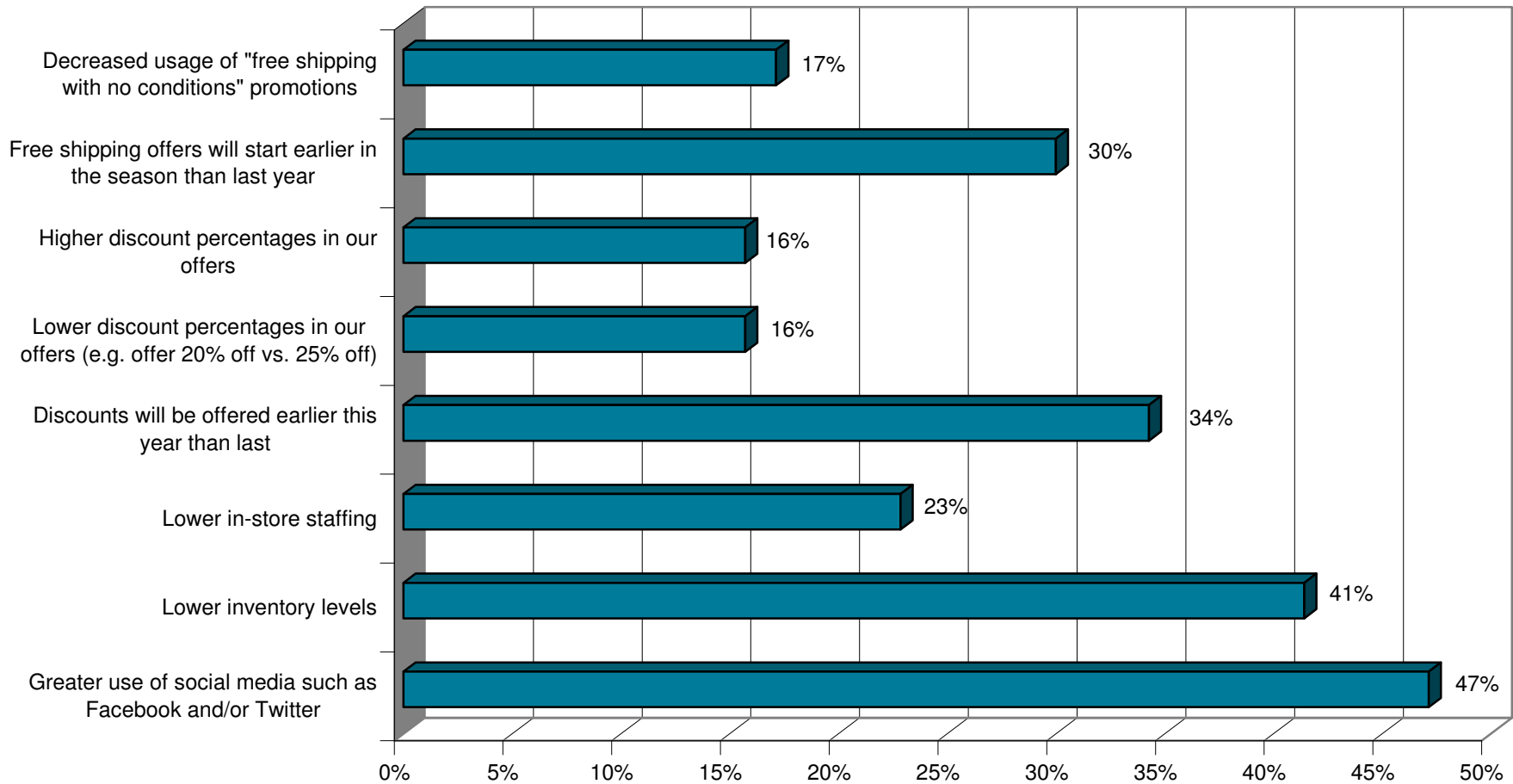
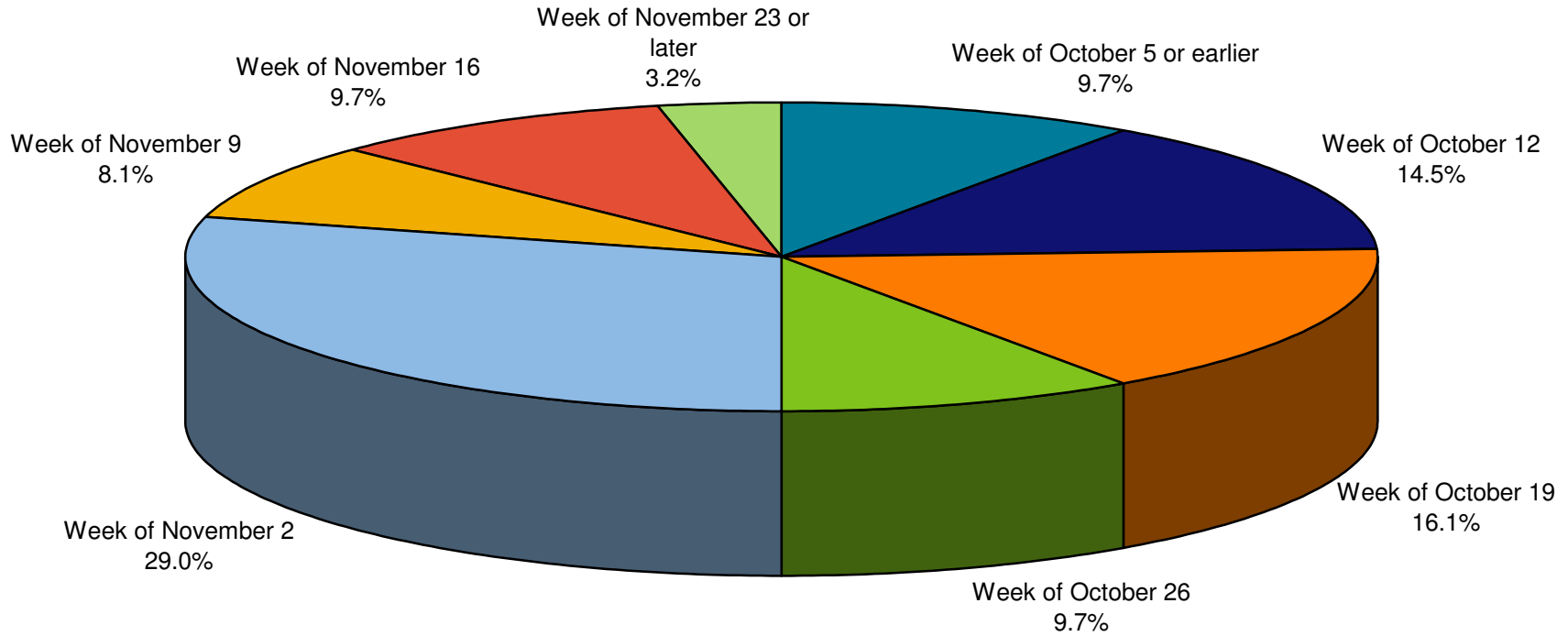


