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Survey: Consumers plan to do holiday shopping from work

Cleveland (October 15, 2009) About 1 in 3 working Americans will do at least 40% of their holiday shopping on the way to/from work, online at work or during a work break, according to a new survey from WorkPlace Media.

In addition, about 43% of working Americans said they would be spending less than they did last year.

When asked which brands consumers would most likely use if they received a holiday discount at work this season, respondents indicated the following: Walmart (86%); Target (85%); Kohl's (79%); Old Navy (59%); Toys "R" Us (56%); Amazon (55%) and Kmart (45%).

When asked what types of gifts they plan to purchase this holiday season, the following came in as the most popular: apparel/accessories (73%), books/CDs/DVDs/games (72%), electronics/computers (46%), restaurants (38%), jewelry (31%), home decor (25%) and food/groceries (21%).