

1. Which of the following activities do you feel takes up most of your time when it comes to preparing for the holidays?

		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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
Shopping for gifts	442	217	225	138	184	120	36	147	172	87
	43.0%	44.0%	43.0%	49.0%	49.0%	34.0%	30.0%	43.0%	43.0%	56.0%
				E	E			F	F	FGH
Preparing meals	136	60	75	28	52	55	19	54	44	19
	13.0%	12.0%	14.0%	10.0%	14.0%	15.0%	16.0%	16.0%	11.0%	12.0%
Communicating with friends/families/loved ones (writing letters, cards, etc.)	133	81	53	26	38	70	26	38	47	22
	13.0%	16.0%	10.0%	9.0%	10.0%	19.0%	21.0%	11.0%	12.0%	14.0%
		B				CD	GH			
Decorating	120	49	71	29	40	51	16	48	42	14
	12.0%	10.0%	13.0%	10.0%	11.0%	14.0%	13.0%	14.0%	11.0%	9.0%
Making do-it-yourself gifts	63	18	45	34	15	14	6	20	31	6
	6.0%	4.0%	8.0%	12.0%	4.0%	4.0%	5.0%	6.0%	8.0%	4.0%
			A	DE						
Wrapping gifts	51	19	32	16	18	17	6	17	25	2
	5.0%	4.0%	6.0%	6.0%	5.0%	5.0%	5.0%	5.0%	6.0%	1.0%
									I	
Other	75	50	25	14	30	31	11	19	38	6
	7.0%	10.0%	5.0%	5.0%	8.0%	9.0%	9.0%	5.0%	10.0%	4.0%
		B							G	

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

2\_1. [Spending time with friends/families/loved ones] How important are the following experiences to you 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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
Spending time with friends/families/loved ones										
Very important	753	335	419	211	280	262	81	263	296	113
	74.0%	68.0%	80.0%	74.0%	74.0%	73.0%	67.0%	77.0%	74.0%	72.0%
			A							
Somewhat important	225	131	94	64	87	75	32	67	84	42
	22.0%	26.0%	18.0%	22.0%	23.0%	21.0%	27.0%	19.0%	21.0%	27.0%
		B								
Not very important	24	16	8	5	7	12	5	8	9	2
	2.0%	3.0%	2.0%	2.0%	2.0%	3.0%	4.0%	2.0%	2.0%	1.0%
Not at all important	17	14	4	5	4	9	2	5	10	0
	2.0%	3.0%	1.0%	2.0%	1.0%	2.0%	2.0%	1.0%	3.0%	-
		B								
Summary										
Top2Box (Very/ Somewhat important)	979	466	513	275	367	337	113	330	380	156
	96.0%	94.0%	98.0%	97.0%	97.0%	94.0%	94.0%	96.0%	95.0%	99.0%
			A		E					FH
Low2Box (Not Very/ Not at all important)	41	29	12	10	11	21	7	13	19	2
	4.0%	6.0%	2.0%	3.0%	3.0%	6.0%	6.0%	4.0%	5.0%	1.0%
		B				D	I		I	

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

2\_2. [Hearing from friends/families/loved ones] How important are the following experiences to you 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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
<b>Hearing from friends/families/loved ones</b>										
Very important	620	274	345	157	224	239	74	212	248	86
	61.0%	55.0%	66.0%	55.0%	59.0%	67.0%	62.0%	62.0%	62.0%	54.0%
Somewhat important			A			CD				
	333	178	155	101	135	97	33	114	117	68
	33.0%	36.0%	29.0%	35.0%	36.0%	27.0%	28.0%	33.0%	29.0%	44.0%
Not very important		B			E					FH
	52	30	22	22	15	15	12	13	24	3
	5.0%	6.0%	4.0%	8.0%	4.0%	4.0%	10.0%	4.0%	6.0%	2.0%
Not at all important							GI			
	15	12	3	5	4	6	1	3	11	0
	1.0%	2.0%	1.0%	2.0%	1.0%	2.0%	1.0%	1.0%	3.0%	-
Summary		B								
	953	453	500	258	359	336	107	326	365	154
	93.0%	92.0%	95.0%	91.0%	95.0%	94.0%	89.0%	95.0%	91.0%	98.0%
Top2Box (Very/ Somewhat important)			A					H		FH
	67	42	25	27	19	22	13	17	35	3
	7.0%	8.0%	5.0%	9.0%	5.0%	6.0%	11.0%	5.0%	9.0%	2.0%
Low2Box (Not Very/ Not at all important)		B					I		GI	