How Economy is Impacting Online Retailers' Holiday Plans



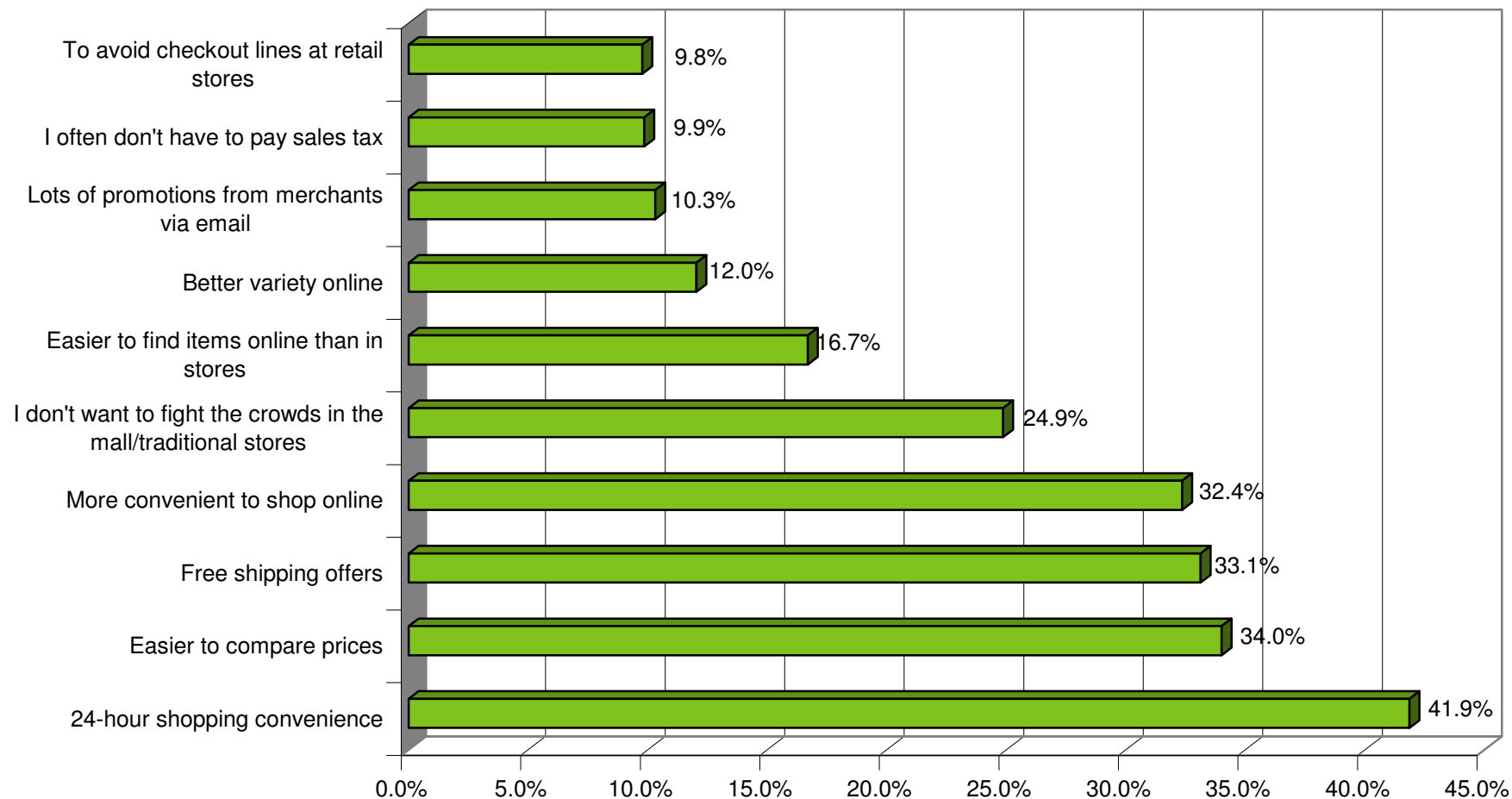
Source: Conducted by BIGresearch for Shop.org, Sept. 14 - Oct. 6, 2009. 70 retailer respondents.

