



Holiday Purchase Intentions Survey 2009

Survey results indicate diminished holiday shopping budgets: 45% of households expect to reduce holiday spending in 2009 compared to 2008; Discount stores and online retailers forecasted to be up on a year-over-year basis

Study Description

Methodology	Web-based survey
Data collection period	October 2009
Survey audience	U.S. consumers (N = 1,261) Sample represents a cross section of the U.S. population by household income, gender, age, and geographic region.

Study Objectives

Wedbush Decision Metrics surveyed U.S. consumers to assess the current and expected holiday season retail climate. Specifically, Decision Metrics explored five key areas of consumer retail holiday spending.

- Forecast consumers' total spending for the upcoming holiday shopping season
- Quantify changes in forecasted spending for the 2009 holiday season vs. the 2008 holiday season
- Determine the most popular "must have" items for the 2009 holiday season
- Assess changes in spending at specific types of stores relative to the 2008 holiday season
- Identify specific stores where consumers are most likely to spend the majority of their shopping budgets during the upcoming holiday season

Tables / Charts Included in This Report

1. Forecasted total spend on holiday shopping
2. Distribution of total forecasted holiday shopping spend by household income segments
3. Forecasted change in total spend for holiday 2009 versus holiday 2008
4. Change in spending on specific items for holiday 2009 versus last year
5. Most popular 'must have' items for holidays 2009
6. Forecasted change in spending at different types of stores for holidays 2009 versus last year
7. Specific stores where consumers are likely to spend the most money for holiday shopping

For additional information on this study or to purchase this report, please contact:

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