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

2\_3. [Enjoying down time to unwind and relax] How important are the following experiences to you 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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
Enjoying down time to unwind and relax										
Very important	524	243	281	163	224	137	48	191	195	89
	51.0%	49.0%	54.0%	57.0%	59.0%	38.0%	40.0%	56.0%	49.0%	57.0%
				E	E			F		F
Somewhat important	369	178	191	87	129	152	49	120	151	47
	36.0%	36.0%	36.0%	31.0%	34.0%	43.0%	41.0%	35.0%	38.0%	30.0%
						CD				
Not very important	97	54	43	29	21	47	18	24	37	17
	9.0%	11.0%	8.0%	10.0%	5.0%	13.0%	15.0%	7.0%	9.0%	11.0%
				D		D	G			
Not at all important	31	20	11	5	4	22	4	8	16	3
	3.0%	4.0%	2.0%	2.0%	1.0%	6.0%	3.0%	2.0%	4.0%	2.0%
						CD				
Summary										
Top2Box (Very/ Somewhat important)	893	421	472	251	352	289	98	311	347	137
	88.0%	85.0%	90.0%	88.0%	93.0%	81.0%	82.0%	91.0%	87.0%	87.0%
			A	E	CE			F		
Low2Box (Not Very/ Not at all important)	127	74	54	34	25	69	22	32	53	20
	12.0%	15.0%	10.0%	12.0%	7.0%	19.0%	18.0%	9.0%	13.0%	13.0%
		B		D		CD	G			

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

2\_4. [Receiving the gift I want] How important are the following experiences to you 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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
<b>Receiving the gift I want</b>										
Very important	56	27	29	22	22	12	8	25	15	8
	5.0%	5.0%	6.0%	8.0%	6.0%	3.0%	7.0%	7.0%	4.0%	5.0%
				E						
Somewhat important	227	117	110	92	81	53	27	70	83	46
	22.0%	24.0%	21.0%	33.0%	21.0%	15.0%	22.0%	21.0%	21.0%	29.0%
				DE	E					
Not very important	444	207	237	111	170	164	49	148	175	72
	44.0%	42.0%	45.0%	39.0%	45.0%	46.0%	41.0%	43.0%	44.0%	46.0%
Not at all important	293	144	149	59	105	129	36	101	126	31
	29.0%	29.0%	28.0%	21.0%	28.0%	36.0%	30.0%	29.0%	32.0%	19.0%
						CD		I	I	
<b>Summary</b>										
Top2Box (Very/ Somewhat important)	283	144	139	115	103	65	35	95	99	54
	28.0%	29.0%	26.0%	40.0%	27.0%	18.0%	29.0%	28.0%	25.0%	35.0%
				DE	E					H
Low2Box (Not Very/ Not at all important)	737	351	386	170	274	293	85	248	301	103
	72.0%	71.0%	74.0%	60.0%	73.0%	82.0%	71.0%	72.0%	75.0%	65.0%
					C	CD			I	

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

2\_5. [Giving gifts that I know my family/friends/loved ones will enjoy] How important are the following experiences to you 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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
Giving gifts that I know my family/friends/loved ones will enjoy										
Very important	458	185	273	127	163	168	59	174	165	59
	45.0%	37.0%	52.0%	45.0%	43.0%	47.0%	49.0%	51.0%	41.0%	38.0%
			A					HI		
Somewhat important	408	215	193	121	163	124	42	122	168	75
	40.0%	43.0%	37.0%	43.0%	43.0%	35.0%	35.0%	36.0%	42.0%	48.0%
		B			E					G
Not very important	113	67	45	30	40	44	13	35	45	20
	11.0%	14.0%	9.0%	10.0%	10.0%	12.0%	11.0%	10.0%	11.0%	13.0%
		B								
Not at all important	42	28	14	6	12	23	6	12	21	3
	4.0%	6.0%	3.0%	2.0%	3.0%	7.0%	5.0%	4.0%	5.0%	2.0%
		B				CD				
Summary										
Top2Box (Very/ Somewhat important)	865	400	466	248	326	291	101	296	334	134
	85.0%	81.0%	89.0%	87.0%	86.0%	81.0%	84.0%	86.0%	83.0%	86.0%
			A							
Low2Box (Not Very/ Not at all important)	155	95	60	36	52	67	19	47	66	23
	15.0%	19.0%	11.0%	13.0%	14.0%	19.0%	16.0%	14.0%	17.0%	14.0%
		B								

