

HART - MCINTURFF
 CNBC Holiday Retail Tracking II
 Study #8187b
 December 8-9, 2006

Table 141

Q. 2. Approximately how much are you planning to spend on holiday shopping this year? (IF "NOT SURE," PROBE:) Well, if you had to give me your best guess, about how much do you think you will spend?

	Banner 1					Sex		Age					Sex: Age				Marital Status			Children		
	All Adults	North-east	South	Mid-west	West	Men	Women	18-39	40-54	55-64	65 and over	Men/18-49	Men/50 and over	Women/18-49	Women/50 and over	All married	Men/ married	Women/ married	Not married	Have kids	Do not have kids	
Total	602	129	194	144	136	289	313	218	184	92	105	174	115	163	147	336	168	168	259	215	382	
Less than \$200	16%	18%	13%	19%	15%	14%	17%	17%	8%	21%	23%	11%	19%	14%	19%	9%	8%	9%	24%	6%	21%	
\$200-\$499	22%	13%	24%	18%	33%	23%	22%	20%	26%	21%	22%	24%	21%	22%	22%	22%	24%	20%	24%	19%	25%	
\$500-\$999	25%	20%	25%	32%	21%	23%	27%	29%	23%	18%	25%	25%	19%	27%	26%	25%	22%	29%	24%	29%	22%	
\$1,000 or more	27%	33%	28%	24%	24%	27%	27%	25%	33%	31%	18%	27%	28%	30%	25%	35%	35%	35%	18%	37%	22%	
Don't know	10%	16%	10%	7%	7%	13%	7%	9%	10%	9%	12%	13%	13%	7%	8%	9%	11%	7%	10%	9%	10%	
Mean	688	703	716	677	648	729	652	669	773	685	582	697	776	698	602	813	875	754	529	831	608	
Mean (not including \$0)	735	754	749	746	688	757	716	699	806	782	643	702	847	754	669	844	899	791	587	848	668	

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Study #8187b
December 8-9, 2006

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Q. 2. Approximately how much are you planning to spend on holiday shopping this year? (IF "NOT SURE," PROBE:) Well, if you had to give me your best guess, about how much do you think you will spend?

Banner 2	Occupation					Income			Store Sales			Planned Spending			Projected Holiday Spending			Completed Shopping		
	All Adults	Professionals managers	White-collar workers	Blue-collar workers	Retirees	Less than \$40K	\$40K-\$75K	More than \$75K	Offering more sales	Offering same amount of sales	Offering fewer sales	Spent more	Spent less	Spent same as planned	Less than \$300	\$301-\$800	More than \$800	All/ most of it	Some/ little of it	None of it
Total	602	119	122	105	149	189	178	135	183	232	64	74	202	257	203	170	169	273	209	119
Less than \$200	16%	9%	7%	13%	23%	25%	7%	9%	11%	15%	17%	11%	23%	12%	47%	-	-	12%	12%	31%
\$200-\$499	22%	21%	23%	25%	24%	28%	23%	16%	22%	23%	23%	21%	23%	24%	53%	16%	-	21%	24%	22%
\$500-\$999	25%	33%	28%	24%	21%	21%	32%	23%	23%	29%	20%	26%	27%	22%	-	84%	3%	26%	25%	21%
\$1,000 or more	27%	32%	29%	32%	21%	17%	31%	44%	33%	27%	29%	30%	19%	35%	-	-	97%	33%	30%	8%
Don't know	10%	5%	13%	6%	11%	9%	7%	8%	11%	6%	11%	12%	8%	7%	-	-	-	8%	9%	18%
Mean	688	748	728	767	580	482	767	962	761	685	714	806	526	800	156	544	1488	798	723	339
Mean (not including \$0)	735	789	743	812	649	535	793	1020	794	720	751	847	583	831	188	544	1488	849	734	406

HART - MCINTURFF
 CNBC Holiday Retail Tracking II
 Study #8187b
 December 8-9, 2006

Table 146

Q.3. So far this holiday season, have you spent more than, about the same as, or less than you had planned to spend?

