



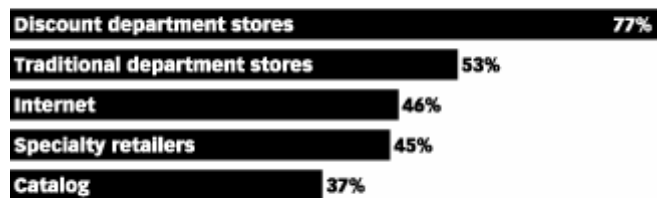
## Holiday Gift-Shopping: Sizing Up the Storefronts

Want a better idea of what to expect from consumers this holiday shopping season? Will crowds deter bricks-and-mortar shoppers or not? Ross Rubin provides answers by examining last season's polls.

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### Where US Consumers Plan to Shop for Holiday Gifts, 2002 (as a % of respondents)

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*Note: multiple responses allowed*

*Source: National Retail Federation, BIGresearch, October 2002*

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