

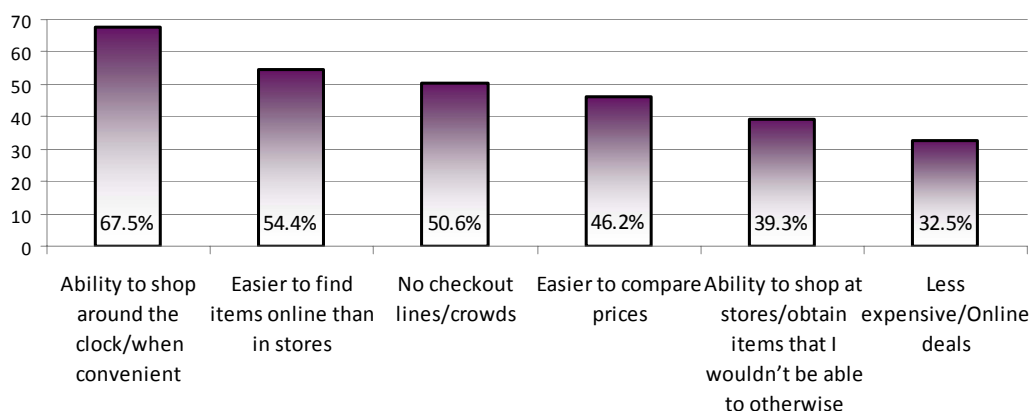


2010 VOICE of the Region Holiday Planning and Spending Survey

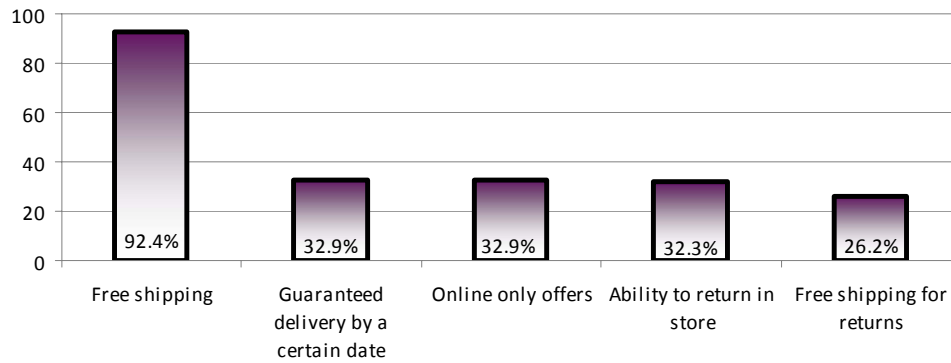
Thanks to everyone who took part in the Annual Holiday Planning and Spending survey this year. We've tallied the results and found:

- TRAVEL: *Staying home* (37.6%) and *hosting relatives at home* (35.9%) are the top plans, with *travel to a vacation destination* increasing to 3.4% from 2.4% in 2009
- SPENDING: Budgets for gifts have increased in the lowest spending category, *\$250 or less* (26.3% this year, up from 23.8% in 2009) mid-range category, *\$501-\$750* (18.6% in 2010; 15.2% in 2009) and highest spending category, *\$1001 & up* (15.1% this year, up from 10.9% in 2009). Still, over 50% of respondents indicate they will be spending *about the same as last year*, and only 15.2% expect to spend *more*.
- GIVING & DOING: This year, 49.6% will be giving *about the same* amount to charitable organizations as in 2009, while 18.4% are *giving less* and 16.0% are *giving more* (much improved from 2009's 9.5%.) Nearly a quarter (24.5%) *intend to volunteer* over this holiday season.
- SHOPPING: *Stores* still rule for gift-buying (81.3%), but *shopping online* (63.7%) is narrowing the gap. Why and what's most appealing to those shopping online is visualized, below.