	Banner 1																					
	Region					Sex		Age					Sex: Age				Marital Status			Children		
	All Adults	North-east	South	Mid-west	West	Men	Women	18-39	40-54	55-64	65 and over	Men/18-49	Men/50 and over	Women/18-49	Women/50 and over	All married	Men/ married	Women/ married	Not married	Have kids	Do not have kids	
Total	602	129	194	144	136	289	313	218	184	92	105	174	115	163	147	336	168	168	259	215	382	
Have spent more than planned	12%	11%	13%	11%	14%	13%	12%	13%	13%	9%	12%	15%	9%	11%	13%	9%	9%	9%	17%	11%	13%	
Have spent about the same as planned	43%	45%	48%	40%	36%	40%	45%	38%	43%	44%	50%	34%	48%	44%	48%	49%	48%	50%	34%	43%	42%	
Have spent less than planned	33%	30%	29%	40%	36%	36%	31%	35%	34%	37%	27%	37%	35%	34%	27%	34%	34%	33%	33%	33%	34%	
Not sure	12%	14%	10%	9%	14%	11%	12%	14%	10%	10%	11%	14%	8%	11%	12%	8%	9%	8%	16%	13%	11%	

HART - MCINTURFF
 CNBC Holiday Retail Tracking II
 Study #8187b
 December 8-9, 2006

Table 146

Q.3. So far this holiday season, have you spent more than, about the same as, or less than you had planned to spend?

	Banner 2					Income			Store Sales			Planned Spending			Projected Holiday Spending			Completed Shopping		
	All Adults	Professionals managers	White-collar workers	Blue-collar workers	Retirees	Less than \$40K	\$40K-\$75K	More than \$75K	Offering more sales	Offering same amount of sales	Offering fewer sales	Spent more	Spent less	Spent same as planned	Less than \$300	\$301-\$800	More than \$800	All/ most of it	Some/ little of it	None of it
Total	602	119	122	105	149	189	178	135	183	232	64	74	202	257	203	170	169	273	209	119
Have spent more than planned	12%	14%	14%	12%	12%	16%	10%	10%	10%	14%	14%	100%	-	-	9%	14%	13%	16%	11%	6%
Have spent about the same as planned	43%	46%	38%	38%	45%	39%	44%	46%	50%	41%	49%	-	-	100%	40%	37%	56%	62%	33%	15%
Have spent less than planned	33%	32%	35%	32%	34%	33%	35%	34%	29%	36%	28%	-	100%	-	40%	37%	24%	20%	46%	43%
Not sure	12%	8%	13%	18%	9%	12%	11%	10%	11%	9%	9%	-	-	-	11%	12%	7%	2%	10%	36%

HART - MCINTURFF
 CNBC Holiday Retail Tracking II
 Study #8187b
 December 8-9, 2006

Table 147

Q. 4. Once the shopping season is finished, do you think you will have spent more, about the same amount, or less than you spent LAST year on holiday shopping?

	Banner 1																				
	Region					Sex		Age					Sex: Age				Marital Status			Children	
	All Adults	North-east	South	Mid-west	West	Men	Women	18-39	40-54	55-64	65 and over	Men/18-49	Men/50 and over	Women/18-49	Women/50 and over	All married	Men/ married	Women/ married	Not married	Have kids	Do not have kids
Total	602	129	194	144	136	289	313	218	184	92	105	174	115	163	147	336	168	168	259	215	382
Will spend more	26%	27%	27%	26%	25%	28%	25%	35%	20%	24%	21%	31%	23%	30%	19%	20%	19%	22%	35%	28%	26%
Will spend about the same	42%	45%	41%	44%	40%	44%	41%	36%	43%	39%	56%	41%	48%	32%	51%	46%	48%	42%	38%	37%	45%
Will spend less	29%	25%	28%	29%	35%	27%	31%	26%	36%	34%	20%	27%	28%	35%	27%	32%	32%	33%	25%	34%	26%
Not sure	3%	3%	4%	1%	-	1%	3%	3%	1%	3%	3%	1%	1%	3%	3%	2%	1%	3%	2%	1%	3%

HART - MCINTURFF

CNBC Holiday Retail Tracking II
Study #8187b
December 8-9, 2006

Table 147

Q. 4. Once the shopping season is finished, do you think you will have spent more, about the same amount, or less than you spent LAST year on holiday shopping?