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

2\_6. [Spending time and effort to prepare for the holiday celebration (e.g. Shopping, cooking, etc.)] How important are the following experiences to you 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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
Spending time and effort to prepare for the holiday celebration (e.g. Shopping, cooking, etc.)										
Very important	246	85	162	68	89	90	25	103	90	29
	24.0%	17.0%	31.0%	24.0%	24.0%	25.0%	21.0%	30.0%	22.0%	19.0%
			A					HI		
Somewhat important	480	230	250	131	189	160	56	151	188	84
	47.0%	46.0%	48.0%	46.0%	50.0%	45.0%	47.0%	44.0%	47.0%	53.0%
Not very important	222	132	90	63	82	77	26	69	94	33
	22.0%	27.0%	17.0%	22.0%	22.0%	22.0%	22.0%	20.0%	23.0%	21.0%
		B								
Not at all important	72	49	23	23	18	31	13	20	28	11
	7.0%	10.0%	4.0%	8.0%	5.0%	9.0%	11.0%	6.0%	7.0%	7.0%
		B				D				
Summary										
Top2Box (Very/ Somewhat important)	726	314	412	199	278	250	81	254	278	113
	71.0%	64.0%	78.0%	70.0%	74.0%	70.0%	68.0%	74.0%	69.0%	72.0%
			A							
Low2Box (Not Very/ Not at all important)	294	180	114	86	100	108	39	89	122	44
	29.0%	36.0%	22.0%	30.0%	26.0%	30.0%	32.0%	26.0%	31.0%	28.0%
		B								

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

2. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT IMPORTANT)] How important are the following experiences to you 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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
Spending time with friends/families/loved ones	979	466	513	275	367	337	113	330	380	156
	96.0%	94.0%	98.0%	97.0%	97.0%	94.0%	94.0%	96.0%	95.0%	99.0%
			A		E					FH
Hearing from friends/families/loved ones	953	453	500	258	359	336	107	326	365	154
	93.0%	92.0%	95.0%	91.0%	95.0%	94.0%	89.0%	95.0%	91.0%	98.0%
			A					H		FH
Enjoying down time to unwind and relax	893	421	472	251	352	289	98	311	347	137
	88.0%	85.0%	90.0%	88.0%	93.0%	81.0%	82.0%	91.0%	87.0%	87.0%
			A	E	CE			F		
Giving gifts that I know my family/friends/loved ones will enjoy	865	400	466	248	326	291	101	296	334	134
	85.0%	81.0%	89.0%	87.0%	86.0%	81.0%	84.0%	86.0%	83.0%	86.0%
			A							
Spending time and effort to prepare for the holiday celebration (e.g. Shopping, cooking, etc.)	726	314	412	199	278	250	81	254	278	113
	71.0%	64.0%	78.0%	70.0%	74.0%	70.0%	68.0%	74.0%	69.0%	72.0%
			A							
Receiving the gift I want	283	144	139	115	103	65	35	95	99	54
	28.0%	29.0%	26.0%	40.0%	27.0%	18.0%	29.0%	28.0%	25.0%	35.0%
				DE	E					H

