15.8% 8.5%	44.2% 45.8% 40.3% 36.5% 18.0% 14.3% 7.6% 17.2% 10.4%	45.2% 35.3% 34.7% 40.1% 31.6% 21.2% 13.5% 7.9% 11.4%	35.7% 30.6% 22.0% 21.2% 13.4% 10.8% 16.9% 14.3% 1.4%	42.4% 38.7% 34.9% 36.1% 31.2% 25.6% 9.2% 8.9% 8.6%	47.3% 31.6% 41.9% 38.8% 28.4% 11.5% 10.7% 8.1% 19.8%	30.0% 24.8% 32.4% 24.6% 19.2% 13.1% 17.0%	37.0% 33.3% 34.8% 32.2% 18.2% 15.7% 11.4% 4.2%	34.3% 31.0% 31.4% 22.0% 19.7% 4.7% 12.6% 9.2%	40.7% 34.2% 28.1% 33.9% 14.3% 17.8% 3.6% 17.9%
Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers More convenient to shop online I don't want to fight the crowds in the mall/traditional stores Easier to find items online than in stores Better variety online Lots of promotions from merchants via email I often don't have to pay sales tax To avoid checkout lines at retail stores	34.0% 34.0% 33.1% 32.4% 24.9% 16.7% 12.0% 10.3% 9.9% 9.8%	are plannin 38.2% 32.9% 26.1% 30.5% 23.1% 16.6% 12.4% 4.6% 11.3% 7.7%	g to spend 45.4% 35.1% 39.8% 34.1% 26.6% 16.8% 11.7% 15.8% 8.5% 11.7%	44.2% 45.8% 40.3% 36.5% 18.0% 14.3% 7.6% 17.2% 10.4% 4.8%	45.2% 35.3% 34.7% 40.1% 31.6% 21.2% 13.5% 7.9% 11.4% 13.9%	35.7% 30.6% 22.0% 21.2% 13.4% 10.8% 16.9% 14.3% 1.4% 6.5%	42.4% 38.7% 34.9% 36.1% 31.2% 25.6% 9.2% 8.9% 8.6% 14.0%	47.3% 31.6% 41.9% 38.8% 28.4% 11.5% 10.7% 8.1% 19.8% 7.8%	30.0% 24.8% 32.4% 24.6% 19.2% 13.1% 17.0% 16.1% 7.0% 18.0%	37.0% 33.3% 34.8% 32.2% 18.2% 15.7% 11.4% 4.2% 7.4%	34.3% 31.0% 31.4% 22.0% 19.7% 4.7% 12.6% 9.2% 7.7%	40.7% 34.2% 28.1% 33.9% 14.3% 17.8% 3.6% 17.9% 10.6%
Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers More convenient to shop online I don't want to fight the crowds in the mall/traditional stores Easier to find items online than in stores Better variety online Lots of promotions from merchants via email I often don't have to pay sales tax To avoid checkout lines at retail stores Gas prices are high	34.0% 34.0% 33.1% 32.4% 24.9% 16.7% 12.0% 10.3% 9.9% 9.8% 7.3%	are plannin 38.2% 32.9% 26.1% 30.5% 23.1% 16.6% 12.4% 4.6% 11.3% 7.7% 2.3%	g to spend 45.4% 35.1% 39.8% 34.1% 26.6% 16.8% 11.7% 15.8% 8.5% 11.7% 12.0%	44.2% 45.8% 40.3% 36.5% 18.0% 14.3% 7.6% 17.2% 10.4% 4.8% 9.9%	45.2% 35.3% 34.7% 40.1% 31.6% 21.2% 13.5% 7.9% 11.4% 13.9% 7.6%	35.7% 30.6% 22.0% 21.2% 13.4% 10.8% 16.9% 14.3% 1.4% 6.5% 5.1%	42.4% 38.7% 34.9% 36.1% 31.2% 25.6% 9.2% 8.9% 8.6% 14.0% 7.0%	47.3% 31.6% 41.9% 38.8% 28.4% 11.5% 10.7% 8.1% 19.8% 7.8% 9.7%	30.0% 24.8% 32.4% 24.6% 19.2% 13.1% 17.0% 16.1% 7.0% 18.0% 15.7%	37.0% 33.3% 34.8% 32.2% 18.2% 15.7% 11.4% 4.2% 7.4% 4.6%	34.3% 31.0% 31.4% 22.0% 19.7% 4.7% 12.6% 9.2% 7.7% 4.1%	40.7% 34.2% 28.1% 33.9% 14.3% 17.8% 3.6% 17.9% 10.6% 9.5%
Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers More convenient to shop online I don't want to fight the crowds in the mall/traditional stores Easier to find items online than in stores Better variety online Lots of promotions from merchants via email I often don't have to pay sales tax To avoid checkout lines at retail stores Gas prices are high Easier to compare products	34.0% 34.0% 33.1% 32.4% 24.9% 16.7% 12.0% 10.3% 9.9% 9.8%	are plannin 38.2% 32.9% 26.1% 30.5% 23.1% 16.6% 12.4% 4.6% 11.3% 7.7%	g to spend 45.4% 35.1% 39.8% 34.1% 26.6% 16.8% 11.7% 15.8% 8.5% 11.7%	44.2% 45.8% 40.3% 36.5% 18.0% 14.3% 7.6% 17.2% 10.4% 4.8%	45.2% 35.3% 34.7% 40.1% 31.6% 21.2% 13.5% 7.9% 11.4% 13.9%	35.7% 30.6% 22.0% 21.2% 13.4% 10.8% 16.9% 14.3% 1.4% 6.5%	42.4% 38.7% 34.9% 36.1% 31.2% 25.6% 9.2% 8.9% 8.6% 14.0%	47.3% 31.6% 41.9% 38.8% 28.4% 11.5% 10.7% 8.1% 19.8% 7.8%	30.0% 24.8% 32.4% 24.6% 19.2% 13.1% 17.0% 16.1% 7.0% 18.0%	37.0% 33.3% 34.8% 32.2% 18.2% 15.7% 11.4% 4.2% 7.4%	34.3% 31.0% 31.4% 22.0% 19.7% 4.7% 12.6% 9.2% 7.7%	40.7% 34.2% 28.1% 33.9% 14.3% 17.8% 3.6% 17.9% 10.6%
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Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers More convenient to shop online I don't want to fight the crowds in the mall/traditional stores Easier to find items online than in stores Better variety online Lots of promotions from merchants via email I often don't have to pay sales tax To avoid checkout lines at retail stores Gas prices are high Easier to compare products I want the gifts to be shipped directly to the recipient I have more gifts to buy this year than last I like to use gift centers on shopping websites for gift ideas I like to buy from people's online gift registries	24.9% 16.7% 12.0% 10.3% 9.9% 9.8% 7.3% 6.5% 2.8%	are plannin 38.2% 32.9% 26.1% 30.5% 23.1% 16.6% 12.4% 4.6% 11.3% 7.7% 2.3% 5.8% 3.1% 4.2%	g to spend 45.4% 35.1% 39.8% 34.1% 26.6% 16.8% 11.7% 15.8% 8.5% 11.7% 12.0% 7.1% 7.9% 1.5%	44.2% 45.8% 40.3% 36.5% 18.0% 14.3% 7.6% 17.2% 10.4% 4.8% 9.9% 2.4% 10.4%	45.2% 35.3% 34.7% 40.1% 31.6% 21.2% 13.5% 7.9% 11.4% 13.9% 7.6% 10.5% 3.8%	35.7% 30.6% 22.0% 21.2% 13.4% 10.8% 16.9% 14.3% 1.4% 6.5% 5.1% 5.1% 2.8%	42.4% 38.7% 34.9% 36.1% 31.2% 25.6% 9.2% 8.9% 8.6% 14.0% 7.0% 5.8% 2.2%	47.3% 31.6% 41.9% 38.8% 28.4% 11.5% 10.7% 8.1% 19.8% 7.8% 9.7% 8.6% 12.4% 1.0%	30.0% 24.8% 32.4% 24.6% 19.2% 13.1% 17.0% 16.1% 7.0% 18.0% 15.7% 4.7% 2.7%	37.0% 33.3% 34.8% 32.2% 18.2% 15.7% 11.4% 4.2% 7.4% 4.6% 12.4% 2.6%	34.3% 31.0% 31.4% 22.0% 19.7% 4.7% 12.6% 9.2% 7.7% 4.1% 5.0% 7.9%	40.7% 34.2% 28.1% 33.9% 14.3% 17.8% 3.6% 17.9% 10.6% 9.5% 2.6% 1.3%
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Which of the following are the TOP 3 reas 24-hour shopping convenience Easier to compare prices Free shipping offers More convenient to shop online I don't want to fight the crowds in the mall/traditional stores Easier to find items online than in stores Better variety online Lots of promotions from merchants via email I often don't have to pay sales tax To avoid checkout lines at retail stores Gas prices are high Easier to compare products I want the gifts to be shipped directly to the recipient I have more gifts to buy this year than last I like to use gift centers on shopping websites for gift ideas I like to buy from people's online gift registries	24.9% 16.7% 12.0% 10.3% 9.9% 9.8% 7.3% 6.5% 2.8% 2.0%	are plannin 38.2% 32.9% 26.1% 30.5% 23.1% 16.6% 12.4% 4.6% 11.3% 7.7% 2.3% 5.8% 3.1% 4.2% 3.1%	g to spend 45.4% 35.1% 39.8% 34.1% 26.6% 16.8% 11.7% 15.8% 8.5% 11.7% 12.0% 7.1% 7.9% 1.5% 1.0%	44.2% 45.8% 40.3% 36.5% 18.0% 14.3% 7.6% 17.2% 10.4% 4.8% 9.9% 2.4% 10.4% 2.5% 0.6%	45.2% 35.3% 34.7% 40.1% 31.6% 21.2% 13.5% 7.9% 11.4% 13.9% 7.6% 10.5% 3.8% 0.0%	35.7% 30.6% 22.0% 21.2% 13.4% 10.8% 16.9% 14.3% 5.1% 5.1% 5.1% 4.9%	42.4% 38.7% 34.9% 36.1% 31.2% 25.6% 9.2% 8.9% 8.6% 14.0% 7.0% 5.8% 2.2% 1.5%	47.3% 31.6% 41.9% 38.8% 28.4% 11.5% 10.7% 8.1% 19.8% 7.8% 9.7% 8.6% 12.4% 1.0%	30.0% 24.8% 32.4% 24.6% 19.2% 13.1% 17.0% 16.1% 7.0% 18.0% 15.7% 4.7% 2.7% 2.6%	37.0% 33.3% 34.8% 32.2% 18.2% 15.7% 11.4% 4.2% 7.4% 4.6% 12.4% 2.6% 2.8%	34.3% 31.0% 31.4% 22.0% 19.7% 4.7% 12.6% 9.2% 7.7% 4.1% 5.0% 7.9% 0.8%	40.7% 34.2% 28.1% 33.9% 14.3% 17.8% 3.6% 17.9% 10.6% 9.5% 2.6% 1.3% 6.4%

I will shop online from my place of work	0.9%	0.3%	1.5%	0.7%	1.0%	0.0%	0.5%	2.4%	0.0%	3.3%	0.0%	2.0%
I have more money to spend than last year	0.8%	0.0%	1.5%	0.4%	1.5%	1.4%	0.5%	0.5%	0.0%	1.3%	0.8%	0.0%
Weather conditions	0.7%	0.8%	0.6%	2.2%	0.6%	0.0%	0.4%	1.7%	0.6%	0.6%	0.0%	2.0%
None of the above	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other (please specify):	4.1%	4.0%	4.2%	6.7%	4.8%	0.0%	7.8%	3.7%	1.3%	1.3%	5.2%	6.0%
"The sum of the % totals may be greater than 100% because the respondents can select more than one answer.	4.170	4.070	4.270	0.7 70	4.070	0.070	7.070	0.7 70	1.070	1.070	0.270	0.070
About the same, somewhat less, or much							bd.=at 0	NII INIT Abia.				
Which of the following is the primary reason	on wny you a 22.8%	-		_	r portion of 18.8%			NLINE this y		-	€) 20.0%	18.6%
Shipping charges are too expensive Prefer to handle/see item myself before		20.2%	25.4%	23.1%		25.4%	22.4%	20.6%	34.8%	19.0%		
purchasing	12.5%	10.1%	14.7%	15.2%	13.2%	15.0%	11.6%	10.9%	8.6%	13.2%	15.3%	15.1%
Prefer in-store experience (like to touch												
and feel)	10.8%	16.1%	5.7%	5.3%	11.6%	16.1%	7.4%	9.6%	8.1%	10.6%	6.7%	7.9%
Concerns about returns	3.6%	4.6%	2.7%	2.0%	5.3%	1.6%	6.2%	2.4%	3.1%	4.3%	3.7%	4.6%
Too few free or discounted shipping offers												
available	3.3%	2.0%	4.5%	4.0%	1.7%	7.3%	1.4%	1.7%	0.0%	2.7%	5.9%	3.9%
Discounts offered not compelling	2.7%	3.0%	2.4%	1.2%	3.8%	2.1%	2.5%	3.5%	2.2%	3.0%	2.9%	0.6%
Don't want to wait for delivery	2.6%	2.1%	3.1%	3.2%	2.6%	5.7%	1.7%	0.6%	0.0%	4.2%	3.0%	1.1%
Online prices seem higher	1.5%	0.6%	2.2%	1.4%	1.7%	0.0%	1.8%	2.5%	0.0%	1.4%	2.5%	2.1%
Concerns about delivery by the time I need	4.40/	0.00/	0.40/	0.00/	0.70/	0.50/	4 40/	1.00/	0.40/	4 40/	1.00/	0.00/
the item	1.1%	0.0%	2.1%	2.3%	0.7%	0.5%	1.4%	1.2%	0.4%	1.4%	1.6%	0.6%
Security concerns	1.1%	1.5%	0.7%	0.6%	1.4%	0.5%	1.2%	1.6%	2.3%	0.6%	1.5%	0.0%
Customer service is not easily accessible Concerns about credit card theft and/or	0.9%	1.0%	0.9%	0.9%	1.2%	0.0%	0.6%	2.2%	0.7%	0.8%	0.9%	1.3%
fraud	0.6%	0.5%	0.8%	0.9%	0.6%	0.0%	0.6%	1.3%	1.2%	0.9%	0.4%	0.0%
Concerns about misuse of personal												
information	0.6%	1.0%	0.2%	0.8%	0.7%	0.0%	1.1%	0.6%	1.2%	0.3%	0.6%	0.0%
Online selection is not to my liking	0.5%	0.7%	0.2%	0.2%	0.7%	0.0%	1.1%	0.2%	0.0%	0.3%	1.3%	0.3%
Too hard to find products I want at website	0.5%	0.8%	0.2%	0.3%	0.7%	0.0%	0.6%	0.7%	0.0%	0.6%	0.7%	0.5%
Too many annoying online ads	0.3%	0.6%	0.0%	0.0%	0.6%	0.0%	0.4%	0.5%	0.4%	0.0%	0.4%	0.5%
Sites too slow/confusing	0.3%	0.3%	0.4%	0.0%	0.3%	0.0%	0.0%	1.1%	0.0%	0.7%	0.0%	0.8%
Privacy concerns	0.1%	0.2%	0.1%	0.0%	0.3%	0.0%	0.2%	0.3%	0.0%	0.3%	0.3%	0.0%
Concerns about tracking my online activity	0.1%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.3%	0.4%	0.0%	0.0%	0.0%
None of the above	23.3%	24.6%	22.1%	24.7%	24.5%	19.4%	25.9%	24.1%	29.2%	21.9%	20.2%	28.5%
Other (please specify):	10.8%	9.8%	11.7%	13.9%	9.7%	6.3%	11.8%	14.0%	7.5%	13.9%	12.1%	13.6%
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%
1014	100.070	100.070	100.070	100.070	100.070	100.070	100.070	100.070	100.070	100.070	100.070	100.070
Overall, how satisfied are you with your or												
Very satisfied	26.6%	24.1%	29.1%	26.8%	28.3%	19.1%	29.6%	30.5%	23.7%	26.1%	27.4%	33.4%
Somewhat satisfied	23.9%	26.5%	21.5%	23.5%	25.1%	32.9%	19.8%	20.1%	27.8%	27.3%	20.5%	22.0%
Neither	4.6%	5.0%	4.2%	5.2%	4.5%	3.0%	5.2%	5.4%	4.3%	5.4%	4.2%	5.5%
Somewhat dissatisfied	0.6%	0.5%	0.6%	0.5%	0.7%	0.0%	0.7%	1.0%	0.2%	1.3%	0.3%	0.4%
Very dissatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I have not yet made any holiday purchases	44.00/	44.00/	44.00/	44.407	44 407	45 40/	44.007	40.007	44.00/	00.007	47.00/	00.70/
online this year	44.3%	44.0%	44.6%	44.1%	41.4%	45.1%	44.8%	43.0%	44.0%	39.9%	47.6%	38.7%

