

2017new4_5. To what extent do you agree or disagree with the following: - Most of the gifts I get for the holidays are u

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2098	963	1135	493	818
Base: All Respondents (wtd)	2098	1018	1080	585	776
Top 2 Box (Net)	503	318	185	177	179
	24%	31%	17%	30%	23%
		B		DE	
Strongly agree	119	82	37	49	37
	6%	8%	3%	8%	5%
		B		DE	
Somewhat agree	384	236	148	128	142
	18%	23%	14%	22%	18%
		B		E	
Bottom 2 Box (Net)	1595	700	895	408	597
	76%	69%	83%	70%	77%
			A		C
Somewhat disagree	785	385	399	214	309
	37%	38%	37%	36%	40%
Strongly disagree	811	314	496	195	288
	39%	31%	46%	33%	37%
			A		
Sigma	2098	1018	1080	585	776
	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L/M/N, O/P/Q/R, S/T/U/V/W

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L/M/N, O/P/Q/R, S/T/U/V/W

Minimum Base: 30 (**), Small Base: 100 (*)

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None (0%)
W
504
578
139
24%
33
6%
106
18%
439
76%
196
34%
243
42%
U
578
100%