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

| | | GE | NDER | | AGE | | | EDUC | ATION | |
|---|-------|-------|--------|-------|-------|-------|---|-------|----------|-----------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | rotar | A | В | C | D | E | F | G | H | Jiiv Grad |
| Base: All Respondents | 1020 | 455 | 565 | 176 | 451 | 393 | 102 | 314 | 470 | 134 |
| Weighted | 1020 | 495 | 525 | 285 | 377 | 358 | 120* | 343 | 400 | 157 |
| | 442 | 217 | 225 | 138 | 184 | 120 | 36 | 147 | 172 | 87 |
| Shopping for gifts | 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 |
| | 136 | 60 | 75 | 28 | 52 | 55 | 19 | 54 | 44 | 19 |
| Preparing meals | 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 | 133 | 81 | 53 | 26 | 38 | 70 | 26 | 38 | 47 | 22 |
| letters, cards, etc.) | 13.0% | 16.0% | 10.0% | 9.0% | 10.0% | 19.0% | 21.0% | 11.0% | 12.0% | 14.0% |
| | | В | | | | CD | GH | | | |
| | 120 | 49 | 71 | 29 | 40 | 51 | 16 | 48 | 42 | 14 |
| Decorating | 12.0% | 10.0% | 13.0% | 10.0% | 11.0% | 14.0% | 13.0% | 14.0% | 11.0% | 9.0% |
| | | | | | | | | | | |
| | 63 | 18 | 45 | 34 | 15 | 14 | 6 | 20 | 31 | 6 |
| Making do-it-yourself gifts | 6.0% | 4.0% | 8.0% | 12.0% | 4.0% | 4.0% | 5.0% | 6.0% | 8.0% | 4.0% |
| | | | Α | DE | | | | | | |
| | 51 | 19 | 32 | 16 | 18 | 17 | 6 | 17 | 25 | 2 |
| Wrapping gifts | 5.0% | 4.0% | 6.0% | 6.0% | 5.0% | 5.0% | 5.0% | 5.0% | 6.0% | 1.0% |
| | | | | | | | | | I | |
| | 75 | 50 | 25 | 14 | 30 | 31 | 11 | 19 | 38 | 6 |
| Other | 7.0% | 10.0% | 5.0% | 5.0% | 8.0% | 9.0% | 9.0% | 5.0% | 10.0% | 4.0% |
| | | В | | | | | | | G | |

2_1. [Spending time with friends/families/loved ones] How important are the following experiences to you this holiday season?

| | | GEN | NDER | | AGE | | | EDUC | CATION | |
|--|-------|-------|--------|-------|-------|-------|---|-------|----------|-----------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | | A | В | С | D | Е | F | G | Н | 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 | | | | | | | | | | |
| | 753 | 335 | 419 | 211 | 280 | 262 | 81 | 263 | 296 | 113 |
| Very important | 74.0% | 68.0% | 80.0% | 74.0% | 74.0% | 73.0% | 67.0% | 77.0% | 74.0% | 72.0% |
| | | | Α | | | | | | | |
| | 225 | 131 | 94 | 64 | 87 | 75 | 32 | 67 | 84 | 42 |
| Somewhat important | 22.0% | 26.0% | 18.0% | 22.0% | 23.0% | 21.0% | 27.0% | 19.0% | 21.0% | 27.0% |
| | | В | | | | | | | | |
| | 24 | 16 | 8 | 5 | 7 | 12 | 5 | 8 | 9 | 2 |
| Not very important | 2.0% | 3.0% | 2.0% | 2.0% | 2.0% | 3.0% | 4.0% | 2.0% | 2.0% | 1.0% |
| | | | | | | | | | | |
| | 17 | 14 | 4 | 5 | 4 | 9 | 2 | 5 | 10 | 0 |
| Not at all important | 2.0% | 3.0% | 1.0% | 2.0% | 1.0% | 2.0% | 2.0% | 1.0% | 3.0% | - |
| | | В | | | | | | | | |
| Summary | | | | | | | | | | |
| | 979 | 466 | 513 | 275 | 367 | 337 | 113 | 330 | 380 | 156 |
| Top2Box (Very/ Somewhat important) | 96.0% | 94.0% | 98.0% | 97.0% | 97.0% | 94.0% | 94.0% | 96.0% | 95.0% | 99.0% |
| | | | Α | | 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% |
| | | В | | | | D | l | | I | |

2_2. [Hearing from friends/families/loved ones] How important are the following experiences to you this holiday season?

| | | GEN | NDER | | AGE | | | EDUC | ATION | |
|--|-------|-------|--------|-------|-------|-------|---|-------|----------|-----------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | Iotai | A | B | C | D | E | F | G | H | Only Grad |
| Base: All Respondents | 1020 | 455 | 565 | 176 | 451 | 393 | 102 | 314 | 470 | 134 |
| Weighted | 1020 | 495 | 525 | 285 | 377 | 358 | 120* | 343 | 400 | 157 |
| | | | | | | | | | | |
| Hearing from friends/families/loved ones | | | | | | | | | | |
| | 620 | 274 | 345 | 157 | 224 | 239 | 74 | 212 | 248 | 86 |
| Very important | 61.0% | 55.0% | 66.0% | 55.0% | 59.0% | 67.0% | 62.0% | 62.0% | 62.0% | 54.0% |
| | | | Α | | | CD | | | | |
| | 333 | 178 | 155 | 101 | 135 | 97 | 33 | 114 | 117 | 68 |
| Somewhat important | 33.0% | 36.0% | 29.0% | 35.0% | 36.0% | 27.0% | 28.0% | 33.0% | 29.0% | 44.0% |
| | | В | | | E | | | | | FH |
| | 52 | 30 | 22 | 22 | 15 | 15 | 12 | 13 | 24 | 3 |
| Not very important | 5.0% | 6.0% | 4.0% | 8.0% | 4.0% | 4.0% | 10.0% | 4.0% | 6.0% | 2.0% |
| | | | | | | | GI | | | |
| | 15 | 12 | 3 | 5 | 4 | 6 | 1 | 3 | 11 | 0 |
| Not at all important | 1.0% | 2.0% | 1.0% | 2.0% | 1.0% | 2.0% | 1.0% | 1.0% | 3.0% | - |
| | | В | | | | | | | | |
| Summary | | | | | | | | | | |
| | 953 | 453 | 500 | 258 | 359 | 336 | 107 | 326 | 365 | 154 |
| Top2Box (Very/ Somewhat important) | 93.0% | 92.0% | 95.0% | 91.0% | 95.0% | 94.0% | 89.0% | 95.0% | 91.0% | 98.0% |
| | | | Α | | | | | Н | | FH |
| | | | | | | | | | | |
| Low2Box (Not Very/ Not at all important) | 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% |
| | | В | | | | | I | | GI | |

