

Holiday Season

December, 2010

Summary

- The Holiday season is likely to put everyone in a joyful, relaxed mood. People are looking forward to getting together with family, spend time together, eat good food, exchange gifts, etc.
 - Most respondents mention that they would be spending time with family and friends locally. 13% mentioned that they will be travelling to meet family/friends.
 - Apart from spending time together, baking/cooking is likely to engage most respondents during the Holiday season.
 - Shopping for gifts or otherwise is also likely to take some time during the holiday season.
- This time of the year is also when donations are made to charities. 60% of those who were interviewed mentioned that they will donate.
 - Most respondents mentioned donating to Salvation Army and to local charities.
- Respondents are planning to spend a sizeable amount on gifts this year.
 - 18% mention that they plan to spend \$1000 or more on gifts.
 - 34% plan to spend in the range of \$500- \$1000.
 - 34% may spend in the range of \$100- \$500.
 - 14% plan to spend below \$100.
- While some shoppers got started three months in advance for Holiday shopping, most respondents claim that they start right after Thanksgiving.
 - There is an opportunity for retailers, as a little less than a quarter would wait until the last minute for their Holiday shopping
 - Large Discount stores and Online are the most preferred ways of shopping.
 - Any incentives like price discounts or/and free shipping will encourage shoppers.
- This time of year is also very popular for decorations outside or inside the home.
 - Christmas trees, lights, ornaments and figurines are likely to be included in most decorations.

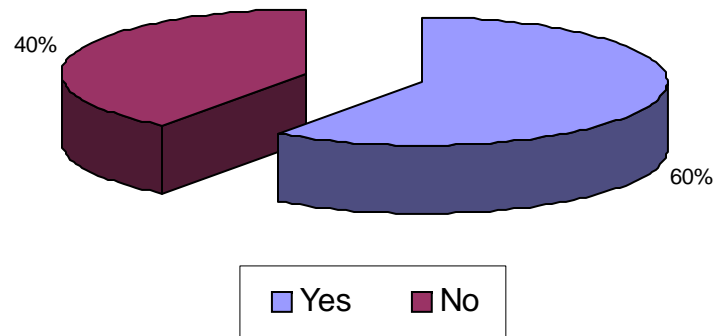
What is most associated with the Holiday season ?

The upcoming Holiday season is likely to generate optimism and people are likely to be in good mood around this time of the year.

The Holiday season is largely associated with getting together, spending time with the family, eating good food, spending money to buy gifts, decorations, etc. A lot of time will also be spent doing things inside the home like cleaning, baking items in anticipation of visiting family and friends etc.

Many respondents also mention being thankful for their good fortune, good health, having jobs, and having homes to live in.

The majority of respondents (60%) plan to donate to the charities during the Holiday season. Most respondents mention Salvation army and local charities/food banks where they will donate this year.