	Banner 2					Income			Store Sales			Planned Spending			Projected Holiday Spending			Completed Shopping		
	All Adults	Professionals managers	White-collar workers	Blue-collar workers	Retirees	Less than \$40K	\$40K-\$75K	More than \$75K	Offering more sales	Offering same amount of sales	Offering fewer sales	Spent more	Spent less	Spent same as planned	Less than \$300	\$301-\$800	More than \$800	All of it	Some of it	None of it
Total	602	119	122	105	149	189	178	135	183	232	64	74	202	257	203	170	169	273	209	119
Will spend more	26%	26%	28%	29%	22%	29%	22%	29%	28%	25%	24%	67%	18%	22%	16%	30%	34%	27%	29%	20%
Will spend about the same	42%	44%	39%	41%	49%	40%	45%	47%	47%	42%	40%	18%	31%	57%	44%	38%	46%	47%	41%	33%
Will spend less	29%	28%	32%	28%	27%	29%	32%	23%	24%	31%	34%	15%	50%	19%	37%	31%	19%	25%	28%	41%
Not sure	3%	2%	1%	2%	2%	2%	1%	1%	1%	2%	2%	-	1%	2%	3%	1%	1%	1%	2%	6%

HART - MCINTURFF
 CNBC Holiday Retail Tracking II
 Study #8187b
 December 8-9, 2006

Table 148

Q. 5. In your experience, compared to last year's holiday season, are stores offering more sales and discounts, this year, about the same amount of sales and discounts, or fewer sales and discounts?

Banner 1	Region					Sex		Age					Sex: Age				Marital Status			Children		
	All Adults	North-east	South	Mid-west	West	Men	Women	18-39	40-54	55-64	65 and over	Men/18-49	Men/50 and over	Women/18-49	Women/50 and over	All married	Men/ married	Women/ married	Not married	Have kids	Do not have kids	
Total	602	129	194	144	136	289	313	218	184	92	105	174	115	163	147	336	168	168	259	215	382	
Offering more sales and discounts	30%	34%	30%	32%	26%	28%	32%	23%	28%	26%	53%	24%	34%	26%	40%	32%	33%	31%	29%	23%	34%	
Offering about the same amount of sales and discounts	39%	37%	40%	39%	38%	36%	41%	47%	39%	37%	21%	41%	29%	49%	32%	36%	33%	38%	42%	47%	34%	
Offering fewer sales and discounts	11%	5%	15%	10%	11%	10%	11%	12%	13%	10%	6%	11%	9%	12%	10%	12%	10%	15%	9%	14%	9%	
Not sure	20%	24%	15%	19%	25%	26%	16%	18%	20%	27%	20%	24%	28%	13%	18%	20%	24%	16%	20%	16%	23%	

HART - MCINTURFF
 CNBC Holiday Retail Tracking II
 Study #8187b
 December 8-9, 2006

Table 148

Q. 5. In your experience, compared to last year's holiday season, are stores offering more sales and discounts, this year, about the same amount of sales and discounts, or fewer sales and discounts?