When Retailers Plan to Start Online Holiday Marketing



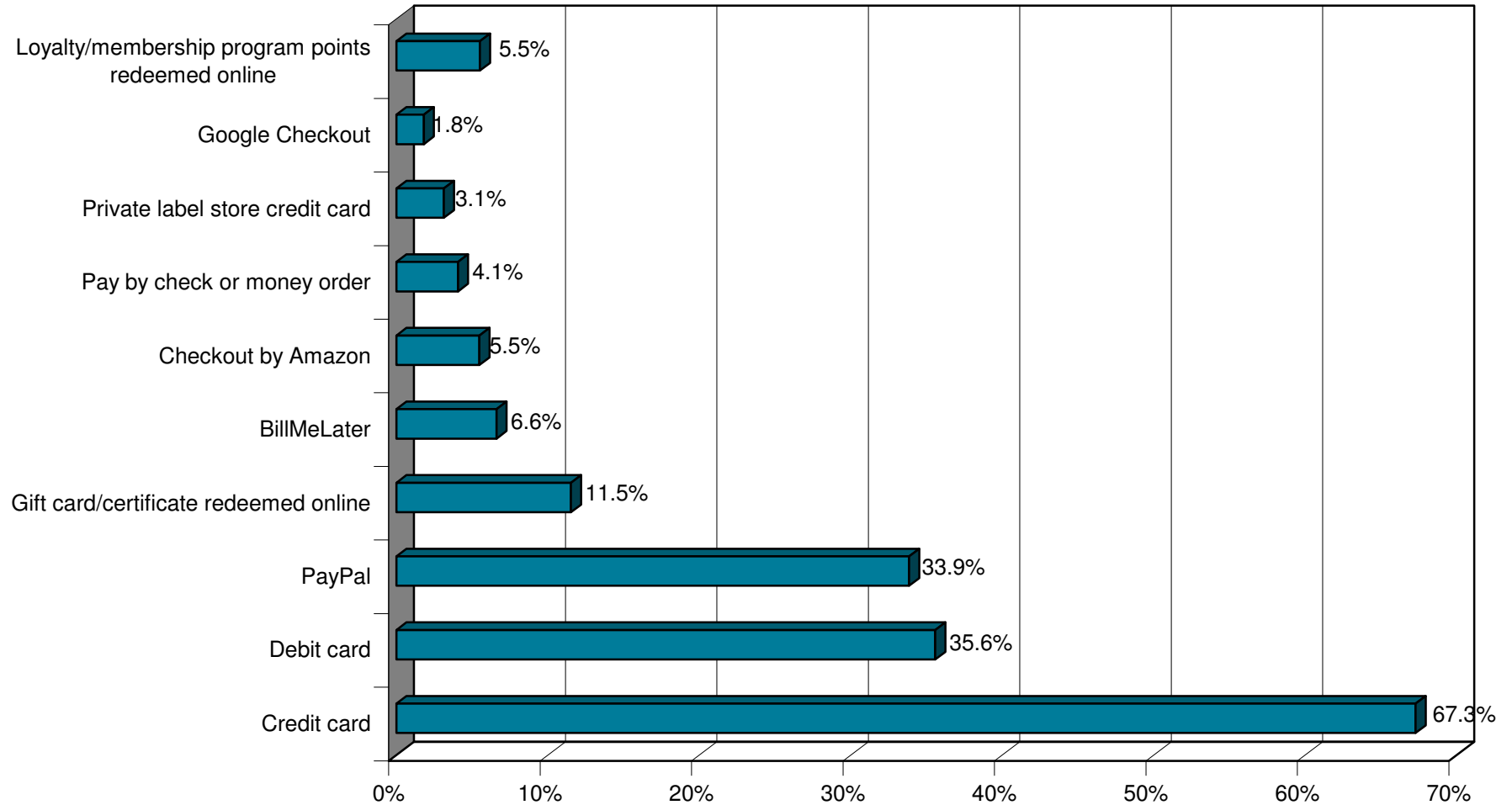
Source: Conducted by BIGresearch for Shop.org, Sept. 14 - Oct. 6, 2009. 70 retailer respondents.

