

**How much will you be spending on
gifts this Christmas?***

TOTAL U.S. \$471

REGION

New England	\$538
Middle Atlantic	\$535
E.N. Central	\$473
W.N. Central	\$397
South Atlantic	\$464
E.S. Central	\$583
W.S. Central	\$411
Mountain	\$463
Pacific	\$480

AGE OF HOUSEHOLD HEAD

Under 25	\$338
25-34	\$463
35-44	\$479
45-54	\$485
55-64	\$476
65 & over	\$474

HOUSEHOLD INCOME

Under \$15,000	\$217
\$15,999-\$25,000	\$277
\$25,000-\$35,000	\$411
\$35,000-\$50,000	\$466
\$50,000 & over	\$612

*These figures represent average planned household
expenditures on Christmas gifts for 2007.

**How much will you be spending on
gifts this Christmas?**

Total U.S.	100.0%
Under \$100	15.1%
\$100-\$199	16.2%
\$200-\$299	13.5%
\$300-\$399	10.4%
\$400-\$499	11.6%
\$500-\$749	16.5%
\$750-\$999	6.1%
\$1,000 & over	10.8%

**Which items will you purchase
over the Internet*?**

Books	39.5
Apparel & Footwear	38.7
Toys/Games	36.6
Movie Videos & DVDs	29.0
Music CDs	24.1
Electronics	18.3
Home & Garden	15.5
Flowers & Gift Baskets	14.9
Health & Beauty Aids	13.1
Computer & Video Games	12.1
Jewelry	10.5
Tools & Hardware	7.0
Computer Software	4.9
Wine & Spirits	3.9
Computer Hardware	2.5
Gift Certificate	2.2
Other	9.5

*Based on respondents who intend to purchase
Christmas gifts online.