

RISE: A RECENT CONSUMER SURVEY FOUND 2011 IS THE FOURTH YEAR IN A ROW CASH IS THE PREFERRED GIFT AMONG CONSUMERS. I'M RISE JILL MILLER.

BLACK FRIDAY SHOPPERS WERE OUT IN RECORD NUMBERS THIS YEAR, SHOWING PEOPLE ARE WILLING TO HIT THE STORES FOR THE PERFECT GIFT. BUT WITH MANY PEOPLE WORKING LONGER HOURS BEFORE THE HOLIDAYS, IT CAN ALSO MEAN NO TIME FOR STANDING IN LONG LINES.

VICTORIA LOPEZ-NEGRENTE, SENIOR VICE PRESIDENT AND GENERAL MANAGER FOR NORTH AMERICA AT WESTERN UNION AGREES.

VICTORIA: WE FOUND 83 PERCENT OF CONSUMERS WANT THE GIFT OF CASH THIS HOLIDAY SEASON. THIS IS THE LARGEST PERCENTAGE WE'VE SEEN IN RECENT YEARS.

BUT WITH THE HOLIDAYS HERE, WE KNOW MOST CONSUMERS WOULD RATHER SPEND TIME AT HOME WITH THEIR FAMILIES THAN STANDING IN LAST-MINUTE LINES FOR GIFTS. SO WHY NOT SAVE THAT TIME AND MAKE YOUR LOVED ONE'S DAY BETTER WITH A GIFT THEY REALLY WANT – THE GIFT OF CASH.

RISE: FOR YOUR LAST MINUTE SHOPPING NEEDS VISIT A WESTERN UNION IN PERSON, ONLINE AT WESTERN UNION DOT COM OR OVER THE PHONE AT 800-CALL-CASH.

HAPPY HOLIDAYS EVERYONE. I'M RISE JILL MILLER.