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



2. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL IMPORTANT)] How important are the following experiences to you 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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
Receiving the gift I want	737	351	386	170	274	293	85	248	301	103
	72.0%	71.0%	74.0%	60.0%	73.0%	82.0%	71.0%	72.0%	75.0%	65.0%
					C	CD			I	
Spending time and effort to prepare for the holiday celebration (e.g. Shopping, cooking, etc.)	294	180	114	86	100	108	39	89	122	44
	29.0%	36.0%	22.0%	30.0%	26.0%	30.0%	32.0%	26.0%	31.0%	28.0%
		B								
Giving gifts that I know my family/friends/loved ones will enjoy	155	95	60	36	52	67	19	47	66	23
	15.0%	19.0%	11.0%	13.0%	14.0%	19.0%	16.0%	14.0%	17.0%	14.0%
		B								
Enjoying down time to unwind and relax	127	74	54	34	25	69	22	32	53	20
	12.0%	15.0%	10.0%	12.0%	7.0%	19.0%	18.0%	9.0%	13.0%	13.0%
		B		D		CD	G			
Hearing from friends/families/loved ones	67	42	25	27	19	22	13	17	35	3
	7.0%	8.0%	5.0%	9.0%	5.0%	6.0%	11.0%	5.0%	9.0%	2.0%
		B					I		GI	
Spending time with friends/families/loved ones	41	29	12	10	11	21	7	13	19	2
	4.0%	6.0%	2.0%	3.0%	3.0%	6.0%	6.0%	4.0%	5.0%	1.0%
		B				D	I		I	

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

3\_1. [I enjoy holiday preparation activities (e.g. Shopping, cooking) before the holidays because they enhance my holiday spirit.] To what extent do you agree or disagree with the following statements:

		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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
I enjoy holiday preparation activities (e.g. Shopping, cooking) before the holidays because they enhance my holiday spirit.										
Strongly agree	253	81	173	96	86	72	25	103	98	28
	25.0%	16.0%	33.0%	34.0%	23.0%	20.0%	21.0%	30.0%	24.0%	18.0%
			A	DE				I		
Somewhat agree	474	225	249	139	171	163	66	145	184	78
	46.0%	46.0%	47.0%	49.0%	45.0%	46.0%	55.0%	42.0%	46.0%	50.0%
							G			
Somewhat disagree	205	129	76	31	93	81	17	68	80	39
	20.0%	26.0%	14.0%	11.0%	25.0%	23.0%	14.0%	20.0%	20.0%	25.0%
		B			C	C				
Strongly disagree	87	59	28	19	26	42	11	27	38	11
	9.0%	12.0%	5.0%	7.0%	7.0%	12.0%	9.0%	8.0%	10.0%	7.0%
		B				D				
Summary										
Top2Box (Agree)	728	306	421	235	257	235	92	248	282	106
	71.0%	62.0%	80.0%	83.0%	68.0%	66.0%	76.0%	72.0%	70.0%	68.0%
			A	DE						
Low2Box (Disagree)	292	188	104	49	120	123	28	95	118	51
	29.0%	38.0%	20.0%	17.0%	32.0%	34.0%	24.0%	28.0%	30.0%	32.0%
		B			C	C				

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

3\_2. [I don't mind spending time and effort to prepare for the holidays as long as I am doing these activities with friends and family.] To what extent do you agree or disagree with the following statements:

		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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
I don't mind spending time and effort to prepare for the holidays as long as I am doing these activities with friends and family.										
Strongly agree	306	131	175	99	101	106	41	107	120	38
	30.0%	26.0%	33.0%	35.0%	27.0%	30.0%	34.0%	31.0%	30.0%	24.0%
			A							
Somewhat agree	545	269	276	146	212	187	63	184	205	93
	53.0%	54.0%	52.0%	51.0%	56.0%	52.0%	53.0%	54.0%	51.0%	59.0%
Somewhat disagree	119	63	57	31	51	37	12	33	54	20
	12.0%	13.0%	11.0%	11.0%	13.0%	10.0%	10.0%	10.0%	13.0%	13.0%
Strongly disagree	50	32	18	8	13	28	4	19	21	6
	5.0%	6.0%	3.0%	3.0%	4.0%	8.0%	3.0%	5.0%	5.0%	4.0%
		B				CD				
Summary										
Top2Box (Agree)	851	400	451	245	313	293	104	291	325	131
	83.0%	81.0%	86.0%	86.0%	83.0%	82.0%	87.0%	85.0%	81.0%	83.0%
			A							
Low2Box (Disagree)	169	95	74	40	64	65	16	52	75	26
	17.0%	19.0%	14.0%	14.0%	17.0%	18.0%	13.0%	15.0%	19.0%	17.0%
		B								

