

1A_1. How much do you think you will end up spending in total on each of the following this year? - Gifts for the holidays (Excluding

	Total
Base: All Respondents (Excluding Outliers) (unwtd)	1995
Base: All Respondents (Excluding Outliers) (wtd)	1995
Under \$100	47 2%
\$100- to under \$200	111 6%
\$200- to under \$400	274 14%
\$400- to under \$600	274 14%
\$600- to under \$800	55 3%
\$800- to under 1000	29 1%
\$1000- to under \$1500	147 7%
\$1500- to under \$2500	82 4%
\$2500- to \$5000	33 2%
Not sure yet	697 35%
Do not plan to spend	245 12%
Sigma	1995 100%

Summary	
\$0 + Don't plan to spend	245
	12%
Mean (Incl.0)	645
Std. Dev.	701.56
Std. Err.	21.53
Mean (Excl.0)	650.3
Std. Dev.	701.98
Std. Err.	21.63
Median	500

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

[Table of contents](#)

1A2_1. And is this more, the same or less than what you spent on these categories last year?- Gifts for the holidays

	Total
Base: All Answering (unwtd)	1094
Base: All Answering (wtd)	1058
More	165
	16%
About the same	699
	66%
Less	194
	18%
Sigma	1058
	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

[Table of contents](#)

1A2_2. And is this more, the same or less than what you spent on these categories last year?- Travel during the holiday season

	Total
Base: All Answering (unwtd)	456
Base: All Answering (wtd)	423
More	128 30%
About the same	233 55%
Less	62 15%
Sigma	423 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

[Table of contents](#)

3A. Do you think the rising cost of goods - also known as inflation - will make it more difficult for you to buy holiday gifts this year?

	Total
Base: All Answering (unwtd)	1770
Base: All Answering (wtd)	1764
Yes	1298 74%
No	308 17%
Don't know	157 9%
Sigma	1764 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

[Table of contents](#)

5. Do you normally set a budget for holiday gift spending?

	Total
Base: All Answering (unwtd)	1770
Base: All Answering (wtd)	1764
Yes	987 56%
No	718 41%
Don't know	59 3%
Sigma	1764 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

[Table of contents](#)

14. How likely is it that you will need to take on debt to pay for your holiday gift purchases?

	Total
Base: All Answering (unwtd)	1770
Base: All Answering (wtd)	1764
Top 2 Box (Net)	516 29%
Very likely	176 10%
Somewhat likely	340 19%
Bottom 2 Box (Net)	1133 64%
Not very likely	408 23%
Not at all likely	726 41%
Don't Know	114 6%
Sigma	1764 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

[Table of contents](#)

15. If you were to face financial difficulties purchasing all of the holiday gifts you planned to buy, which, if any, of the following

	Total
Base: All Answering (unwtd)	1770
Base: All Answering (wtd)	1764
Purchase fewer gifts	816 46%
Use credit cards	476 27%
Use loyalty card points	478 27%
Give non-traditional gifts (i.e. homemade or free/cheap experiences)	390 22%
Buy items on sale	854 48%
Would not purchase gifts	11 1%
Other	17 1%
Not applicable to me	243 14%
None	3 *
Sigma	3288 186%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

[Table of contents](#)