

Consumer Preferences

New polling numbers - March 2009

Shoppers are overwhelmingly open – and even eager – to be greeted with “Christmas” in retailers’ communications. How do we know? Well, we asked the question.

In March 2009, we commissioned a leading research and consulting firm, Wilson Research Strategies (www.W-R-S.com), to use their polling expertise to

determine what consumers think on the “Christmas” issue. WRS is relied upon by numerous industries to help capture market share and strategically hone brand and messaging.

Their *clear* read on public opinion was that CHRISTMAS IS WELCOME! Here are a few highlights from their scientifically sound poll of 1000 adults which was designed to accurately reflect national demographics.

- **60% of Americans favor the use of “Merry Christmas” over “Happy Holidays” in retail advertising.**
- **Of those, 49% say they strongly support the use of “Christmas.”**
- **And, when it comes to the bottom line... 44% say they would be more likely to purchase from a retailer that uses “Merry Christmas” in marketing and advertising.**
- **Upon request, we are glad to provide you the full report with demographic breakdowns and utilizable data which makes a strategic case for the use of “Christmas” alongside other generic holiday references.**

