

1_1. (I do not like crowded shopping malls during the holiday season, and so I try to avoid them) To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1015 | 483 | 532 | 235 | 393 | 387 | 82 | 333 | 485 | 115 |
| Weighted | 1015 | 491 | 524 | 283 | 403 | 329 | 94* | 376 | 331 | 214 |
| Strongly agree | 452 44% | 221 45% | 230 44% | 117 41% | 188 47% | 146 44% | 34 36% | 151 40% | 160 48% | 106 50% |
| Somewhat agree | 355 35% | 179 36% | 177 34% | 106 38% | 138 34% | 111 34% | 28 30% | 144 38% | 107 32% | 76 35% |
| Somewhat disagree | 147 14% | 66 13% | 81 15% | 36 13% | 59 15% | 52 16% | 19 21% | 63 17% | 44 13% | 20 9% |
| Strongly disagree | 61 6% | 25 5% | 36 7% | 24 8% | 18 4% | 20 6% | 13 13% | 18 5% | 19 6% | 12 6% |
| Summary | | | | | | | | | | |
| Top2Box (Agree) | 807 79% | 400 81% | 407 78% | 223 79% | 327 81% | 257 78% | 62 66% | 295 78% | 268 81% | 182 85% |
| Low2Box (Disagree) | 208 21% | 91 19% | 117 22% | 60 21% | 76 19% | 72 22% | 32 34% | 81 22% | 63 19% | 32 15% |

1.2. (I do not like the hassle of trying to find a parking spot at the shopping mall during the holiday season) To what extent do you agree or disagree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1015 | 483 | 532 | 235 | 393 | 387 | 82 | 333 | 485 | 115 |
| Weighted | 1015 | 491 | 524 | 283 | 403 | 329 | 94* | 376 | 331 | 214 |
| Strongly agree | 505 50% | 231 47% | 274 52% | 143 50% | 199 49% | 163 50% | 51 54% | 177 47% | 162 49% | 115 54% |
| Somewhat agree | 327 32% | 171 35% | 156 30% | 91 32% | 126 31% | 110 34% | 25 26% | 128 34% | 108 33% | 66 31% |
| Somewhat disagree | 117 11% | 54 11% | 62 12% | 23 8% | 54 13% | 40 12% | 7 8% | 48 13% | 39 12% | 23 11% |
| Strongly disagree | 66 7% | 35 7% | 32 6% | 27 10% | 24 6% | 15 5% | 11 12% | 23 6% | 21 6% | 10 5% |
| Summary | | | | | | | | | | |
| Top2Box (Agree) | 832 82% | 402 82% | 430 82% | 233 82% | 325 81% | 274 83% | 75 80% | 305 81% | 270 82% | 181 85% |
| Low2Box (Disagree) | 183 18% | 89 18% | 94 18% | 50 18% | 78 19% | 55 17% | 19 20% | 71 19% | 61 18% | 33 15% |

1_3. (I do not like having to search from store to store to find that perfect holiday gift item) To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------|------------|-----------------|-----------------|------------|------------|------------|------------------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1015 | 483 | 532 | 235 | 393 | 387 | 82 | 333 | 485 | 115 |
| Weighted | 1015 | 491 | 524 | 283 | 403 | 329 | 94* | 376 | 331 | 214 |
| Strongly agree | 381 37% | 195 40% | 186 35% | 95 34% | 154 38% | 131 40% | 39 41% | 133 35% | 121 36% | 88 41% |
| Somewhat agree | 368 36% | 194 40% | 174 33% | 110 39% | 147 37% | 111 34% | 26 27% | 142 38% | 128 39% | 73 34% |
| Somewhat disagree | 185 18% | 78 16% | 107 20% | 52 18% | 76 19% | 56 17% | 12 13% | 69 18% | 62 19% | 41 19% |
| Strongly disagree | 82 8% | 24 5% | 57 11% A | 27 9% | 25 6% | 30 9% | 17 18% GHI | 32 8% | 20 6% | 12 6% |
| Summary | | | | | | | | | | |
| Top2Box (Agree) | 749 74% | 389 79% B | 360 69% | 205 72% | 302 75% | 242 74% | 64 69% | 275 73% | 248 75% | 161 75% |
| Low2Box (Disagree) | 266 26% | 102 21% | 164 31% A | 79 28% | 101 25% | 87 26% | 30 31% | 101 27% | 83 25% | 53 25% |

