

Deloitte 2009 Annual Holiday Survey "Green" gifts

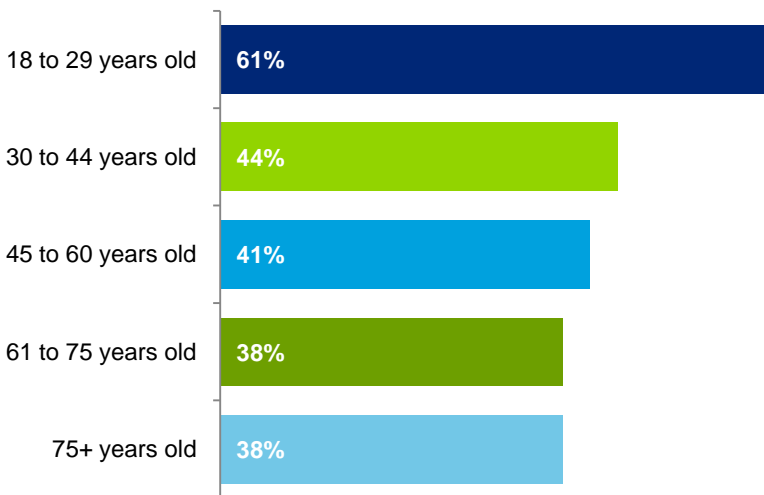


Eco-friendly holiday shopping

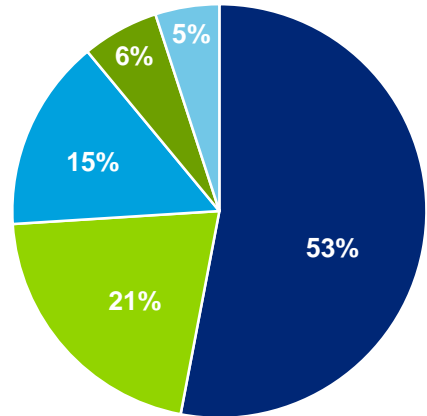
20%	Consumers who plan to purchase more eco-friendly products this holiday season than in the past
18%	Consumers who plan to shop at more "green" (environmentally responsible) retailers than in the past

47% of consumers are willing to pay more for a "green" gift

Percentage of consumers who are willing to pay more for a "green" gift, by age group:



Consumers' feelings about paying extra for a "green" gift this holiday season:



- Not willing to pay more
- Willing to pay 5% more
- Willing to pay 10% more
- Willing to pay 15% more
- Willing to pay 25% more

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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