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%
What are the TOP 3 ways that you find onl	ine shopping	websites?	PLEASE C	HOOSE ONI	LY 3 RESPO	NSES.						
Shopped from the website before	73.9%	71.3%	76.4%	76.9%	79.0%	66.6%	74.7%	80.0%	73.0%	76.9%	70.5%	73.7%
Used search engine results (e.g. using												
Google, Yahoo!, MSN, AOL, other)	37.1%	36.7%	37.5%	31.5%	46.0%	22.6%	44.7%	42.1%	33.8%	39.3%	37.6%	34.5%
Shopped in the physical (offline) store												
before	22.7%	19.3%	25.9%	20.9%	25.6%	23.5%	25.7%	18.1%	28.2%	23.5%	21.6%	23.4%
Received the paper catalog in the mail	19.8%	14.7%	24.7%	23.6%	19.8%	8.0%	20.9%	30.3%	18.0%	17.2%	20.3%	21.9%
Recommendation from friend, family												
member or colleague	14.1%	14.2%	14.0%	15.8%	14.6%	18.2%	13.4%	10.8%	11.8%	16.6%	14.0%	11.2%
From a comparison shopping engine	12.7%	14.7%	10.8%	9.7%	15.9%	13.1%	13.2%	11.6%	6.9%	18.2%	12.4%	12.2%
Email from merchant	11.7%	7.6%	15.5%	13.0%	13.5%	9.1%	11.3%	14.7%	19.5%	9.7%	10.3%	9.3%
Go to a bookmark that I have set	11.1%	14.0%	8.3%	9.3%	11.0%	14.8%	8.1%	10.9%	11.1%	12.5%	6.6%	11.9%
Typing store's URL or web address into my												
Web browser	9.3%	9.9%	8.7%	9.6%	7.6%	12.1%	7.5%	8.7%	11.6%	12.1%	6.4%	5.9%
Bought from the paper catalog before	7.8%	5.6%	9.9%	9.7%	7.8%	1.0%	7.8%	14.6%	7.7%	9.7%	8.4%	4.9%
Reviews by consumers on other sites	4.9%	4.2%	5.6%	6.1%	4.1%	4.7%	5.0%	5.1%	5.0%	2.7%	4.6%	7.3%
Email from friend	4.7%	5.9%	3.5%	2.3%	6.3%	8.8%	3.5%	2.0%	3.7%	11.9%	1.1%	2.8%
Online ad	4.4%	4.2%	4.7%	6.1%	5.0%	4.4%	3.7%	5.4%	5.7%	2.6%	3.6%	7.0%
TV advertising	3.7%	4.2%	3.3%	3.3%	4.7%	4.7%	3.9%	2.4%	1.0%	5.0%	3.5%	4.5%
Print advertising	2.9%	2.8%	2.9%	4.2%	3.2%	0.7%	2.6%	5.3%	1.9%	3.0%	3.2%	2.7%
TV shopping channel	2.2%	1.3%	3.1%	2.2%	2.5%	0.0%	2.6%	4.0%	5.3%	1.1%	1.5%	2.7%
From an online shopping mall (e.g. MSN												
Shopping, Yahoo Shopping)	2.2%	2.4%	2.0%	1.9%	2.8%	2.0%	2.4%	2.2%	2.4%	1.2%	1.4%	4.8%
Email from another commercial source												
(e.g. promotion email from magazine)	2.1%	1.3%	2.8%	3.5%	2.1%	2.4%	1.6%	2.3%	0.8%	2.3%	2.8%	1.1%
Gift registry online	2.0%	1.8%	2.2%	1.7%	2.2%	3.4%	0.9%	1.9%	2.9%	1.8%	1.6%	1.7%
Email from another site/not merchant	1.6%	0.1%	3.1%	1.3%	2.0%	2.0%	1.2%	1.8%	2.6%	1.3%	1.3%	1.5%
Blogs	1.3%	1.2%	1.4%	0.8%	0.9%	2.3%	1.0%	0.5%	0.0%	0.6%	1.2%	4.0%
Direct mail (not catalog)	1.2%	1.7%	0.8%	2.3%	0.9%	1.3%	1.4%	0.9%	0.9%	1.2%	1.1%	1.4%
Social networking sites (e.g. Facebook,												
MySpace, Twitter, etc.)	1.0%	1.0%	1.0%	0.8%	0.5%	2.0%	0.7%	0.3%	0.2%	0.7%	0.5%	3.2%
Gift registry offline (e.g. in a store)	1.0%	0.8%	1.2%	2.7%	0.1%	3.0%	0.2%	0.1%	0.4%	0.0%	1.4%	2.1%
News report (TV, radio, print or online)	0.7%	0.6%	0.8%	0.0%	1.2%	0.3%	0.9%	0.8%	1.3%	0.9%	0.3%	0.7%
Radio advertising	0.7%	0.9%	0.4%	0.3%	1.0%	0.0%	1.2%	0.6%	0.0%	1.3%	0.2%	1.4%
Other (please specify): *The sum of the % totals may be greater than 100% because the	2.7%	1.8%	3.6%	3.1%	2.9%	0.7%	3.6%	3.7%	2.3%	2.3%	3.4%	3.4%
respondents can select more than one answer.												
Where do you typically start your online s	hopping? (Cl	heck all that	apply)									
Specific merchant site (e.g. Amazon.com,												
Target.com, Gap.com) Search engine/directory (Google, Yahoo,	70.1%	69.2%	71.0%	69.7%	76.5%	66.0%	72.6%	71.1%	68.6%	78.6%	62.9%	71.6%
etc.)	33.7%	38.6%	29.0%	26.5%	43.2%	29.3%	24 20/	37.4%	29.9%	36.4%	33.0%	31.4%
Catalog or store (or other offline)	33.7% 22.4%	38.6% 20.0%	29.0% 24.7%	26.5% 23.9%	43.2% 25.5%	29.3% 10.7%	34.2% 24.6%	37.4% 31.3%	29.9% 28.0%	36.4% 21.3%	33.0% 20.9%	31.4% 22.8%
Clearance site (e.g. Overstock.com,	ZZ.4 ⁷ /0	20.0%	24.170	23.9%	20.0%	10./70	24.0%	31.3%	20.0%	Z1.370	20.970	ZZ.070
SmartBargains.com, Bluefly.com, etc.)	20.8%	18.9%	22.6%	22.6%	22.5%	22.2%	18.8%	21.8%	18.0%	23.8%	20.0%	17.9%
eBay	20.6% 19.2%	21.7%	16.8%	22.6% 16.0%	22.5% 21.8%	20.8%	20.7%	15.8%	15.9%	25.6% 25.9%	20.0% 14.9%	22.3%
Email or newsletter from merchant	19.2%	15.7%	17.0%	16.1%	17.5%	20.6% 13.1%	20.7% 14.1%	22.4%	19.2%	25.9% 10.5%	17.3%	22.3% 9.7%
Linai of hewsieller nom merchant	10.4 /0	13.7 /0	17.0/0	10.1/0	17.5/0	10.1/0	17.1/0	دد. ۱۱ /٥	13.4/0	10.5/0	17.0/0	3.1 /0

Comparison shopping sites (e.g.												
PriceGrabber, BizRate)	13.8%	15.2%	12.4%	13.8%	17.0%	10.4%	14.5%	16.2%	9.8%	11.8%	16.0%	12.0%
Browsing/shopping in a physical store	10.9%	9.8%	12.0%	10.0%	13.1%	11.1%	11.3%	10.4%	17.8%	8.2%	11.6%	9.0%
Loyalty program, membership program site	10.576	3.070	12.070	10.070	10.170	11.170	11.070	10.470	17.070	0.270	11.070	3.070
(e.g. MyPoints.com, others)	9.6%	4.5%	14.4%	11.2%	10.6%	7.7%	11.4%	9.2%	11.8%	5.9%	9.7%	11.7%
Coupon sites (e.g. FatWallet, others)	6.2%	6.5%	5.9%	5.9%	7.6%	9.0%	4.2%	5.8%	3.4%	5.0%	7.3%	6.8%
Product review/product expert site	5.8%	7.0%	4.7%	5.2%	6.8%	3.7%	5.4%	8.5%	5.5%	4.5%	7.8%	3.0%
Twitter.com	2.4%	4.9%	0.1%	0.6%	2.6%	6.8%	0.8%	0.1%	0.0%	8.0%	0.3%	2.3%
Shopping portal	1.7%	1.0%	2.2%	1.2%	2.4%	1.0%	1.7%	2.3%	1.8%	1.7%	1.1%	1.7%
Newspaper site	1.5%	1.4%	1.6%	2.1%	1.7%	0.0%	1.9%	2.5%	1.2%	2.9%	1.2%	0.8%
Online banner ad	1.6%	1.9%	1.4%	2.5%	1.4%	1.7%	0.7%	2.8%	0.3%	1.0%	2.9%	0.7%
Facebook.com	1.1%	1.6%	0.6%	1.6%	0.8%	1.7%	1.1%	0.4%	0.4%	1.7%	1.6%	0.0%
YouTube.com	1.1%	2.0%	0.2%	1.7%	0.1%	3.0%	0.3%	0.2%	0.4%	0.0%	1.3%	2.1%
Other specialty search site	0.7%	0.9%	0.4%	0.6%	0.1%	0.0%	1.1%	0.8%	1.5%	0.2%	0.6%	0.6%
MySpace.com	0.6%	1.0%	0.1%	1.6%	0.0%	1.3%	0.4%	0.0%	0.4%	0.2%	1.0%	0.0%
RSS feed	0.5%	1.1%	0.1%	0.0%	0.0%	1.3%	0.4%	0.3%	0.0%	0.0%	0.3%	2.1%
Blogs	0.5%	0.1%	0.8%	0.3%	0.7%	0.3%	0.5%	0.6%	0.3%	0.5%	0.6%	0.2%
Kaboodle.com	0.2%	0.1%	0.2%	0.5%	0.7%	0.3%	0.3%	0.0%	0.4%	0.0%	0.3%	0.2%
None of the above	0.6%	0.8%	0.5%	1.1%	0.6%	0.0%	0.1%	1.9%	0.5%	0.8%	0.5%	0.9%
Other (please specify):	1.6%	1.0%	2.2%	2.4%	1.6%	0.0%	2.3%	2.4%	0.7%	1.3%	2.0%	2.1%
*The sum of the % totals may be greater than 100% because the	1.070	1.070	2.270	2.470	1.070	0.070	2.070	2.470	0.7 70	1.070	2.070	2.170
respondents can select more than one answer.												
Which 5 of the following types of promotion	ns would yo	u most like	to use when	shopping	online? PLE	ASE CHOO	SE UP TO S	RESPONS	ES.			
Free standard shipping without conditions	80.8%	74.1%	87.1%	83.0%	86.0%	73.0%	83.6%	85.0%	78.4%	90.6%	75.0%	76.3%
Coupon - percentage off	49.2%	46.2%	52.1%	47.8%	51.7%	51.1%	49.6%	46.8%	51.2%	47.5%	48.9%	49.7%
Coupon - dollars (\$) off	48.0%	42.2%	53.5%	47.2%	51.8%	53.2%	45.1%	46.5%	46.9%	55.5%	44.3%	44.6%
(4)					011070							
Buy x get x free (e.g. buy one, get one free;												
buy one, get 50% off second item, etc.)	21.2%	18.3%	24.0%	23.3%	21.8%	17.2%	22.9%	23.1%	24.1%	28.8%	16.5%	21.4%
Everyday/guaranteed low price	15.6%	14.6%	16.5%	20.1%	15.6%	4.0%	20.1%	21.6%	18.9%	16.7%	16.1%	14.2%
Free shipping upgrade	17.7%	19.1%	16.5%	18.7%	18.4%	19.2%	17.7%	16.3%	15.8%	13.5%	18.7%	21.8%
Online only sale	22.6%	19.6%	25.4%	25.1%	24.2%	19.8%	21.8%	26.2%	24.6%	16.4%	22.1%	22.2%
Free standard shipping with conditions												
(e.g. minimum purchase amount)	14.3%	15.0%	13.6%	9.3%	17.7%	17.2%	12.0%	14.3%	18.3%	12.5%	10.0%	18.7%
Rebate	11.4%	13.0%	10.0%	11.0%	14.5%	7.4%	11.9%	14.9%	8.8%	12.9%	11.7%	12.4%
Free shipping for returns	25.8%	22.1%	29.3%	21.1%	26.0%	19.2%	29.1%	28.3%	29.0%	23.7%	23.7%	23.5%
Loyalty or membership points	10.5%	11.2%	9.7%	13.4%	10.6%	9.0%	11.4%	10.7%	9.6%	11.4%	9.9%	9.6%
Repeat-buyer discount	13.1%	13.7%	12.6%	15.4%	13.9%	3.7%	14.7%	20.6%	12.4%	12.5%	14.4%	10.8%
Free gift card with purchase	15.4%	12.7%	18.0%	17.4%	16.7%	20.2%	16.1%	9.8%	13.1%	18.4%	14.7%	13.4%
Express shipping upgrade	3.6%	4.2%	3.0%	1.8%	4.9%	2.7%	4.3%	3.6%	3.3%	3.3%	2.8%	6.4%
Free gift with purchase	10.7%	8.5%	12.7%	12.7%	11.2%	11.5%	10.6%	9.9%	9.4%	13.0%	9.6%	11.2%
First-time buyer discount	4.3%	4.6%	4.1%	6.9%	3.6%	5.4%	5.0%	2.4%	1.2%	7.2%	4.7%	4.6%
Limited-time promotion	3.3%	3.1%	3.4%	4.4%	3.6%	0.3%	3.5%	5.9%	3.7%	2.8%	2.6%	4.4%
Save x if you spend x (e.g. save \$10 if you												
spend \$50, etc.)	10.5%	9.9%	11.1%	10.1%	12.6%	10.1%	9.0%	12.9%	10.1%	15.6%	9.1%	7.3%
Other discounted shipping	1.7%	1.4%	1.9%	1.4%	2.2%	0.0%	2.5%	2.3%	1.4%	1.1%	2.3%	1.6%
Pay later/Other payment options	5.0%	4.2%	5.8%	7.9%	4.8%	2.7%	5.7%	6.5%	2.7%	5.8%	4.8%	6.4%
Early shopper discount	4.9%	3.2%	6.6%	4.4%	6.1%	2.7%	4.7%	7.5%	6.2%	4.3%	4.1%	4.8%
Offline-online sale	2.9%	1.5%	4.2%	2.0%	4.1%	1.7%	3.2%	3.8%	4.0%	3.0%	2.3%	2.0%

Sweepstakes	9.3%	10.6%	8.1%	10.2%	7.6%	9.4%	10.9%	7.4%	11.7%	8.8%	8.0%	7.5%
Invitation-only sale	2.3%	2.1%	2.4%	1.5%	3.6%	3.0%	1.6%	2.4%	3.4%	1.1%	1.9%	2.4%
Other marketing promotion	2.4%	3.2%	1.7%	2.2%	2.8%	1.7%	2.6%	2.9%	1.9%	1.7%	2.3%	2.9%
Early morning specials	1.3%	1.9%	0.7%	0.4%	2.2%	0.3%	2.5%	0.9%	0.6%	1.6%	1.2%	2.4%
Purchase with purchase	2.1%	1.7%	2.6%	5.7%	1.0%	3.4%	1.1%	2.1%	2.2%	1.3%	3.2%	0.2%
None of the above	0.5%	0.2%	0.7%	1.1%	0.2%	0.3%	0.3%	0.8%	0.0%	0.7%	0.2%	1.4%
Other (please specify):	2.5%	4.1%	1.0%	0.3%	3.5%	5.4%	1.2%	1.1%	0.2%	8.0%	0.4%	2.1%
*The sum of the % totals may be greater than 100% because the												

When choosing to make holiday purchases from a given online retailer, what is most important to you? Please rate the importance of each of the following from 1 ("Not Important at All") to 5 ("Very Important").

respondents can select more than one answer.