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

3\_3. [I would rather spend time with friends and families than preparing for the holidays, but I am responsible for making the holiday special.] To what extent do you agree or disagree with the following statements:

		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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
I would rather spend time with friends and families than preparing for the holidays, but I am responsible for making the holiday special.										
Strongly agree	145	74	71	39	45	60	31	36	60	18
	14.0%	15.0%	13.0%	14.0%	12.0%	17.0%	26.0%	11.0%	15.0%	11.0%
Somewhat agree	407	212	194	100	168	138	52	149	141	64
	40.0%	43.0%	37.0%	35.0%	45.0%	39.0%	43.0%	43.0%	35.0%	41.0%
Somewhat disagree	359	164	195	121	126	112	31	116	149	63
	35.0%	33.0%	37.0%	43.0%	33.0%	31.0%	26.0%	34.0%	37.0%	40.0%
Strongly disagree	109	44	66	24	38	47	6	42	50	12
	11.0%	9.0%	13.0%	8.0%	10.0%	13.0%	5.0%	12.0%	12.0%	7.0%
Summary										
Top2Box (Agree)	552	287	265	139	214	199	83	185	201	82
	54.0%	58.0%	50.0%	49.0%	57.0%	55.0%	69.0%	54.0%	50.0%	52.0%
Low2Box (Disagree)	468	208	260	145	164	159	37	158	199	75
	46.0%	42.0%	50.0%	51.0%	43.0%	45.0%	31.0%	46.0%	50.0%	48.0%

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

		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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
I am too busy preparing and organizing holiday festivities to fully enjoy this holiday season.										
Strongly agree	44	22	22	19	17	7	6	18	12	7
	4.0%	4.0%	4.0%	7.0%	5.0%	2.0%	5.0%	5.0%	3.0%	5.0%
				E	E					
Somewhat agree	171	85	86	37	82	52	22	57	60	32
	17.0%	17.0%	16.0%	13.0%	22.0%	14.0%	18.0%	17.0%	15.0%	20.0%
					CE					
Somewhat disagree	466	244	222	124	175	167	61	142	185	77
	46.0%	49.0%	42.0%	44.0%	46.0%	47.0%	51.0%	41.0%	46.0%	49.0%
		B								
Strongly disagree	340	144	196	104	103	133	31	126	143	41
	33.0%	29.0%	37.0%	37.0%	27.0%	37.0%	26.0%	37.0%	36.0%	26.0%
			A	D		D		I	I	
Summary										
Top2Box (Agree)	215	107	108	56	99	59	28	75	72	39
	21.0%	22.0%	21.0%	20.0%	26.0%	16.0%	23.0%	22.0%	18.0%	25.0%
					E					
Low2Box (Disagree)	805	388	418	228	278	299	92	268	328	118
	79.0%	78.0%	79.0%	80.0%	74.0%	84.0%	77.0%	78.0%	82.0%	75.0%
						D				

13 of 25

3\_5. [I don't do anything special to prepare for the holidays.] To what extent do you agree or disagree with the following statements:

		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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
I don't do anything special to prepare for the holidays.										
Strongly agree	105	69	36	24	32	48	16	35	37	17
	10.0%	14.0%	7.0%	8.0%	9.0%	14.0%	14.0%	10.0%	9.0%	11.0%
Somewhat agree		B				D				
	258	144	115	77	105	76	25	89	100	44
	25.0%	29.0%	22.0%	27.0%	28.0%	21.0%	21.0%	26.0%	25.0%	28.0%
Somewhat disagree		B			E					
	336	178	158	90	132	114	39	114	127	57
	33.0%	36.0%	30.0%	32.0%	35.0%	32.0%	33.0%	33.0%	32.0%	36.0%
Strongly disagree										
	321	104	217	93	108	120	39	105	137	40
	31.0%	21.0%	41.0%	33.0%	29.0%	33.0%	33.0%	31.0%	34.0%	25.0%
Summary			A							
	363	213	150	101	137	125	42	124	137	61
	36.0%	43.0%	29.0%	36.0%	36.0%	35.0%	35.0%	36.0%	34.0%	39.0%
Top2Box (Agree)		B								
	657	282	375	183	240	233	78	219	263	96
	64.0%	57.0%	71.0%	64.0%	64.0%	65.0%	65.0%	64.0%	66.0%	61.0%
Low2Box (Disagree)			A							