	Banner 2					Income			Store Sales			Planned Spending			Projected Holiday Spending			Completed Shopping		
	All Adults	Professionals managers	White-collar workers	Blue-collar workers	Retirees	Less than \$40K	\$40K-\$75K	More than \$75K	Offering more sales	Offering same amount of sales	Offering fewer sales	Spent more	Spent less	Spent same as planned	Less than \$300	More than \$300-\$800	More than \$800	All/ most of it	Some/ little of it	None of it
Total	602	119	122	105	149	189	178	135	183	232	64	74	202	257	203	170	169	273	209	119
Offering more sales and discounts	30%	23%	30%	18%	45%	33%	28%	34%	100%	-	-	25%	26%	36%	26%	28%	37%	32%	32%	23%
Offering about the same amount of sales and discounts	39%	49%	46%	46%	25%	39%	46%	36%	-	100%	-	46%	41%	37%	38%	47%	37%	41%	41%	30%
Offering fewer sales and discounts	11%	7%	10%	14%	9%	13%	8%	7%	-	-	100%	12%	9%	12%	11%	9%	12%	13%	8%	10%
Not sure	20%	21%	14%	22%	21%	15%	18%	23%	-	-	-	17%	24%	15%	25%	16%	14%	14%	19%	37%

HART - MCINTURFF
 CNBC Holiday Retail Tracking II
 Study #8187b
 December 8-9, 2006

Table 149

Q. 6. How much of your total holiday shopping have you already completed--all of it, most of it, just some of it, very little of it, or none of it?

	Banner 1																						
	Region					Sex		Age					Sex: Age				Marital Status			Children			
	All Adults	North-east	South	Mid-west	West	Men	Women	18-39	40-54	55-64	65 and over	Men/18-49	Men/50 and over	Women/18-49	Women/50 and over	All married	Men/ married	Women/ married	Not married	Have kids	Do not have kids		
Total	602	129	194	144	136	289	313	218	184	92	105	174	115	163	147	336	168	168	259	215	382		
All of it	12%	13%	15%	8%	10%	9%	15%	9%	8%	15%	22%	6%	14%	9%	21%	12%	11%	14%	11%	7%	15%		
Most of it	33%	31%	28%	35%	41%	32%	35%	31%	38%	39%	28%	30%	34%	35%	35%	38%	36%	39%	29%	38%	32%		
Just some of it	19%	20%	21%	21%	14%	22%	16%	21%	21%	12%	18%	24%	20%	21%	11%	18%	21%	15%	20%	24%	16%		
Very little of it	16%	19%	18%	13%	13%	15%	16%	19%	15%	13%	13%	16%	14%	17%	15%	14%	14%	14%	18%	16%	16%		
None of it	20%	17%	18%	23%	22%	22%	18%	20%	18%	21%	19%	24%	18%	18%	18%	18%	18%	18%	22%	15%	21%		
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Total All/Most	45%	44%	44%	43%	51%	41%	50%	40%	46%	54%	49%	36%	48%	44%	56%	50%	47%	53%	40%	44%	47%		
Total Just Some/Very Little/None	54%	55%	56%	57%	49%	59%	50%	60%	54%	46%	51%	64%	52%	56%	44%	50%	53%	46%	60%	55%	53%		

HART - MCINTURFF
 CNBC Holiday Retail Tracking II
 Study #8187b
 December 8-9, 2006

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	Banner 2					Income			Store Sales			Planned Spending			Projected Holiday Spending			Completed Shopping		
	All Adults	Professionals	White-collar workers	Blue-collar workers	Retirees	Less than \$40K	\$40K-\$75K	More than \$75K	Offering more sales	Offering same amount of sales	Offering fewer sales	Spent more	Spent less	Spent same as planned	Less than \$300	\$301-\$800	More than \$800	All of it	Some of it	None of it
Total	602	119	122	105	149	189	178	135	183	232	64	74	202	257	203	170	169	273	209	119
All of it	12%	10%	4%	11%	21%	12%	11%	13%	12%	11%	8%	11%	4%	20%	17%	9%	9%	26%	-	-
Most of it	33%	39%	33%	28%	34%	31%	34%	35%	37%	37%	47%	47%	23%	46%	23%	38%	45%	74%	-	-
Just some of it	19%	28%	20%	21%	14%	17%	24%	20%	18%	21%	18%	22%	23%	18%	15%	20%	25%	-	55%	-
Very little of it	16%	12%	17%	20%	13%	16%	17%	17%	18%	16%	9%	10%	25%	9%	16%	17%	14%	-	45%	-
None of it	20%	11%	26%	20%	18%	24%	14%	15%	15%	15%	18%	10%	25%	7%	29%	16%	7%	-	-	100%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total All/Most	45%	49%	37%	39%	55%	43%	45%	48%	49%	48%	54%	58%	27%	66%	40%	47%	55%	100%	-	-
Total Just Some/Very Little/None	54%	51%	63%	61%	45%	57%	55%	52%	51%	52%	46%	42%	73%	34%	60%	53%	45%	-	100%	100%