Top Reasons Why People Will Spend More of Holiday Budget Online



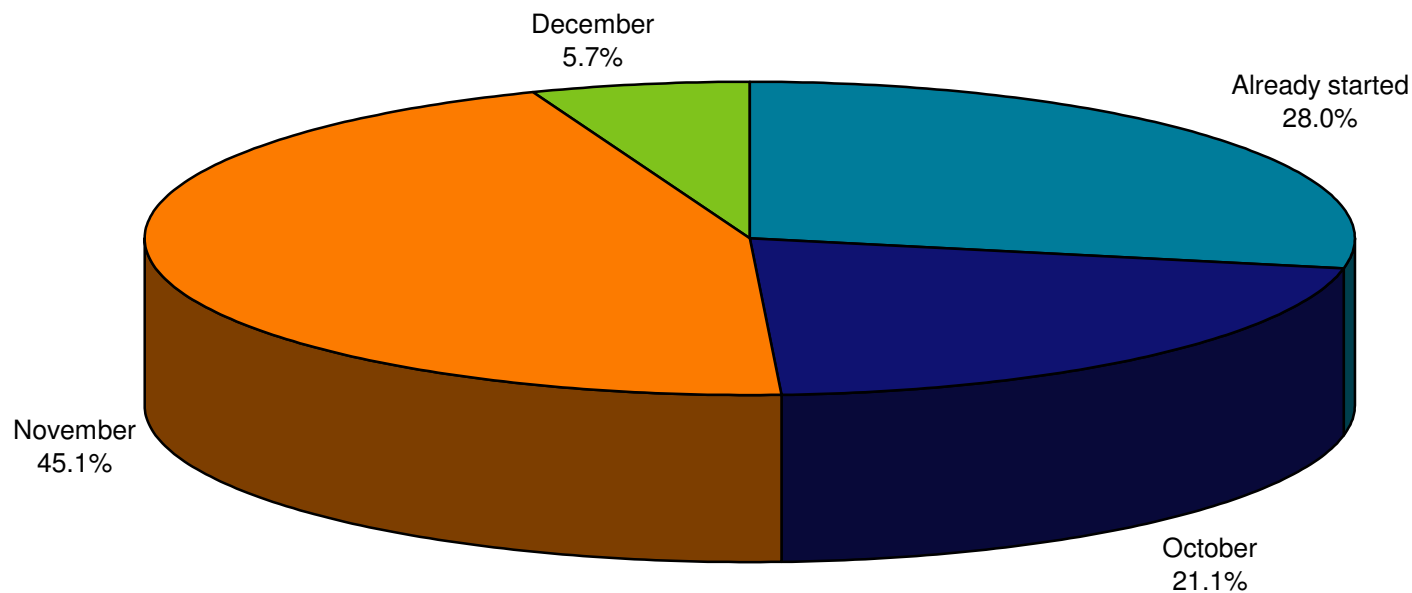
Source: Conducted by BIGresearch for Shop.org, Sept. 23 - Oct. 6, 2009. 2,623 respondents.

