

**15.5%** - Increase in online sales this past holiday season. While significantly higher than the 3.6% increase in total holiday retail sales, e-commerce still made up less than 10% of those sales.

(Source: MasterCard Advisors' SpendingPulse)

**\$10.5 Billion** - The amount shelled out at U.S. movie theaters in 2009 as of Dec. 27, a record gross for Hollywood. (Source: Hollywood.com)

**59%** - Percentage of parents who say they are not currently setting aside any money for their children's college education.

(Source: Finra Investor Education Foundation Survey)

**78%** - Most U.S. air travelers (78%) approve of the use of full body scans of airline passengers, and 67% say they would not be personally uncomfortable in undergoing such a scan. (Source: Gallup)

**68%** - Two-thirds of Americans have taken steps to make their home more energy efficient. Of those who have, 71% say they did so to save money, while 26% sought to improve the environment. (Source: Gallup)

**76%** - The percentage of consumers responding to a credit counseling survey who say that decreasing debt is their No. 1 New Year's resolution. Six percent say that increasing savings is the top solution, while 11% intend to improve their credit scores.

(Source: The National Foundation for Credit Counseling)