



Source: BIGinsight™ Analysis of Consumer Intentions and Actions® Survey, Sept-11 & Sept-10

	Adults 18+	Walmart	JC Penney	Sam's Club	Costco	Best Buy	Toys R Us	Macy's	Nordstrom	Gap	Amazon	eBay
Based on your present situation and feelings toward the economy, which of the following best describes your plans for the December Holiday Season? (Choose only one)												
I plan on spending more for gifts than last year.	5.9%	5.4%	4.6%	4.1%	4.1%	5.0%	7.3%	7.4%	5.6%	6.8%	5.5%	6.6%
I plan on spending the same for gifts as last year.	32.3%	30.5%	31.8%	33.5%	40.7%	34.7%	36.6%	36.0%	40.4%	40.5%	36.9%	34.3%
I plan on spending less for gifts than last year.	38.5%	41.0%	42.5%	40.2%	34.6%	39.6%	39.6%	36.9%	36.4%	39.2%	37.2%	41.3%
It's too early for me to know.	23.4%	23.1%	21.1%	22.2%	20.5%	20.7%	16.6%	19.7%	17.6%	13.5%	20.4%	17.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<i>Diffusion Index (More - Less)</i>	-32.6	-35.6	-38.0	-36.0	-30.5	-34.6	-32.3	-29.4	-30.7	-32.4	-31.7	-34.7
2010												
I plan on spending more for gifts than last year.	5.6%	5.3%	4.2%	5.1%	4.7%	5.5%	7.7%	6.5%	8.8%	8.1%	6.1%	5.0%
I plan on spending the same for gifts as last year.	33.9%	32.2%	34.9%	36.0%	36.5%	36.7%	39.8%	40.5%	42.1%	40.4%	39.1%	33.9%
I plan on spending less for gifts than last year.	37.2%	39.2%	41.1%	37.6%	38.1%	38.1%	35.2%	35.6%	33.1%	33.1%	37.0%	39.6%
It's too early for me to know.	23.3%	23.3%	19.8%	21.3%	20.7%	19.7%	17.2%	17.4%	15.9%	18.4%	17.8%	21.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<i>Diffusion Index (More - Less)</i>	-31.6	-34.0	-36.8	-32.5	-33.4	-32.6	-27.5	-29.2	-24.3	-25.0	-30.9	-34.6
<i>Compared to 2010:</i>	-0.97	-1.59	-1.13	-3.56	2.96	-1.99	-4.77	-0.24	-6.40	-7.44	-0.81	-0.07