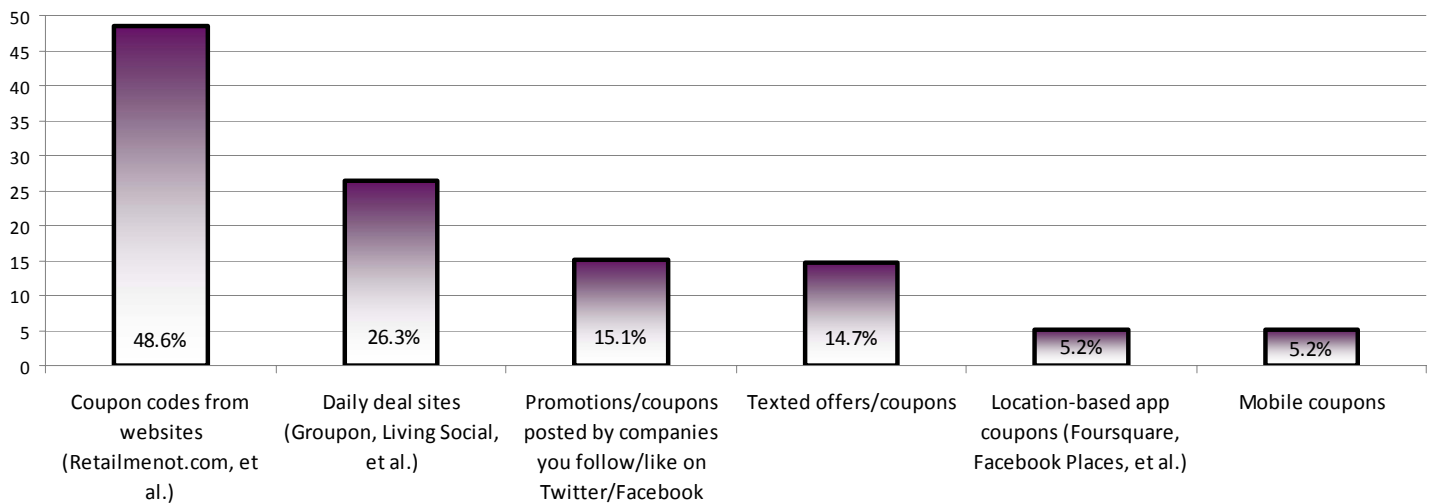
Which are the top reasons you are planning to shop online for gifts?



Which of the following are the most desirable offers from online retailers for holiday purchases?



Have you utilized any of the following as a shopper in general?



About the survey

In total, 262 members of the VOICE of the Region online community responded to the survey, a web-based questionnaire which ran between November 19 and December 15, 2010. The sample size yielded results with a statistical accuracy of +/-6.05% at the 95% confidence interval. We asked sixteen questions that specifically targeted information about respondents' holiday shopping plans, with a special focus on online shopping behavior, projected holiday expenses and spending budgets, and travel and entertaining plans for this holiday season. When appropriate, we compared data on key questions to our 2009 Holiday Spending survey results, which included 200 total responses. Throughout the report, percentages may not add up to 100% due to rounding and/or multiple choice responses.

About VOICE of the Region

VOICE of the Region is an opt-in online community made up of Southwestern Pennsylvania residents who share their opinions and insights on local, regional and national topics of interest, on subjects ranging from the arts and culture, and health and education to economic development, politics and current affairs. Join VOICE of the Region: www.voiceoftheregion.com.

About Campos Inc

Campos Inc is a full-service market research strategy firm specializing in providing deep insight into the Real Experience of the Customer through our business and marketing consultation, market research and branded online communities. We offer full service qualitative and quantitative research incorporating research design, recruitment, project management, moderating, data collection, analysis, and recommendations. We specialize in conducting consumer, B2B and employee research. Our downtown Pittsburgh facility features two focus group suites with full amenities. We are certified as a minority business enterprise by the WPMSDC, as a minority and woman business enterprise in the Commonwealth of Pennsylvania, and as a woman-owned business enterprise by WBENC.