1_1. [Donate to charity]

How likely would you be to do one of the following this Holiday season?

Column groups: Gender (A–B) | AGE (C–E) | EDUCATION (F–I) | DEM B (J–M) | DEM A (N–U) | DEM C (V–X)

	Total	Male (A)	Female (B)	18-34 (C)	35-54 (D)	55+ (E)	<HS (F)	HS (G)	Post Sec (H)	Univ Grad (I)	Use social media-Daily/few times a day (J)	Use social media-Weekly/few times weekly (K)	Use social media-About once a month / few times a month (L)	Use social media-Never (M)	Use the internet-Daily/few times a day (N)	Use the internet-Weekly/few times weekly (O)	Use the internet-About once a month / few times a month (P)	Use the internet-Never (Q)	Visit social networking sites-Daily/few times a day (R)	Visit social networking sites-Weekly/few times weekly (S)	Visit social networking sites-About once a month / few times a... (T)	Visit social networking sites-Never (U)	Active (V)	Passive (W)	Inactive (X)
Base: All Respondents	1031	513	518	287	424	320	59	235	479	258	339	192	171	329	971	50	5	5	594	149	96	192	359	274	398
Weighted	1031	500	531	288	381	362	97	371	404	159	325	185	168	353	968	51	5	7	594	147	87	204	346	266	419
Donate to charity																									
Very likely	336	134	202	62	122	152	25	121	134	56	120	61	52	103	316	16	1	3	192	46	29	70	120	91	126
	33%	27%	38%	22%	32%	42%	26%	33%	33%	36%	37%	33%	31%	29%	33%	32%	15%	47%	32%	31%	33%	34%	35%	34%	30%
			A		C	CD	*										*	**			*				
Somewhat likely	422	214	209	125	154	144	33	151	166	72	123	85	80	134	400	21	1	-	239	67	34	81	142	113	167
	41%	43%	39%	43%	40%	40%	34%	41%	41%	45%	38%	46%	48%	38%	41%	41%	28%	-	40%	46%	40%	40%	41%	43%	40%
							*										*	**			*				
Not very likely	176	96	80	65	67	44	26	56	73	21	61	28	23	64	164	8	3	1	113	19	13	32	61	43	72
	17%	19%	15%	22%	18%	12%	27%	15%	18%	13%	19%	15%	14%	18%	17%	15%	57%	21%	19%	13%	15%	16%	18%	16%	17%
				E			GI*		I								*	**			*				
Not at all likely	96	56	40	36	38	22	13	43	31	9	21	11	12	52	88	6	-	2	50	15	11	21	23	19	54
	9%	11%	7%	13%	10%	6%	13%	11%	8%	6%	6%	6%	7%	15%	9%	12%	-	32%	8%	10%	12%	10%	7%	7%	13%
				E			*		I					JKL			*	**			**				VW
Summary																									
Top2Box (Very/ Somewhat Likely)	759	348	411	187	276	296	58	272	300	128	244	146	132	237	716	37	2	3	431	113	63	152	262	204	293
	74%	70%	77%	65%	72%	82%	60%	73%	74%	81%	75%	79%	79%	67%	74%	73%	43%	47%	73%	77%	73%	74%	76%	77%	70%
			A			CD	*	F	F	FH	M	M	M			*	**	**			*				
Low2Box (Not Very/ Not At All Likely)	272	152	120	101	105	66	39	99	104	30	82	39	36	116	252	14	3	4	162	34	24	53	84	62	126
	26%	30%	23%	35%	28%	18%	40%	27%	26%	19%	25%	21%	21%	33%	26%	27%	57%	53%	27%	23%	27%	26%	24%	23%	30%
		B		E	E		GHI*		I					JKL		*	**	**			*				

- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
  Minimum Base: 30 (**), Small Base: 100 (*)

1_2. [Give a charitable gift]