1_4. (I will be checking out online retailers to find better deals and to avoid busy shopping malls) To what extent do you agree or disagree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------|------------|-----------------|-----------------|------------------|-----------------|------------------|------------------|------------------|------------------|-------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1015 | 483 | 532 | 235 | 393 | 387 | 82 | 333 | 485 | 115 |
| Weighted | 1015 | 491 | 524 | 283 | 403 | 329 | 94* | 376 | 331 | 214 |
| Strongly agree | 155 15% | 95 19% B | 60 11% | 67 23% DE | 57 14% | 31 10% | 6 7% | 46 12% | 57 17% FG | 46 22% FG |
| Somewhat agree | 298 29% | 150 30% | 148 28% | 95 34% | 116 29% | 86 26% | 20 21% | 91 24% | 101 30% | 86 40% FG |
| Somewhat disagree | 308 30% | 151 31% | 157 30% | 75 26% | 140 35% C | 93 28% | 25 26% | 136 36% I | 102 31% I | 46 21% |
| Strongly disagree | 254 25% | 96 19% | 159 30% A | 47 17% | 89 22% | 118 36% CD | 43 46% GHI | 103 27% I | 72 22% | 36 17% |
| Summary | | | | | | | | | | |
| Top2Box (Agree) | 453 45% | 245 50% B | 208 40% | 162 57% DE | 173 43% | 118 36% | 26 28% | 137 36% | 157 48% FG | 132 62% FGH |
| Low2Box (Disagree) | 562 55% | 246 50% | 316 60% A | 121 43% | 230 57% C | 211 64% C | 68 72% HI | 239 64% HI | 173 52% I | 82 38% |

2. Which of the following describes how you feel about holiday shopping online?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
 Overlap formulae used. * small base

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|------------|-----------------|-----------------|------------------|-----------------|------------------|------------------|-----------------|------------------|-------------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1015 | 483 | 532 | 235 | 393 | 387 | 82 | 333 | 485 | 115 |
| Weighted | 1015 | 491 | 524 | 283 | 403 | 329 | 94* | 376 | 331 | 214 |
| It's fast, easy and convenient | 401 40% | 217 44% B | 184 35% | 151 53% DE | 156 39% E | 94 29% | 25 26% | 121 32% | 142 43% FG | 114 53% FG |
| It allows for easy access to a wide variety of gifts | 382 38% | 214 44% B | 168 32% | 148 52% DE | 144 36% E | 90 27% | 24 25% | 110 29% | 131 39% FG | 117 55% FGH |
| It's great for a one-stop shopping experience at any time, at my convenience | 327 32% | 172 35% | 155 30% | 129 45% DE | 116 29% | 83 25% | 18 19% | 105 28% | 115 35% FG | 89 42% FG |
| It's cost-effective because items are on average lower in cost than in bricks and mortar stores | 182 18% | 115 23% B | 68 13% | 87 31% DE | 52 13% | 44 13% | 11 12% | 59 16% | 64 19% | 48 22% |
| None of the above | 412 41% | 165 34% | 246 47% A | 61 22% | 170 42% C | 181 55% CD | 58 61% GHI | 171 45% I | 132 40% I | 52 24% |

3. Which of the following types of gifts will you be purchasing this year?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
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| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All respondents | 1015 | 483 | 532 | 235 | 393 | 387 | 82 | 333 | 485 | 115 |
| Weighted | 1015 | 491 | 524 | 283 | 403 | 329 | 94* | 376 | 331 | 214 |
| CDs and DVDs | 497 49% | 239 49% | 258 49% | 145 51% | 217 54% | 136 41% | 39 41% | 191 51% | 157 47% | 111 52% |
| Books | 479 47% | 208 42% | 271 52% | 148 52% | 174 43% | 157 48% | 27 29% | 159 42% | 159 48% | 134 62% |
| Video games and game equipment | 310 31% | 150 31% | 160 31% | 119 42% | 138 34% | 53 16% | 27 29% | 125 33% | 111 34% | 47 22% |
| Small consumer electronics such as mp3 players, cell phones | 231 23% | 126 26% | 105 20% | 83 29% | 107 27% | 41 12% | 22 24% | 91 24% | 76 23% | 41 19% |
| None of the above | 314 31% | 156 32% | 158 30% | 63 22% | 118 29% | 133 40% | 38 40% | 115 31% | 101 30% | 61 28% |