2_3. [Enjoying down time to unwind and relax] How important are the following experiences to you this holiday season?

| | GEN | NDER | | AGE | | | EDUC | ATION | |
|--------|---|--|--|--|--|---|---|---|--|
| | | | | | | | | | |
| Total | Mala | Famala | 10 24 | 25.54 | 55. | ,Ue | пе | Post See | Univ Grad |
| Total | | | | | | | | | Offiv Grau |
| 1020 | | | | | | | | | 134 |
| _ | | | | | | | | | 157 |
| | | | | | | | | | |
| 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 |
| 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 | | | | |
| 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% |
| | | | | | | | | | |
| | | | | | | | | | 3 |
| 3.0% | 4.0% | 2.0% | 2.0% | 1.0% | 6.0% | 3.0% | 2.0% | 4.0% | 2.0% |
| | | | | | CD | | | | |
| | , | | | | | | | | |
| 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% |
| | | Α | Е | CE | | | F | | |
| 127 | 74 | 54 | 34 | 25 | 69 | 22 | 32 | 53 | 20 |
| | | | | | | | | | 13.0% |
| 12.070 | | 10.070 | 12.070 D | 1.070 | | | 3.070 | 10.070 | 10.070 |
| | 51.0% 369 36.0% 97 9.0% 31 3.0% | Total Male A 1020 455 1020 495 524 243 51.0% 49.0% 369 178 36.0% 36.0% 97 54 9.0% 11.0% 31 20 3.0% 4.0% 893 421 88.0% 85.0% 127 74 | A B 1020 455 565 1020 495 525 524 243 281 51.0% 49.0% 54.0% 369 178 191 36.0% 36.0% 36.0% 97 54 43 9.0% 11.0% 8.0% 31 20 11 3.0% 4.0% 2.0% 893 421 472 88.0% 85.0% 90.0% A 127 74 54 12.0% 15.0% 10.0% | Total Male Female 18-34 A B C 1020 455 565 176 1020 495 525 285 524 243 281 163 51.0% 49.0% 54.0% 57.0% E 369 178 191 87 36.0% 36.0% 36.0% 31.0% 97 54 43 29 9.0% 11.0% 8.0% 10.0% D 31 20 11 5 3.0% 4.0% 2.0% 2.0% 893 421 472 251 88.0% 85.0% 90.0% 88.0% A E 127 74 54 34 12.0% 15.0% 10.0% 12.0% | Total Male Female 18-34 35-54 A B C D 1020 455 565 176 451 1020 495 525 285 377 524 243 281 163 224 51.0% 49.0% 54.0% 57.0% 59.0% E E E E 369 178 191 87 129 36.0% 36.0% 36.0% 31.0% 34.0% 97 54 43 29 21 9.0% 11.0% 8.0% 10.0% 5.0% D 31 20 11 5 4 3.0% 4.0% 2.0% 2.0% 1.0% 893 421 472 251 352 88.0% 85.0% 90.0% 88.0% 93.0% A E CE 127 74 54 34 25< | Total Male Female 18-34 35-54 55+ A B C D E 1020 455 565 176 451 393 1020 495 525 285 377 358 524 243 281 163 224 137 51.0% 49.0% 54.0% 57.0% 59.0% 38.0% E E E E 369 178 191 87 129 152 36.0% 36.0% 36.0% 31.0% 34.0% 43.0% CD 97 54 43 29 21 47 9.0% 11.0% 8.0% 10.0% 5.0% 13.0% D D D D D 31 20 11 5 4 22 3.0% 4.0% 2.0% 2.0% 1.0% 6.0% CD A E | Total Male Female 18-34 35-54 55+ cHS 1020 455 565 176 451 393 102 1020 495 525 285 377 358 120* 524 243 281 163 224 137 48 51.0% 49.0% 54.0% 57.0% 59.0% 38.0% 40.0% E E E E E E 369 178 191 87 129 152 49 36.0% 36.0% 36.0% 31.0% 34.0% 43.0% 41.0% 97 54 43 29 21 47 18 9.0% 11.0% 8.0% 10.0% 5.0% 13.0% 15.0% 0 D D D G G 31 20 11 5 4 22 4 3.0% 4.0% 2.0% <td< td=""><td>Total Male Female 18-34 35-54 55+ ≺HS HS 1020 455 565 176 451 393 102 314 1020 495 525 285 377 358 120* 343 524 243 281 163 224 137 48 191 51.0% 49.0% 54.0% 57.0% 59.0% 38.0% 40.0% 56.0% E E E F F F F F G 6.0% 56.0%</td><td>Total Male Female 18-34 35-54 55+ <hs< th=""> Post Sec 1 020 455 565 176 451 393 102 314 470 1 020 495 525 285 377 358 120* 343 400 524 243 281 163 224 137 48 191 195 51.0% 49.0% 54.0% 57.0% 59.0% 38.0% 40.0% 56.0% 49.0% E E E E F F G 49.0% 36.0% 36.0% 36.0% 31.0% 34.0% 43.0% 41.0% 35.0% 38.0% 97 54 43 29 21 47 18 24 37 9.0% 11.0% 8.0% 10.0% 5.0% 13.0% 15.0% 7.0% 9.0% 31 20 11 5 4 22 4 8</hs<></td></td<> | Total Male Female 18-34 35-54 55+ ≺HS HS 1020 455 565 176 451 393 102 314 1020 495 525 285 377 358 120* 343 524 243 281 163 224 137 48 191 51.0% 49.0% 54.0% 57.0% 59.0% 38.0% 40.0% 56.0% E E E F F F F F G 6.0% 56.0% | Total Male Female 18-34 35-54 55+ <hs< th=""> Post Sec 1 020 455 565 176 451 393 102 314 470 1 020 495 525 285 377 358 120* 343 400 524 243 281 163 224 137 48 191 195 51.0% 49.0% 54.0% 57.0% 59.0% 38.0% 40.0% 56.0% 49.0% E E E E F F G 49.0% 36.0% 36.0% 36.0% 31.0% 34.0% 43.0% 41.0% 35.0% 38.0% 97 54 43 29 21 47 18 24 37 9.0% 11.0% 8.0% 10.0% 5.0% 13.0% 15.0% 7.0% 9.0% 31 20 11 5 4 22 4 8</hs<> |