How likely would you be to do one of the following this Holiday season?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a...	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1031	513	518	287	424	320	59	235	479	258	339	192	171	329	971	50	5	5	594	149	96	192	359	274	398
Weighted	1031	500	531	288	381	362	97	371	404	159	325	185	168	353	968	51	5	7	594	147	87	204	346	266	419
Give a charitable gift																									
Very likely	214	84	130	41	77	96	13	78	93	30	83	43	32	56	202	10	-	1	128	28	15	44	90	50	74
	21%	17%	24%	14%	20%	27%	13%	21%	23%	19%	26%	23%	19%	16%	21%	20%	-	21%	22%	19%	17%	22%	26%	19%	18%
			A			C	*				M						*	**			*		WX		
Somewhat likely	382	183	198	117	141	124	35	131	151	65	114	77	75	116	363	15	3	1	218	61	35	68	125	109	148
	37%	37%	37%	41%	37%	34%	36%	35%	37%	41%	35%	42%	45%	33%	37%	29%	55%	21%	37%	41%	41%	33%	36%	41%	35%
							*						M			*	**	**			*				
Not very likely	315	167	147	95	116	104	31	106	131	48	101	54	44	115	295	18	2	-	189	42	27	57	100	86	129
	31%	33%	28%	33%	30%	29%	32%	28%	32%	30%	31%	29%	26%	33%	30%	34%	45%	-	32%	29%	31%	28%	29%	32%	31%
							*									*	**	**			*				
Not at all likely	121	65	56	35	48	38	18	57	29	16	26	11	17	66	108	9	-	4	60	16	10	34	31	22	68
	12%	13%	10%	12%	13%	10%	19%	15%	7%	10%	8%	6%	10%	19%	11%	17%	-	58%	10%	11%	12%	17%	9%	8%	16%
							H*	H						JKL		*	**	**			*	R			VW
Summary																									
Top2Box (Very/ Somewhat Likely)	596	268	328	157	218	220	48	209	244	95	198	120	107	171	565	25	3	3	345	89	50	112	216	158	222
	58%	54%	62%	55%	57%	61%	49%	56%	60%	60%	61%	65%	64%	49%	58%	49%	55%	42%	58%	60%	57%	55%	62%	59%	53%
			A								M	M	M			*	**	**			*		X		
Low2Box (Not Very/ Not At All Likely)	435	232	203	130	164	141	49	162	160	64	128	66	61	181	403	26	2	4	248	58	37	92	130	108	197
	42%	46%	38%	45%	43%	39%	51%	44%	40%	40%	39%	35%	36%	51%	42%	51%	45%	58%	42%	40%	43%	45%	38%	41%	47%
			B				*							JKL		*	**	**			*				V

- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
  Minimum Base: 30 (**), Small Base: 100 (*)

1_3. [Volunteer for a charitable organization]

How likely would you be to do one of the following this Holiday season?

	Gender		AGE			EDUCATION				DEM B												DEM C		
Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media- Daily/few times a day	Use social media- Weekly/few times weekly	Use social media- About once a month / few times a month	Use social media-Never	Use the internet- Daily/few times a day	Use the internet- Weekly/few times weekly	Use the internet- About once a month / few times a month	Use the internet- Never	Visit social networking sites- Daily/few times a day	Visit social networking sites- Weekly/few times weekly	Visit social networking sites-About once a month / few times a …	Visit social networking sites-Never	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X

Base: All Respondents

Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
1031	513	518	287	424	320	59	235	479	258	339	192	171	329	971	50	5	5	594	149	96	192	359	274	398

Weighted

| 1031 | 500 | 531 | 288 | 381 | 362 | 97 | 371 | 404 | 159 | 325 | 185 | 168 | 353 | 968 | 51 | 5 | 7 | 594 | 147 | 87 | 204 | 346 | 266 | 419 |