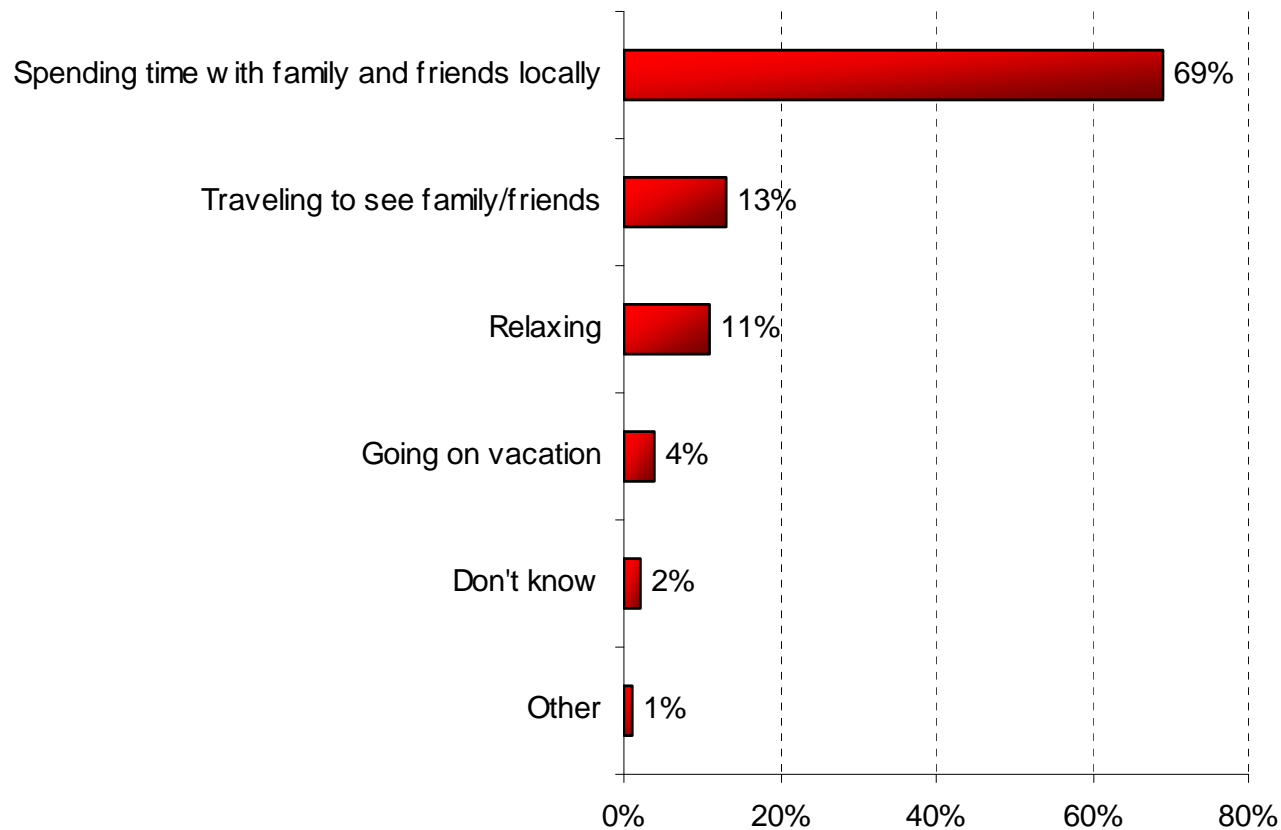
What would be the Ideal Gift ?

Many respondents mention specific gifts such as a computer, iPad, TV, vacation packages etc. Quite a few respondents would just like to get cash or gift cards as gifts.

There are certain respondents wishing for non-materialistic things like wishing for a family member in Afghanistan or Iraq to be safe, wishing to be together with all the family – kids, grandchildren etc.