2_4. [Receiving the gift I want] How important are the following experiences to you this holiday season?

| | | GEN | NDER | | AGE | | | EDUC | ATION | |
|--|--------|---------|---------|--------|-------|-----------------|---|---------|----------|-----------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | Total | A | B | C | D | 55 + | F | G | H | Only Grad |
| 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 | | | | | | | | | | |
| | 56 | 27 | 29 | 22 | 22 | 12 | 8 | 25 | 15 | 8 |
| Very important | 5.0% | 5.0% | 6.0% | 8.0% | 6.0% | 3.0% | 7.0% | 7.0% | 4.0% | 5.0% |
| | | | | E | | | | | | |
| | 227 | 117 | 110 | 92 | 81 | 53 | 27 | 70 | 83 | 46 |
| Somewhat important | 22.0% | 24.0% | 21.0% | 33.0% | 21.0% | 15.0% | 22.0% | 21.0% | 21.0% | 29.0% |
| | | | | DE | E | | | | | |
| | 444 | 207 | 237 | 111 | 170 | 164 | 49 | 148 | 175 | 72 |
| Not very important | 44.0% | 42.0% | 45.0% | 39.0% | 45.0% | 46.0% | 41.0% | 43.0% | 44.0% | 46.0% |
| | | | | | | | | | | |
| | 293 | 144 | 149 | 59 | 105 | 129 | 36 | 101 | 126 | 31 |
| Not at all important | 29.0% | 29.0% | 28.0% | 21.0% | 28.0% | 36.0% | 30.0% | 29.0% | 32.0% | 19.0% |
| | | | | | | CD | | I | I | |
| Summary | | | | | | | | | | |
| | 283 | 144 | 139 | 115 | 103 | 65 | 35 | 95 | 99 | 54 |
| Top2Box (Very/ Somewhat important) | 28.0% | 29.0% | 26.0% | 40.0% | 27.0% | 18.0% | 29.0% | 28.0% | 25.0% | 35.0% |
| | | | | DE | Е | | | | | Н |
| | 737 | 351 | 386 | 170 | 274 | 293 | 85 | 248 | 301 | 103 |
| Low2Box (Not Very/ Not at all important) | 72.0% | 71.0% | 74.0% | 60.0% | 73.0% | 82.0% | 71.0% | 72.0% | 75.0% | 65.0% |
| | 72.070 | 7 1.070 | 7 1.070 | 33.070 | C | CD | | . 2.070 | 1 3.076 | 33.070 |

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?

| | | GEN | NDER | | AGE | | | EDUC | ATION | |
|--|-----------|-------|--------|-------|-------|-------|---|-------|----------|-----------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | Total | A | В | C | D | E | F | G | H | Jiiv Grad |
| 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 | | | | | | | | | | |
| | 458 | 185 | 273 | 127 | 163 | 168 | 59 | 174 | 165 | 59 |
| Very important | 45.0% | 37.0% | 52.0% | 45.0% | 43.0% | 47.0% | 49.0% | 51.0% | 41.0% | 38.0% |
| | | | Α | | | | | HI | | |
| | 408 | 215 | 193 | 121 | 163 | 124 | 42 | 122 | 168 | 75 |
| Somewhat important | 40.0% | 43.0% | 37.0% | 43.0% | 43.0% | 35.0% | 35.0% | 36.0% | 42.0% | 48.0% |
| | | В | | | Е | | | | | G |
| | 113 | 67 | 45 | 30 | 40 | 44 | 13 | 35 | 45 | 20 |
| Not very important | 11.0% | 14.0% | 9.0% | 10.0% | 10.0% | 12.0% | 11.0% | 10.0% | 11.0% | 13.0% |
| | | В | | | | | | | | |
| | 42 | 28 | 14 | 6 | 12 | 23 | 6 | 12 | 21 | 3 |
| Not at all important | 4.0% | 6.0% | 3.0% | 2.0% | 3.0% | 7.0% | 5.0% | 4.0% | 5.0% | 2.0% |
| | | В | | | | CD | | | | |
| Summary | | | | | | | | | | |
| | 865 | 400 | 466 | 248 | 326 | 291 | 101 | 296 | 334 | 134 |
| Top2Box (Very/ Somewhat important) | 85.0% | 81.0% | 89.0% | 87.0% | 86.0% | 81.0% | 84.0% | 86.0% | 83.0% | 86.0% |
| | | | Α | | | | | | | |
| | 155 | 95 | 60 | 36 | 52 | 67 | 19 | 47 | 66 | 23 |
| Low2Box (Not Very/ Not at all important) | 15.0% | 19.0% | 11.0% | 13.0% | 14.0% | 19.0% | 16.0% | 14.0% | 17.0% | 14.0% |
| | . 5.5 / 5 | В | | , . | | | . 5.5 / 5 | ,3 | | , |

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?

