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NEW SURVEY REVEALS HOLIDAY SHOPPING STARTS EARLY, FINISHES LATE

Study from Home Electronics Journal Also Indicates Online Shoppers Buy Later than Retail Shoppers

CHICAGO (November 9, 2006) — A recent survey of consumer electronics enthusiasts disproves the conventional wisdom that most shoppers, especially online buyers, have finished buying gifts by mid-December. While holiday shopping begins for many just after Halloween, they continue to purchase steadily until the end of December, with 31.0% of online shoppers and 26.4% of retail shoppers making holiday purchases from December 18 through 24. From December 25 through December 31, 18.0% of online shoppers and 10.2% of retail shoppers are still planning to buy gifts.

Of the 1,452 respondents, all subscribers to *Home Electronics Journal* (HEJ), the popular e-newsletter published by Thomas, Townsend & Kent, those with annual household incomes of at least \$100,000 are least likely to procrastinate when it comes to buying gifts. According to the survey, conducted with market intelligence firm BIGresearch, November 27 through December 3 is the peak shopping period for the \$100,000+ segment, whereas the prime time for the segment with incomes less than \$100,000 is two weeks later, between December 11 and 17.

The most popular shopping week for those between the ages of 18 and 44 is December 11 through 17. Those ages 45 and older are most likely to shop earlier, November 27 through December 3.

“Marketers who cut back on promotions after mid-December risk leaving money on the table,” said Roy Weiss, publisher of *Home Electronics Journal*. “In reality, the holiday shopping season doesn’t end until we ring in the New Year,” he added.



When asked where they plan to shop for consumer electronics gifts, Best Buy was ranked No. 1 as the preferred retailer for 54.6% of respondents. The second and third most popular retail destinations are Circuit City (35.7%) and Wal-Mart (32.0%). Amazon.com is a close fourth at 27.2%.

Individuals interested in receiving a complimentary report on the findings of this recent study can request the information at the TTK website, www.thomastownsendandkent.com.

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Media Contact:

Dominique Hines
312-266-6400 Ext. 104

dhines@thomastownsendandkent.com

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