



## 2005 Online Holiday Shopping Update

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Source: comScore Networks

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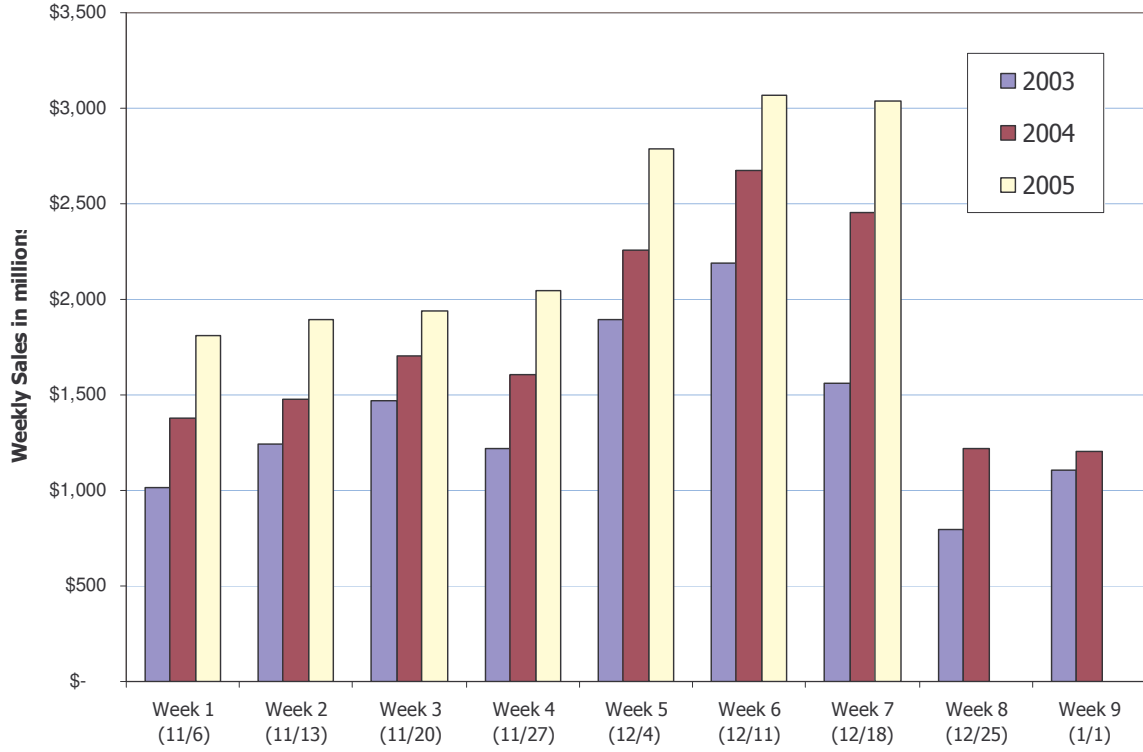
### 2005 Season to Date

<b>2005 Holiday Season to Date vs. Corresponding Days in 2004</b>			
<b>Non-Travel Online Consumer Spending</b>			
<b>Excludes Auctions and Large Corporate Purchases</b>			
<b>Source: comScore Networks</b>			
	2004 (in billions)	2005 (in billions)	Percentage Change
November 1 – December 18	\$13.16	\$16.34	24%

- Non-travel spending during the first 48 days of the holiday season (November 1 through December 18, 2005) totaled \$16.34 billion, representing a 24-percent increase over the \$13.16 billion posted during the corresponding period in 2004.
- Online spending for the most recent week ending Sunday, December 18, 2005 rose 29 percent over the corresponding week in 2004.

“Retailers’ continued use of last minute promotions and discounted in-time shipping have allowed consumers to comfortably extend their online purchasing later into the season,” said Gian Fulgoni, chairman of comScore Networks. “Last week’s spending surge put the season on track to meet comScore’s 24 percent growth forecast – retailers should be pleased with what has clearly been a strong online holiday shopping season.”

**Holiday Online Retail Sales**  
Source: comScore Networks



Please contact [press@comscore.com](mailto:press@comscore.com) to receive the data behind the above for use in graphical representation.

2005 Holiday Season Forecast

- comScore estimates that consumer spending on non-travel (retail) goods at U.S. Internet sites will exceed \$19 billion for the entire 2005 November/ December holiday season, representing approximately 24 percent growth over the 2004 season.

<b>Non-Travel Online Consumer Spending</b> Excludes Auctions and Large Corporate Purchases Source: comScore Networks			
	2004 (in billions)	2005 (in billions)	Percentage Change
Year-to-Date (through Dec. 18)	\$63.9	\$79.0	24%
Holiday Season (November/December)	\$15.8	\$19.6*	24%*
Q4	\$21.4	\$26.5*	24%*
Full Year	\$66.5	\$82.7*	24%*

\*comScore Networks forecast

**About comScore Networks**

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Orbitz. For more information, please visit [www.comscore.com](http://www.comscore.com).

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