



Behind Every Business Decision

NPD Releases Shopping Activity Weekly Holiday Trends Report For The Week Ending December 8, 2012

Port Washington, NY, December 10, 2012—For the week ending December 8, 2012, The Shopping Activity Weekly Holiday Trends* report from the global information company, The [NPD Group, Inc.](#), shows that 56 percent of U.S. consumers went shopping at brick-and-mortar retail stores, down from 58 percent in the week prior.

Approximately 65 percent of those shopping visits resulted in a purchase in the most recent week, up 2 points from the prior week. Does this increase suggest shoppers are becoming more focused as we get closer to the holiday?

Total US, Brick-and-Mortar Shopping Conversion Rate Weeks Ending November 3 – December 8, 2012

	Week Ending	Week Ending	Week Ending	Week Ending	Week Ending	Week Ending
	11/3/12	11/10/12	11/17/12	11/24/12	12/1/12	12/8/12
Brick-and-Mortar Shopping Conversion	66.0%	64.9%	64.1%	63.8%	62.9%	65.3%

Source: The NPD Group, Inc. / Shopping Activity Weekly Holiday Trends Report

*Shopping Conversion Rate is NPD's measure of shoppers engaged in the shopping experience and making a purchase.

While conversion is up in stores, average spend in brick-and-mortar stores is down 7 percent compared to the prior week.

For the week ending December 8, the online share of buying visits was down to 21 percent after the prior weeks' spike due to Cyber Monday. The average spend online was down 10 percent from the prior week.

Total US, Online Share of Buying Visits Weeks Ending November 3 – December 08, 2012

	Week Ending	Week Ending	Week Ending	Week Ending	Week Ending	Week Ending
	11/3/12	11/10/12	11/17/12	11/24/12	12/1/12	12/8/12
Online Share of Buying Visits	16.3%	17.1%	17.8%	19.0%	23.6%	21.0%

Source: The NPD Group, Inc. / Shopping Activity Weekly Holiday Trends Report

“As expected consumers are catching their breath and spending less but with their focus changing to purchasing gifts for those on their list rather than on themselves,” said Marshal Cohen, chief industry analyst, The NPD Group, Inc. “Look for spending to shift into high gear as we approach the countdown to Christmas.”

*The Shopping Activity Weekly Holiday Trends is special report from The NPD Group, Inc.'s Shopping Activity Service. The Shopping Activity Weekly Holiday Trends report will follow the weekly holiday shopping trends over the course of the 2012 holiday retail season and will be released weekly. Our Shopping Activity Services fields an online study to 4,750 U.S. consumers daily. It captures brick-and-mortar shopping behavior and online purchase behavior in general merchandise channels, including purchases of categories from apparel to entertainment to toys and video games. It excludes the following channels: grocery, drug, gas, convenience and restaurant.

** Buying visits occur when the consumer makes a purchase from a store or website. Buying visits are different from dollar or unit sales.

About The NPD Group, Inc.

The NPD Group provides global information and advisory services to drive better business decisions. By combining unique data assets with unmatched industry expertise, we help our clients track their markets, understand consumers, and drive profitable growth. Sectors covered include automotive, beauty, entertainment, fashion, food / foodservice, home, office supplies, sports, technology, toys, video games, and wireless. For more information, [contact us](#), visit <http://www.npd.com/>, or follow us Twitter at twitter.com/marshalcohen and twitter.com/npdfashion. Become a fan of Marshal Cohen at www.facebook.com/npdmarshalcohen and watch more on NPD's [YouTube](#) channel.

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