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.

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey**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.

When do you plan to start your ONLINE holiday marketing and promotion 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%

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey
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%

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey**N = 70, 9/14 - 10/06/09**

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%

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey**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%

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey
N = 70, 9/14 - 10/06/09



Total	100.0%
Customer ratings and 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%

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey**N = 70, 9/14 - 10/06/09**

Do Not Offer/Use Currently	22.6%
Total	100.0%

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%

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%

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%

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey**N = 70, 9/14 - 10/06/09**

Offer, but No Substantial Changes in 2009	27.4%
Do Not Offer/Use Currently	35.5%
Total	100.0%

Facebook page

Added New in 2009	25.4%
Improved/Enhanced in 2009	34.9%
Offer, but No Substantial Changes in 2009	20.6%
Do Not Offer/Use Currently	19.0%
Total	100.0%

Free standard shipping promotion -- no hurdle/minimum purchase required

Added New in 2009	4.9%
Improved/Enhanced in 2009	13.1%
Offer, but No Substantial Changes in 2009	39.3%
Do Not Offer/Use Currently	42.6%
Total	100.0%

Free standard shipping promotion -- some hurdle/minimum purchase required

Added New in 2009	3.2%
Improved/Enhanced in 2009	22.2%
Offer, but No Substantial Changes in 2009	54.0%
Do Not Offer/Use Currently	20.6%
Total	100.0%

Free express shipping upgrade

Added New in 2009	1.6%
Improved/Enhanced in 2009	11.3%
Offer, but No Substantial Changes in 2009	38.7%
Do Not Offer/Use Currently	48.4%
Total	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%
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Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey**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%
Total	100.0%

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

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%

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey**N = 70, 9/14 - 10/06/09**

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

Added New in 2009	4.8%
Improved/Enhanced in 2009	17.5%
Offer, but No Substantial Changes in 2009	58.7%
Do Not Offer/Use Currently	19.0%
Total	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%

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey**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%

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey**N = 70, 9/14 - 10/06/09**

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-mail to house list

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	27.1%
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Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey
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

Increase	6.7%
Keep the Same	33.3%
Decrease	3.3%
Won't Use	56.7%
Total	100.0%

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

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey
N = 70, 9/14 - 10/06/09



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%

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey**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 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)

1 - 5%	43.1%
6 - 10%	9.8%
11 - 20%	13.7%

Source: BIGresearch, Shop.org Merchant Pre-Holiday Survey**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.

Source: BIGresearch, Shop.org Consumer Pre-Holiday Survey
N = 2623, 9/23 - 10/6/09

	Adults 18+	Men	Women	<\$50K	\$50K+	18-34	35-54	55+	NE	MW	South	West
If you have already started your holiday shopping, how much have you completed so far? (Choose only 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 budget for holiday purchases this year: (Choose only one)

Over \$200 MORE than my budget last year	3.0%	4.3%	1.7%	2.7%	3.5%	3.3%	2.5%	3.1%	5.1%	1.9%	3.1%	2.0%
Between \$100 and \$200 MORE than my holiday shopping budget last year	6.1%	7.6%	4.6%	4.4%	7.6%	10.4%	3.8%	4.6%	3.6%	7.0%	5.5%	4.9%
Between \$50 and \$100 MORE than my 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 ONLINE this year?

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 purchases ONLINE this year:

When do you plan to start your ONLINE holiday shopping this year? (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 your ONLINE holiday shopping this year... (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%
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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%

Out of your total holiday shopping budget, approximately how much do you plan to spend just ONLINE for holiday purchases this year? (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 you expect to do ONLINE this year compared to last year? (Choose only one)

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 somewhat more than last year:

Which of the following are the TOP 3 reasons why you are planning to spend more ONLINE this year? PLEASE CHOOSE ONLY 3 RESPONSES.

