

## Deloitte 2009 Annual Holiday Survey

### How much will consumers spend, where and on what?

Holiday spending this year will likely focus more on socializing, non-gift clothing purchases and decorating the home.

Consumers' expectations for holiday spending:			
	2009	2008	% change
Gifts*	\$452	\$532	-15%
Socializing away from home	\$243	\$181	+34%
Entertaining at home	\$201	\$135	+49%
Non-gift clothing for family	\$147	\$91	+62%
Home/holiday furnishings	\$102	\$48	+113%
<b>Total</b>	<b>\$1,145</b>	<b>\$987</b>	<b>+16%</b>

Consumers' gift spending plans, by year:

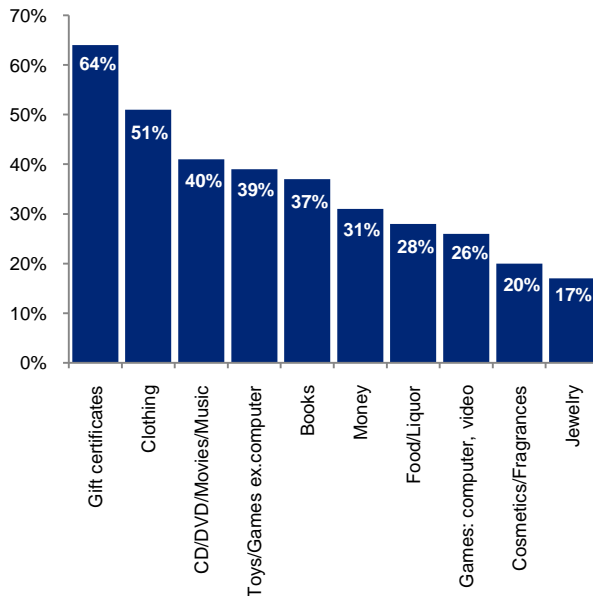
	2009	2008	2007	2006
Avg. number of gifts	18	21.5	23.1	22
Average gift spending	\$452	\$532	\$569	\$584

**“Consumers appear to be revisiting shopping categories that they had put on the back burner for a while, and they may be returning because of the need to replenish.”** – Stacy Janiak, vice chairman and Deloitte’s U.S. Retail leader

\*Gift spending is in long-term decline; down 29% from 2004

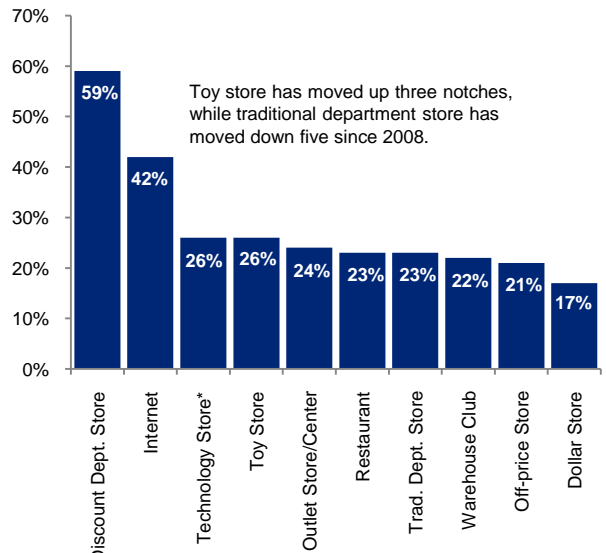
#### Top 10 gifts remain the same as in 2008

Percentages represent the share of consumers who expect to purchase each this holiday season.



#### “Value” is driving top store choices

Percentages represent the share of consumers who expect to purchase at each venue this holiday season.



\*Technology store = electronic/office supply/computer 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](http://www.deloitte.com/us/2009HolidaySurvey).

**About Deloitte**

As used in this document, "Deloitte" means Deloitte LLP and its subsidiaries. Please see [www.deloitte.com/us/about](http://www.deloitte.com/us/about) for a detailed description of the legal structure of Deloitte LLP and its subsidiaries.