

# HOLIDAY FUN FACTS

## ❄️ When consumers plan to complete their Holiday Shopping:

### November: 21%

- Black Friday: 12%
- Last week in November: 9%

### December: 68%

- 1st week in December: 19%
- 2nd week in December: 27%
- 3rd week in December: 20%
- Christmas Eve: 3%

### Will not shop for the holidays: 11%

## ❄️ The most popular gifts that people wish to receive this Holiday Season include:

- Gift Cards: 59%
- Electronics (ex: TV, Computer, iPad/Apple products): 38%
- Apparel: 35%
- Media (ex: music, CDs, DVDs, books): 28%
- Accessories (handbags, wallets, sunglasses, travel bags, luggage): 23%
- Housewares/Home furnishings/Home appliances: 20%
- Footwear/shoes: 20%
- Experiential gifts (ex: concert tickets/game/shows/trip): 20%
- Jewelry: 19%
- Toys and Games: 11%

❄️ The shopping-center industry directly accounts for 9.2% of the employed workforce. That is approximately 12.3 million jobs

❄️ The shopping-center industry's direct and indirect impacts account for 12.7% of all-sector employment.

Source: ICSC-Goldman Sachs 2012 Holiday Spending Intentions Survey  
\*Respondents were allowed to select multiple responses when answering the questions.

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❄️ **There are approximately 112,000 shopping centers in the United States. About 66,000 centers are small convenience centers.**

❄️ **Shopping-center-generated sales were \$2.33 trillion in 2011 and on-track for about \$2.38 trillion in 2012.**

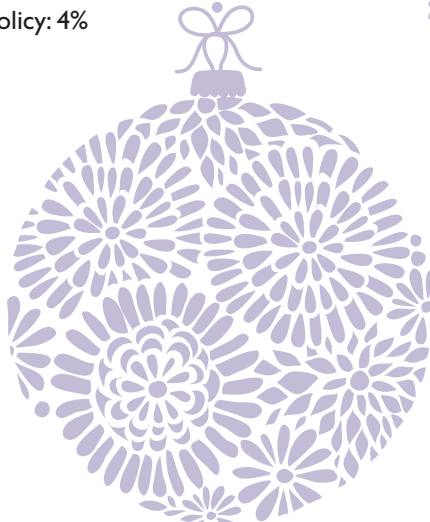
❄️ **The industry's commerce directly generates \$137 billion in state sales tax revenue.**

❄️ **The industry also directly pays \$22 billion in property taxes.**

❄️ **Women are more inclined to want a gift card than men (63% vs. 55%). However, men are more inclined to want electronic gadgets for their holiday gifts than women (46% vs. 31%).**

❄️ **What do consumers take into consideration when determining where to shop for the Holidays?**

- Value: 60%
- Convenience: 15%
- Broad selection: 13%
- Experience: 8%
- Return Policy: 4%



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❄️ **Holiday Shoppers who plan to spend more, less, or the same this season on gifts compared to last holiday season:**

- More: 24.2%
- Less: 36.2%
- Same: 40.6%