24-hour shopping convenience	41.9%	38.2%	45.4%	44.2%	45.2%	35.7%	42.4%	47.3%	30.0%	48.7%	37.2%	42.4%
Easier to compare prices	34.0%	32.9%	35.1%	45.8%	35.3%	30.6%	38.7%	31.6%	24.8%	37.0%	34.3%	40.7%
Free shipping offers	33.1%	26.1%	39.8%	40.3%	34.7%	22.0%	34.9%	41.9%	32.4%	33.3%	31.0%	34.2%
More convenient to shop online	32.4%	30.5%	34.1%	36.5%	40.1%	21.2%	36.1%	38.8%	24.6%	34.8%	31.4%	28.1%
I don't want to fight the crowds in the mall/traditional stores	24.9%	23.1%	26.6%	18.0%	31.6%	13.4%	31.2%	28.4%	19.2%	32.2%	22.0%	33.9%
Easier to find items online than in stores	16.7%	16.6%	16.8%	14.3%	21.2%	10.8%	25.6%	11.5%	13.1%	18.2%	19.7%	14.3%
Better variety online	12.0%	12.4%	11.7%	7.6%	13.5%	16.9%	9.2%	10.7%	17.0%	15.7%	4.7%	17.8%
Lots of promotions from merchants via email	10.3%	4.6%	15.8%	17.2%	7.9%	14.3%	8.9%	8.1%	16.1%	11.4%	12.6%	3.6%
I often don't have to pay sales tax	9.9%	11.3%	8.5%	10.4%	11.4%	1.4%	8.6%	19.8%	7.0%	4.2%	9.2%	17.9%
To avoid checkout lines at retail stores	9.8%	7.7%	11.7%	4.8%	13.9%	6.5%	14.0%	7.8%	18.0%	7.4%	7.7%	10.6%
Gas prices are high	7.3%	2.3%	12.0%	9.9%	7.6%	5.1%	7.0%	9.7%	15.7%	4.6%	4.1%	9.5%
Easier to compare products	6.5%	5.8%	7.1%	2.4%	10.5%	5.1%	5.8%	8.6%	4.7%	12.4%	5.0%	2.6%
I want the gifts to be shipped directly to the recipient	5.5%	3.1%	7.9%	10.4%	3.8%	2.8%	2.2%	12.4%	2.7%	2.6%	7.9%	1.3%
I have more gifts to buy this year than last	2.8%	4.2%	1.5%	2.5%	0.0%	6.3%	1.5%	1.0%	2.6%	2.8%	0.8%	6.4%
I like to use gift centers on shopping websites for gift ideas	2.0%	3.1%	1.0%	0.6%	0.6%	4.9%	0.5%	1.0%	0.0%	1.2%	0.5%	6.4%
I like to buy from people's online gift registries	1.9%	3.9%	0.0%	0.0%	0.0%	4.9%	0.0%	1.3%	0.0%	0.0%	1.5%	6.4%
I want to drive less due to environmental concerns	1.4%	0.8%	2.0%	0.4%	1.8%	0.0%	1.8%	2.3%	0.0%	2.2%	0.9%	3.2%

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.

About the same, somewhat less, or much less than last year:

Which of the following is the primary reason why you are NOT planning to spend a higher portion of your holiday budget ONLINE this year? (Choose only one)

Shipping charges are too expensive	22.8%	20.2%	25.4%	23.1%	18.8%	25.4%	22.4%	20.8%	34.8%	19.0%	20.0%	18.6%
Prefer to handle/see item myself before 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 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	0.9%	1.0%	0.9%	0.9%	1.2%	0.0%	0.6%	2.2%	0.7%	0.8%	0.9%	1.3%
Concerns about credit card theft and/or 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%

Overall, how satisfied are you with your online buying experience so far this holiday season? (Choose only one)

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 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%
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What are the TOP 3 ways that you find online shopping websites? PLEASE CHOOSE ONLY 3 RESPONSES.

