

1. What is the biggest challenge you face while shopping this holiday season?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Buy gifts during holidays	1047	565	482	284	428	335	94	352	437	164
Weighted	1055	499	556	303	422	330	109*	416	335	195
Don't know what to buy	372	191	182	86	133	153	40	147	108	77
	35%	38%	33%	28%	31%	46%	37%	35%	32%	40%
						CD				
My budget is tighter this year	368	140	228	118	157	93	49	157	117	46
	35%	28%	41%	39%	37%	28%	45%	38%	35%	23%
			A	E	E		I	I	I	
Dislike going to the mall/crowds	219	126	94	58	99	62	16	90	71	43
	21%	25%	17%	19%	23%	19%	14%	22%	21%	22%
		B								
Not enough time	51	22	29	27	20	4	0	12	20	19
	5%	4%	5%	9%	5%	1%	-	3%	6%	10%
				DE	E				FG	FG
Other	44	20	24	13	14	18	3	11	20	11
	4%	4%	4%	4%	3%	5%	3%	3%	6%	5%
									G	

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

2. What type of gifts are you planning on giving this year?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Buy gifts during holidays	1047	565	482	284	428	335	94	352	437	164
Weighted	1055	499	556	303	422	330	109*	416	335	195
Actual gift	866	379	487	275	343	249	70	340	287	169
	82%	76%	88%	91%	81%	76%	65%	82%	86%	87%
			A	DE				F	F	F
Gift certificate/gift card	504	224	280	132	214	158	55	203	163	82
	48%	45%	50%	44%	51%	48%	51%	49%	49%	42%
Cash	210	88	122	26	81	102	18	97	61	33
	20%	18%	22%	9%	19%	31%	17%	23%	18%	17%
					C	CD				
Charitable donation	75	32	43	17	28	30	4	23	30	18
	7%	6%	8%	6%	7%	9%	3%	6%	9%	9%
Other	77	36	41	27	31	19	12	28	20	18
	7%	7%	7%	9%	7%	6%	11%	7%	6%	9%
Nothing	10	8	3	3	5	3	3	2	4	1
	1%	2%	0	1%	1%	1%	3%	0	1%	1%
							G			

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