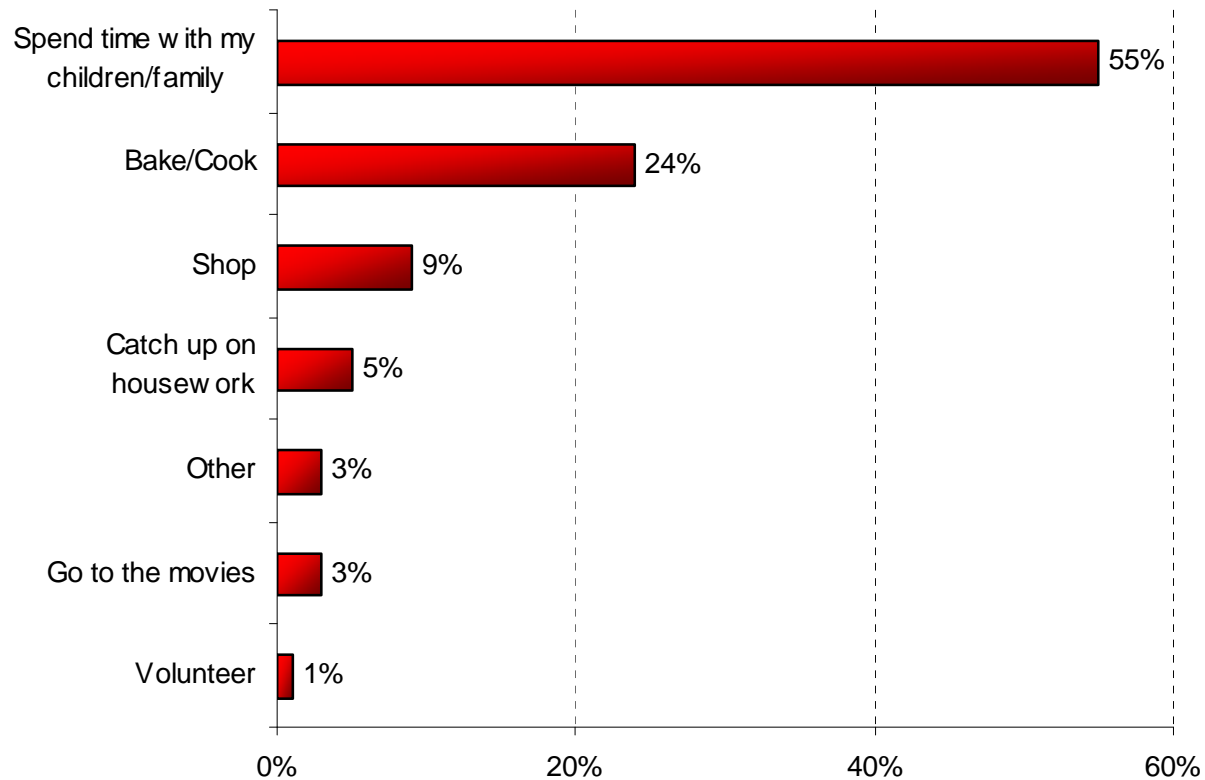
Spending Time During Holidays

The majority of respondents are planning to spend time with family and friends locally. 13% indicate that they will be travelling to visit family and friends.



Activities during the Holiday Season

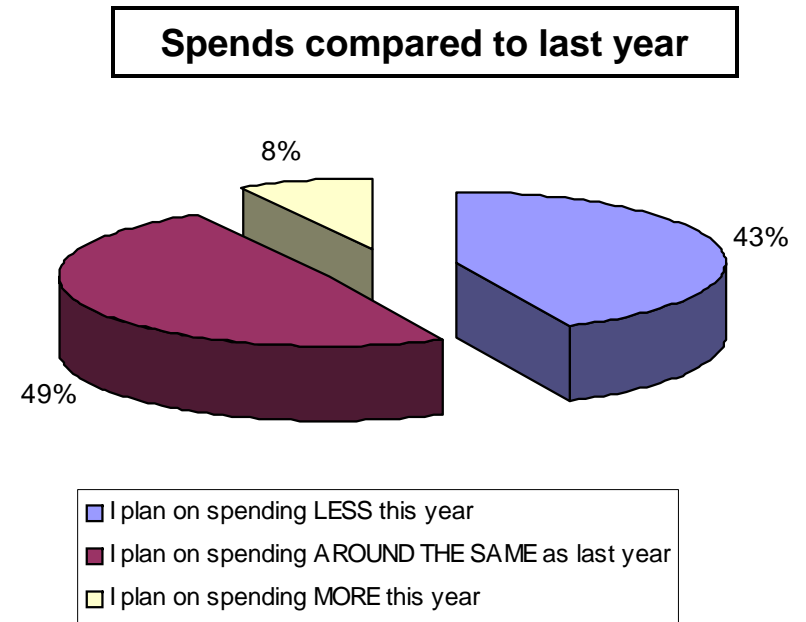
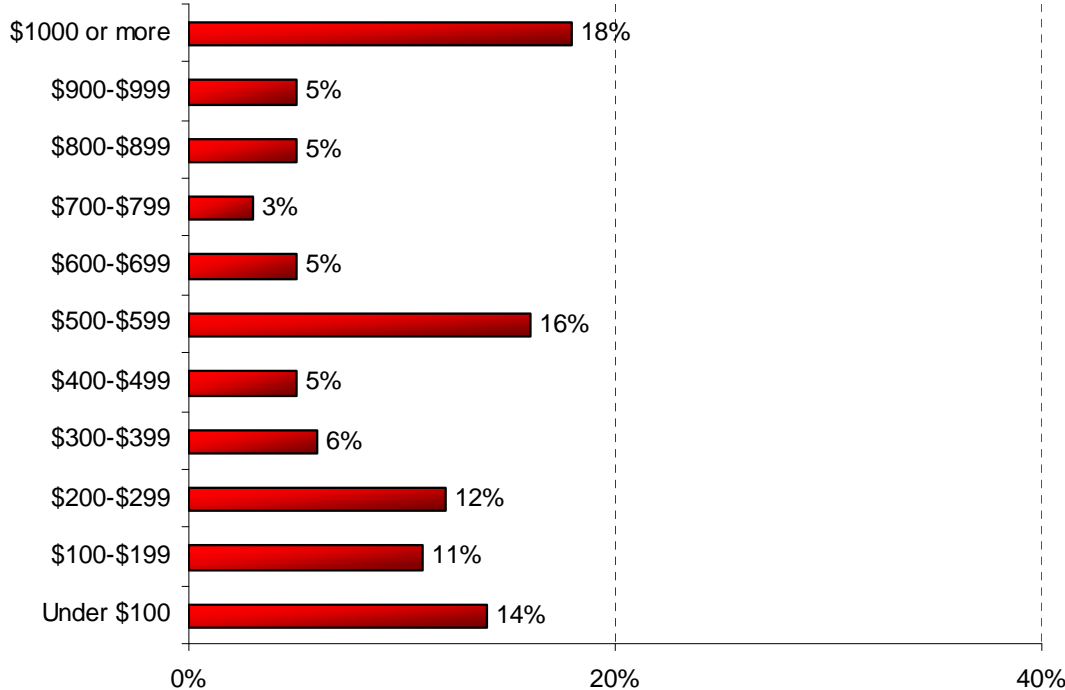
Holidays seem to be the perfect time to be spending time with children and/or family as the majority of respondents seem to be planning to do so. Around a quarter of respondents indicate that they would be busy baking. Shopping, catching up on housework, movies and volunteering are other activities that people may engage in during the holiday season.



