

## Walmart Holiday Shopping Intentions Fact Sheet

### Holiday Gift Giving This Season

- Electronics are the most desired gift for this Christmas season (13 percent), followed by financial security (10 percent), good health (6 percent), and car/automotive items (6 percent).
  - The top two desired gifts among Walmart moms are electronics (27 percent) and home improvements (22 percent).
- A stable economy (13 percent) and an end to the war in Iraq (11 percent) are the two most desired Christmas presents the next President could give Americans this year.
  - Among Walmart moms, lower gas prices (30 percent) and bringing the troops home (26 percent) are the most desired Christmas presents the next President could give America for Christmas.
- More than one-third of Americans buy gifts for their children first followed then by presents for a spouse or significant other and a parent.
  - While men are most likely to buy a present for their spouse or significant other first (28 percent vs. 8 percent), women are much more likely to buy a present for one of more of their children first (43 percent vs. 25 percent).



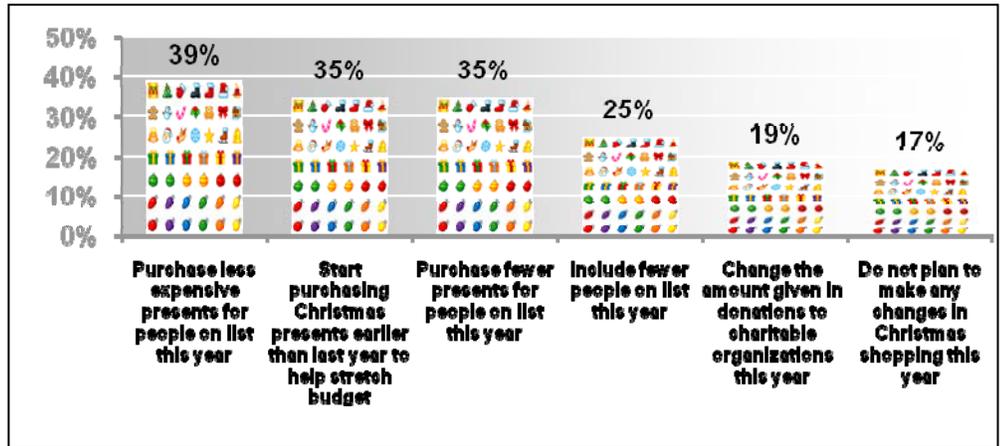
### Shopping this Christmas Season

- Walmart moms are more likely than the average American to have already started making their Christmas shopping lists.
  - Thirty-one percent of Walmart moms have already started making their Christmas gifts versus only about one-quarter of Americans overall (23 percent).
  - In fact, 39 percent of Walmart moms are planning on starting their Christmas shopping a full three months earlier this year (vs. 9 percent overall) to help balance their Christmas shopping with the state of the U.S. economy.
- Women begin making their Christmas lists farther in advance of Christmas than men.
  - Women are significantly more likely than men to have already started making their Christmas shopping lists (29 percent vs. 17 percent), while men are much more likely than women to wait until the last minute to make their shopping lists (30 percent of men wait until December vs. 13 percent of women).
- Younger adults are more likely to start Christmas shopping earlier this year than older adults.
  - More than half of American adults (57 percent) age 18-24 plan on starting their Christmas shopping earlier this year.

**Impact of the Weakened Economy on Holiday Gift Giving**

- Sixty-one percent of Americans do not plan on making cut-backs on how much they spend this Christmas season.
  - Those who do plan on making cut-backs, plan on cutting back \$50 or less.

- To help deal with the weakened economy this season, however, more than one-third of Americans plan to purchase less expensive items (39 percent), to start their Christmas shopping earlier (35 percent) or to purchase presents for fewer people on their list this year (35 percent).



- Younger adults are more likely than adults age 35+ to plan on changing their Christmas gift buying habits this year due to the state of the economy.
  - Women are significantly more likely than men to plan on starting Christmas shopping earlier this year (41 percent vs. 29 percent), while men are more likely than women to not make a change to their Christmas shopping this year (20 percent vs. 14 percent).
  - Walmart moms are more likely to start purchasing presents earlier to help stretch their budget (65 percent vs. 35 percent overall) and are less likely than average Americans to purchase fewer items for people on their lists (9 percent vs. 34 percent overall).
- One-quarter (25 percent) of Americans plan on giving 1-2 fewer presents per-person this year.
- Twenty-five percent of Americans plan to drop someone from their Christmas list this year.
  - Fifteen percent of Americans plan to drop a friend from their Christmas list this year. This is followed by 13 percent of Americans who plan to drop a co-worker from their list.

**Impact of the Weakened Economy on Charitable Donations**

- Given the state of the economy, there is an increased need for charitable support this Christmas season. Thankfully, 80 percent of Americans do not plan to change the amount they donate to charitable organizations this year.
  - The large majority of Walmart moms (96 percent) do not plan to change.

**Research Methodology**

The survey was conducted by telephone using a computer assisted telephone interviewing (CATI) system by StrategyOne between September 19<sup>th</sup> and September 22<sup>nd</sup>, 2008 among a national probability sample of 1,000 adults 18 years of age and older, living in private households in the continental United States. The results have a margin of error of plus or minus 3.1 at the 95 percent level of confidence.