H A R T - M C I N T U R F F
 CNBC Holiday Retail Tracking II
 Study #8187b
 December 8-9, 2006

Table 150

Q. 7. As you may know, video game consoles are a very popular item this year. Do you plan to buy a video game console this holiday season? (IF "YES," ASK:) Do you plan to buy the Nintendo Wii, the Sony PlayStation Three, the Microsoft Xbox Three-Sixty, or another type of video game console?

	Banner 1																					
	Region					Sex		Age					Sex: Age				Marital Status			Children		
	All Adults	North-east	South	Mid-west	West	Men	Women	18-39	40-54	55-64	65 and over	Men/18-49	Men/50 and over	Women/18-49	Women/50 and over	All married	Men/ married	Women/ married	Not married	Have kids	Do not have kids	
Total	602	129	194	144	136	289	313	218	184	92	105	174	115	163	147	336	168	168	259	215	382	
Yes, plan to buy-- Nintendo Wii	3%	6%	2%	1%	6%	3%	4%	5%	4%	1%	1%	4%	1%	5%	2%	2%	2%	2%	5%	4%	3%	
Yes, plan to buy-- Sony Playstation3	3%	2%	3%	2%	7%	5%	2%	6%	4%	1%	1%	6%	2%	3%	1%	2%	2%	2%	5%	4%	3%	
Yes, plan to buy-- Microsoft Xbox 360	2%	3%	2%	1%	3%	2%	2%	3%	2%	-	-	3%	1%	3%	1%	2%	1%	2%	3%	4%	1%	
Yes, plan to buy-- other type of game console	4%	3%	3%	7%	4%	4%	4%	8%	3%	1%	2%	7%	1%	7%	1%	4%	4%	4%	4%	8%	2%	
No, do not plan to buy video game console	86%	85%	89%	87%	80%	86%	85%	75%	87%	96%	95%	80%	95%	79%	92%	88%	91%	85%	83%	78%	90%	
Not sure	2%	3%	1%	2%	2%	-	4%	3%	2%	1%	1%	-	-	6%	3%	2%	-	5%	2%	4%	1%	
Total Yes, Plan To Buy	12%	12%	10%	11%	18%	14%	10%	21%	11%	3%	4%	20%	5%	15%	5%	10%	9%	11%	15%	18%	9%	

HART - MCINTURFF

CNBC Holiday Retail Tracking II
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Q. 7. As you may know, video game consoles are a very popular item this year. Do you plan to buy a video game console this holiday season? (IF "YES," ASK:) Do you plan to buy the Nintendo Wii, the Sony PlayStation Three, the Microsoft Xbox Three-Sixty, or another type of video game console?