Spends on Gifts

Spends on gifts range from \$100 to \$1000. 18% indicate that they would be spending more than \$1000 on holiday gifts. A little over one third of respondents (34%) mention spending between \$500 - \$1000. Only 14% mentioned that they would spend below \$100, 34% plan to spend in the range of \$100- \$500.

Half of the respondents plan to spend around the same amount as they did last year. 43% mention spending less than last year and only 8% indicate spending more than last year on the holiday season.



When Started Shopping

The greatest percentage of respondents (40-44%) start shopping for the Holiday season right after Thanksgiving. Around 22% would wait till last minute for shopping. Around a quarter of respondents start shopping three months in advance.

Several retailers, this year, had started offering Christmas shopping in Summer. However, it appears that this may have not impacted consumers much, as they did not deviate significantly from their shopping behavior from last year.

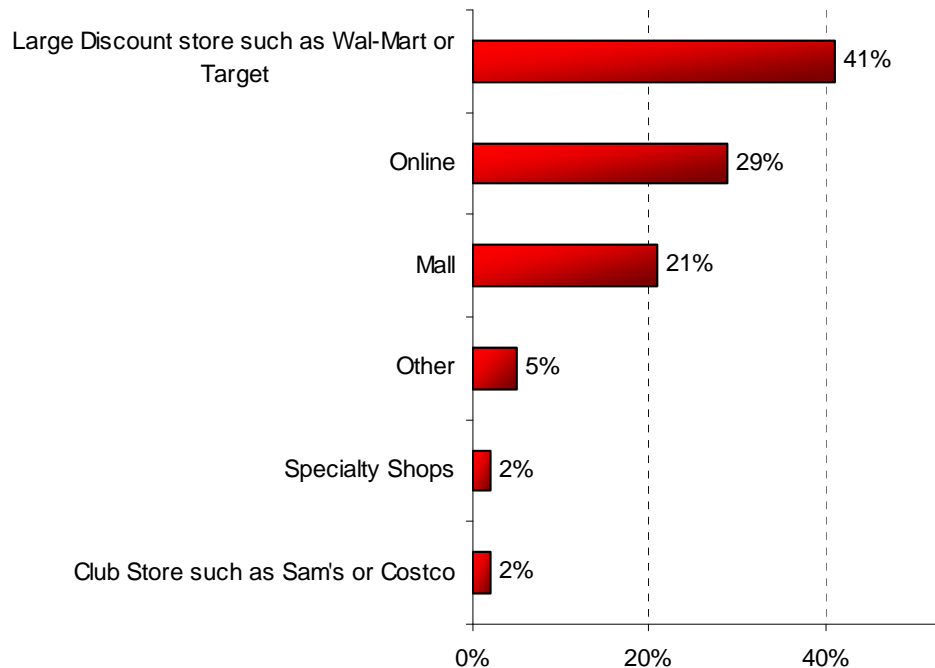
| | Last year | This year |
|---|-----------|-----------|
| | 100 | 100 |
| I got started on my shopping at least 12 months in advance | 4% | 5% |
| I got started on my shopping around 6 months in advance | 10% | 9% |
| I got started on my shopping around 3 months in advance | 24% | 19% |
| I got started on my shopping right after Thanksgiving | 40% | 44% |
| I didn't get started on my shopping early, I waited until the last minute | 22% | 23% |

Preferred Stores for Shopping

Most of the respondents claim to do their shopping from large discount stores such as Wal-Mart or Target.

