

HOLIDAY GIFT IDEAS

More Value And Less Stress Top Consumers' Wish Lists

(NAPSA)—Consumers are looking to retailers for great prices, solid service, more convenience and fewer hassles in the upcoming holiday shopping season.

Those are some of the key findings of a survey that polled more than 1,500 parents nationwide to find out how they plan to shop this season.

According to the *Circuit City Dashing Through Your List Survey*—a vast majority of consumers (92 percent) will shop specifically for bargains. In addition to buying gifts for individuals, more than half of respondents said they will shop for a big holiday gift that the whole family can enjoy.

“We’re not surprised,” said Kim Maguire, chief merchandising officer for Circuit City. “We know that consumers will be on the lookout for value this holiday season. The good news for shoppers is that exciting products like digital cameras and flat panel TVs are becoming more affordable.”

The top electronics gift choices, according to the survey, are digital cameras (32 percent), a new TV (21 percent) and music, movies and games (17 percent)

Other survey findings include:

- Fifty-seven percent of respondents said their goal is to finish their seasonal shopping two weeks or more before the holiday. But one in six men (16 percent) said he won’t finish until the day before. Fewer women procrastinate as seriously (9 percent).

- Half of respondents said they’ll “just wing it” when it’s time to buy a gift for someone who’s hard to shop for. Forty-six percent



A growing number of consumers expect to do more holiday shopping online this year.

said they’ll buy a gift card. Only one percent said they would resort to the traditional last-ditch gift: fruitcake.

- The top frustration for 42 percent of holiday shoppers is crowded stores, followed by not knowing what to buy (36 percent).

- Eighty-four percent responding to the survey said they plan to do at least some of their holiday shopping online. This finding is in line with other research. For instance, the National Retail Federation predicts that online sales this year will total \$95.6 billion, an increase of over 25 percent of online sales in 2002.

Said Maguire, “We know consumers visit our Web site to compare products and prices, search for gift ideas and learn about new technologies. We’re particularly proud that our Web site also offers ‘Learn About’ articles that explain new technologies in plain language, and even candid consumer reviews of the products we sell.”

To learn more, visit the Web site at www.circuitcity.com.