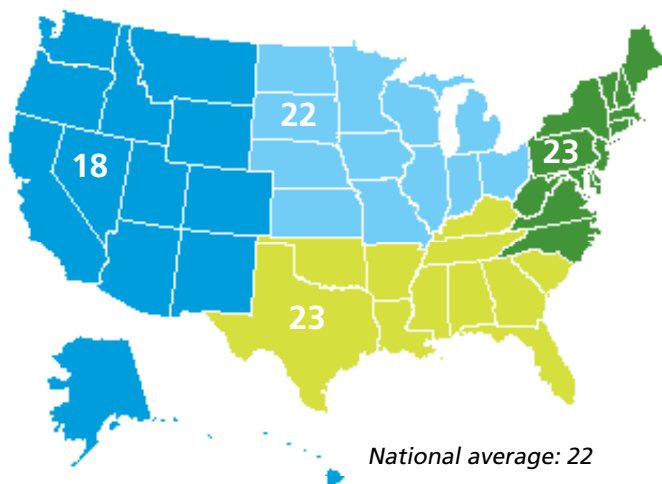


## Deloitte 2008 annual holiday survey

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

Northeast typically spends most; other regions closing the gap this year.

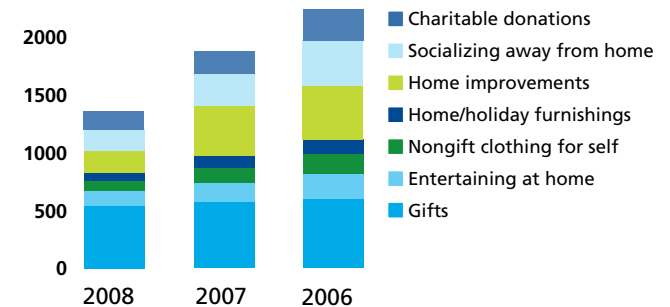
Average number of gifts consumers plan to buy:



Year	2008	2007	2006	2005
Number of gifts	22	23	22	21
Avg. spending on gifts	\$532	\$569	\$584	\$604

#### Key spending areas

\$2500



#### Top gifts consumers plan to buy:

Gift certificates/ gift cards	66%
• Stores or products other than supermarkets	47%
• Restaurant/ fast food meals	34%
• Services or 'experiences' such as manicures or movie tickets	19%
• Gasoline	17%
• Supermarkets	12%
Clothing/ Shoes	
• Clothing	51%
• Shoes	10%
Games	
• Toys, dolls, etc.	36%
• Computer/ video games	21%
• Game consoles such as Xbox or Playstation	6%
CDs or DVDs for movies or music	38%
Books	35%
Money	35%
Food/ liquor	26%
Cosmetics/ fragrances/ health & beauty aids	21%
Jewelry	17%
Personal electronics items such as cell phones, digital cameras or iPods	12%
Sporting goods or athletic equipment	12%
Home electronics items such as computers, TVs, stereo receivers	9%

“Consumers appear to be reining in their non-essential holiday spending, while trying to preserve the tradition of gift-giving and the spirit of the holidays.”

*Stacy Janiak, vice chairman and U.S. Retail leader, Deloitte LLP*

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