24 hour access to customer serv	vice via pho	ne, email a	nd/or live cl	nat									
1 - Not Important at All		3.3%	3.1%	3.5%	5.3%	2.6%	1.8%	4.0%	3.9%	3.9%	2.4%	3.5%	3.7%
2 - Not Very Important		12.5%	12.8%	12.3%	11.9%	15.4%	17.9%	11.9%	8.1%	12.6%	9.3%	14.3%	12.5%
3 - Neutral		19.5%	17.8%	21.2%	18.2%	19.8%	21.5%	18.2%	19.3%	23.7%	24.6%	19.1%	19.2%
4 - Somewhat Important		39.1%	46.2%	32.3%	33.7%	37.0%	43.1%	38.3%	36.0%	39.0%	37.9%	31.8%	43.1%
5 - Very Important		25.6%	20.1%	30.8%	31.1%	25.2%	15.7%	27.6%	32.7%	20.9%	25.9%	31.3%	21.6%
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	3.7	3.7	3.7	3.7	3.7	3.5	3.7	3.9	3.6	3.8	3.7	3.7
Ability to buy online, pick up in	store												
1 - Not Important at All		10.9%	10.4%	11.4%	15.6%	10.2%	6.3%	11.4%	15.0%	12.0%	8.4%	9.0%	17.1%
2 - Not Very Important		15.6%	13.4%	17.6%	16.6%	16.7%	14.1%	14.4%	18.5%	9.7%	16.9%	19.5%	18.0%
3 - Neutral		32.0%	33.3%	30.7%	25.5%	30.6%	31.7%	33.5%	30.4%	36.5%	33.3%	26.9%	31.7%
4 - Somewhat Important		30.7%	30.8%	30.5%	31.0%	31.7%	37.1%	27.9%	27.7%	33.0%	33.5%	31.2%	20.1%
5 - Very Important		10.9%	12.0%	9.7%	11.3%	10.8%	10.8%	12.9%	8.5%	8.8%	8.0%	13.4%	13.0%
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%
•	Average	3.1	3.2	3.1	3.1	3.2	3.3	3.2	3.0	3.2	3.2	3.2	2.9
Ability to see product reviews from	om other cu	ustomers											
1 - Not Important at All		1.9%	1.9%	1.8%	4.8%	1.0%	0.4%	2.0%	3.2%	1.8%	1.7%	1.2%	3.7%
2 - Not Very Important		4.2%	3.1%	5.3%	5.0%	4.6%	0.7%	2.6%	9.7%	3.6%	5.7%	4.1%	3.3%
3 - Neutral		16.9%	18.0%	15.9%	20.4%	17.5%	10.8%	18.8%	20.6%	15.4%	22.3%	12.1%	23.7%
4 - Somewhat Important		41.5%	41.1%	41.8%	34.7%	41.5%	42.1%	41.0%	41.4%	51.7%	33.6%	41.9%	37.5%
5 - Very Important		35.6%	35.9%	35.3%	35.1%	35.4%	46.0%	35.6%	25.1%	27.5%	36.8%	40.8%	31.9%
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	4.0	4.1	4.0	3.9	4.1	4.3	4.1	3.8	4.0	4.0	4.2	3.9
Availability of brand name produ	ucts												
1 - Not Important at All		5.1%	8.4%	1.9%	4.7%	0.3%	13.5%	1.3%	1.4%	10.9%	3.6%	0.6%	2.4%
2 - Not Very Important		3.7%	2.7%	4.7%	8.2%	2.5%	6.4%	2.4%	2.7%	0.9%	4.9%	6.4%	4.5%
3 - Neutral		17.0%	17.8%	16.2%	17.8%	18.8%	11.5%	20.6%	17.9%	14.4%	20.6%	15.0%	22.1%
4 - Somewhat Important		40.5%	33.8%	46.9%	39.1%	44.2%	29.3%	48.1%	42.3%	47.7%	39.4%	39.6%	35.8%
5 - Very Important		33.7%	37.3%	30.2%	30.3%	34.3%	39.3%	27.5%	35.6%	26.0%	31.5%	38.4%	35.1%
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	3.9	3.9	4.0	3.8	4.1	3.7	4.0	4.1	3.8	3.9	4.1	4.0
Broad product selection													
1 - Not Important at All		1.0%	1.5%	0.5%	2.4%	0.2%	2.3%	0.7%	0.2%	1.0%	2.5%	0.4%	0.3%
2 - Not Very Important		0.4%	0.7%	0.1%	0.9%	0.3%	0.0%	0.6%	0.5%	0.3%	0.9%	0.0%	0.8%
3 - Neutral		7.7%	9.0%	6.5%	6.8%	9.0%	6.3%	10.2%	6.2%	7.9%	10.2%	6.4%	6.3%
4 - Somewhat Important		41.0%	41.9%	40.2%	36.5%	41.4%	38.4%	40.1%	44.6%	54.2%	36.1%	38.8%	40.8%

5 - Very Important		49.9%	46.9%	52.7%	53.3%	49.0%	53.0%	48.4%	48.6%	36.5%	50.3%	54.5%	51.8%
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%
	Average	4.4	4.3	4.4	4.4	4.4	4.4	4.3	4.4	4.2	4.3	4.5	4.4
Clear product descriptions	_												
1 - Not Important at All		0.4%	0.6%	0.2%	1.0%	0.1%	0.4%	0.6%	0.2%	1.0%	0.0%	0.4%	0.3%
2 - Not Very Important		0.2%	0.3%	0.1%	0.5%	0.1%	0.0%	0.1%	0.5%	0.3%	0.2%	0.4%	0.0%
3 - Neutral		4.2%	4.2%	4.2%	4.4%	4.5%	5.1%	4.7%	2.6%	5.1%	5.0%	1.1%	7.9%
4 - Somewhat Important		26.7%	32.6%	21.1%	22.2%	26.5%	27.2%	25.4%	27.7%	29.7%	28.6%	21.1%	25.4%
5 - Very Important		68.6%	62.4%	74.5%	72.0%	68.7%	67.4%	69.1%	69.0%	63.9%	66.2%	77.1%	66.3%
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	4.6	4.6	4.7	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.7	4.6
Free return shipping offer/pol	_												-
1 - Not Important at All	шсу	1.3%	1.6%	0.9%	3.1%	0.7%	0.4%	1.6%	1.8%	1.2%	0.6%	1.0%	2.8%
2 - Not Very Important		2.5%	3.7%	1.3%	2.4%	3.2%	1.9%	3.6%	1.5%	2.4%	2.5%	2.0%	3.8%
3 - Neutral		11.3%	11.9%	10.7%	10.2%	12.2%	14.7%	10.1%	9.2%	11.8%	12.7%	9.7%	13.2%
4 - Somewhat Important		32.5%	33.2%	31.8%	36.1%	35.1%	23.0%	38.1%	35.0%	27.1%	35.0%	35.1%	39.7%
5 - Very Important		52.5%	49.6%	55.3%	48.2%	48.8%	60.0%	46.6%	52.5%	57.5%	49.3%	52.3%	40.5%
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%
. ota.	Average	4.3	4.3	4.4	4.2	4.3	4.4	4.2	4.3	4.4	4.3	4.4	4.1
Guaranteed on-time delivery	71101ug0				·· -								
1 - Not Important at All		1.2%	1.5%	0.8%	1.8%	1.1%	1.9%	0.7%	1.0%	1.0%	0.7%	0.5%	3.4%
2 - Not Very Important		2.9%	3.8%	2.1%	2.8%	3.4%	2.7%	2.5%	3.8%	3.5%	1.3%	3.4%	3.2%
3 - Neutral		12.8%	17.1%	8.6%	13.1%	13.9%	9.7%	16.9%	10.8%	14.8%	12.5%	10.3%	17.8%
4 - Somewhat Important		36.9%	43.5%	30.7%	32.2%	34.5%	42.1%	31.8%	37.9%	30.8%	42.6%	34.0%	31.6%
5 - Very Important		46.2%	34.0%	57.8%	50.1%	47.2%	43.6%	48.1%	46.5%	49.8%	42.9%	51.8%	44.1%
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%
. 5 (4)	Average	4.2	4.0	4.4	4.3	4.2	4.2	4.2	4.3	4.2	4.3	4.3	4.1
Knowledgeable customer ser													
1 - Not Important at All	vice represen	0.9%	1.0%	0.7%	1.9%	0.4%	0.7%	1.2%	0.5%	1.3%	0.8%	0.5%	0.6%
2 - Not Very Important		5.3%	6.4%	4.2%	3.1%	6.9%	5.9%	6.8%	2.8%	5.7%	2.3%	5.1%	9.6%
3 - Neutral		13.6%	13.3%	13.9%	16.2%	14.9%	11.2%	17.4%	11.4%	13.2%	11.6%	14.5%	18.0%
4 - Somewhat Important		35.4%	38.9%	32.1%	34.7%	35.5%	38.0%	31.6%	37.5%	34.9%	46.7%	32.4%	30.3%
5 - Very Important		44.8%	40.3%	49.0%	44.1%	42.3%	44.1%	43.0%	47.7%	44.9%	38.6%	47.5%	41.5%
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	4.2	4.1	4.2	4.2	4.1	4.2	4.1	4.3	4.2	4.2	4.2	4.0
Merchant reputation													
1 - Not Important at All		0.4%	0.8%	0.1%	1.4%	0.2%	0.0%	0.6%	0.7%	1.2%	0.0%	0.4%	0.3%
2 - Not Very Important		0.4%	0.3%	0.5%	0.1%	0.7%	0.0%	0.1%	1.2%	0.3%	0.4%	0.0%	1.6%
3 - Neutral		11.1%	11.7%	10.6%	11.8%	11.8%	13.5%	12.0%	7.6%	7.6%	18.7%	8.6%	12.8%
4 - Somewhat Important		34.8%	35.9%	33.7%	36.2%	32.5%	37.6%	33.2%	34.0%	41.9%	34.7%	31.7%	33.0%
5 - Very Important		53.2%	51.3%	55.1%	50.5%	54.8%	48.8%	54.1%	56.5%	49.1%	46.2%	59.3%	52.4%
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	4.4	4.4	4.4	4.3	4.4	4.4	4.4	4.4	4.4	4.3	4.5	4.4
Product available to ship imm	nediately												
1 - Not Important at All	•	0.4%	0.6%	0.3%	1.3%	0.2%	0.4%	0.7%	0.2%	1.0%	0.0%	0.1%	0.3%
2 - Not Very Important		1.7%	3.1%	0.4%	3.2%	1.3%	1.6%	2.6%	0.7%	0.8%	4.4%	0.0%	3.5%
3 - Neutral		7.4%	8.2%	6.6%	6.9%	7.4%	10.8%	7.0%	4.4%	4.9%	8.4%	5.4%	13.0%
4 - Somewhat Important		38.4%	42.5%	34.6%	42.7%	37.1%	38.2%	35.9%	41.7%	45.5%	37.1%	35.0%	38.4%
5 - Very Important		52.0%	45.7%	58.1%	45.9%	53.9%	48.9%	53.8%	53.0%	47.8%	50.0%	59.4%	44.8%

