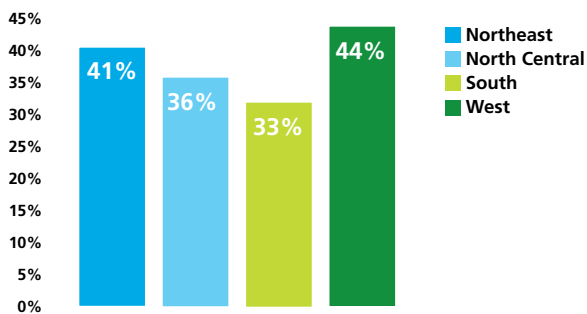


Deloitte 2008 annual holiday survey

A “green” Christmas



38% will use fewer plastic bags from supermarkets and other stores this holiday season

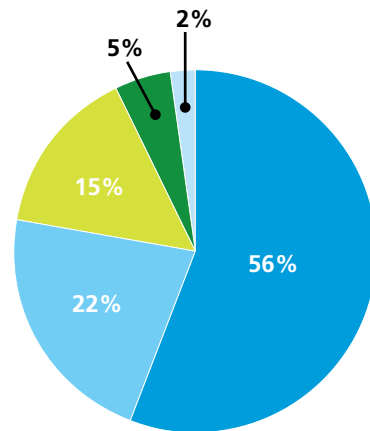


2008 Eco-friendly holidays

- 21% will consider not wrapping holiday gifts to conserve paper
- 20% will purchase more “eco-friendly” products this holiday season than they did in the past
- 14% will purchase more organic products this holiday season than they did in the past

18% will shop at more “green” (environmentally responsible) retailers than they did in the past.

44% of consumers are willing to pay extra for “green” gifts



- 2% willing to pay 25% more
- 5% willing to pay 15% more
- 15% willing to pay 10% more
- 22% willing to pay 5% more
- 56% not willing to pay more for gift that is green

About Deloitte

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