Banner 2	Occupation					Income			Store Sales			Planned Spending			Projected Holiday Spending			Completed Shopping		
	All Adults	Professionals managers	White-collar workers	Blue-collar workers	Retirees	Less than \$40K	\$40K-\$75K	More than \$75K	Offering more sales	Offering same amount of sales	Offering fewer sales	Spent more	Spent less	Spent same as planned	Less than \$300	\$301-\$800	More than \$800	All/ most of it	Some/ little of it	None of it
Total	602	119	122	105	149	189	178	135	183	232	64	74	202	257	203	170	169	273	209	119
Yes, plan to buy-- Nintendo Wii	3%	6%	8%	1%	1%	3%	4%	4%	2%	2%	8%	6%	3%	4%	3%	4%	5%	3%	4%	4%
Yes, plan to buy-- Sony Playstation3	3%	3%	3%	4%	2%	3%	3%	4%	4%	3%	4%	9%	3%	2%	2%	2%	7%	4%	2%	4%
Yes, plan to buy-- Microsoft Xbox 360	2%	3%	4%	3%	-	2%	3%	2%	-	4%	2%	3%	1%	2%	2%	4%	2%	3%	1%	2%
Yes, plan to buy-- other type of game console	4%	3%	7%	6%	2%	5%	3%	4%	3%	5%	8%	1%	5%	3%	2%	7%	5%	4%	4%	4%
No, do not plan to buy video game console	86%	85%	80%	82%	95%	86%	86%	85%	90%	82%	82%	77%	85%	89%	89%	81%	83%	85%	87%	86%
Not sure	2%	1%	2%	4%	-	3%	2%	1%	1%	4%	-	4%	3%	1%	3%	2%	1%	1%	3%	4%
Total Yes, Plan To Buy	12%	14%	18%	14%	4%	11%	12%	14%	9%	14%	18%	19%	12%	10%	7%	17%	16%	14%	10%	11%

HART - MCINTURFF
 CNBC Holiday Retail Tracking II
 Study #8187b
 December 8-9, 2006

Table 151

Q. 8. Many stores have been selling out of these video game consoles quickly. Do you think that you will be able to find and purchase the console you want without too much difficulty, that you will have some difficulty finding it but will be able to find and purchase it eventually, or that you will not be able to find and purchase the console that you want? *

	Banner 1																						
	Region					Sex		Age					Sex: Age				Marital Status			Children			
	All Adults	North-east	South	Mid-west	West	Men	Women	18-39	40-54	55-64	65 and over	Men/ 18-49	Men/ 50 and over	Women/ 18-49	Women/ 50 and over	All married	Men/ married	Women/ married	Not married	Have kids	Do not have kids		
Total	602	129	194	144	136	289	313	218	184	92	105	174	115	163	147	336	168	168	259	215	382		
Will be able to find and purchase without much difficulty	6%	7%	4%	6%	8%	7%	5%	11%	4%	2%	3%	11%	1%	6%	3%	6%	7%	5%	6%	9%	4%		
Will have some difficulty finding, but will find and purchase eventually	3%	3%	3%	2%	6%	5%	2%	7%	4%	-	-	7%	2%	4%	-	2%	2%	3%	5%	4%	3%		
Will not be able to find and purchase	2%	2%	1%	2%	3%	2%	2%	2%	2%	1%	-	2%	1%	3%	1%	1%	-	1%	3%	3%	1%		
Not sure	1%	-	2%	1%	1%	-	2%	1%	1%	-	1%	-	1%	2%	1%	1%	-	2%	1%	2%	1%		
No, do not plan to buy video game console/not sure (Q. 7)	88%	88%	90%	89%	82%	86%	89%	79%	89%	97%	96%	80%	95%	85%	95%	90%	91%	89%	85%	82%	91%		

* Asked only of respondents who plan to purchase a video game console (Q. 7).

HART - MCINTURFF

CNBC Holiday Retail Tracking II
Study #8187b
December 8-9, 2006

Table 151

Q. 8. Many stores have been selling out of these video game consoles quickly. Do you think that you will be able to find and purchase the console you want without too much difficulty, that you will have some difficulty finding it but will be able to find and purchase it eventually, or that you will not be able to find and purchase the console that you want? *