Total	Average	100.0% 4.4	100.0% 4.3	100.0% 4.5	100.0% 4.3	100.0% 4.4	100.0% 4.3	100.0% 4.4	100.0% 4.5	100.0% 4.4	100.0% 4.3	100.0% 4.5	100.0% 4.2
Promotions (e.g. coupons, buy	•										_		
1 - Not Important at All	one get one	1.0%	1.0%	1.0%	2.1%	0.7%	0.0%	1.0%	2.0%	1.5%	0.0%	0.8%	1.1%
2 - Not Very Important		5.9%	10.6%	1.4%	1.3%	5.3%	11.2%	3.6%	3.4%	1.6%	10.1%	2.4%	3.4%
3 - Neutral		18.4%	23.7%	13.2%	20.3%	20.1%	13.2%	19.4%	22.2%	15.9%	17.3%	19.9%	24.9%
4 - Somewhat Important		44.1%	46.1%	42.3%	42.6%	44.2%	38.3%	45.2%	48.5%	53.0%	41.6%	39.3%	41.3%
5 - Very Important		30.7%	18.6%	42.2%	33.7%	29.8%	37.3%	30.8%	23.9%	27.9%	31.1%	37.5%	29.2%
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%
1010.	Average	4.0	3.7	4.2	4.0	4.0	4.0	4.0	3.9	4.0	3.9	4.1	3.9
Repeat buyer discount		_				-							
1 - Not Important at All		6.4%	10.8%	2.3%	4.6%	5.0%	12.5%	4.3%	3.0%	4.0%	8.0%	1.3%	7.9%
2 - Not Very Important		9.6%	13.0%	6.5%	6.3%	7.3%	19.5%	5.4%	5.0%	16.1%	4.0%	7.3%	6.5%
3 - Neutral		23.4%	25.3%	21.6%	23.0%	26.6%	12.7%	29.2%	27.0%	21.1%	28.7%	21.7%	29.7%
4 - Somewhat Important		39.5%	36.5%	42.3%	44.7%	39.8%	33.9%	39.8%	44.6%	33.6%	38.7%	46.5%	37.0%
5 - Very Important		21.1%	14.5%	27.3%	21.4%	21.3%	21.5%	21.2%	20.4%	25.1%	20.7%	23.2%	18.9%
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	3.6	3.3	3.9	3.7	3.7	3.3	3.7	3.7	3.6	3.6	3.8	3.5
Socing the final channing cort	_												
Seeing the final shopping cart to 1 - Not Important at All	total prior to	0.3%	0.1%	0.5%	0.0%	0.6%	0.4%	0.1%	0.6%	0.6%	0.2%	0.4%	0.3%
2 - Not Very Important		1.0%	1.1%	0.5%	2.9%	0.5%	0.4%	1.7%	1.1%	1.5%	1.1%	0.4%	0.5%
3 - Neutral		6.4%	5.0%	7.6%	8.7%	5.5%	9.6%	4.6%	5.3%	2.9%	10.4%	7.0%	5.2%
4 - Somewhat Important		21.3%	22.4%	20.3%	18.6%	22.6%	17.1%	24.5%	21.6%	25.2%	20.8%	18.0%	25.3%
5 - Very Important		71.0%	71.3%	70.7%	69.9%	70.7%	72.9%	69.0%	71.5%	69.8%	67.5%	73.9%	68.7%
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%
1010.	Average	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.6	4.5	4.6	4.6
Store loyalty program (e.g. Targ	•												
1 - Not Important at All	get newards	3.8%	4.5%	3.1%	3.9%	4.3%	2.0%	4.7%	4.3%	2.6%	2.9%	2.9%	6.5%
2 - Not Very Important		16.4%	26.6%	6.7%	11.5%	12.0%	27.6%	12.2%	10.4%	17.4%	21.1%	10.9%	7.9%
3 - Neutral		31.4%	30.5%	32.2%	33.3%	33.6%	19.0%	34.8%	39.4%	28.1%	30.7%	35.2%	37.4%
4 - Somewhat Important		35.2%	30.3%	39.7%	37.0%	36.0%	35.4%	34.5%	35.7%	35.4%	34.5%	35.8%	39.1%
5 - Very Important		13.3%	8.1%	18.2%	14.4%	14.1%	15.9%	13.8%	10.0%	16.4%	10.8%	15.2%	9.1%
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%
1010.	Average	3.4	3.1	3.6	3.5	3.4	3.4	3.4	3.4	3.5	3.3	3.5	3.4
Other loyalty program (e.g. Myl	•					-							
1 - Not Important at All	Politis.com)	4.6%	5.4%	3.8%	4.1%	5.6%	2.0%	6.2%	5.1%	4.4%	3.4%	3.9%	6.9%
2 - Not Very Important		16.9%	25.6%	8.6%	8.1%	14.5%	27.0%	11.5%	13.4%	21.2%	15.6%	12.1%	9.3%
3 - Neutral		35.7%	36.5%	35.0%	35.2%	37.5%	34.4%	34.3%	38.8%	30.8%	41.1%	36.5%	37.9%
4 - Somewhat Important		29.0%	23.7%	33.9%	33.5%	29.8%	21.5%	31.7%	33.0%	33.3%	25.2%	32.1%	31.4%
5 - Very Important		13.9%	8.8%	18.6%	19.1%	12.7%	15.0%	16.3%	9.7%	10.2%	14.7%	15.4%	14.6%
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	3.3	3.1	3.6	3.6	3.3	3.2	3.4	3.3	3.2	3.3	3.4	3.4
Unique product I can t find else	_												
1 - Not Important at All	CHILLE	1.7%	2.6%	0.7%	2.8%	1.3%	1.6%	1.4%	1.9%	0.6%	3.0%	1.9%	0.3%
2 - Not Very Important		4.2%	5.9%	2.5%	5.9%	4.1%	4.4%	5.4%	2.5%	2.7%	8.0%	2.6%	6.4%
3 - Neutral		26.5%	35.1%	18.4%	24.5%	22.1%	38.2%	25.3%	16.6%	28.3%	26.5%	21.2%	21.1%
4 - Somewhat Important		39.3%	34.4%	43.8%	34.8%	43.1%	31.5%	40.3%	45.7%	43.1%	35.0%	42.5%	44.6%
5 - Very Important		28.4%	21.9%	34.5%	32.0%	29.4%	24.3%	27.7%	33.3%	25.3%	27.5%	31.8%	27.6%
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	3.9	3.7	4.1	3.9	4.0	3.7	3.9	4.1	3.9	3.8	4.0	3.9
Unromico porticipatina moro	•	3.9	3.7	4.1	3.9	4.0	3.7	3.9	4.1	5.5	3.0	4.0	3.9
Upromise participating merc 1 - Not Important at All	manı	17.3%	16.9%	17.7%	14.3%	19.2%	14.2%	20.3%	16.7%	18.0%	15.3%	16.9%	22.3%
2 - Not Very Important		17.3%	24.4%	12.3%	16.0%	15.0%	25.5%	14.4%	15.5%	26.9%	18.3%	15.8%	13.7%
3 - Neutral		38.9%	38.5%	39.2%	39.4%	39.7%	35.0%	35.9%	46.4%	24.9%	46.5%	41.1%	39.8%
4 - Somewhat Important		17.9%	14.9%	20.9%	22.1%	18.3%	17.2%	20.0%	16.2%	22.8%	15.0%	17.0%	16.4%
5 - Very Important		7.7%	5.4%	9.9%	8.2%	7.7%	8.1%	9.4%	5.2%	7.4%	4.8%	9.2%	7.7%
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%
· ota·	Average	2.8	2.7	2.9	2.9	2.8	2.8	2.8	2.8	2.7	2.8	2.9	2.7
Value for money/good deals	_			-	-	_	_	_	_			-	
1 - Not Important at All		0.2%	0.1%	0.3%	0.0%	0.3%	0.0%	0.3%	0.3%	0.0%	0.5%	0.1%	0.3%
2 - Not Very Important		0.2%	0.1%	0.7%	1.3%	0.7%	0.4%	0.2%	1.7%	0.5%	0.5%	0.1%	1.4%
3 - Neutral		5.0%	6.6%	3.6%	5.3%	5.6%	2.4%	7.1%	5.2%	5.3%	5.9%	3.8%	6.8%
4 - Somewhat Important		35.7%	42.5%	29.2%	29.0%	33.1%	51.3%	30.5%	26.5%	45.6%	36.3%	27.4%	24.2%
5 - Very Important		58.3%	50.0%	66.2%	64.4%	60.3%	45.9%	61.9%	66.3%	48.6%	56.9%	68.2%	67.3%
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	4.5	4.4	4.6	4.6	4.5	4.4	4.5	4.6	4.4	4.5	4.6	4.6
	J												
For each of the following we	bsite features/	aspects, ple	ease rate the	e importanc	e of each to	vou in mak	ina online h	noliday purd	hases on a	scale of 1 ("Not Import	ant at All") i	to 5
("Very Important").		aopooto, pie	,400 1410 1111	· · · · portano	0.00010	you iii iiiaii	9 00 .	ionady pare		. (por	u u	.0 0
Ability to ship to multiple add	droceoe												
1 - Not Important at All	uicsses	12.0%	11.8%	12.1%	15.6%	11.7%	10.4%	12.9%	12.2%	9.3%	12.7%	14.1%	9.6%
2 - Not Very Important		19.1%	23.3%	15.2%	14.3%	17.7%	25.0%	17.8%	15.0%	27.7%	20.7%	11.7%	18.0%
3 - Neutral		22.0%	18.9%	24.8%	23.0%	23.1%	20.7%	27.6%	16.3%	19.5%	22.5%	25.0%	20.7%
4 - Somewhat Important		33.6%	35.9%	31.5%	27.5%	36.5%	35.2%	30.9%	35.5%	33.7%	37.1%	33.2%	31.7%
5 - Very Important		13.3%	10.1%	16.4%	19.6%	11.0%	8.7%	10.8%	20.9%	9.8%	7.1%	15.9%	20.0%
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%
	Average	3.2	3.1	3.2	3.2	3.2	3.1	3.1	3.4	3.1	3.1	3.3	3.3
Buy online and pick up at sto	ore												
1 - Not Important at All	0.0	12.2%	11.3%	13.0%	17.8%	11.1%	6.5%	13.1%	16.7%	9.4%	11.1%	11.2%	20.5%
2 - Not Very Important		15.2%	14.9%	15.5%	16.6%	16.4%	9.5%	17.4%	18.1%	15.6%	14.3%	16.7%	18.8%
3 - Neutral		30.1%	31.2%	29.0%	23.2%	28.6%	33.4%	27.7%	29.7%	35.2%	28.5%	25.9%	31.0%
4 - Somewhat Important		31.9%	33.6%	30.3%	31.9%	32.3%	40.0%	29.4%	26.9%	29.4%	39.1%	33.2%	19.7%
5 - Very Important		10.7%	9.1%	12.2%	10.5%	11.5%	10.7%	12.5%	8.6%	10.6%	7.0%	13.0%	10.0%
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%
	Average	3.1	3.1	3.1	3.0	3.2	3.4	3.1	2.9	3.2	3.2	3.2	2.8
Catalog quick shop on Web	site												
1 - Not Important at All		11.2%	15.7%	6.9%	11.3%	9.0%	19.1%	8.1%	7.0%	6.0%	15.1%	8.0%	10.3%
2 - Not Very Important		9.6%	10.4%	8.8%	7.5%	11.4%	9.0%	11.0%	8.4%	11.7%	6.4%	9.0%	12.6%
3 - Neutral		35.7%	37.9%	33.5%	32.2%	33.3%	35.2%	37.1%	34.4%	45.8%	34.2%	31.8%	39.6%
4 - Somewhat Important		31.5%	28.7%	34.2%	33.9%	34.9%	23.2%	32.8%	38.1%	24.2%	32.7%	39.0%	28.4%
5 - Very Important		12.1%	7.3%	16.6%	15.1%	11.4%	13.4%	11.1%	12.1%	12.4%	11.7%	12.1%	9.0%
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%
	Average	3.2	3.0	3.4	3.3	3.3	3.0	3.3	3.4	3.3	3.2	3.4	3.1
Customer product reviews													
1 - Not Important at All		1.7%	2.1%	1.4%	4.6%	0.8%	0.4%	1.2%	3.7%	1.2%	1.6%	1.2%	3.7%
2 - Not Very Important		3.9%	3.8%	4.0%	5.5%	3.9%	0.0%	3.8%	7.9%	2.0%	5.4%	2.9%	6.5%
3 - Neutral		14.0%	13.8%	14.3%	14.2%	16.2%	8.5%	15.0%	18.3%	14.3%	12.7%	12.6%	18.6%

4 - Somewhat Important	43.4%	45.5%	41.5%	38.6%	43.4%	42.3%	43.1%	45.0%	50.0%	42.5%	42.1%	40.9%
5 - Very Important	36.9%	34.9%	38.8%	37.0%	35.8%	48.8%	36.9%	25.1%	32.4%	37.8%	41.2%	30.3%
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%
	erage 4.1	4.1	4.1	4.0	4.1	4.4	4.1	3.8	4.1	4.1	4.2	3.9
Customized product												
1 - Not Important at All	4.0%	4.3%	3.6%	6.2%	3.4%	2.9%	4.0%	5.0%	4.8%	6.2%	2.0%	4.6%
2 - Not Very Important	15.0%	20.0%	10.2%	13.2%	12.5%	22.3%	13.7%	9.2%	19.1%	13.0%	11.6%	14.8%
3 - Neutral	42.0%	41.1%	42.8%	37.8%	43.5%	42.7%	39.4%	44.5%	36.2%	45.2%	42.5%	42.1%
4 - Somewhat Important	28.8%	25.0%	32.4%	29.9%	31.4%	19.4%	32.5%	33.5%	32.0%	25.8%	32.9%	28.5%
5 - Very Important	10.3%	9.6%	10.9%	13.0%	9.3%	12.6%	10.4%	7.8%	8.0%	9.8%	11.0%	10.0%
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%
Ave	erage 3.3	3.2	3.4	3.3	3.3	3.2	3.3	3.3	3.2	3.2	3.4	3.2
Clearance sale page												
1 - Not Important at All	0.8%	0.7%	0.9%	1.2%	0.7%	0.4%	0.3%	1.8%	0.2%	0.2%	0.6%	2.6%
2 - Not Very Important	5.8%	9.6%	2.1%	4.6%	7.5%	4.2%	7.5%	5.2%	5.7%	7.9%	4.4%	7.1%
3 - Neutral	20.7%	26.4%	15.4%	13.3%	23.4%	22.2%	22.1%	17.6%	19.9%	23.1%	16.9%	20.9%
4 - Somewhat Important	41.8%	43.0%	40.7%	43.6%	39.5%	41.2%	38.6%	46.6%	43.9%	36.9%	38.5%	44.3%
5 - Very Important	30.9%	20.3%	40.9%	37.2%	29.0%	32.1%	31.5%	28.9%	30.4%	31.9%	39.6%	25.1%
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%
Ave	erage 4.0	3.7	4.2	4.1	3.9	4.0	3.9	4.0	4.0	3.9	4.1	3.8
Dynamic Imagery: Zoom/Pan/Color	Swatching											
1 - Not Important at All	5.0%	5.5%	4.5%	7.8%	4.4%	3.6%	4.2%	7.2%	6.4%	5.2%	3.6%	5.8%
2 - Not Very Important	6.6%	6.9%	6.3%	5.6%	8.5%	2.3%	7.1%	10.2%	9.2%	7.8%	6.3%	5.5%
3 - Neutral	22.0%	25.0%	19.2%	23.7%	23.4%	17.2%	23.7%	24.8%	20.1%	22.5%	17.8%	31.2%
4 - Somewhat Important	42.2%	41.7%	42.6%	36.5%	40.0%	49.1%	38.9%	39.4%	43.3%	44.0%	38.6%	34.5%
5 - Very Important	24.3%	21.0%	27.4%	26.3%	23.6%	27.8%	26.1%	18.5%	21.0%	20.6%	33.7%	22.9%
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%
Ave	erage 3.7	3.7	3.8	3.7	3.7	4.0	3.8	3.5	3.6	3.7	3.9	3.6
Express ordering												
1 - Not Important at All	3.2%	2.2%	4.2%	5.2%	2.9%	1.9%	3.1%	4.7%	4.9%	2.4%	3.0%	2.9%
2 - Not Very Important	14.9%	17.5%	12.4%	14.4%	11.4%	22.2%	13.5%	9.2%	22.9%	11.8%	10.6%	14.3%
3 - Neutral	35.6%	36.6%	34.7%	36.8%	38.5%	31.6%	37.4%	37.4%	28.5%	40.6%	39.0%	40.4%
4 - Somewhat Important	35.3%	35.3%	35.3%	27.1%	38.2%	31.8%	34.5%	39.7%	35.5%	36.6%	33.3%	32.6%
5 - Very Important	11.0%	8.5%	13.4%	16.5%	9.1%	12.4%	11.4%	9.0%	8.3%	8.6%	14.1%	9.8%
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%
Ave	erage 3.4	3.3	3.4	3.4	3.4	3.3	3.4	3.4	3.2	3.4	3.4	3.3
Expert/Other third party product re												
1 - Not Important at All	3.7%	2.2%	5.1%	7.5%	2.9%	1.5%	3.5%	6.2%	2.0%	4.2%	3.9%	5.0%
2 - Not Very Important	11.9%	15.0%	9.0%	9.9%	8.8%	13.5%	9.9%	12.8%	17.9%	11.1%	7.7%	9.8%
3 - Neutral	26.9%	26.0%	27.8%	33.7%	26.7%	23.8%	29.6%	26.7%	28.1%	21.6%	27.7%	35.1%
4 - Somewhat Important	40.7%	40.6%	40.9%	29.2%	46.6%	43.9%	38.8%	40.0%	36.5%	48.7%	40.3%	33.8%
5 - Very Important	16.7%	16.2%	17.2%	19.7%	15.0%	17.3%	18.2%	14.3%	15.6%	14.4%	20.5%	16.4%
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%
Ave	erage 3.5	3.5	3.6	3.4	3.6	3.6	3.6	3.4	3.5	3.6	3.7	3.5
Featured sale item page												
1 - Not Important at All	2.5%	3.5%	1.5%	4.3%	1.9%	2.6%	2.6%	2.3%	2.2%	0.3%	3.1%	3.2%
2 - Not Very Important	6.2%	7.7%	4.7%	2.7%	8.4%	4.5%	8.2%	5.3%	4.6%	9.0%	5.6%	8.0%
3 - Neutral	26.7%	32.8%	21.0%	23.4%	27.7%	26.9%	26.6%	26.8%	20.9%	34.1%	22.6%	28.2%
4 - Somewhat Important	42.5%	42.8%	42.1%	44.4%	40.7%	40.7%	41.9%	44.9%	46.7%	36.8%	41.4%	42.0%