| | | GEN | NDER | | AGE | | | EDUC | ATION | |
|---|--------|-------|--------|--------|--------|--------|---|--------|----------|-----------|
| | | GLI | IDER | | AGE | | | EDUC | ATION | |
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | | Α | В | С | D | Е | F | G | Н | 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.) | | | | | | | | | | |
| | 246 | 85 | 162 | 68 | 89 | 90 | 25 | 103 | 90 | 29 |
| Very important | 24.0% | 17.0% | 31.0% | 24.0% | 24.0% | 25.0% | 21.0% | 30.0% | 22.0% | 19.0% |
| | | | Α | | | | | HI | | |
| | 480 | 230 | 250 | 131 | 189 | 160 | 56 | 151 | 188 | 84 |
| Somewhat important | 47.0% | 46.0% | 48.0% | 46.0% | 50.0% | 45.0% | 47.0% | 44.0% | 47.0% | 53.0% |
| | | | | | | | | | | |
| | 222 | 132 | 90 | 63 | 82 | 77 | 26 | 69 | 94 | 33 |
| Not very important | 22.0% | 27.0% | 17.0% | 22.0% | 22.0% | 22.0% | 22.0% | 20.0% | 23.0% | 21.0% |
| | | В | | | | | | | | |
| | 72 | 49 | 23 | 23 | 18 | 31 | 13 | 20 | 28 | 11 |
| Not at all important | 7.0% | 10.0% | 4.0% | 8.0% | 5.0% | 9.0% | 11.0% | 6.0% | 7.0% | 7.0% |
| | | В | | | | D | | | | |
| Summary | =00 | 011 | 110 | 100 | 270 | 250 | 0.1 | 0-1 | 0=0 | 110 |
| T 0D 0/ /0 1 / / / / / | 726 | 314 | 412 | 199 | 278 | 250 | 81 | 254 | 278 | 113 |
| Top2Box (Very/ Somewhat important) | 71.0% | 64.0% | 78.0% | 70.0% | 74.0% | 70.0% | 68.0% | 74.0% | 69.0% | 72.0% |
| | | | Α | | | | | | | |
| | 294 | 180 | 114 | 86 | 100 | 108 | 39 | 89 | 122 | 44 |
| Low2Box (Not Very/ Not at all important) | 29.0% | 36.0% | 22.0% | 30.0% | 26.0% | 30.0% | 32.0% | 26.0% | 31.0% | 28.0% |
| | 23.070 | B | 22.070 | 30.070 | 20.070 | 30.070 | JZ.U /0 | 20.070 | 31.070 | 20.070 |

2. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT IMPORTANT)] How important are the following experiences to you this holiday season?

| | | GEN | NDER | | AGE | | | EDUC | ATION | |
|--|----------|--------|------------|----------|--------|--------|---|------------|----------|-------------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>нѕ</th><th>Post Sec</th><th>Univ Grad</th></hs<> | нѕ | Post Sec | Univ Grad |
| | | Α | В | С | D | E | F | G | Н | 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 |
| portaining time with monas, farminos, forest ones | 96.0% | 94.0% | 98.0% | 97.0% | 97.0% | 94.0% | 94.0% | 96.0% | 95.0% | 99.0% |
| | | | Α | | E | | | | | FH |
| | 953 | 453 | 500 | 258 | 359 | 336 | 107 | 326 | 365 | 154 |
| Hearing from friends/families/loved ones | 93.0% | 92.0% | 95.0% | 91.0% | 95.0% | 94.0% | 89.0% | 95.0% | 91.0% | 98.0% |
| | 93.0% | 92.0% | 95.0% A | 91.0% | 95.0% | 94.0% | 09.0% | 95.0% H | 91.0% | 96.0% FH |
| | 893 | 421 | 472 | 251 | 352 | 289 | 98 | 311 | 347 | 137 |
| Enjoying down time to unwind and relax | 88.0% | 85.0% | 90.0% | 88.0% | 93.0% | 81.0% | 82.0% | 91.0% | 87.0% | 87.0% |
| ,,, | 00.070 | 00.070 | Α | E | CE | 01.070 | 02.070 | F | 07.070 | 07.070 |
| Giving gifts that I know my family/friends/loved ones will | 865 | 400 | 466 | 248 | 326 | 291 | 101 | 296 | 334 | 134 |
| enjoy | 85.0% | 81.0% | 89.0% | 87.0% | 86.0% | 81.0% | 84.0% | 86.0% | 83.0% | 86.0% |
| | 05.076 | 01.070 | A | 07.076 | 00.076 | 01.070 | 04.070 | 00.076 | 03.076 | 00.078 |
| | | | | | | | | | | |
| Spending time and effort to prepare for the holiday | 726 | 314 | 412 | 199 | 278 | 250 | 81 | 254 | 278 | 113 |
| celebration (e.g. Shopping, cooking, etc.) | 71.0% | 64.0% | 78.0% | 70.0% | 74.0% | 70.0% | 68.0% | 74.0% | 69.0% | 72.0% |
| | 7 1.0 70 | 01.070 | A | 7 0.0 70 | 11.070 | 10.070 | 00.070 | | 00.070 | , 2.0,0 |
| | 283 | 144 | 139 | 115 | 103 | 65 | 35 | 95 | 99 | 54 |
| Receiving the gift I want | 28.0% | 29.0% | 26.0% | 40.0% | 27.0% | 18.0% | 29.0% | 28.0% | 25.0% | 35.0% |
| | | | | DE | E | | | | | Н |

2. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL IMPORTANT)] How important are the following experiences to you this holiday season?

| | | GE | NDER | | AGE | | | EDUC | ATION | |
|--|--------|-------|--------|--------|--------|--------|---|--------|----------|-----------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | rotar | A | B | C | D | E | F | G | H | Oniv Grad |
| Base: All Respondents | 1020 | 455 | 565 | 176 | 451 | 393 | 102 | 314 | 470 | 134 |
| Weighted | 1020 | 495 | 525 | 285 | 377 | 358 | 120* | 343 | 400 | 157 |
| | 737 | 351 | 386 | 170 | 274 | 293 | 85 | 248 | 301 | 103 |
| Receiving the gift I want | 72.0% | 71.0% | 74.0% | 60.0% | 73.0% | 82.0% | 71.0% | 72.0% | 75.0% | 65.0% |
| | | | | | С | CD | | | I | |
| | | | | | | | | | | |
| Spending time and effort to prepare for the holiday | | | | | 400 | 400 | | | 400 | |
| 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% |
| | | В | | | | | | | | |
| Giving gifts that I know my family/friends/loved ones will | 155 | 95 | 60 | 36 | 52 | 67 | 19 | 47 | 66 | 23 |
| enjoy | 15.0% | 19.0% | 11.0% | 13.0% | 14.0% | 19.0% | 16.0% | 14.0% | 17.0% | 14.0% |
| , , | 10.070 | В | 11.070 | 10.070 | 11.070 | 10.070 | 10.070 | 11.070 | 17.070 | 11.070 |
| | 127 | 74 | 54 | 34 | 25 | 69 | 22 | 32 | 53 | 20 |
| Enjoying down time to unwind and relax | 12.0% | 15.0% | 10.0% | 12.0% | 7.0% | 19.0% | 18.0% | 9.0% | 13.0% | 13.0% |
| | | В | | D | | CD | G | | | |
| | | | | | | | | | | |
| Hearing from friends/families/loved ones | 67 | 42 | 25 | 27 | 19 | 22 | 13 | 17 | 35 | 3 |
| ricaring north menas/families/10vea ones | 7.0% | 8.0% | 5.0% | 9.0% | 5.0% | 6.0% | 11.0% | 5.0% | 9.0% | 2.0% |
| | | В | | | | | I | | GI | |
| | 44 | | 10 | 40 | | 0.4 | _ | 40 | 40 | |
| 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% |
| | | В | | | | D | I | | I | |