	Banner 2					Income			Store Sales			Planned Spending			Projected Holiday Spending			Completed Shopping		
	All Adults	Professionals managers	White-collar workers	Blue-collar workers	Retirees	Less than \$40K	\$40K-\$75K	More than \$75K	Offering more sales	Offering same amount of sales	Offering fewer sales	Spent more	Spent less	Spent same as planned	Less than \$300	\$301-\$800	More than \$800	All/most of it	Some/little of it	None of it
Total	602	119	122	105	149	189	178	135	183	232	64	74	202	257	203	170	169	273	209	119
Will be able to find and purchase without much difficulty	6%	6%	11%	7%	3%	6%	6%	6%	3%	8%	9%	14%	5%	7%	4%	9%	7%	8%	5%	4%
Will have some difficulty finding, but will find and purchase eventually	3%	7%	2%	4%	-	2%	5%	3%	3%	4%	5%	5%	4%	2%	1%	4%	6%	4%	3%	3%
Will not be able to find and purchase	2%	1%	2%	2%	1%	2%	1%	3%	2%	1%	3%	-	2%	1%	1%	2%	2%	2%	1%	3%
Not sure	1%	-	3%	1%	1%	1%	-	2%	1%	1%	2%	-	1%	-	1%	2%	1%	1%	1%	1%
No, do not plan to buy video game console/not sure (Q. 7)	88%	86%	82%	86%	95%	89%	88%	86%	91%	86%	81%	81%	88%	90%	93%	83%	84%	85%	90%	89%

* Asked only of respondents who plan to purchase a video game console (Q. 7).

HART - MCINTURFF
 CNBC Holiday Retail Tracking II
 Study #8187b
 December 8-9, 2006

Table 152

Q. 9. Do you currently own an i-Pod? (IF "NO," ASK:) Do you plan to buy an i-Pod in the next few months?

	Banner 1																						
	Region					Sex		Age					Sex: Age				Marital Status			Children			
	All Adults	North-east	South	Mid-west	West	Men	Women	18-39	40-54	55-64	65 and over	Men/18-49	Men/50 and over	Women/18-49	Women/50 and over	All married	Men/ married	Women/ married	Not married	Have kids	Do not have kids		
Total	602	129	194	144	136	289	313	218	184	92	105	174	115	163	147	336	168	168	259	215	382		
Currently own iPod	20%	21%	18%	18%	22%	20%	19%	28%	23%	11%	5%	27%	9%	26%	13%	25%	23%	27%	12%	29%	14%		
Do not currently own iPod/plan to buy one in the next few months	8%	9%	9%	8%	7%	7%	10%	10%	9%	7%	5%	9%	5%	11%	9%	8%	6%	10%	9%	8%	9%		
Do not currently own iPod/do not plan to buy one in the next few months	70%	65%	71%	72%	71%	72%	68%	58%	66%	81%	89%	63%	85%	58%	77%	65%	71%	58%	76%	59%	75%		
Not sure	2%	5%	2%	2%	-	1%	3%	4%	2%	1%	1%	1%	1%	5%	1%	2%	-	5%	3%	4%	2%		

HART - MCINTURFF
 CNBC Holiday Retail Tracking II
 Study #8187b
 December 8-9, 2006

Table 152

Q. 9. Do you currently own an i-Pod? (IF "NO," ASK:) Do you plan to buy an i-Pod in the next few months?

	Banner 2					Income			Store Sales			Planned Spending			Projected Holiday Spending			Completed Shopping		
	All Adults	Professionals	White-collar workers	Blue-collar workers	Retirees	Less than \$40K	\$40K-\$75K	More than \$75K	Offering more sales	Offering same amount of sales	Offering fewer sales	Spent more	Spent less	Spent same as planned	Less than \$300	\$301-\$800	More than \$800	All/ most of it	Some/ little of it	None of it
Total	602	119	122	105	149	189	178	135	183	232	64	74	202	257	203	170	169	273	209	119
Currently own iPod	20%	36%	28%	16%	4%	9%	23%	30%	18%	21%	25%	22%	15%	22%	11%	26%	23%	21%	22%	12%
Do not currently own iPod/plan to buy one in the next few months	8%	5%	13%	7%	6%	6%	10%	9%	10%	9%	6%	16%	9%	8%	7%	9%	10%	10%	7%	7%
Do not currently own iPod/do not plan to buy one in the next few months	70%	58%	58%	75%	88%	83%	64%	59%	70%	67%	67%	60%	74%	68%	80%	64%	63%	68%	66%	80%
Not sure	2%	1%	1%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	1%	4%	1%	5%	1%