5 - Very Important Total	Average	22.1% 100.0% 3.8	13.2% 100.0% 3.5	30.6% 100.0% 4.0	25.1% 100.0% 3.8	21.2% 100.0% 3.7	25.3% 100.0% 3.8	20.7% 100.0% 3.7	20.8% 100.0% 3.8	25.6% 100.0% 3.9	19.8% 100.0% 3.7	27.3% 100.0% 3.8	18.5% 100.0% 3.6
Flash animation/Rich media 1 - Not Important at All 2 - Not Very Important 3 - Neutral 4 - Somewhat Important 5 - Very Important Total		16.4% 21.9% 35.9% 21.2% 4.6% 100.0%	18.3% 26.4% 34.1% 16.7% 4.5% 100.0%	14.6% 17.7% 37.6% 25.5% 4.7% 100.0%	17.5% 17.3% 35.5% 22.6% 7.1% 100.0%	16.9% 19.9% 38.5% 21.2% 3.4% 100.0%	21.4% 21.1% 27.6% 25.6% 4.2% 100.0%	12.0% 21.8% 38.2% 21.8% 6.3% 100.0%	16.9% 22.8% 41.2% 16.1% 2.9% 100.0%	16.7% 24.8% 32.6% 24.3% 1.6% 100.0%	16.9% 17.5% 34.0% 25.9% 5.7% 100.0%	11.4% 21.9% 39.5% 21.8% 5.4% 100.0%	26.0% 20.1% 35.6% 14.7% 3.6% 100.0%
	Average	2.8	2.6	2.9	2.8	2.7	2.7	2.9	2.7	2.7	2.9	2.9	2.5
Gift cards/Gift certificates 1 - Not Important at All 2 - Not Very Important 3 - Neutral 4 - Somewhat Important 5 - Very Important Total	Average	6.1% 12.0% 33.1% 35.2% 13.6% 100.0% 3.4	6.6% 13.6% 35.7% 37.4% 6.8% 100.0% 3.2	5.7% 10.5% 30.7% 33.2% 20.0% 100.0% 3.5	6.7% 9.5% 35.1% 32.8% 16.0% 100.0% 3.4	6.7% 13.2% 30.5% 37.9% 11.6% 100.0% 3.3	2.9% 8.2% 26.4% 46.1% 16.4% 100.0% 3.6	6.7% 12.5% 35.5% 33.5% 11.9% 100.0% 3.3	8.7% 15.0% 36.8% 26.5% 12.9% 100.0% 3.2	5.2% 7.6% 42.0% 34.5% 10.6% 100.0% 3.4	4.4% 13.6% 29.0% 37.8% 15.2% 100.0% 3.5	7.1% 13.0% 30.1% 34.2% 15.6% 100.0% 3.4	6.2% 15.3% 38.9% 29.1% 10.5% 100.0% 3.2
Gift finder/Product chooser	Average	0.1	0.2	0.0	0.4	0.0	0.0	0.0	0.2	0.4	0.0	0.4	0.2
Not Important at All Not Very Important Neutral Somewhat Important Very Important Total	Average	17.3% 18.8% 34.0% 25.6% 4.4% 100.0% 2.8	20.4% 20.3% 29.9% 26.9% 2.5% 100.0% 2.7	14.3% 17.3% 37.8% 24.3% 6.3% 100.0% 2.9	16.0% 17.8% 38.5% 21.7% 6.0% 100.0% 2.8	14.2% 20.9% 34.4% 26.8% 3.7% 100.0% 2.8	21.9% 11.3% 26.6% 35.6% 4.5% 100.0% 2.9	12.9% 22.6% 37.7% 21.5% 5.3% 100.0% 2.8	18.1% 21.4% 36.6% 20.6% 3.3% 100.0% 2.7	24.9% 18.1% 28.0% 25.2% 3.7% 100.0% 2.6	11.7% 19.4% 35.1% 30.9% 2.9% 100.0% 2.9	12.5% 20.3% 39.1% 21.7% 6.4% 100.0% 2.9	19.0% 19.5% 36.1% 23.5% 2.0% 100.0% 2.7
Gift idea center	Average	2.0	2.1	2.3	2.0	2.0	2.3	2.0	2.1	2.0	2.3	2.3	2.1
1 - Not Important at All 2 - Not Very Important 3 - Neutral 4 - Somewhat Important 5 - Very Important Total	Average	16.3% 20.1% 31.2% 26.9% 5.5% 100.0% 2.9	18.9% 24.0% 27.0% 27.5% 2.6% 100.0% 2.7	13.8% 16.5% 35.2% 26.3% 8.3% 100.0% 3.0	14.7% 18.4% 34.2% 25.1% 7.6% 100.0% 2.9	13.6% 21.7% 33.5% 26.3% 5.0% 100.0% 2.9	19.9% 15.9% 20.8% 34.9% 8.6% 100.0% 3.0	12.0% 22.3% 35.6% 24.7% 5.3% 100.0% 2.9	18.0% 21.6% 36.0% 21.7% 2.7% 100.0% 2.7	22.8% 19.6% 28.5% 24.4% 4.7% 100.0% 2.7	13.2% 23.1% 28.1% 30.9% 4.7% 100.0% 2.9	11.4% 20.6% 36.5% 24.1% 7.4% 100.0% 3.0	15.9% 19.3% 33.3% 28.6% 2.9% 100.0% 2.8
Gift receipt	7110/ago	2.0		0.0	2.0	2.0	0.0	2.0		,	2.0	0.0	2.0
1 - Not Important at All 2 - Not Very Important 3 - Neutral 4 - Somewhat Important 5 - Very Important Total	Average	9.5% 11.4% 22.8% 38.6% 17.7% 100.0% 3.4	13.6% 14.5% 22.1% 39.0% 10.8% 100.0% 3.2	5.5% 8.4% 23.5% 38.3% 24.2% 100.0% 3.7	9.2% 8.9% 22.8% 36.4% 22.8% 100.0% 3.5	5.6% 14.0% 26.1% 38.2% 16.1% 100.0% 3.5	17.5% 6.4% 14.4% 44.3% 17.5% 100.0% 3.4	4.4% 15.0% 28.8% 33.8% 18.0% 100.0% 3.5	7.8% 11.9% 23.8% 38.9% 17.6% 100.0% 3.5	16.6% 11.1% 21.4% 38.5% 12.4% 100.0% 3.2	3.1% 10.5% 19.2% 50.4% 16.8% 100.0% 3.7	4.9% 12.0% 22.7% 40.0% 20.4% 100.0% 3.6	11.8% 11.8% 29.0% 26.3% 21.1% 100.0% 3.3
Gift wrap 1 - Not Important at All 2 - Not Very Important 3 - Neutral 4 - Somewhat Important 5 - Very Important		18.7% 20.9% 29.1% 25.3% 6.0%	19.6% 19.9% 25.7% 30.4% 4.3%	17.8% 21.8% 32.3% 20.6% 7.5%	19.7% 22.5% 28.5% 22.0% 7.3%	15.4% 22.9% 31.2% 25.1% 5.4%	23.9% 14.1% 22.1% 35.4% 4.5%	16.4% 24.2% 31.9% 20.5% 7.1%	16.5% 23.6% 32.6% 21.3% 6.0%	24.1% 18.4% 26.3% 25.6% 5.6%	12.5% 26.1% 32.0% 26.3% 3.0%	16.5% 23.0% 29.5% 23.7% 7.3%	19.4% 16.2% 28.8% 29.1% 6.5%

Total	Average	100.0% 2.8	100.0% 2.8	100.0% 2.8	100.0% 2.7	100.0% 2.8	100.0% 2.8	100.0% 2.8	100.0% 2.8	100.0% 2.7	100.0% 2.8	100.0% 2.8	100.0% 2.9
ltom/footure comparison and	•	2.0	2.0	2.0	2.7	2.0	2.0	2.0	2.0	2.7	2.0	2.0	2.0
Item/feature comparison engi 1 - Not Important at All	iiles	4.7%	4.2%	5.2%	7.1%	4.1%	3.7%	4.3%	6.2%	4.4%	3.8%	3.2%	9.1%
2 - Not Very Important		11.1%	10.9%	11.3%	11.9%	10.6%	9.4%	11.3%	12.7%	11.8%	15.1%	8.5%	12.7%
3 - Neutral		27.4%	23.0%	31.5%	32.2%	29.2%	19.8%	29.8%	31.9%	18.9%	30.5%	32.3%	31.9%
4 - Somewhat Important		43.4%	48.5%	38.6%	31.3%	44.0%	53.2%	40.5%	37.3%	47.8%	41.1%	40.3%	34.7%
5 - Very Important		13.4%	13.4%	13.4%	17.6%	12.1%	14.0%	14.1%	11.8%	17.1%	9.4%	15.7%	11.6%
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%
1014	Average	3.5	3.6	3.4	3.4	3.5	3.6	3.5	3.4	3.6	3.4	3.6	3.3
Live chat with a customer ser		ntative											
1 - Not Important at All	тос торгосо.	10.6%	9.1%	12.1%	12.1%	11.9%	12.2%	10.9%	8.8%	11.1%	6.4%	12.3%	11.8%
2 - Not Very Important		16.5%	18.0%	15.1%	15.3%	18.0%	15.2%	16.7%	17.6%	10.0%	17.7%	16.8%	18.1%
3 - Neutral		27.1%	23.8%	30.2%	27.9%	28.3%	22.2%	29.8%	28.7%	27.2%	31.4%	31.0%	29.5%
4 - Somewhat Important		30.1%	33.9%	26.5%	27.9%	31.1%	27.8%	32.6%	29.2%	31.4%	32.2%	26.5%	28.9%
5 - Very Important		15.7%	15.2%	16.1%	16.7%	10.6%	22.6%	10.1%	15.8%	20.2%	12.3%	13.4%	11.7%
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%
	Average	3.2	3.3	3.2	3.2	3.1	3.3	3.1	3.3	3.4	3.3	3.1	3.1
Personalized emails													
1 - Not Important at All		12.7%	15.2%	10.3%	13.3%	14.5%	12.0%	13.7%	12.2%	11.6%	12.6%	10.1%	21.9%
2 - Not Very Important		21.2%	24.7%	17.9%	16.9%	19.6%	25.1%	18.1%	21.1%	25.4%	21.4%	19.5%	13.3%
3 - Neutral		33.9%	30.5%	37.1%	31.9%	36.1%	20.1%	40.0%	40.1%	33.5%	32.9%	37.5%	35.4%
4 - Somewhat Important		24.0%	21.5%	26.3%	26.7%	23.7%	31.0%	21.0%	20.8%	22.1%	28.5%	23.3%	19.2%
5 - Very Important		8.2%	8.1%	8.3%	11.2%	6.0%	11.9%	7.3%	5.8%	7.4%	4.5%	9.6%	10.2%
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	2.9	2.8	3.0	3.1	2.9	3.1	2.9	2.9	2.9	2.9	3.0	2.8
Personalized site features													
1 - Not Important at All		11.3%	12.2%	10.5%	13.0%	12.2%	10.2%	11.2%	12.4%	11.0%	12.3%	7.3%	20.9%
2 - Not Very Important		20.4%	24.9%	16.1%	15.2%	18.9%	23.9%	19.1%	18.5%	27.8%	17.4%	19.8%	9.5%
3 - Neutral		35.7%	31.6%	39.5%	33.9%	38.3%	22.5%	38.5%	45.1%	38.7%	37.9%	38.2%	36.8%
4 - Somewhat Important		26.2%	25.1%	27.4%	27.5%	26.0%	36.0%	24.8%	18.4%	17.9%	24.9%	28.1%	25.4%
5 - Very Important		6.4%	6.3%	6.5%	10.5%	4.7%	7.3%	6.3%	5.6%	4.6%	7.4%	6.6%	7.4%
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	3.0	2.9	3.0	3.1	2.9	3.1	3.0	2.9	2.8	3.0	3.1	2.9
Shipping deadlines calendar													
1 - Not Important at All		3.0%	2.6%	3.4%	4.3%	2.7%	2.8%	1.9%	4.7%	3.4%	2.1%	2.5%	3.5%
2 - Not Very Important		8.8%	10.7%	7.1%	12.9%	7.1%	7.8%	8.5%	10.3%	10.0%	8.1%	8.4%	10.6%
3 - Neutral		18.6%	17.0%	20.1%	15.3%	23.0%	12.3%	21.6%	21.0%	20.2%	17.5%	19.6%	18.3%
4 - Somewhat Important		46.0%	52.0%	40.2%	39.5%	45.6%	53.0%	43.3%	42.3%	47.5%	49.9%	41.4%	42.9%
5 - Very Important		23.6%	17.7%	29.2%	28.0%	21.6%	24.2%	24.7%	21.7%	18.9%	22.4%	28.0%	24.7%
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%
	Average	3.8	3.7	3.8	3.7	3.8	3.9	3.8	3.7	3.7	3.8	3.8	3.7
Site event/action-triggered en	nails												
1 - Not Important at All		7.5%	5.6%	9.4%	10.6%	7.6%	5.1%	7.4%	10.1%	8.0%	9.1%	5.7%	7.7%
2 - Not Very Important		21.0%	23.4%	18.8%	19.8%	18.3%	22.3%	18.0%	23.5%	28.5%	20.8%	19.5%	14.2%
3 - Neutral		36.4%	37.8%	35.0%	34.1%	39.7%	28.5%	40.5%	39.2%	32.6%	32.6%	38.9%	47.8%
4 - Somewhat Important		25.7%	24.3%	27.0%	22.9%	26.3%	30.8%	24.6%	21.8%	25.9%	26.5%	25.3%	21.1%
5 - Very Important		9.4%	8.9%	9.9%	12.7%	8.1%	13.4%	9.5%	5.4%	5.0%	10.9%	10.5%	9.2%
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	3.1	3.1	3.1	3.1	3.1	3.3	3.1	2.9	2.9	3.1	3.2	3.1
Suggested items												
1 - Not Important at All	12.8%	15.7%	10.1%	12.0%	9.7%	16.9%	9.4%	13.1%	17.5%	10.2%	10.1%	9.6%
2 - Not Very Important	20.8%	18.7%	22.8%	21.2%	21.8%	13.0%	22.4%	26.4%	23.8%	18.9%	20.5%	25.1%
3 - Neutral		34.2%	35.4%	33.0%	38.3%	28.4%	38.3%	37.0%	28.7%	36.7%	39.6%	37.9%
	34.8%											
4 - Somewhat Important	26.0%	26.9%	25.2%	24.0%	26.6%	33.0%	24.3%	21.2%	27.1%	31.1%	21.1%	20.5%
5 - Very Important	5.5%	4.4%	6.5%	9.7%	3.6%	8.7%	5.6%	2.3%	2.8%	3.1%	8.7%	7.0%
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%
Average	2.9	2.9	3.0	3.0	2.9	3.0	2.9	2.7	2.7	3.0	3.0	2.9
Wish list/gift registry												
1 - Not Important at All	13.4%	12.4%	14.4%	15.0%	14.5%	9.8%	12.2%	18.5%	14.2%	12.8%	10.1%	19.8%
2 - Not Very Important	18.2%	19.4%	17.1%	16.3%	20.7%	12.2%	18.6%	23.7%	18.6%	16.6%	20.2%	16.9%
3 - Neutral	33.7%	37.0%	30.5%	31.4%	33.1%	30.1%	36.8%	33.4%	44.5%	26.0%	34.4%	33.3%
4 - Somewhat Important	24.6%	23.1%	26.0%	23.8%	23.5%	33.0%	22.3%	19.1%	18.6%	34.9%	19.9%	20.1%
5 - Very Important	10.1%	8.2%	11.9%	13.6%	8.2%	14.9%	10.1%	5.2%	4.1%	9.6%	15.4%	9.9%
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	3.0	3.0	3.0	3.0	2.9	3.3	3.0	2.7	2.8	3.1	3.1	2.8
Average	0.0	0.0	0.0	0.0	2.5	0.0	0.0	2.7	2.0	0.1	0.1	2.0
Which of the following best describes you	ır awareness	and usage	of Online W	ish Lists? (Choose onl	y one)						
Never heard of them	13.0%	15.2%	11.0%	14.8%	14.3%	5.8%	14.4%	18.4%	15.5%	10.6%	13.3%	12.4%
Just heard of them/have never used	40.0%	42.3%	37.7%	42.1%	37.3%	41.8%	36.4%	42.5%	51.1%	37.7%	36.1%	38.4%
Somewhat familiar/have used it a number												
of times	26.5%	22.0%	30.9%	22.3%	29.1%	21.3%	31.1%	26.1%	22.5%	27.1%	27.3%	30.8%
Familiar/use it frequently when I shop				,			, .					
online	8.5%	4.8%	12.1%	11.0%	7.9%	10.1%	7.4%	8.4%	7.5%	8.1%	13.3%	6.2%
Very familiar/use it regularly	11.9%	15.7%	8.4%	9.9%	11.3%	21.0%	10.6%	4.6%	3.4%	16.6%	10.0%	12.2%
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	2.7	2.6	2.7	2.6	2.6	3.0	2.6	2.4	2.3	2.8	2.7	2.7
gc	,	2.0	,	2.0	2.0	0.0	2.0		2.0	2.0	,	
In general, if you are looking for informati	on from a frie	end or fellov	v shopper a	bout a retai	ler or produ	cts, which	of the follow	ing website	es or types o	of online inf	ormation d	o you
anticipate using this coming (2009) holida	ay season? (0	Check all tha	at apply)									
Customer reviews on a retailer Web site	62.1%	63.5%	60.8%	62.3%	67.8%	61.6%	67.2%	56.4%	66.1%	67.0%	55.0%	63.3%
Comparison shopping sites (e.g.												
Pricegrabber.com, Shopzilla.com, etc.)	36.2%	33.8%	38.5%	30.8%	45.4%	31.2%	38.5%	38.4%	41.3%	38.3%	32.9%	35.8%
Blogs	9.7%	8.8%	10.6%	7.2%	10.8%	17.5%	8.5%	3.5%	8.0%	14.7%	8.8%	7.5%
Social shopping Web sites (e.g.												
Kaboodle.com)	4.0%	3.3%	4.7%	7.1%	3.1%	2.3%	6.1%	3.1%	3.7%	3.4%	4.5%	4.6%
Facebook.com	9.9%	7.7%	12.0%	10.7%	10.4%	14.1%	9.8%	5.8%	10.4%	7.3%	11.5%	8.2%
MySpace.com	3.8%	3.4%	4.2%	4.4%	4.1%	7.4%	2.0%	2.5%	4.9%	3.7%	3.3%	2.7%
Twitter.com	5.5%	5.4%	5.5%	3.1%	6.5%	12.2%	3.2%	1.6%	1.5%	14.8%	2.6%	3.1%
YouTube.com	1.7%	2.4%	1.0%	3.5%	1.1%	1.7%	1.9%	1.3%	0.9%	0.5%	2.1%	2.4%
None of the above	16.1%	12.8%	19.2%	20.1%	15.9%	2.3%	14.1%	32.1%	16.3%	16.7%	16.8%	13.8%
Other (please specify):	4.6%	6.4%	2.8%	2.3%	3.6%	7.8%	3.4%	2.9%	5.4%	4.1%	2.6%	5.0%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.	4.076	0.476	2.076	2.576	3.076	7.076	J. 4 /6	2.576	J. 4 /6	4.170	2.076	3.0 /6
Which products are you most likely to RE (Check all that apply)	SEARCH ON	LINE this ho	oliday seaso	on (regardle	ss of wheth	er you ultim	nately purch	ase the iten	n online, in	store, throu	gh a catalo	g, etc.)?
Apparel, accessories, shoes/footwear	42.8%	32.4%	52.7%	37.3%	50.6%	42.1%	43.2%	43.0%	51.2%	45.7%	37.6%	40.0%
Appliances and tools	29.8%	33.7%	26.1%	26.2%	35.5%	31.3%	27.5%	31.1%	29.4%	35.6%	29.4%	23.7%
Baby products	10.7%	9.5%	11.9%	10.0%	11.6%	16.9%	8.0%	8.0%	10.0%	19.4%	8.2%	5.5%
Daby products	10.7%	3.5%	11.5%	10.0%	11.0%	10.5%	0.0 %	0.0%	10.0%	13.4 /0	0.2%	5.5%

