

Deloitte 2009 Annual Holiday Survey Internet, social media, and mobile phone trends

Percentage who expect to use social media as part of their holiday shopping process 17%

Among those, the percentage who plan to use social media to:

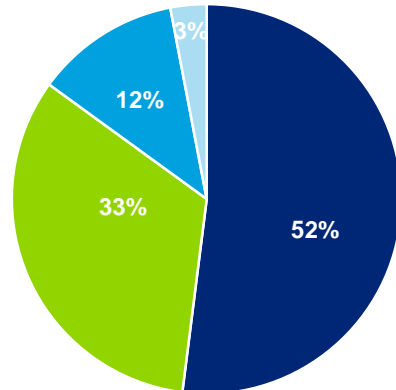
Find discounts, sale info	60%
Research gift ideas	53%
Check with friends & family on gifts	52%
Research product reviews	46%
Coordinate shopping with friends & family	31%
Share my wish list	30%

Percentage who expect to use mobile phones to assist in their holiday shopping 19%

Among those, the percentage who plan to use mobile phones to:

Get store locations	55%
Research prices	45%
Get product information	40%
Get discounts, coupons, etc.	32%
Read reviews	31%
Make a purchase	25%

By age group, those who plan to use social media during their holiday shopping:



- 18 to 29 years old
- 30 to 44 years old
- 45 to 60 years old
- 60 to 74 years old

The Internet ranks as a top holiday shopping destination among consumers

- 22% plan to shop primarily online
- 42% plan to shop online
- 44% plan to use a coupon obtained online

48% of consumers like the convenience of multichannel shopping

- 78% Have purchased an item in a retailer's store after viewing it on the retailer's Web site or catalog
- 65% Have purchased on a retailer's Web site after viewing the product in the store or catalog
- 58% Have picked up merchandise in a store after ordering/paying on a retailer's Web site
- 48% Have purchased on a retailer's Web site and returned the product to the store

About the Survey

The survey was commissioned by Deloitte and conducted online by an independent research company between September 24 and October 2, 2009. The survey polled a sample of 10,878 consumers and has a margin of error for the entire sample of plus or minus one percentage point. For more information about Deloitte's Annual Holiday Survey, including interesting statistics, historical data and useful links, please visit www.deloitte.com/us/2009HolidaySurvey.

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