Volunteer for a charitable organization

Very likely

169	67	102	54	57	58	14	52	71	32	79	32	22	37	160	5	3	1	111	19	11	28	79	36	54
16%	13%	19%	19%	15%	16%	14%	14%	18%	20%	24%	17%	13%	10%	16%	10%	57%	21%	19%	13%	12%	14%	23%	14%	13%
		A				*				LM	M					*	**			*		WX		

Somewhat likely

283	135	148	87	99	97	23	90	121	50	95	69	49	71	272	10	-	1	166	44	21	51	114	84	86
27%	27%	28%	30%	26%	27%	24%	24%	30%	31%	29%	37%	29%	20%	28%	20%	-	21%	28%	30%	24%	25%	33%	31%	20%
						*				M	M	M				*	**			*		X	X	

Not very likely

399	206	192	114	152	133	37	141	160	61	112	69	78	139	376	20	2	1	222	62	40	75	117	116	165
39%	41%	36%	40%	40%	37%	38%	38%	40%	38%	35%	37%	47%	39%	39%	38%	43%	10%	37%	42%	46%	37%	34%	44%	39%
												J			*	**	**			*			V	

Not at all likely

180	92	89	33	73	74	23	89	52	16	39	16	19	106	160	16	-	3	94	22	15	49	36	30	114
17%	18%	17%	11%	19%	21%	24%	24%	13%	10%	12%	9%	12%	30%	17%	32%	-	48%	16%	15%	17%	24%	10%	11%	27%
				C	C	HI*	HI						JKL		N*	**	**			*	RS			VW

Summary

Top2Box (Very/ Somewhat Likely)

452	202	250	141	156	155	37	141	192	82	174	100	70	108	431	15	3	3	277	63	32	80	193	120	140
44%	40%	47%	49%	41%	43%	38%	38%	48%	51%	53%	54%	42%	31%	45%	30%	57%	42%	47%	43%	37%	39%	56%	45%	33%
								G	G	LM	LM	M				*	**			*		WX	X	

Low2Box (Not Very/ Not At All Likely)

579	298	281	147	225	207	60	230	212	77	152	85	98	245	537	36	2	4	316	84	55	124	153	147	279
56%	60%	53%	51%	59%	57%	62%	62%	52%	49%	47%	46%	58%	69%	55%	70%	43%	58%	53%	57%	63%	61%	44%	55%	67%
						*	HI					JK	JKL		*	**	**			*			V	VW

- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
  Minimum Base: 30 (**), Small Base: 100 (*)

1_4. [Give a group donation to a charity, instead of a traditional gift exchange

How likely would you be to do one of the following this Holiday season?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a ...	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1031	513	518	287	424	320	59	235	479	258	339	192	171	329	971	50	5	5	594	149	96	192	359	274	398
Weighted	1031	500	531	288	381	362	97	371	404	159	325	185	168	353	968	51	5	7	594	147	87	204	346	266	419
Give a group donation to a charity, instead of a traditional gift exchange																									
Very likely	117	47	70	32	46	40	6	34	57	21	59	24	11	22	110	6	-	1	78	18	7	15	60	24	33
	11%	9%	13%	11%	12%	11%	6%	9%	14%	13%	18%	13%	7%	6%	11%	12%	-	21%	13%	12%	8%	7%	17%	9%	8%
							*				LM	M					*	**	U		*		WX		
Somewhat likely	302	149	153	87	115	100	31	106	120	45	98	70	51	83	285	16	2	-	176	51	24	51	118	76	108
	29%	30%	29%	30%	30%	28%	32%	29%	30%	28%	30%	38%	30%	24%	29%	31%	29%	-	30%	35%	27%	25%	34%	28%	26%
							*					M				*	**	**			*		X		
Not very likely	430	217	213	116	155	159	34	160	167	69	127	72	75	156	414	14	1	1	250	57	37	86	125	129	177
	42%	43%	40%	40%	41%	44%	36%	43%	41%	44%	39%	39%	45%	44%	43%	28%	14%	21%	42%	39%	43%	42%	36%	48%	42%
							*									*	**	**			*		V		
Not at all likely	182	86	95	53	65	63	25	72	61	24	41	18	31	91	160	15	3	4	90	21	19	52	43	37	101
	18%	17%	18%	18%	17%	17%	26%	19%	15%	15%	13%	10%	19%	26%	17%	29%	57%	58%	15%	15%	22%	25%	13%	14%	24%
							H*						K	JK		N*	**	**			*	RS			VW
Summary																									
Top2Box (Very/ Somewhat Likely)	419	197	222	119	161	139	37	140	176	66	157	94	62	106	394	22	2	1	254	69	30	66	178	100	141
	41%	39%	42%	41%	42%	39%	38%	38%	44%	41%	48%	51%	37%	30%	41%	43%	29%	21%	43%	47%	35%	32%	51%	38%	34%
							*				LM	LM				*	**	**	U	U	*		WX		
Low2Box (Not Very/ Not At All Likely)	612	303	309	169	221	223	60	231	228	93	168	91	106	247	574	29	4	6	340	78	56	138	168	166	277
	59%	61%	58%	59%	58%	61%	62%	62%	56%	59%	52%	49%	63%	70%	59%	57%	71%	79%	57%	53%	65%	68%	49%	62%	66%
							*						JK	JK		*	**	**	U		*	RS		V	V

- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
  Minimum Base: 30 (**), Small Base: 100 (*)

6_11. [Meaningful gifts]

Which aspects of the Holiday season do you like? Which don't you like?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1031	513	518	287	424	320	59	235	479	258	339	192	171	329	971	50	5	5	594	149	96	192	359	274	398
Weighted	1031	500	531	288	381	362	97	371	404	159	325	185	168	353	968	51	5	7	594	147	87	204	346	266	419
Meaningful gifts																									
Like	969	459	510	274	355	340	94	347	381	147	306	173	162	327	916	43	5	6	563	142	80	184	325	251	394
	94%	92%	96%	95%	93%	94%	97%	93%	94%	93%	94%	94%	97%	93%	95%	85%	88%	78%	95%	96%	92%	90%	94%	94%	94%
			A				*								O	*	**	**	U	U	*				
Don't like	62	41	21	14	26	22	3	24	23	11	19	12	6	25	52	8	1	2	30	5	7	20	21	15	25
	6%	8%	4%	5%	7%	6%	3%	7%	6%	7%	6%	6%	3%	7%	5%	15%	12%	22%	5%	4%	8%	10%	6%	6%	6%
		B					*									N*	**	**			*	RS			

- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
  Minimum Base: 30 (**), Small Base: 100 (*)

6_12. [Extravagant gifts]

Which aspects of the Holiday season do you like? Which don't you like?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1031	513	518	287	424	320	59	235	479	258	339	192	171	329	971	50	5	5	594	149	96	192	359	274	398
Weighted	1031	500	531	288	381	362	97	371	404	159	325	185	168	353	968	51	5	7	594	147	87	204	346	266	419
Extravagant gifts																									
Like	318	152	167	166	107	45	42	115	118	44	114	58	54	92	297	19	1	2	211	44	22	41	128	79	111
	31%	30%	31%	58%	28%	12%	43%	31%	29%	27%	35%	31%	32%	26%	31%	36%	14%	31%	36%	30%	26%	20%	37%	30%	27%
				DE	E		HI*				M					*	**	**	U		*		X		
Don't like	713	348	364	121	275	317	55	256	286	115	211	127	114	261	671	32	4	5	382	103	64	163	218	187	308
	69%	70%	69%	42%	72%	88%	57%	69%	71%	73%	65%	69%	68%	74%	69%	64%	86%	69%	64%	70%	74%	80%	63%	70%	73%
					C	CD	*		F	F				J		*	**	**			*			R	V

- Column Proportions:
  Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
  Minimum Base: 30 (**), Small Base: 100 (*)

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