Books	41.6%	36.8%	46.1%	44.9%	44.8%	41.1%	35.8%	49.1%	39.2%	46.4%	37.3%	40.1%
Computer hardware & peripherals	31.2%	42.1%	20.8%	26.9%	35.8%	33.7%	31.5%	28.4%	31.3%	39.9%	27.1%	30.7%
Computer software	25.2%	34.1%	16.9%	25.5%	25.6%	20.6%	26.0%	28.9%	24.0%	31.5%	20.4%	26.3%
Consumer electronics	47.4%	57.6%	37.7%	40.1%	56.0%	45.4%	47.3%	49.4%	46.8%	52.2%	41.9%	49.0%
Crafts and craft supplies	10.9%	8.7%	13.0%	12.7%	10.5%	9.8%	8.4%	15.1%	10.2%	17.5%	7.9%	8.2%
Event tickets	20.5%	21.3%	19.6%	18.0%	25.2%	28.3%	18.0%	15.7%	25.0%	27.8%	17.0%	18.2%
Flowers and cards	11.8%	10.8%	12.6%	11.1%	13.5%	12.5%	10.8%	12.2%	15.5%	15.3%	11.9%	7.9%
Food, fruit, gift baskets	18.5%	14.4%	22.4%	17.2%	20.2%	14.1%	18.1%	23.3%	22.4%	20.4%	17.2%	17.4%
Fragrance and cosmetics	15.5%	8.9%	21.8%	12.4%	18.7%	17.2%	15.0%	14.5%	17.9%	12.0%	14.0%	19.8%
Gift cards, gift certificates	22.6%	18.2%	26.7%	27.3%	23.4%	24.3%	21.1%	22.7%	30.0%	30.8%	17.8%	17.7%
Home, garden furnishings	17.6%	15.8%	19.4%	15.8%	20.5%	18.2%	17.4%	17.3%	13.7%	23.6%	19.0%	10.5%
Jewelry	16.3%	13.6%	18.8%	14.4%	18.5%	11.4%	17.7%	19.4%	13.2%	13.9%	17.3%	19.0%
Music, video, DVD	37.6%	44.4%	31.3%	37.3%	41.3%	40.3%	40.2%	31.9%	33.8%	41.3%	31.9%	45.5%
Pet products	15.0%	11.9%	18.0%	17.9%	15.3%	17.8%	13.6%	13.9%	15.7%	19.2%	12.9%	14.1%
Sporting goods and apparel	16.9%	21.9%	12.1%	11.7%	21.8%	22.2%	16.0%	12.7%	18.5%	23.7%	12.2%	15.1%
Toys	27.9%	25.3%	30.3%	27.1%	31.9%	30.6%	26.2%	27.2%	21.0%	31.2%	28.6%	26.7%
Travel	15.9%	18.1%	13.9%	9.5%	21.6%	12.8%	15.3%	19.9%	17.7%	18.8%	13.3%	20.6%
Video games and game consoles	24.4%	28.2%	20.8%	21.2%	28.5%	35.3%	25.4%	12.3%	27.1%	28.6%	20.8%	22.3%
Other (please specify):	1.2%	1.4%	1.0%	0.8%	1.6%	0.0%	1.9%	1.5%	0.0%	1.0%	1.8%	2.3%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.												
respondents can select more than one answer.												
How will you pay for your online purchase	e thie holida	v season?	Check all th	nat annly)								
Credit card	67.3%	69.4%	65.3%	60.8%	76.5%	63.3%	62.0%	77.9%	63.0%	74.0%	63.9%	62.9%
Debit card	35.6%	28.9%	41.9%	41.8%	39.2%	32.9%	41.6%	30.9%	33.1%	31.9%	35.7%	40.0%
PayPal	33.9%	32.5%	35.2%	32.7%	37.4%	31.9%	36.3%	32.8%	22.2%	39.3%	32.5%	40.4%
Gift card/certificate redeemed online	11.5%	8.4%	14.6%	17.0%	10.3%	13.4%	11.9%	9.3%	18.9%	8.1%	10.7%	13.1%
BillMeLater	6.6%	3.9%	9.2%	7.2%	7.5%	4.4%	7.0%	8.4%	12.6%	6.8%	4.9%	6.8%
Checkout by Amazon	5.5%	6.0%	5.0%	6.8%	5.8%	6.7%	5.6%	4.1%	10.1%	5.2%	5.9%	3.6%
Pay by check or money order	4.1%	3.9%	4.2%	7.4%	2.9%	2.0%	2.4%	8.1%	5.3%	4.8%	2.9%	4.3%
Private label store credit card	3.1%	2.0%	4.2%	4.1%	3.1%	2.3%	3.0%	4.2%	9.6%	1.4%	2.6%	3.6%
Google Checkout	1.8%	3.0%	0.7%	2.1%	1.3%	3.0%	0.8%	1.9%	1.4%	2.8%	0.5%	3.2%
Loyalty/membership program points		0.070	0 /0	,0		0.070	0.070	,	,0	2.070	0.070	0.270
redeemed online	5.5%	3.5%	7.5%	8.0%	5.4%	6.1%	5.9%	4.5%	6.5%	5.9%	3.3%	8.1%
*The sum of the % totals may be greater than 100% because the	0.070	0.070		0.070	0,0	070	0.070	,	0.070	0.070	0.070	0,0
respondents can select more than one answer.												
For each of the following products, please	tell us the li	kelihood th	at you will p	urchase ea	ch							
ONLINE this holiday season on a scale of												
Apparel, accessories, shoes/footwear	•	- ,	` •	• •								
1 - Not at All Likely	13.5%	17.8%	9.4%	16.4%	14.0%	11.3%	12.9%	16.3%	7.6%	16.4%	15.0%	16.7%
2 - Not Very Likely	16.1%	20.5%	11.9%	17.6%	12.4%	20.5%	15.9%	12.0%	18.6%	14.4%	12.7%	18.6%
3 - Neutral	16.2%	14.9%	17.5%	17.0%	17.6%	16.0%	16.0%	16.7%	13.9%	16.5%	20.7%	14.6%
4 - Somewhat Likely	32.0%	27.6%	36.1%	30.7%	34.2%	26.5%	34.1%	34.7%	40.5%	32.0%	30.1%	30.8%
5 - Very Likely	22.2%	19.2%	25.0%	18.2%	21.9%	25.6%	21.1%	20.2%	19.5%	20.7%	21.5%	19.3%
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	3.3	3.1	3.6	3.2	3.4	3.3	3.3	3.3	3.5	3.3	3.3	3.2
_	0.0	0.1	0.0	0.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Appliances and tools	00.70/	47.00/	00.007	04.00/	00.70/	10.00/	00.007	04.00/	47.00/	04.007	00.70/	00.40/
1 - Not at All Likely	23.7%	17.8%	29.3%	31.2%	22.7%	12.9%	26.3%	31.3%	17.3%	24.0%	26.7%	30.4%
2 - Not Very Likely	24.9%	26.4%	23.6%	21.6%	22.9%	28.6%	26.4%	19.5%	28.6%	23.5%	18.6%	29.1%
3 - Neutral	21.5%	19.4%	23.4%	22.4%	22.5%	18.1%	21.9%	24.3%	23.9%	17.3%	25.0%	21.9%
4 - Somewhat Likely	22.1%	25.5%	18.9%	20.1%	25.6%	24.9%	20.5%	21.4%	28.2%	21.6%	24.4%	17.3%

5 - Very Likely Total	Average	7.7% 100.0% 2.7	10.9% 100.0% 2.9	4.8% 100.0% 2.5	4.8% 100.0% 2.5	6.3% 100.0% 2.7	15.5% 100.0% 3.0	4.9% 100.0% 2.5	3.5% 100.0% 2.5	2.0% 100.0% 2.7	13.7% 100.0% 2.8	5.3% 100.0% 2.6	1.4% 100.0% 2.3
	Average	2.7	2.5	2.5	2.5	2.1	3.0	2.5	2.5	2.7	2.0	2.0	2.0
Baby products		00.50/	04.00/	FO F0/	70.00/	F0 00/	40 50/	00.00/	00 50/	04.40/	50.0 0/	00.00/	00.00/
1 - Not at All Likely		60.5%	61.6%	59.5%	70.3%	59.2%	48.5%	63.0%	69.5%	61.1%	52.9%	63.2%	66.9%
2 - Not Very Likely		13.3%	14.6%	12.1%	9.0%	13.2%	20.9%	10.3%	9.6%	16.9%	16.8%	9.7%	6.5%
3 - Neutral 4 - Somewhat Likely		9.2% 11.7%	9.2%	9.3% 13.9%	6.1% 7.3%	11.2%	7.1% 17.8%	11.7% 9.3%	8.3%	8.6%	9.5%	8.9%	11.1% 12.4%
		5.1%	9.5% 5.1%	5.2%	7.3% 7.3%	13.0% 3.4%	5.6%	9.3% 5.8%	8.7% 3.9%	11.0% 2.4%	13.2% 7.7%	11.5% 6.9%	3.0%
5 - Very Likely 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%
Total	Average	1.9	1.8	1.9	1.7	1.9	2.1	1.8	1.7	1.8	2.1	1.9	1.8
Deale	Average	1.9	1.0	1.3	1.7	1.3	۷.۱	1.0	1.7	1.0	۷.۱	1.5	1.0
Books		0.00/	9.00/	9.1%	9.2%	10 E9/	3.9%	10.00/	10.10/	8.0%	11.3%	O E0/	7.2%
1 - Not at All Likely 2 - Not Very Likely		9.0% 8.7%	8.9% 9.2%		9.2% 10.9%	10.5% 8.7%		12.2% 12.3%	10.1%			9.5%	
3 - Neutral		0.7% 17.1%		8.3%	19.6%		4.9% 15.5%	12.3%	8.0% 16.0%	6.1%	8.4% 21.6%	10.5% 17.5%	10.2% 16.4%
4 - Somewhat Likely		44.7%	15.0% 49.2%	19.1% 40.3%	35.9%	17.5% 42.7%	63.3%	31.7%	42.2%	13.6% 52.4%	42.4%	39.0%	44.6%
5 - Very Likely		20.5%	49.2% 17.7%	23.2%	24.3%	20.5%	12.4%	24.5%	23.7%	19.9%	16.2%	23.4%	21.6%
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%
Total	Average	3.6	3.6	3.6	3.6	3.5	3.8	3.4	3.6	3.7	3.4	3.6	3.6
Communitor bouderous 9 marinh	_	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7	0.4	0.0	0.0
Computer hardware & periph	ierais	22.6%	12.5%	20.00/	20.09/	21.7%	10 50/	23.0%	31.1%	10.69/	22.0%	00 40/	21.4%
1 - Not at All Likely			12.5%	32.2%	30.0%	21.7% 17.7%	13.5%		31.1% 17.0%	19.6% 18.4%		28.4%	21.4%
2 - Not Very Likely 3 - Neutral		17.3% 25.1%	24.3%	21.2% 25.8%	17.8% 28.5%	25.8%	15.0% 22.2%	19.4% 26.9%	25.5%	31.4%	18.9% 18.3%	15.2% 25.7%	29.6%
4 - Somewhat Likely		23.1%	32.1%	15.9%	20.5% 17.1%	25.4%	28.8%	20.9%	20.1%	17.5%	34.1%	21.0%	17.0%
5 - Very Likely		11.3%	18.1%	4.9%	6.6%	9.4%	20.5%	8.1%	6.2%	13.1%	6.7%	9.7%	10.4%
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%
Total	Average	2.8	3.3	2.4	2.5	2.8	3.3	2.7	2.5	2.9	2.8	2.7	2.7
Computer coftware	717 0 74g0	0	0.0				0.0		0		0		
Computer software 1 - Not at All Likely		21.9%	14.5%	28.9%	30.0%	19.6%	18.7%	21.7%	25.3%	17.9%	21.5%	27.0%	22.8%
2 - Not Very Likely		17.0%	12.7%	21.2%	15.9%	18.9%	14.3%	18.9%	17.5%	12.5%	17.8%	16.8%	24.2%
3 - Neutral		23.8%	22.3%	25.2%	27.1%	23.8%	24.8%	25.3%	21.0%	27.6%	23.1%	23.6%	19.4%
4 - Somewhat Likely		29.1%	39.8%	19.0%	17.7%	28.6%	35.4%	24.6%	28.3%	37.5%	28.3%	24.7%	23.1%
5 - Very Likely		8.2%	10.8%	5.7%	9.3%	9.1%	6.7%	9.5%	8.0%	4.5%	9.3%	8.0%	10.6%
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	2.8	3.2	2.5	2.6	2.9	3.0	2.8	2.8	3.0	2.9	2.7	2.7
Consumer electronics	•												
1 - Not at All Likely		12.9%	4.6%	20.8%	21.3%	10.8%	5.9%	12.9%	20.0%	11.6%	13.8%	16.3%	9.4%
2 - Not Very Likely		11.8%	7.5%	15.9%	14.0%	11.4%	8.2%	14.3%	12.4%	10.0%	13.8%	9.8%	16.9%
3 - Neutral		20.2%	17.8%	22.6%	24.3%	20.1%	12.8%	20.4%	27.4%	17.5%	18.3%	21.3%	28.7%
4 - Somewhat Likely		37.4%	45.5%	29.8%	28.1%	41.6%	43.5%	39.2%	29.3%	36.0%	37.5%	37.5%	33.3%
5 - Very Likely		17.5%	24.6%	10.8%	12.3%	16.0%	29.6%	13.3%	10.8%	24.9%	16.6%	15.1%	11.8%
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%
	Average	3.3	3.8	2.9	3.0	3.4	3.8	3.3	3.0	3.5	3.3	3.3	3.2
Craft and craft supplies													
1 - Not at All Likely		42.0%	46.1%	38.2%	42.3%	39.2%	42.3%	44.4%	38.9%	44.6%	39.9%	43.2%	43.5%
2 - Not Very Likely		22.9%	26.3%	19.7%	13.4%	26.7%	29.1%	21.3%	18.8%	22.3%	25.3%	19.8%	20.1%
3 - Neutral		15.9%	15.0%	16.7%	23.0%	15.5%	11.6%	17.1%	18.6%	11.2%	14.0%	18.7%	21.5%
4 - Somewhat Likely		14.5%	8.9%	19.8%	13.4%	15.3%	12.9%	13.1%	17.8%	19.5%	17.0%	11.8%	11.9%
5 - Very Likely		4.7%	3.7%	5.6%	7.8%	3.2%	4.1%	4.2%	5.8%	2.5%	3.9%	6.6%	2.9%