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

3. [SUMMARY - TOP2BOX (AGREE)] To what extent do you agree or disagree with the following statements:

		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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
I don't mind spending time and effort to prepare for the holidays as long as I am doing these activities with friends and family.	851	400	451	245	313	293	104	291	325	131
	83.0%	81.0%	86.0%	86.0%	83.0%	82.0%	87.0%	85.0%	81.0%	83.0%
			A							
I enjoy holiday preparation activities (e.g. Shopping, cooking) before the holidays because they enhance my holiday spirit.	728	306	421	235	257	235	92	248	282	106
	71.0%	62.0%	80.0%	83.0%	68.0%	66.0%	76.0%	72.0%	70.0%	68.0%
			A	DE						
I would rather spend time with friends and families than preparing for the holidays, but I am responsible for making the holiday special.	552	287	265	139	214	199	83	185	201	82
	54.0%	58.0%	50.0%	49.0%	57.0%	55.0%	69.0%	54.0%	50.0%	52.0%
		B					GHI			
I don't do anything special to prepare for the holidays.	363	213	150	101	137	125	42	124	137	61
	36.0%	43.0%	29.0%	36.0%	36.0%	35.0%	35.0%	36.0%	34.0%	39.0%
		B								
I am too busy preparing and organizing holiday festivities to fully enjoy this holiday season.	215	107	108	56	99	59	28	75	72	39
	21.0%	22.0%	21.0%	20.0%	26.0%	16.0%	23.0%	22.0%	18.0%	25.0%
					E					

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

3. [SUMMARY - LOW2BOX (DISAGREE)] To what extent do you agree or disagree with the following statements:

		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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
I am too busy preparing and organizing holiday festivities to fully enjoy this holiday season.	805	388	418	228	278	299	92	268	328	118
	79.0%	78.0%	79.0%	80.0%	74.0%	84.0%	77.0%	78.0%	82.0%	75.0%
						D				
I don't do anything special to prepare for the holidays.	657	282	375	183	240	233	78	219	263	96
	64.0%	57.0%	71.0%	64.0%	64.0%	65.0%	65.0%	64.0%	66.0%	61.0%
			A							
I would rather spend time with friends and families than preparing for the holidays, but I am responsible for making the holiday special.	468	208	260	145	164	159	37	158	199	75
	46.0%	42.0%	50.0%	51.0%	43.0%	45.0%	31.0%	46.0%	50.0%	48.0%
			A					F	F	F
I enjoy holiday preparation activities (e.g. Shopping, cooking) before the holidays because they enhance my holiday spirit.	292	188	104	49	120	123	28	95	118	51
	29.0%	38.0%	20.0%	17.0%	32.0%	34.0%	24.0%	28.0%	30.0%	32.0%
		B			C	C				
I don't mind spending time and effort to prepare for the holidays as long as I am doing these activities with friends and family.	169	95	74	40	64	65	16	52	75	26
	17.0%	19.0%	14.0%	14.0%	17.0%	18.0%	13.0%	15.0%	19.0%	17.0%
		B								