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:

| | | GEN | NDER | | AGE | | | EDUC | ATION | |
|--|-------|-------|--------|-------|-------|-------|---|-------|----------|-----------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | Total | A | B | C | D | E | F | G | H | I 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. | | | | | | | | | | |
| | 253 | 81 | 173 | 96 | 86 | 72 | 25 | 103 | 98 | 28 |
| Strongly agree | 25.0% | 16.0% | 33.0% | 34.0% | 23.0% | 20.0% | 21.0% | 30.0% | 24.0% | 18.0% |
| | | | Α | DE | | | | I | | |
| | 474 | 225 | 249 | 139 | 171 | 163 | 66 | 145 | 184 | 78 |
| Somewhat agree | 46.0% | 46.0% | 47.0% | 49.0% | 45.0% | 46.0% | 55.0% | 42.0% | 46.0% | 50.0% |
| | | | | | | | G | | | |
| | 205 | 129 | 76 | 31 | 93 | 81 | 17 | 68 | 80 | 39 |
| Somewhat disagree | 20.0% | 26.0% | 14.0% | 11.0% | 25.0% | 23.0% | 14.0% | 20.0% | 20.0% | 25.0% |
| | | В | | | С | С | | | | |
| | 87 | 59 | 28 | 19 | 26 | 42 | 11 | 27 | 38 | 11 |
| Strongly disagree | 9.0% | 12.0% | 5.0% | 7.0% | 7.0% | 12.0% | 9.0% | 8.0% | 10.0% | 7.0% |
| | | В | | | | D | | | | |
| Summary | | | | | | | | | | |
| | 728 | 306 | 421 | 235 | 257 | 235 | 92 | 248 | 282 | 106 |
| Top2Box (Agree) | 71.0% | 62.0% | 80.0% | 83.0% | 68.0% | 66.0% | 76.0% | 72.0% | 70.0% | 68.0% |
| | | | А | DE | | | | | | |
| | 292 | 188 | 104 | 49 | 120 | 123 | 28 | 95 | 118 | 51 |
| Low2Box (Disagree) | 29.0% | 38.0% | 20.0% | 17.0% | 32.0% | 34.0% | 24.0% | 28.0% | 30.0% | 32.0% |
| | | В | | | С | С | | | | |

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:

| | | GEN | IDER | | AGE | | | EDUC | ATION | |
|--|--------|-------------|--------|--------|--------|----------|---|--------|----------|------------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | TOtal | A | B | C | D | 55+ E | F | G | H | Offiv Grad |
| Base: All Respondents | 1020 | 455 | 565 | 176 | 451 | 393 | 102 | 314 | 470 | 134 |
| Weighted | 1020 | 495 | 525 | 285 | 377 | 358 | 120* | 343 | 400 | 157 |
| Weighted | 1020 | 400 | 020 | 200 | 011 | 000 | 120 | 0-10 | 400 | 107 |
| 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. | | | | | | | | | | |
| | 306 | 131 | 175 | 99 | 101 | 106 | 41 | 107 | 120 | 38 |
| Strongly agree | 30.0% | 26.0% | 33.0% | 35.0% | 27.0% | 30.0% | 34.0% | 31.0% | 30.0% | 24.0% |
| | | | Α | | | | | | | |
| | 545 | 269 | 276 | 146 | 212 | 187 | 63 | 184 | 205 | 93 |
| Somewhat agree | 53.0% | 54.0% | 52.0% | 51.0% | 56.0% | 52.0% | 53.0% | 54.0% | 51.0% | 59.0% |
| | | | | | | | | | | |
| | 119 | 63 | 57 | 31 | 51 | 37 | 12 | 33 | 54 | 20 |
| Somewhat disagree | 12.0% | 13.0% | 11.0% | 11.0% | 13.0% | 10.0% | 10.0% | 10.0% | 13.0% | 13.0% |
| | | | | | | | | | | |
| a | 50 | 32 | 18 | 8 | 13 | 28 | 4 | 19 | 21 | 6 |
| Strongly disagree | 5.0% | 6.0% | 3.0% | 3.0% | 4.0% | 8.0% | 3.0% | 5.0% | 5.0% | 4.0% |
| | | В | | | | CD | | | | |
| Summary | 054 | 400 | 454 | 0.45 | 0.40 | 000 | 404 | 004 | 005 | 404 |
| Ton2Roy (Agroo) | 851 | 400 | 451 | 245 | 313 | 293 | 104 | 291 | 325 | 131 |
| Top2Box (Agree) | 83.0% | 81.0% | 86.0% | 86.0% | 83.0% | 82.0% | 87.0% | 85.0% | 81.0% | 83.0% |
| | 169 | 95 | 74 | 40 | 64 | 65 | 16 | 52 | 75 | 26 |
| Low2Box (Disagree) | 17.0% | 19.0% | 14.0% | 14.0% | 17.0% | 18.0% | 13.0% | 15.0% | 19.0% | 17.0% |
| Lonzbox (Bloagroo) | 17.076 | 19.076 B | 14.076 | 14.070 | 17.076 | 10.076 | 13.076 | 15.076 | 13.076 | 17.070 |