Total	Average	100.0% 2.2	100.0% 2.0	100.0% 2.3	100.0% 2.3	100.0% 2.2	100.0% 2.1	100.0% 2.1	100.0% 2.3	100.0% 2.1	100.0% 2.2	100.0% 2.2	100.0% 2.1
Event tickets													
1 - Not at All Likely		41.6%	42.6%	40.6%	49.3%	36.5%	32.5%	41.2%	51.0%	40.0%	40.4%	40.6%	47.1%
2 - Not Very Likely		15.9%	14.8%	16.9%	14.9%	17.5%	15.2%	15.6%	16.8%	13.5%	15.9%	18.4%	14.6%
3 - Neutral		14.0%	12.6%	15.3%	13.1%	16.1%	9.6%	18.1%	13.4%	18.2%	10.8%	14.3%	14.0%
4 - Somewhat Likely		16.4%	12.4%	20.2%	15.7%	17.5%	17.9%	17.7%	13.4%	17.2%	18.5%	16.5%	15.0%
5 - Very Likely		12.1%	17.5%	6.9%	6.9%	12.5%	24.8%	7.4%	5.3%	11.1%	14.5%	10.2%	9.2%
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	2.4	2.5	2.4	2.2	2.5	2.9	2.3	2.1	2.5	2.5	2.4	2.2
Flowers and cards													
1 - Not at All Likely		42.6%	45.5%	39.8%	45.9%	38.3%	41.6%	38.9%	48.2%	41.9%	47.1%	42.2%	40.3%
2 - Not Very Likely		16.1%	12.8%	19.3%	14.8%	17.0%	17.3%	15.8%	15.4%	17.7%	15.1%	14.7%	16.7%
3 - Neutral		15.9%	15.6%	16.2%	14.4%	19.7%	9.0%	20.6%	17.0%	17.9%	10.3%	16.6%	20.6%
4 - Somewhat Likely		18.2%	19.9%	16.6%	15.8%	18.0%	21.6%	17.8%	15.3%	20.0%	21.2%	15.1%	17.1%
5 - Very Likely		7.1%	6.2%	8.0%	9.0%	7.0%	10.4%	7.0%	4.1%	2.6%	6.3%	11.4%	5.3%
Total	A.v.o.v.o	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	2.3	2.3	2.3	2.3	2.4	2.4	2.4	2.1	2.2	2.2	2.4	2.3
Food, fruit, gift baskets		05 50/	44.00/	00.40/	44.407	00.00/	44 70/	00.00/	00.00/	04.50/	40.00/	00.40/	00.00/
1 - Not at All Likely		35.5%	41.9%	29.4%	41.1%	29.3%	41.7%	32.3%	33.2%	31.5%	40.8%	36.1%	32.2%
2 - Not Very Likely		17.8%	18.9%	16.8%	13.5%	19.3%	23.3%	17.4%	12.9%	17.5%	21.3%	14.4%	13.6%
3 - Neutral		17.2%	17.2%	17.1%	15.4%	19.9%	13.8%	18.2%	19.3%	24.7%	14.4%	16.6%	16.3%
4 - Somewhat Likely		20.3%	14.7%	25.6%	19.1%	22.5%	14.0%	22.3%	24.0%	21.0%	17.3%	20.1%	29.5%
5 - Very Likely Total		9.2%	7.2% 100.0%	11.1% 100.0%	10.8% 100.0%	9.1%	7.1% 100.0%	9.8% 100.0%	10.5% 100.0%	5.3% 100.0%	6.2% 100.0%	12.8%	8.5%
Total	Average	100.0% 2.5	2.3	2.7	2.4	100.0% 2.6	2.2	2.6	2.7	2.5	2.3	100.0% 2.6	100.0% 2.7
France and accuration	Average	2.0	2.0	2.1	۷.٦	2.0	۷.۷	2.0	2.1	2.5	2.0	2.0	2.1
Fragrance and cosmetics		36.9%	43.7%	20.49/	40.09/	20.69/	36.7%	OE 10/	20.20/	37.2%	41.0%	35.5%	35.5%
1 - Not at All Likely		36.9% 17.3%	43.7% 21.4%	30.4% 13.4%	40.0% 12.1%	32.6% 18.6%	23.7%	35.1% 14.4%	39.2% 14.7%	37.2% 19.2%	16.6%	35.5% 14.9%	33.5% 14.1%
2 - Not Very Likely 3 - Neutral		18.8%	15.5%	21.9%	20.1%	19.4%	16.3%	20.5%	19.3%	18.0%	17.9%	17.4%	25.8%
4 - Somewhat Likely		17.8%	12.5%	22.7%	17.3%	20.1%	12.3%	19.1%	21.5%	20.5%	16.4%	19.1%	15.6%
5 - Very Likely		9.2%	6.8%	11.5%	10.4%	9.2%	11.0%	10.9%	5.3%	5.0%	8.1%	13.1%	8.9%
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%
. 514.	Average	2.5	2.2	2.7	2.5	2.5	2.4	2.6	2.4	2.4	2.3	2.6	2.5
Gift cards, gift certificates	•												
1 - Not at All Likely		22.1%	25.6%	18.7%	19.6%	20.3%	21.9%	18.7%	26.5%	27.7%	18.8%	18.4%	20.4%
2 - Not Very Likely		13.1%	13.7%	12.5%	8.8%	16.3%	11.4%	13.4%	14.3%	11.0%	13.6%	13.3%	14.2%
3 - Neutral		21.1%	18.3%	23.8%	21.2%	21.7%	19.0%	23.9%	19.8%	25.1%	24.6%	21.5%	19.2%
4 - Somewhat Likely		23.3%	19.8%	26.7%	28.6%	23.6%	23.5%	23.0%	23.5%	24.4%	17.8%	27.3%	26.0%
5 - Very Likely		20.4%	22.7%	18.3%	21.8%	18.1%	24.3%	21.0%	15.9%	11.7%	25.2%	19.5%	20.1%
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	3.1	3.0	3.1	3.2	3.0	3.2	3.1	2.9	2.8	3.2	3.2	3.1
Home furnishings													
1 - Not at All Likely		35.8%	36.7%	35.0%	41.5%	31.6%	30.3%	35.3%	42.1%	33.3%	36.2%	34.2%	43.1%
2 - Not Very Likely		22.5%	25.9%	19.2%	19.1%	25.9%	16.2%	26.3%	23.9%	22.0%	17.8%	25.8%	28.9%
3 - Neutral		23.1%	22.4%	23.7%	17.9%	24.7%	27.3%	21.0%	21.5%	22.9%	27.3%	19.8%	16.0%
4 - Somewhat Likely		15.3%	11.6%	18.8%	17.2%	15.4%	22.2%	14.3%	9.7%	19.1%	16.0%	15.4%	10.8%
5 - Very Likely		3.3%	3.5%	3.2%	4.4%	2.3%	4.1%	3.2%	2.8%	2.7%	2.7%	4.8%	1.3%
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%