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



4. Which mode of communication are you most likely to use to express your holiday wishes 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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
In-person greetings	312	154	159	115	111	86	29	113	119	52
	31.0%	31.0%	30.0%	40.0%	30.0%	24.0%	24.0%	33.0%	30.0%	33.0%
				DE						
Written cards/letters	299	123	176	54	113	132	37	105	117	40
	29.0%	25.0%	34.0%	19.0%	30.0%	37.0%	31.0%	31.0%	29.0%	25.0%
			A		C	CD				
Phone calls	225	128	98	47	90	88	27	74	93	31
	22.0%	26.0%	19.0%	17.0%	24.0%	24.0%	22.0%	22.0%	23.0%	20.0%
		B			C	C				
Social media channels (e.g. Facebook, Twitter)	87	31	56	52	28	7	15	27	28	17
	9.0%	6.0%	11.0%	18.0%	7.0%	2.0%	13.0%	8.0%	7.0%	11.0%
			A	DE	E					
E-cards	57	35	21	5	21	30	7	15	24	11
	6.0%	7.0%	4.0%	2.0%	6.0%	8.0%	6.0%	4.0%	6.0%	7.0%
		B			C	C				
Video chats (e.g. Skype)	14	8	6	3	6	4	2	3	6	3
	1.0%	2.0%	1.0%	1.0%	2.0%	1.0%	2.0%	1.0%	2.0%	2.0%
Other	25	15	9	8	6	11	3	6	12	4
	2.0%	3.0%	2.0%	3.0%	2.0%	3.0%	3.0%	2.0%	3.0%	2.0%

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

5. What form of greetings would you most prefer to receive from friends, families, and other loved ones?

		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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
In-person greetings	395	196	199	130	143	122	46	138	150	62
	39.0%	40.0%	38.0%	46.0%	38.0%	34.0%	38.0%	40.0%	38.0%	39.0%
				E						
Written cards / letters	309	118	191	76	113	120	32	107	125	46
	30.0%	24.0%	36.0%	27.0%	30.0%	33.0%	27.0%	31.0%	31.0%	29.0%
			A							
Phone calls	182	105	78	33	74	74	21	59	73	29
	18.0%	21.0%	15.0%	12.0%	20.0%	21.0%	18.0%	17.0%	18.0%	19.0%
		B			C	C				
Social media channels (e.g. Facebook, Twitter)	47	19	28	27	16	4	10	13	18	6
	5.0%	4.0%	5.0%	10.0%	4.0%	1.0%	8.0%	4.0%	5.0%	4.0%
				DE	E					
E-cards	41	25	16	3	16	21	6	12	18	5
	4.0%	5.0%	3.0%	1.0%	4.0%	6.0%	5.0%	3.0%	4.0%	3.0%
					C	C				
Video chats (e.g. Skype)	24	18	6	8	8	7	3	7	7	6
	2.0%	4.0%	1.0%	3.0%	2.0%	2.0%	3.0%	2.0%	2.0%	4.0%
		B								
Other	22	14	8	6	6	11	2	9	8	3
	2.0%	3.0%	1.0%	2.0%	2.0%	3.0%	2.0%	2.0%	2.0%	2.0%

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

6. What type of holiday gift do you consider to be the most meaningful?

		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: All Respondents	1020	455	565	176	451	393	102	314	470	134
Weighted	1020	495	525	285	377	358	120*	343	400	157
Purchased items that I wanted but didn't expect to receive	396	175	221	130	160	106	36	150	141	68
	39.0%	35.0%	42.0%	46.0%	42.0%	30.0%	30.0%	44.0%	35.0%	43.0%
			A	E	E			FH		
Something made for me that cannot be purchased (such as a do-it-yourself craft, photo book, etc).	232	90	142	63	77	92	29	78	95	30
	23.0%	18.0%	27.0%	22.0%	20.0%	26.0%	24.0%	23.0%	24.0%	19.0%
			A							
A donation to a charity	71	36	35	21	18	32	8	18	31	14
	7.0%	7.0%	7.0%	7.0%	5.0%	9.0%	7.0%	5.0%	8.0%	9.0%
						D				
Items on my wish list purchased from a merchant	57	31	26	21	26	10	4	17	16	19
	6.0%	6.0%	5.0%	7.0%	7.0%	3.0%	4.0%	5.0%	4.0%	12.0%
				E	E					FGH
Other	61	32	29	14	21	26	7	21	27	6
	6.0%	7.0%	5.0%	5.0%	6.0%	7.0%	6.0%	6.0%	7.0%	4.0%
I don't want a gift	203	131	71	35	76	91	35	59	89	20
	20.0%	27.0%	14.0%	12.0%	20.0%	26.0%	29.0%	17.0%	22.0%	12.0%
		B			C	C	GI		I	

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