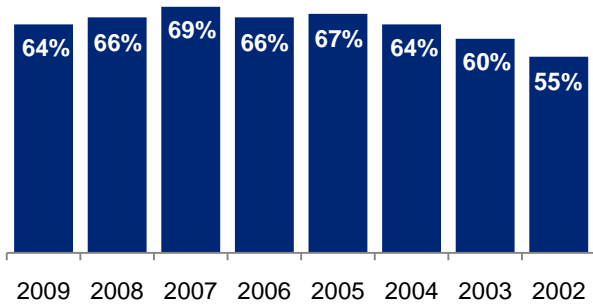


## Deloitte 2009 Annual Holiday Survey

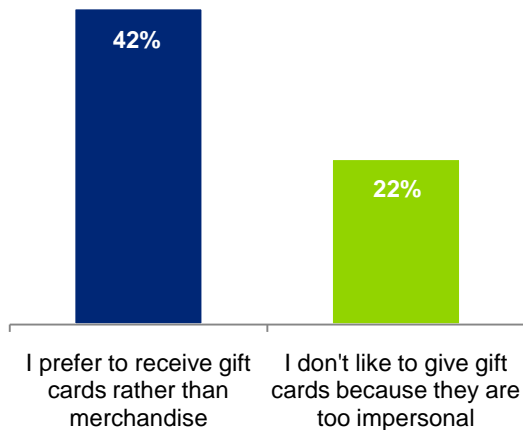
### Gift card trends

Percentage of consumers who plan to purchase gift cards as gifts:



Gift cards hold their first-place position for the sixth year in a row, with 64% of consumers planning to buy them as presents.

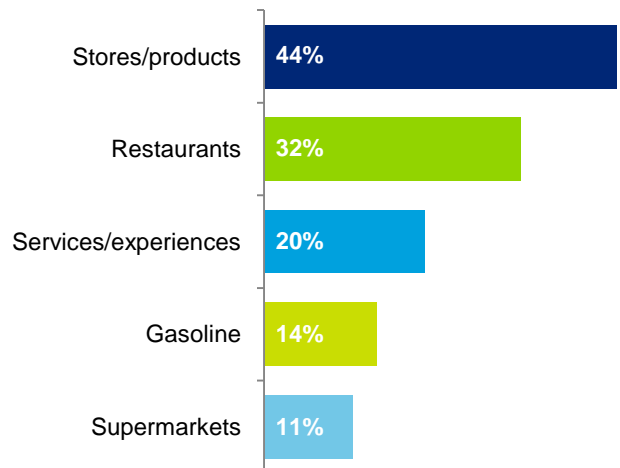
Consumers' sentiments about giving and receiving gift cards:



Consumers' anticipated gift card spending:	2009	2008	2007
Average number of gift cards	5.4	5.3	5.5
Average spend per card	\$35	\$28	\$36
Average total spending on gift cards	\$189	\$151	\$199

Survey respondents expect to purchase an average of 5.4 gift cards this holiday season—a slight increase from 5.3 in 2008. Consumers' spending per card is \$35, which is up from \$28 last year and nearly back to the pre-recession average of \$36 in 2007.

Percentage of consumers who plan to buy each type of gift card:



**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](http://www.deloitte.com/us/2009HolidaySurvey).

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