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 | | | | | | | |
|---|-------|-------|------------|-------|-------|-------|---|-------|----------|------------|
| | | GEN | IDER | | AGE | | | EDUC | ATION | |
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | Total | A | B | C | D | E | F | G | H | Offiv Grau |
| Base: All Respondents | 1020 | 455 | 565 | 176 | 451 | 393 | 102 | 314 | 470 | 134 |
| Weighted | 1020 | 495 | 525 | 285 | 377 | 358 | 120* | 343 | 400 | 157 |
| TVOIGITECA | 1020 | 400 | 020 | 200 | 011 | 000 | 120 | 040 | 400 | 107 |
| I would rather spend time with friends and families | | | | | | | | | | |
| than preparing for the holidays, but I am | | | | | | | | | | |
| responsible for making the holiday special. | | | | | | | | | | |
| , sp. 1 | 145 | 74 | 71 | 39 | 45 | 60 | 31 | 36 | 60 | 18 |
| Strongly agree | 14.0% | 15.0% | 13.0% | 14.0% | 12.0% | 17.0% | 26.0% | 11.0% | 15.0% | 11.0% |
| 3, 3 | | | | | | D | GHI | | | |
| | 407 | 212 | 194 | 100 | 168 | 138 | 52 | 149 | 141 | 64 |
| Somewhat agree | 40.0% | 43.0% | 37.0% | 35.0% | 45.0% | 39.0% | 43.0% | 43.0% | 35.0% | 41.0% |
| | | | | | С | | | Н | | |
| | 359 | 164 | 195 | 121 | 126 | 112 | 31 | 116 | 149 | 63 |
| Somewhat disagree | 35.0% | 33.0% | 37.0% | 43.0% | 33.0% | 31.0% | 26.0% | 34.0% | 37.0% | 40.0% |
| | | | | DE | | | | | F | F |
| | 109 | 44 | 66 | 24 | 38 | 47 | 6 | 42 | 50 | 12 |
| Strongly disagree | 11.0% | 9.0% | 13.0% | 8.0% | 10.0% | 13.0% | 5.0% | 12.0% | 12.0% | 7.0% |
| | | | | | | | | | F | |
| Summary | | | | | | | | | | |
| | 552 | 287 | 265 | 139 | 214 | 199 | 83 | 185 | 201 | 82 |
| Top2Box (Agree) | 54.0% | 58.0% | 50.0% | 49.0% | 57.0% | 55.0% | 69.0% | 54.0% | 50.0% | 52.0% |
| | 100 | В | 222 | | 101 | 150 | GHI | | | |
| op (p:) | 468 | 208 | 260 | 145 | 164 | 159 | 37 | 158 | 199 | 75 |
| Low2Box (Disagree) | 46.0% | 42.0% | 50.0% | 51.0% | 43.0% | 45.0% | 31.0% | 46.0% | 50.0% | 48.0% |
| | | | Α | | | | | F | F | F |

3_4. [I am too busy preparing and organizing holiday festivities to fully enjoy this holiday season.] To what extent do you agree or disagree with the following statements:

| | | GEI | NDER | AGE | | | EDUCATION | | | |
|---|-------|-------|--------|-------|-------|-------|---|-------|--|-----------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | Total | A | B | C | D | E | F | G | | Only Grad |
| Base: All Respondents | 1020 | 455 | 565 | 176 | 451 | 393 | 102 | 314 | 470 | 134 |
| Weighted | 1020 | 495 | 525 | 285 | 377 | 358 | 120* | 343 | 400 | 157 |
| - J | | | | | | | | | | |
| I am too busy preparing and organizing holiday | | | | | | | | | | |
| festivities to fully enjoy this holiday season. | | | | | | | | | | |
| | 44 | 22 | 22 | 19 | 17 | 7 | 6 | 18 | 12 | 7 |
| Strongly agree | 4.0% | 4.0% | 4.0% | 7.0% | 5.0% | 2.0% | 5.0% | 5.0% | 3.0% | 5.0% |
| | | | | E | E | | | | | |
| | 171 | 85 | 86 | 37 | 82 | 52 | 22 | 57 | 60 | 32 |
| Somewhat agree | 17.0% | 17.0% | 16.0% | 13.0% | 22.0% | 14.0% | 18.0% | 17.0% | 15.0% | 20.0% |
| | | | | | CE | | | | | |
| | 466 | 244 | 222 | 124 | 175 | 167 | 61 | 142 | 185 | 77 |
| Somewhat disagree | 46.0% | 49.0% | 42.0% | 44.0% | 46.0% | 47.0% | 51.0% | 41.0% | 46.0% | 49.0% |
| | | В | | | | | | | H 470 400 12 3.0% 60 15.0% 185 46.0% 143 36.0% I | |
| | 340 | 144 | 196 | 104 | 103 | 133 | 31 | 126 | 143 | 41 |
| Strongly disagree | 33.0% | 29.0% | 37.0% | 37.0% | 27.0% | 37.0% | 26.0% | 37.0% | 36.0% | 26.0% |
| | | | Α | D | | D | | I | I | |
| Summary | | | | | | | | | | |
| | 215 | 107 | 108 | 56 | 99 | 59 | 28 | 75 | | 39 |
| Top2Box (Agree) | 21.0% | 22.0% | 21.0% | 20.0% | 26.0% | 16.0% | 23.0% | 22.0% | 18.0% | 25.0% |
| | | | | | Е | | | | | |
| | 805 | 388 | 418 | 228 | 278 | 299 | 92 | 268 | 328 | 118 |
| Low2Box (Disagree) | 79.0% | 78.0% | 79.0% | 80.0% | 74.0% | 84.0% | 77.0% | 78.0% | 82.0% | 75.0% |
| | | | | | | D | | | | |

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:

| | | GEN | IDER | | AGE | | | EDUC | ATION | |
|--|-------|-------|--------|-------|-------|-------|---|-------|----------|-----------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | Total | A | B | C | D | E | F | G | H | Only Grad |
| 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. | | | | | | | | | | |
| | 105 | 69 | 36 | 24 | 32 | 48 | 16 | 35 | 37 | 17 |
| Strongly agree | 10.0% | 14.0% | 7.0% | 8.0% | 9.0% | 14.0% | 14.0% | 10.0% | 9.0% | 11.0% |
| | | В | | | | D | | | | |
| | 258 | 144 | 115 | 77 | 105 | 76 | 25 | 89 | 100 | 44 |
| Somewhat agree | 25.0% | 29.0% | 22.0% | 27.0% | 28.0% | 21.0% | 21.0% | 26.0% | 25.0% | 28.0% |
| | | В | | | E | | | | | |
| | 336 | 178 | 158 | 90 | 132 | 114 | 39 | 114 | 127 | 57 |
| Somewhat disagree | 33.0% | 36.0% | 30.0% | 32.0% | 35.0% | 32.0% | 33.0% | 33.0% | 32.0% | 36.0% |
| | | | | | | | | | | |
| | 321 | 104 | 217 | 93 | 108 | 120 | 39 | 105 | 137 | 40 |
| Strongly disagree | 31.0% | 21.0% | 41.0% | 33.0% | 29.0% | 33.0% | 33.0% | 31.0% | 34.0% | 25.0% |
| | | | Α | | | | | | | |
| Summary | | | | | | | | | | |
| | 363 | 213 | 150 | 101 | 137 | 125 | 42 | 124 | 137 | 61 |
| Top2Box (Agree) | 36.0% | 43.0% | 29.0% | 36.0% | 36.0% | 35.0% | 35.0% | 36.0% | 34.0% | 39.0% |
| | | В | | | | | | | | |
| | 657 | 282 | 375 | 183 | 240 | 233 | 78 | 219 | 263 | 96 |
| Low2Box (Disagree) | 64.0% | 57.0% | 71.0% | 64.0% | 64.0% | 65.0% | 65.0% | 64.0% | 66.0% | 61.0% |
| | | | Α | | | | | | | |