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):	2.7%	1.8%	3.6%	3.1%	2.9%	0.7%	3.6%	3.7%	2.3%	2.3%	3.4%	3.4%

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

Where do you typically start your online shopping? (Check all that apply)

Specific merchant site (e.g. Amazon.com, Target.com, Gap.com)	70.1%	69.2%	71.0%	69.7%	76.5%	66.0%	72.6%	71.1%	68.6%	78.6%	62.9%	71.6%
Search engine/directory (Google, Yahoo, etc.)	33.7%	38.6%	29.0%	26.5%	43.2%	29.3%	34.2%	37.4%	29.9%	36.4%	33.0%	31.4%
Catalog or store (or other offline)	22.4%	20.0%	24.7%	23.9%	25.5%	10.7%	24.6%	31.3%	28.0%	21.3%	20.9%	22.8%
Clearance site (e.g. Overstock.com, 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	19.2%	21.7%	16.8%	16.0%	21.8%	20.8%	20.7%	15.8%	15.9%	25.9%	14.9%	22.3%
Email or newsletter from merchant	16.4%	15.7%	17.0%	16.1%	17.5%	13.1%	14.1%	22.4%	19.2%	10.5%	17.3%	9.7%

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 (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%	0.9%	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%	0.0%	1.0%	0.0%
RSS feed	0.5%	1.1%	0.0%	0.0%	0.2%	1.3%	0.0%	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%	0.2%	0.2%	0.5%	0.2%	0.3%	0.3%	0.0%	0.4%	0.0%	0.3%	0.0%
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 respondents can select more than one answer.

Which 5 of the following types of promotions would you most like to use when shopping online? PLEASE CHOOSE UP TO 5 RESPONSES.

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%
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 respondents can select more than one answer.

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").

24 hour access to customer service via phone, email and/or live chat

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 other customers

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 products

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%	0.2%	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/policy												
1 - Not Important at All	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%
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												
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%
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 service representatives												
1 - Not Important at All	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 immediately												
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%

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
Upromise participating merchant												
1 - Not Important at All	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	18.2%	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%
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	0.7%	0.8%	0.7%	1.3%	0.7%	0.4%	0.2%	1.7%	0.5%	0.5%	0.5%	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

For each of the following website features/aspects, please rate the importance of each to you in making online holiday purchases on a scale of 1 ("Not Important at All") to 5 ("Very Important").

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

	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		34.8%	34.2%	35.4%	33.0%	38.3%	28.4%	38.3%	37.0%	28.7%	36.7%	39.6%	37.9%
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

Which of the following best describes your awareness and usage of Online Wish Lists? (Choose only 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

In general, if you are looking for information from a friend or fellow shopper about a retailer or products, which of the following websites or types of online information do you anticipate using this coming (2009) holiday season? (Check all that 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.

Which products are you most likely to RESEARCH ONLINE this holiday season (regardless of whether you ultimately purchase the item online, in store, through a catalog, etc.)? (Check all that apply)													
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%

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.

How will you pay for your online purchases this holiday season? (Check all that apply)

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 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 respondents can select more than one answer.

For each of the following products, please tell us the likelihood that you will purchase each

ONLINE this holiday season on a scale of 1 ("Not at All Likely") to 5 ("Very Likely").

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%	17.1%	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

Appliances and tools

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		7.7%	10.9%	4.8%	4.8%	6.3%	15.5%	4.9%	3.5%	2.0%	13.7%	5.3%	1.4%
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	2.7	2.9	2.5	2.5	2.7	3.0	2.5	2.5	2.7	2.8	2.6	2.3
Baby products													
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		9.2%	9.2%	9.3%	6.1%	11.2%	7.1%	11.7%	8.3%	8.6%	9.5%	8.9%	11.1%
4 - Somewhat Likely		11.7%	9.5%	13.9%	7.3%	13.0%	17.8%	9.3%	8.7%	11.0%	13.2%	11.5%	12.4%
5 - Very Likely		5.1%	5.1%	5.2%	7.3%	3.4%	5.6%	5.8%	3.9%	2.4%	7.7%	6.9%	3.0%
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	1.9	1.8	1.9	1.7	1.9	2.1	1.8	1.7	1.8	2.1	1.9	1.8
Books													
1 - Not at All Likely		9.0%	8.9%	9.1%	9.2%	10.5%	3.9%	12.2%	10.1%	8.0%	11.3%	9.5%	7.2%
2 - Not Very Likely		8.7%	9.2%	8.3%	10.9%	8.7%	4.9%	12.3%	8.0%	6.1%	8.4%	10.5%	10.2%
3 - Neutral		17.1%	15.0%	19.1%	19.6%	17.5%	15.5%	19.3%	16.0%	13.6%	21.6%	17.5%	16.4%
4 - Somewhat Likely		44.7%	49.2%	40.3%	35.9%	42.7%	63.3%	31.7%	42.2%	52.4%	42.4%	39.0%	44.6%
5 - Very Likely		20.5%	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%
	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
Computer hardware & peripherals													
1 - Not at All Likely		22.6%	12.5%	32.2%	30.0%	21.7%	13.5%	23.0%	31.1%	19.6%	22.0%	28.4%	21.4%
2 - Not Very Likely		17.3%	13.1%	21.2%	17.8%	17.7%	15.0%	19.4%	17.0%	18.4%	18.9%	15.2%	21.6%
3 - Neutral		25.1%	24.3%	25.8%	28.5%	25.8%	22.2%	26.9%	25.5%	31.4%	18.3%	25.7%	29.6%
4 - Somewhat Likely		23.8%	32.1%	15.9%	17.1%	25.4%	28.8%	22.7%	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%
	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 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%