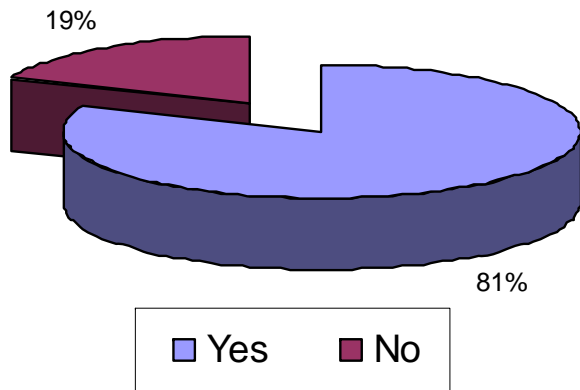
29% mention that they will shop online. This may be primarily driven by free shipping offered by most retailers during the holiday season.

Most respondents are likely to take advantage of price discounts or sales at this time of the year.

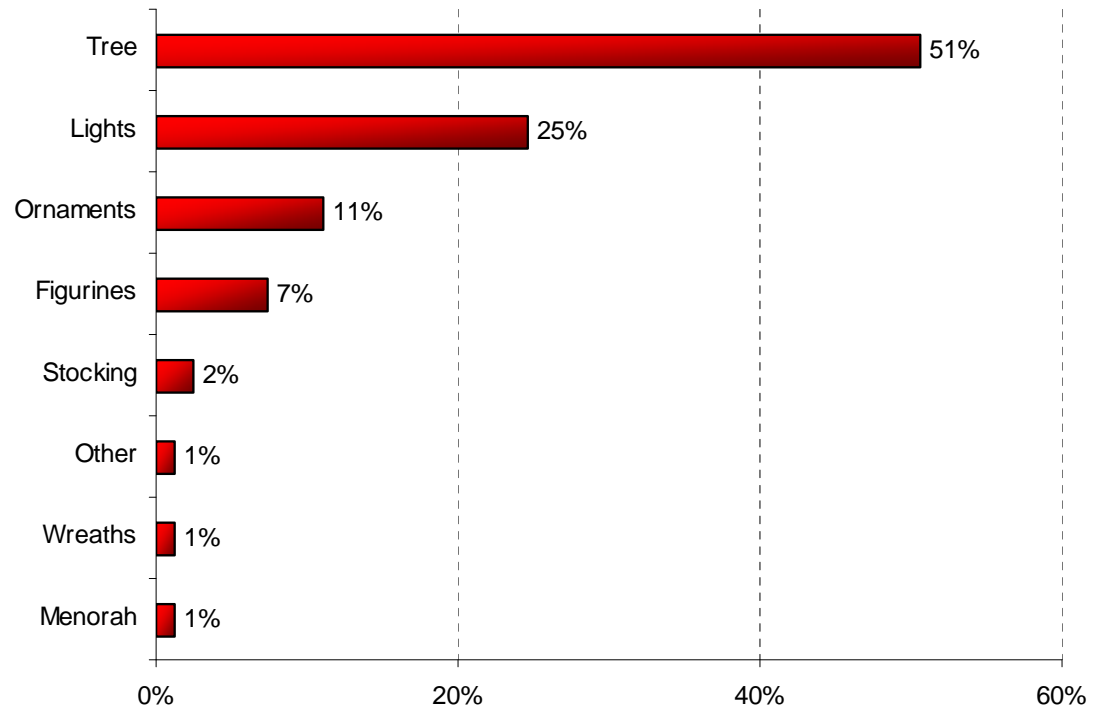


Decorations

The majority of respondents put up Holiday decorations. A Christmas tree is likely to be the most popular decoration followed by lights, ornaments and figurines.



Base: 100, All respondents



Base: 80, Those who put up decorations

Decorations

Respondents seem to be enthusiastic about the Holidays as reflected in 60% of the respondents claiming to put decorations both inside and outside of their houses for the Holiday season.

40% mention putting decorations inside of the house only.