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

| | | GEN | NDER | | AGE | | | EDUC | CATION | |
|---|--------------|--------------|-------------------|--------------------|--------------|--------------|---|--------------|--------------|--------------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | | А | В | С | D | E | F | G | Н | 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% |
| | | | Α | | | | | | | |
| I enjoy holiday preparation activities (e.g. Shopping, cooking) before the holidays because they enhance my holiday spirit. | 728 71.0% | 306 62.0% | 421 80.0% A | 235 83.0% DE | 257 68.0% | 235 66.0% | 92 76.0% | 248 72.0% | 282 70.0% | 106 68.0% |
| | | | ^ | DL | | | | | | |
| I would rather spend time with friends and families than preparing for the holidays, but I am responsible for making the holiday special. | 552 54.0% | 287 58.0% | 265 50.0% | 139 49.0% | 214 57.0% | 199 55.0% | 83 69.0% | 185 54.0% | 201 50.0% | 82 52.0% |
| | | В | | | | | 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% B | 29.0% | 36.0% | 36.0% | 35.0% | 35.0% | 36.0% | 34.0% | 39.0% |
| I am too busy preparing and organizing holiday festivities to fully enjoy this holiday season. | 215 | в 107 | 108 | 56 | 99 | 59 | 28 | 75 | 72 | 39 |
| restivities to fully elijoy tilis floliday seasoff. | 21.0% | 22.0% | 21.0% | 20.0% | 26.0% | 16.0% | 23.0% | 22.0% | 18.0% | 25.0% |
| | | | | | Е | | | | | |

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

| | | GE | NDER | | AGE | | | EDUC | ATION | |
|--|--------|------------|--------|--------|--------|--------|---|-------------|-------------|-------------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | | А | В | С | D | E | F | G | Н | 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 | 805 | 388 | 418 | 228 | 278 | 299 | 92 | 268 | 328 | 118 |
| festivities to fully enjoy this holiday season. | 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 |
| r don't do diryaming opeolar to propare for the hemalyer | 64.0% | 57.0% | 71.0% | 64.0% | 64.0% | 65.0% | 65.0% | 64.0% | 66.0% | 61.0% |
| | | | Α | | | | | | | |
| | | | | | | | | | | |
| I would rather spend time with friends and families than | | | | | | | | | | |
| preparing for the holidays, but I am responsible for | 468 | 208 | 260 | 145 | 164 | 159 | 37 | 158 | 199 | 75 |
| making the holiday special. | 46.0% | 42.0% | 50.0% | 51.0% | 43.0% | 45.0% | 31.0% | 46.0% | 50.0% | 48.0% |
| | 40.076 | 42.076 | 30.0 % | 31.076 | 45.076 | 45.076 | 31.076 | 40.076 F | 50.076 F | 46.076 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 |
| Holiday Spirit. | 29.0% | 38.0% | 20.0% | 17.0% | 32.0% | 34.0% | 24.0% | 28.0% | 30.0% | 32.0% |
| | | В | | | С | С | | | | |
| | | | | | | | | | | |
| I don't mind spending time and effort to prepare for the | | | | | | | | | | |
| holidays as long as I am doing these activities with | 400 | 0.5 | 7.4 | 40 | 64 | 0.5 | 40 | 50 | 75 | 200 |
| friends and family. | 169 | 95 | 74 | 40 | 64 | 65 | 16 | 52 | 75 | 26 |
| | 17.0% | 19.0% B | 14.0% | 14.0% | 17.0% | 18.0% | 13.0% | 15.0% | 19.0% | 17.0% |
| | | Ь | | | | | | | | |

4. Which mode of communication are you most likely to use to express your holiday wishes this year?

| | | GEI | NDER | | AGE | | | EDUC | CATION | |
|--|-------|-------|--------|-------|-------|----------|---|-------|---|-----------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | Total | A | B | C | D | 55+ E | F | G | | Only Grad |
| Base: All Respondents | 1020 | 455 | 565 | 176 | 451 | 393 | 102 | 314 | 470 | 134 |
| Weighted | 1020 | 495 | 525 | 285 | 377 | 358 | 120* | 343 | 400 | 157 |
| | 312 | 154 | 159 | 115 | 111 | 86 | 29 | 113 | 119 | 52 |
| In-person greetings | 31.0% | 31.0% | 30.0% | 40.0% | 30.0% | 24.0% | 24.0% | 33.0% | 30.0% | 33.0% |
| | | | | DE | | | | | | |
| | 299 | 123 | 176 | 54 | 113 | 132 | 37 | 105 | 117 | 40 |
| Written cards/letters | 29.0% | 25.0% | 34.0% | 19.0% | 30.0% | 37.0% | 31.0% | 31.0% | 29.0% | 25.0% |
| | | | Α | | С | CD | | | | |
| | 225 | 128 | 98 | 47 | 90 | 88 | 27 | 74 | 93 | 31 |
| Phone calls | 22.0% | 26.0% | 19.0% | 17.0% | 24.0% | 24.0% | 22.0% | 22.0% | 23.0% | 20.0% |
| | | В | | | С | С | | | | |
| | 87 | 31 | 56 | 52 | 28 | 7 | 15 | 27 | 28 | 17 |
| Social media channels (e.g. Facebook, Twitter) | 9.0% | 6.0% | 11.0% | 18.0% | 7.0% | 2.0% | 13.0% | 8.0% | _ | 11.0% |
| | 3.070 | 0.070 | Α | DE | F | 2.070 | 13.070 | 0.070 | 400 119 30.0% 117 29.0% 93 23.0% 28 7.0% 24 6.0% 6 2.0% | 11.070 |
| | 57 | 35 | 21 | 5 | 21 | 30 | 7 | 15 | 24 | 11 |
| E-cards | 6.0% | 7.0% | 4.0% | 2.0% | 6.0% | 8.0% | 6.0% | 4.0% | 6.0% | 7.0% |
| | | В | | | С | С | | | | |
| | 14 | 8 | 6 | 3 | 6 | 4 | 2 | 3 | 6 | 3 |
| Video chats (e.g. Skype) | 1.0% | 2.0% | 1.0% | 1.0% | 2.0% | 1.0% | 2.0% | 1.0% | 2.0% | 2.0% |
| | | | | | | | | | | |
| | 25 | 15 | 9 | 8 | 6 | 11 | 3 | 6 | 12 | 4 |
| Other | 2.0% | 3.0% | 2.0% | 3.0% | 2.0% | 3.0% | 3.0% | 2.0% | 3.0% | 2.0% |
| | | | | | | | | | | |