	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
Jewelry													
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%
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%
3 - Neutral		19.8%	18.7%	20.8%	15.7%	20.9%	23.0%	18.6%	18.1%	12.8%	20.4%	19.3%	20.6%
4 - Somewhat Likely		19.2%	14.6%	23.5%	18.8%	19.7%	20.7%	18.5%	18.5%	29.6%	14.9%	19.3%	15.3%
5 - Very Likely		6.0%	5.8%	6.1%	6.2%	5.6%	7.4%	5.6%	5.0%	4.2%	6.4%	6.5%	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%
	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
Music, video, DVD													
1 - Not at All Likely		10.1%	6.3%	13.7%	17.7%	8.8%	5.9%	7.7%	17.2%	5.0%	10.6%	15.2%	9.4%
2 - Not Very Likely		7.4%	7.9%	7.0%	5.7%	8.9%	3.9%	7.6%	10.8%	10.7%	5.6%	7.3%	8.5%
3 - Neutral		15.8%	15.0%	16.6%	17.8%	17.1%	4.9%	21.7%	19.4%	19.6%	16.5%	14.1%	15.3%
4 - Somewhat Likely		42.0%	42.4%	41.5%	35.4%	43.6%	50.5%	39.0%	37.2%	34.5%	40.5%	41.5%	46.1%
5 - Very Likely		24.7%	28.3%	21.2%	23.4%	21.7%	34.8%	24.1%	15.4%	30.2%	26.8%	21.8%	20.7%
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	3.6	3.8	3.5	3.4	3.6	4.0	3.6	3.2	3.7	3.7	3.5	3.6
Pet products													
1 - Not at All Likely		40.6%	42.4%	38.8%	42.5%	37.8%	35.8%	39.4%	46.8%	42.4%	43.3%	40.6%	38.7%
2 - Not Very Likely		14.2%	14.5%	13.9%	15.1%	15.7%	17.7%	12.8%	12.5%	17.3%	12.9%	15.6%	13.0%
3 - Neutral		16.4%	15.4%	17.3%	14.2%	17.5%	11.9%	20.2%	16.0%	17.3%	12.4%	16.4%	20.2%
4 - Somewhat Likely		21.4%	22.0%	20.7%	18.7%	22.7%	27.5%	19.6%	17.5%	16.1%	25.4%	20.0%	17.4%
5 - Very Likely		7.5%	5.7%	9.2%	9.5%	6.4%	7.1%	8.0%	7.2%	6.9%	5.9%	7.4%	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	2.4	2.3	2.5	2.4	2.4	2.5	2.4	2.3	2.3	2.4	2.4	2.5
Sporting 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%
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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Average	2.5	2.6	2.4	2.2	2.6	2.7	2.5	2.2	2.6	2.5	2.5	2.3
Toys													
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%	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	2.7	2.9	3.3	2.9	2.7	3.0	2.8	3.0	2.8
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%
	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

Video games and game consoles

1 - Not at All Likely	32.0%	30.9%	33.0%	40.3%	30.2%	14.1%	32.2%	49.4%	26.8%	31.7%	32.1%	41.6%
2 - Not Very Likely	10.2%	8.0%	12.3%	8.1%	12.2%	11.8%	10.0%	8.8%	9.1%	11.4%	11.6%	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%
<i>Average</i>	2.9	3.0	2.7	2.6	2.8	3.6	2.8	2.2	3.0	2.9	2.8	2.5

What types of help/customer service are most important to you during the holiday season? Please rate the importance of each of the following from 1 ("Not Important at All") to 5 ("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%
<i>Average of Users</i>	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%
<i>Average of Users</i>	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%
<i>Average of Users</i>	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%
<i>Average of Users</i>	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%

