



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

TOTAL U.S. \$384

REGION

New England	\$473
Middle Atlantic	\$400
E.N. Central	\$401
W.N. Central	\$377
South Atlantic	\$348
E.S. Central	\$452
W.S. Central	\$406
Mountain	\$404
Pacific	\$343

AGE OF HOUSEHOLD HEAD

Under 25	\$258
25-34	\$323
35-44	\$396
45-54	\$382
55-64	\$414
65 & over	\$400

HOUSEHOLD INCOME

Under \$15,000	\$149
\$15,999-\$25,000	\$254
\$25,000-\$35,000	\$310
\$35,000-\$50,000	\$309
\$50,000 & over	\$508

*These figures represent average planned household expenditures on Christmas gifts for 2010.

How much will you be spending on gifts this Christmas?

Total U.S.	100.0%
Under \$100	20.2%
\$100-\$199	16.4%
\$200-\$299	16.1%
\$300-\$399	11.5%
\$400-\$499	11.1%
\$500-\$749	12.7%
\$750-\$999	5.1%
\$1,000 & over	7.0%

Which items will you purchase over the Internet?**

Books	39.7
Toys/Games	37.8
Apparel & Footwear	37.0
Movie Videos & DVDs	30.0
Electronics	21.1
Music CDs	18.0
Computer & Video Games	13.3
Home & Garden	11.7
Flowers & Gift Baskets	11.6
Other	9.6
Jewelry	9.3
Health & Beauty Aids	9.2
Tools & Hardware	7.0
Computer Software	4.0
Wine & Spirits	3.9
Gift Certificate	3.1
Computer Hardware	2.5

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

Source: The Conference Board Christmas Spending Survey, November 2010