Notal All Likely		Average	2.3	2.2	2.4	2.2	2.3	2.5	2.2	2.1	2.4	2.3	2.3	2.0
2 - Not Invertikes 18.8% 20.1% 17.5% 15.5% 21.0% 17.5% 19.7% 18.9% 18.9% 18.9% 18.9% 19.3% 20.2% 18.0% 18.0% 19.3% 20.2% 18.0% 18.0% 18.0% 19.3% 20.3% 18.0% 18.0% 18.0% 19.3% 20.3% 18.0%	Jewelry													
3 - Noutrial 4 - Somewhat Likely 5 - Very Likely 6 - OK Somewhat Likely 5 - Very Likely 6 - OK Somewhat Likely 7 - OK Somewhat Likely 8 - OK Somewhat Likely 9 -	1 - Not at All Likely		36.3%	40.7%	32.1%	43.7%	32.7%	31.4%	37.6%	39.6%	34.5%	39.3%	36.9%	36.2%
1- Somewhat Likely	2 - Not Very Likely		18.8%	20.1%	17.5%	15.5%	21.0%	17.5%	19.7%	18.9%	18.8%	18.9%	18.0%	20.2%
			19.8%	18.7%	20.8%	15.7%	20.9%	23.0%		18.1%	12.8%	20.4%	19.3%	
Total Normal No														
Music video, DVD														
Notar All Likely	Total	_												
1- Not at All Likely		Average	2.4	2.2	2.5	2.3	2.4	2.6	2.3	2.3	2.5	2.3	2.4	2.4
2-Not Very Likely 3-Neutral 1-58% 15.0% 15.0% 15.0% 15.0% 15.0% 17.0% 17.0% 39.0% 17.0% 10.0% 10.0% 10.0% 15.3% 15														
3 - Neutral 15,8% 15,0% 15,0% 16,6% 17,8% 17,1% 4,9% 21,7% 19,4% 19,6% 16,5% 41,5% 46,1% 5 - Very Likely 24,7% 28,3% 21,2% 23,4% 21,7% 33,4% 24,5% 41,5% 40,0% 100,0%	•													
4 - Somewhat Likely														
Total Note														
Pet products	, ,													
Pet products	lotal	_												
1 - Not at All Likely		Average	3.6	3.8	3.5	3.4	3.6	4.0	3.6	3.2	3.7	3.7	3.5	3.6
2 - Not Vary Likely 14.2% 14.5% 17.3% 15.1% 15.7% 17.7% 12.8% 12.9% 17.3% 12.9% 15.6% 13.0% 3 - Neutral 16.4% 15.4% 17.3% 14.2% 17.3% 11.9% 20.2% 10.0% 10														
3 - Neutral 16.4% 15.4% 17.3% 14.2% 17.5% 11.9% 20.2% 16.0% 17.3% 12.4% 20.0% 4 - Somewhat Likely 10.00% 100.0% 100														
4 - Somewhat Likely 5 - Very Likely 7 - 7.5% 5 - Very Likely 8 - 7.5%														
Total Tota														
Total Not at All Likely St.														
Sportling goods and apparel 1. Not at All Likely 35.5% 34.6% 36.3% 44.7% 29.6% 29.3% 33.3% 44.4% 31.1% 37.3% 33.5% 42.5% 2. Not Very Likely 15.0% 12.1% 17.9% 13.0% 15.8% 14.0% 15.5% 15.5% 13.3% 14.8% 16.9% 15.8% 3. Neutral 20.5% 20.8% 20.1% 20.8% 22.1% 17.5% 24.3% 18.6% 19.4% 17.3% 24.4% 18.7% 25.6% 29.3% 23.6% 18.6% 19.4% 17.3% 24.4% 18.7% 25.6% 26.8%														
Sporting goods and appare 1 - Not at All Likely 35.5% 34.6% 36.3% 44.7% 29.6% 29.3% 33.3% 44.4% 31.1% 37.3% 33.5% 42.5% 29.5% 31.3% 44.6% 31.1% 37.3% 33.5% 44.5% 35.6%	rotai	Avorago												
1 - Not at All Likely 2 - Not Very Likely 15.0% 12.1% 17.9% 13.0% 15.8% 29.6% 29.3% 33.3% 44.4% 31.1% 37.3% 33.5% 42.5% 2 - Not Very Likely 15.0% 12.1% 17.9% 13.0% 15.8% 13.0% 15.5% 15.5% 13.3% 14.8% 16.6% 18.7% 24.4% 18.7% 25.8% 35.6% 19.4% 17.3% 24.4% 18.7% 25.8% 35.6% 19.5% 19.5% 17.3% 24.4% 18.7% 25.8% 19.5		Average	2.4	2.3	2.0	2.4	2.4	2.0	2.4	2.3	2.3	2.4	2.4	2.5
2 - Not Very Likely 3 - Not Very Likely 3 - Not Very Likely 4 - Somewhat Likely 5 - Very Likely 6 - Very Likely 7 - Very Likely 7 - Very Likely 7 - Very Likely 8 - Very Likely 9 - Very Likel			05.50/	04.00/	00.00/	44.70/	00.00/	00.00/	00.00/	44.40/	04.40/	07.00/	00 50/	40 50/
3 - Neutral 20.5% 20.8% 20.1% 20.8% 22.1% 17.5% 24.3% 18.6% 19.4% 17.3% 24.4% 18.7% 4 - Somewhat Likely 23.2% 26.7% 19.8% 17.4% 25.8% 33.6% 19.5% 17.3% 32.5% 23.1% 19.2% 17.8% 5 - Very Likely 5.8% 5.8% 5.9% 4.1% 6.7% 5.6% 7.4% 4.1% 3.9% 7.3% 6.0% 5.1% Total 100.0%														
4 - Somewhat Likely														
5 - Very Likely 5.8% 5.8% 5.9% 4.1% 6.7% 5.6% 7.4% 4.1% 3.9% 7.3% 6.0% 5.1% Total 100.0% 20.8% 22.8 22.8 25.8% 13.8% 29.3% 37.7% 22.1% 26.2% 29.2% 33.6% 29.3% 37.7% 22.1% 26.2% 29.2% 33.6% 29.3% 21.5% 12.6% 19.1% 22.0% 14.1% 19.7% 4.5 20.5% 22.1% 22.5%														
Total 100.0% 10														
Toys 2.5 2.6 2.4 2.2 2.6 2.7 2.5 2.2 2.6 2.5 2.5 2.3 1 - Not at All Likely 27.2% 26.2% 28.1% 38.4% 25.8% 13.8% 29.3% 37.7% 22.1% 26.2% 29.2% 33.6% 2 - Not Very Likely 12.1% 13.2% 11.1% 10.3% 12.8% 14.3% 10.9% 11.5% 15.5% 17.1% 10.5% 9.0% 3 - Neutral 19.3% 21.4% 17.3% 13.2% 21.0% 23.3% 21.5% 12.6% 19.1% 22.0% 14.1% 19.7% 4 - Somewhat Likely 24.8% 27.2% 22.5% 20.8% 24.5% 30.1% 21.6% 23.7% 28.7% 19.3% 24.7% 23.4% 5 - Very Likely 16.6% 11.9% 21.0% 17.3% 16.0% 18.5% 16.7% 14.5% 14.6% 15.4% 21.6% 14.3% Total 100.0% 100.0% 100.0% <th></th>														
Toys 1 - Not at All Likely 2 - 27.2% 2 - 28.1% 3 - 38.4% 2 - 10.1% 3 - 10.3% 3 - 10.9% 3 - Neutral 3 - 10.9% 3 - Neutral 4 - Somewhat Likely 5 - Very Likely 1 - 10.0% 1 - 10.0	rotai	Average												
1 - Not at All Likely 27.2% 26.2% 28.1% 38.4% 25.8% 13.8% 29.3% 37.7% 22.1% 26.2% 29.2% 33.6% 2 - Not Very Likely 12.1% 13.2% 11.1% 10.3% 12.8% 14.3% 10.9% 11.5% 15.5% 17.1% 10.5% 9.0% 3 - Neutral 19.3% 21.4% 17.3% 13.2% 21.0% 23.3% 21.5% 12.6% 19.1% 22.0% 14.1% 19.7% 4 - Somewhat Likely 24.8% 27.2% 22.5% 20.8% 24.5% 30.1% 21.6% 23.7% 28.7% 19.3% 24.7% 23.4% 5 - Very Likely 16.6% 11.9% 21.0% 17.3% 16.0% 18.5% 16.7% 14.5% 14.6% 15.4% 24.7% 23.4% 5 - Very Likely 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	Tove	g												
2 - Not Very Likely 12.1% 13.2% 11.1% 10.3% 12.8% 14.3% 10.9% 11.5% 15.5% 17.1% 10.5% 9.0% 3 - Neutral 19.3% 21.4% 17.3% 13.2% 21.0% 23.3% 21.5% 12.6% 19.1% 22.0% 14.1% 19.7% 4 - Somewhat Likely 24.8% 27.2% 22.5% 20.8% 24.5% 30.1% 21.6% 23.7% 28.7% 19.3% 24.7% 23.4% 5 - Very Likely 16.6% 11.9% 21.0% 17.3% 16.0% 18.5% 16.7% 14.5% 14.6% 15.4% 21.6% 21.6% 14.3% Total 100.0%			27 2%	26.2%	28 1%	38 4%	25.8%	13.8%	29.3%	37.7%	22 1%	26.2%	29.2%	33.6%
3 - Neutral 19.3% 21.4% 17.3% 13.2% 21.0% 23.3% 21.5% 12.6% 19.1% 22.0% 14.1% 19.7% 4 - Somewhat Likely 24.8% 27.2% 22.5% 20.8% 24.5% 30.1% 21.6% 23.7% 28.7% 19.3% 24.7% 23.4% 5 - Very Likely 16.6% 11.9% 21.0% 17.3% 16.0% 18.5% 16.7% 14.5% 14.6% 15.4% 21.6% 23.7% 28.7% 19.3% 24.7% 23.4% 5 - Very Likely 100.0% 10														
4 - Somewhat Likely 24.8% 27.2% 22.5% 20.8% 24.5% 30.1% 21.6% 23.7% 28.7% 19.3% 24.7% 23.4% 5 - Very Likely 16.6% 11.9% 21.0% 17.3% 16.0% 18.5% 16.7% 14.5% 14.6% 15.4% 21.6% 14.3% Total 100.0% 20.0% 35.6% 37.0% 42.6% 49.3% 45.2% 44.9% 44.0% 41.7% 20.0% 12.4% 14.4% 15.4% 10.5% <td></td>														
5 - Very Likely 16.6% 11.9% 21.0% 17.3% 16.0% 18.5% 16.7% 14.5% 14.6% 15.4% 21.6% 14.3% Total 100.0%														
Total 4verage 100.0%<							16.0%							
Travel 1 - Not at All Likely 42.9% 40.6% 45.2% 56.0% 35.6% 37.0% 42.6% 49.3% 45.2% 44.9% 44.0% 41.7% 2 - Not Very Likely 13.6% 14.3% 12.9% 12.4% 14.2% 14.4% 15.4% 10.5% 10.8% 15.4% 12.1% 13.3% 3 - Neutral 16.2% 14.7% 17.7% 14.2% 17.8% 10.1% 20.4% 17.2% 19.3% 12.4% 16.6% 18.5% 4 - Somewhat Likely 15.8% 14.3% 17.2% 11.5% 20.0% 18.1% 14.0% 15.7% 15.0% 15.4% 17.4% 15.7% 5 - Very Likely 11.5% 16.1% 7.1% 5.8% 12.3% 20.5% 7.6% 7.4% 9.6% 11.9% 9.9% 10.8% 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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%
1 - Not at All Likely 42.9% 40.6% 45.2% 56.0% 35.6% 37.0% 42.6% 49.3% 45.2% 44.9% 44.0% 41.7% 2 - Not Very Likely 13.6% 14.3% 12.9% 12.4% 14.2% 14.4% 15.4% 10.5% 10.8% 15.4% 12.1% 13.3% 3 - Neutral 16.2% 14.7% 17.7% 14.2% 17.8% 10.1% 20.4% 17.2% 19.3% 12.4% 16.6% 18.5% 4 - Somewhat Likely 15.8% 14.3% 17.2% 11.5% 20.0% 18.1% 14.0% 15.7% 15.0% 15.4% 17.4% 15.7% 5 - Very Likely 11.5% 16.1% 7.1% 5.8% 12.3% 20.5% 7.6% 7.4% 9.6% 11.9% 9.9% 10.8% Total 100.0%		Average	2.9	2.9	3.0	2.7	2.9	3.3	2.9	2.7	3.0	2.8	3.0	2.8
1 - Not at All Likely 42.9% 40.6% 45.2% 56.0% 35.6% 37.0% 42.6% 49.3% 45.2% 44.9% 44.0% 41.7% 2 - Not Very Likely 13.6% 14.3% 12.9% 12.4% 14.2% 14.4% 15.4% 10.5% 10.8% 15.4% 12.1% 13.3% 3 - Neutral 16.2% 14.7% 17.7% 14.2% 17.8% 10.1% 20.4% 17.2% 19.3% 12.4% 16.6% 18.5% 4 - Somewhat Likely 15.8% 14.3% 17.2% 11.5% 20.0% 18.1% 14.0% 15.7% 15.0% 15.4% 17.4% 15.7% 5 - Very Likely 11.5% 16.1% 7.1% 5.8% 12.3% 20.5% 7.6% 7.4% 9.6% 11.9% 9.9% 10.8% Total 100.0%	Travel													
2 - Not Very Likely 13.6% 14.3% 12.9% 12.4% 14.2% 14.4% 15.4% 10.5% 10.8% 15.4% 12.1% 13.3% 3 - Neutral 16.2% 14.7% 17.7% 14.2% 17.8% 10.1% 20.4% 17.2% 19.3% 12.4% 16.6% 18.5% 4 - Somewhat Likely 15.8% 14.3% 17.2% 11.5% 20.0% 18.1% 14.0% 15.7% 15.0% 15.4% 17.4% 15.7% 5 - Very Likely 11.5% 16.1% 7.1% 5.8% 12.3% 20.5% 7.6% 7.4% 9.6% 11.9% 9.9% 10.8% Total 100.0%			42.9%	40.6%	45.2%	56.0%	35.6%	37.0%	42.6%	49.3%	45.2%	44.9%	44.0%	41.7%
3 - Neutral 16.2% 14.7% 17.7% 14.2% 17.8% 10.1% 20.4% 17.2% 19.3% 12.4% 16.6% 18.5% 4 - Somewhat Likely 15.8% 14.3% 17.2% 11.5% 20.0% 18.1% 14.0% 15.7% 15.0% 15.4% 17.4% 15.7% 5 - Very Likely 11.5% 16.1% 7.1% 5.8% 12.3% 20.5% 7.6% 7.4% 9.6% 11.9% 9.9% 10.8% Total 100.0%								14.4%			10.8%			
5 - Very Likely 11.5% 16.1% 7.1% 5.8% 12.3% 20.5% 7.6% 7.4% 9.6% 11.9% 9.9% 10.8% Total 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%														
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%				14.3%	17.2%		20.0%			15.7%	15.0%		17.4%	
Average 2.4 2.5 2.3 2.0 2.6 2.7 2.3 2.2 2.3 2.3 2.4 2.4	Total													
		Average	2.4	2.5	2.3	2.0	2.6	2.7	2.3	2.2	2.3	2.3	2.4	2.4

1 - Not at All Likely 2 - Not Very Likely	32.0% 10.2%	30.9% 8.0%	33.0% 12.3%	40.3% 8.1%	30.2% 12.2%	14.1% 11.8%	32.2% 10.0%	49.4% 8.8%	26.8% 9.1%	31.7% 11.4%	32.1% 11.6%	41.6% 9.6%
3 - Neutral	16.4%	15.4%	17.4%	17.2%	16.3%	11.2%	18.9%	18.5%	16.9%	15.8%	14.6%	19.2%
4 - Somewhat Likely	22.5%	20.6%	24.3%	20.7%	26.2%	22.2%	26.6%	17.8%	29.7%	21.3%	26.2%	18.3%
5 - Very Likely	18.9%	25.1%	13.1%	13.6%	15.1%	40.7%	12.3%	5.5%	17.4%	19.8%	15.5%	11.2%
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	2.9	3.0	2.7	2.6	2.8	3.6	2.8	2.2	3.0	2.9	2.8	2.5

("Very Important").

("Very Important").												
Phone												
1 - Not Important at All	4.6%	4.4%	4.8%	3.5%	4.9%	4.4%	5.5%	3.7%	3.3%	7.9%	5.2%	1.2%
2 - Not Very Important	6.0%	3.3%	8.5%	5.1%	7.4%	9.3%	5.0%	3.8%	7.4%	5.2%	5.3%	4.8%
3 - Neutral	9.7%	7.9%	11.3%	8.5%	9.6%	7.4%	12.2%	8.7%	10.7%	6.7%	10.7%	12.2%
4 - Somewhat Important	28.2%	31.2%	25.2%	25.5%	26.6%	27.5%	28.6%	28.2%	32.4%	27.4%	19.3%	38.2%
5 - Very Important	49.0%	51.2%	47.0%	52.4%	49.7%	48.6%	45.8%	53.6%	44.9%	50.6%	57.2%	38.5%
Do Not Use	2.6%	1.9%	3.2%	4.9%	1.8%	2.8%	2.8%	2.0%	1.2%	2.2%	2.3%	5.0%
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%
Average of Users	4.1	4.2	4.0	4.2	4.1	4.1	4.1	4.3	4.1	4.1	4.2	4.1
Live chat												
1 - Not Important at All	8.5%	7.7%	9.3%	9.5%	8.7%	6.3%	9.1%	10.0%	7.2%	10.7%	10.2%	4.4%
2 - Not Very Important	11.5%	12.4%	10.8%	9.7%	13.9%	13.1%	11.4%	10.3%	10.4%	12.9%	10.4%	12.2%
3 - Neutral	15.3%	13.3%	17.2%	19.5%	16.3%	13.9%	15.1%	17.0%	18.7%	11.1%	17.0%	14.3%
4 - Somewhat Important	25.0%	25.4%	24.6%	22.6%	27.7%	17.2%	29.7%	26.8%	26.4%	28.2%	23.3%	28.9%
5 - Very Important	26.6%	31.9%	21.6%	21.9%	23.3%	37.1%	24.6%	18.6%	27.6%	22.6%	22.4%	27.1%
Do Not Use	13.1%	9.4%	16.5%	16.9%	10.1%	12.4%	10.1%	17.4%	9.7%	14.6%	16.7%	13.0%
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%
Average of Users	3.6	3.7	3.5	3.5	3.5	3.8	3.5	3.4	3.6	3.5	3.4	3.7
Email												
1 - Not Important at All	1.5%	2.2%	0.9%	1.8%	1.2%	2.0%	1.1%	1.5%	1.8%	3.4%	1.0%	0.7%
2 - Not Very Important	3.4%	4.1%	2.7%	2.4%	4.4%	2.0%	3.3%	4.9%	3.3%	1.9%	3.2%	6.3%
3 - Neutral	9.5%	9.9%	9.1%	9.8%	9.3%	8.4%	10.5%	9.3%	15.6%	7.5%	11.8%	8.6%
4 - Somewhat Important	30.1%	32.7%	27.6%	28.5%	29.2%	32.6%	28.2%	29.8%	39.6%	25.4%	24.9%	31.3%
5 - Very Important	50.8%	49.2%	52.2%	50.4%	51.2%	49.4%	52.5%	49.9%	37.8%	56.3%	52.2%	49.8%
Do Not Use	4.8%	1.9%	7.5%	7.0%	4.7%	5.6%	4.4%	4.4%	2.1%	5.6%	6.8%	3.3%
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 of Users	4.3	4.3	4.4	4.3	4.3	4.3	4.3	4.3	4.1	4.4	4.3	4.3
Site search												
1 - Not Important at All	2.6%	4.4%	1.0%	5.0%	0.5%	5.3%	0.6%	2.5%	0.7%	5.7%	1.3%	4.2%
2 - Not Very Important	2.9%	3.8%	2.0%	2.5%	3.7%	0.4%	3.7%	4.3%	5.3%	1.2%	3.5%	2.2%
3 - Neutral	11.4%	12.0%	10.7%	12.3%	12.1%	6.1%	12.5%	15.1%	10.9%	8.4%	13.4%	14.6%
4 - Somewhat Important	29.8%	31.9%	27.8%	32.1%	27.6%	27.3%	28.9%	33.4%	40.6%	22.7%	28.1%	30.0%
5 - Very Important	48.3%	45.8%	50.6%	41.7%	50.6%	55.3%	49.8%	39.3%	39.9%	56.1%	46.5%	45.6%
Do Not Use	5.1%	2.2%	7.9%	6.4%	5.5%	5.6%	4.5%	5.4%	2.6%	5.9%	7.3%	3.3%
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 of Users	4.2	4.1	4.4	4.1	4.3	4.3	4.3	4.1	4.2	4.3	4.2	4.1
FAQs												
1 - Not Important at All	3.4%	4.7%	2.2%	5.5%	2.1%	3.7%	2.9%	3.7%	2.6%	6.7%	2.7%	2.4%
2 - Not Very Important	8.4%	13.5%	3.7%	3.3%	6.4%	10.8%	6.0%	9.0%	15.0%	2.4%	6.6%	6.6%

3 - Neutral	13.4%	13.5%	13.3%	14.0%	14.5%	7.8%	12.9%	19.6%	9.9%	10.8%	14.9%	19.0%
4 - Somewhat Important	31.9%	29.2%	34.6%	33.1%	35.9%	22.4%	35.0%	37.6%	36.9%	33.2%	34.5%	33.6%
5 - Very Important	38.6%	36.6%	40.5%	40.7%	35.8%	52.6%	38.4%	25.0%	31.1%	42.4%	37.2%	35.6%
Do Not Use	4.2%	2.5%	5.7%	3.4%	5.2%	2.7%	4.6%	5.1%	4.6%	4.4%	4.2%	2.8%
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%
Average of Users	4.0	3.8	4.1	4.0	4.0	4.1	4.0	3.8	3.8	4.1	4.0	4.0
If international shipping was available, wo	uld vou use i	it for any of	vour online	holiday pu	rchases							
this year?	, . ,	, , ,	,	, , ,								
Yes	15.6%	15.2%	16.0%	15.4%	17.3%	12.0%	16.0%	18.8%	19.6%	11.6%	15.2%	15.7%
No	84.4%	84.8%	84.0%	84.6%	82.7%	88.0%	84.0%	81.2%	80.4%	88.4%	84.8%	84.3%
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%