

Sample size	n=1,818
<i>Please indicate whether you agree or disagree with each of the following statements.</i>	
Agree	
It is always better to give than to receive.	83%
I have bought a gift to reward myself during the holiday season.	50%
I think it is acceptable to regift.	62%
I have regifted things I have received from other people.	45%
I usually end up returning or exchanging most of the gifts I receive.	6%
Disagree	
It is always better to give than to receive.	9%
I have bought a gift to reward myself during the holiday season.	46%
I think it is acceptable to regift.	29%
I have regifted things I have received from other people.	51%
I usually end up returning or exchanging most of the gifts I receive.	91%
<i>In total, how much do you plan to spend on the following this holiday season? If you have done part of your holiday shopping, please tell us the total, including what you have already spent plus what you are still planning to spend. If you have done all the shopping, please tell us the total of how much you spent on gifts this holiday season.</i>	
Share of Total Spend	
Gifts for my children	23%
Gifts for my significant other	14%
Gifts for others (excluding children and the significant other)	16%
Total gifts for others	53%
<i>When do you typically start your holiday shopping and when have/will you start your holiday shopping this year?</i>	
This year	
The day/night before	1%
The middle of December	14%
Early December	25%
November	29%
November to early December	54%
In a typical year	
The day/night before	1%
The middle of December	16%
Early December	28%
November	25%
November to early December	53%
<i>How will your spending for the holiday season in 2012 compare to 2011?</i>	
Holiday spending in 2012	
n=1,818	
More than 2011	14%
About the same as 2011	62%
Less than 2011	21%
Don't know	3%
Holiday spending in 2011	
n=1,299	
More than 2010	11%
About the same as 2010	62%
Less than 2010	24%
Don't know	3%
<i>Which of the following items, if any, do you plan to buy or have already bought as gifts for others for the 2012 holiday season?</i>	