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

| | | GEI | NDER | | AGE | | | EDUC | ATION | |
|--|-------|-------|--------|-------|-----------|-------|---|-------|--|------------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | Total | A | B | C | D | E | F | G | H | Jiiiv Grad |
| Base: All Respondents | 1020 | 455 | 565 | 176 | 451 | 393 | 102 | 314 | 470 | 134 |
| Weighted | 1020 | 495 | 525 | 285 | 377 | 358 | 120* | 343 | 400 | 157 |
| | 395 | 196 | 199 | 130 | 143 | 122 | 46 | 138 | 150 | 62 |
| In-person greetings | 39.0% | 40.0% | 38.0% | 46.0% | 38.0% | 34.0% | 38.0% | 40.0% | 38.0% | 39.0% |
| | | | | E | | | | | | |
| | 309 | 118 | 191 | 76 | 113 | 120 | 32 | 107 | 125 | 46 |
| Written cards / letters | 30.0% | 24.0% | 36.0% | 27.0% | 30.0% | 33.0% | 27.0% | 31.0% | 31.0% | 29.0% |
| | | | Α | | | | | | | |
| | 182 | 105 | 78 | 33 | 74 | 74 | 21 | 59 | 73 | 29 |
| Phone calls | 18.0% | 21.0% | 15.0% | 12.0% | 20.0% | 21.0% | 18.0% | 17.0% | 18.0% | 19.0% |
| | | В | | | С | С | | | | |
| | 47 | 19 | 28 | 27 | 16 | 4 | 10 | 13 | 10 | 6 |
| Social media channels (e.g. Facebook, Twitter) | 5.0% | 4.0% | | 10.0% | 4.0% | 1.0% | | 4.0% | | 4.0% |
| | 5.0% | 4.0% | 5.0% | DE | 4.0% E | 1.0% | 8.0% | 4.0% | Post Sec H 470 400 150 38.0% 125 31.0% | 4.0% |
| | 41 | 25 | 16 | 3 | 16 | 21 | 6 | 12 | 18 | 5 |
| E-cards | 4.0% | 5.0% | 3.0% | 1.0% | 4.0% | 6.0% | 5.0% | 3.0% | | 3.0% |
| | | 0.070 | 0.070 | 1.070 | C | C | 0.070 | 0.070 | , | 0.070 |
| | 24 | 18 | 6 | 8 | 8 | 7 | 3 | 7 | 7 | 6 |
| Video chats (e.g. Skype) | 2.0% | 4.0% | 1.0% | 3.0% | 2.0% | 2.0% | 3.0% | 2.0% | 2.0% | 4.0% |
| | | В | | | | | | | | |
| | 22 | 14 | 8 | 6 | 6 | 11 | 2 | 9 | 8 | 3 |
| Other | 2.0% | 3.0% | 1.0% | 2.0% | 2.0% | 3.0% | 2.0% | 2.0% | 2.0% | 2.0% |
| | | | | | | | | | | |

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

| | | GEI | NDER | | AGE | | | EDUC | ATION | |
|--|--------|--------|--------|-------|--------|--------|---|--------|----------|-----------|
| | | | | | | | | | | |
| | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<> | HS | Post Sec | Univ Grad |
| | rotar | A | В | С | 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 | 396 | 175 | 221 | 130 | 160 | 106 | 36 | 150 | 141 | 68 |
| receive | 39.0% | 35.0% | 42.0% | 46.0% | 42.0% | 30.0% | 30.0% | 44.0% | 35.0% | 43.0% |
| | | | Α | E | E | | | FH | | |
| | | | | | | | | | | |
| Something made for me that cannot be purchased | 232 | 90 | 142 | 63 | 77 | 92 | 29 | 78 | 95 | 30 |
| (such as a do-it-yourself craft, photo book, etc). | 23.0% | 18.0% | 27.0% | 22.0% | 20.0% | 26.0% | 24.0% | 23.0% | 24.0% | 19.0% |
| | 20.070 | 10.070 | Α | | 20.070 | 20.070 | 2 6 / 6 | 20.070 | 2.1070 | 10.070 |
| | 71 | 36 | 35 | 21 | 18 | 32 | 8 | 18 | 31 | 14 |
| A donation to a charity | 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 |
| items on my wish list purchased from a merchant | 6.0% | 6.0% | 5.0% | 7.0% | 7.0% | 3.0% | 4.0% | 5.0% | 4.0% | 12.0% |
| | | | | E | E | | | | | FGH |
| | 61 | 32 | 29 | 14 | 21 | 26 | 7 | 21 | 27 | 6 |
| Other | 6.0% | 7.0% | 5.0% | 5.0% | 6.0% | 7.0% | 6.0% | 6.0% | 7.0% | 4.0% |
| | | | | | | | | | | |
| | 203 | 131 | 71 | 35 | 76 | 91 | 35 | 59 | 89 | 20 |
| I don't want a gift | 20.0% | 27.0% | 14.0% | 12.0% | 20.0% | 26.0% | 29.0% | 17.0% | 22.0% | 12.0% |
| | | В | | | С | С | GI | | I | |