

21. Do you plan to give gifts to others 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	3261	1524	1737	724	1393	1144	216	854	1568	623	937	532	593	1199	3065	143	22	31	1824	463	303	671	1017	885	1359
	3261	1581	1680	910	1206	1145	300	1181	1279	502	981	511	575	1194	3060	145	23	34	1850	475	289	647	1031	861	1370
	2611	1221	1390	745	969	897	214	956	1022	418	796	422	467	926	2473	110	14	14	1507	374	222	508	844	701	1066
	80%	77%	83%	82%	80%	78%	71%	81%	80%	83%	82%	81%	82%	81%	78%	81%	76%	60%	41%	81%	79%	77%	79%	82%	81%
No	651	361	290	165	238	248	86	225	256	83	185	90	109	267	588	34	9	20	343	101	67	139	187	160	304
	20%	23%	17%	18%	20%	22%	29%	19%	20%	17%	19%	18%	19%	22%	19%	24%	40%	59%	19%	21%	23%	21%	18%	19%	22%
		B					GHI							K			**	**							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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
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22. How much do you expect to spend in total on gifts for others 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: Plan to give gifts this holiday season	2660	1194	1466	603	1136	921	152	703	1282	523	768	444	495	953	2521	112	14	13	1513	376	237	534	839	736	1085
	2611	1221	1390	745	969	897	214	956	1022	418	796	422	467	926	2473	110	14	14	1507	374	222	508	844	701	1066
	14	9	5	3	5	6	3	5	4	1	2	-	4	7	13	1	-	-	8	2	2	1	3	2	9
	1%	1%	*	*	1%	1%	2%	1%	*	*	*	-	1%	1%	1%	1%	**	**	1%	1%	1%	*	*	*	1%
1-50	82	40	42	37	19	26	13	30	31	8	27	15	8	32	76	3	-	2	52	10	5	14	27	16	38
	3%	3%	3%	5%	2%	3%	6%	3%	3%	2%	3%	4%	2%	3%	3%	2%	*	17%	3%	3%	2%	3%	3%	2%	4%
51-100	246	111	136	112	78	56	28	76	105	37	80	35	40	92	229	15	1	2	146	28	20	53	80	65	101
	9%	9%	10%	15%	8%	6%	13%	8%	10%	9%	10%	8%	8%	10%	9%	14%	5%	13%	10%	7%	9%	10%	10%	9%	9%
101-200	433	182	250	174	161	97	33	151	185	64	150	79	76	127	413	13	3	3	270	69	36	57	146	141	145
	17%	15%	18%	23%	17%	11%	15%	16%	18%	15%	19%	19%	16%	14%	17%	12%	25%	18%	18%	16%	11%	17%	20%	14%	
201-300	318	145	173	102	123	92	25	121	109	62	97	45	66	109	296	16	3	3	178	43	27	70	109	66	143
	12%	12%	12%	14%	13%	10%	12%	13%	11%	15%	12%	11%	14%	12%	12%	14%	20%	21%	12%	11%	12%	14%	13%	9%	13%
301-400	160	61	99	48	59	53	10	69	55	25	44	31	30	55	151	7	2	-	95	31	7	26	46	52	62
	6%	5%	7%	6%	6%	6%	5%	7%	5%	6%	6%	7%	6%	6%	6%	6%	13%	-	6%	8%	3%	5%	5%	7%	6%
401-500	531	262	269	112	206	214	33	184	227	88	155	95	90	192	502	22	3	4	303	77	47	103	173	136	222
	20%	21%	19%	15%	21%	24%	15%	19%	22%	21%	19%	23%	19%	21%	20%	20%	22%	26%	20%	21%	21%	20%	20%	19%	21%
501-1000	550	285	264	114	208	227	46	214	206	84	164	78	97	211	522	25	2	1	294	76	56	123	177	146	226
	21%	23%	19%	15%	21%	25%	21%	22%	20%	20%	21%	18%	21%	23%	21%	23%	14%	5%	20%	20%	25%	24%	21%	21%	21%
1000+	279	126	153	44	109	126	23	106	101	49	77	43	56	102	271	8	-	-	159	38	20	61	82	77	120
	11%	10%	11%	6%	11%	14%	11%	11%	10%	12%	10%	10%	12%	11%	11%	7%	-	-	11%	10%	9%	12%	10%	11%	11%
Summary																*	**	**							
Mean (Incl.0)	608.6	638.2	582.5	457.4	627.9	713.2	617.4	616.6	590.2	630.5	592.2	587.6	608.1	632.4	615.8	511.6	406.1	295.5	592.6	601.3	578.6	674.2	590.4	600.9	628
Std. Dev.	670.47	727.93	614.66	525.75	713.37	706.95	847.57	618.08	656.16	717.74	697.39	615.97	590.99	707.56	680.71	459.76	280.77	222.59	659.27	618.25	573.3	770.06	643.23	614.75	724.63
Std. Err.	13.12	20.83	16.49	19.26	22.92	23.6	57.97	19.99	20.52	35.09	24.71	30	27.36	23.25	13.69	43.75	76.05	59.41	16.99	31.98	38.47	34.16	22.14	23.22	22.2
Mean (Excl.0)	611.8	643	584.5	459	631.1	718.2	627.6	619.8	592.7	632	594	587.6	613.9	637.2	619	517.1	406.1	295.5	595.9	604.9	584.8	675.6	592.7	602.4	633.2
Std. Dev.	670.77	728.55	614.77	525.97	713.78	706.88	850.81	618.08	656.42	717.94	697.68	615.97	590.8	708.09	681.02	459.14	280.77	222.59	659.61	618.34	573.21	770.24	643.43	614.78	725.36
Std. Err.	13.16	20.93	16.52	19.3	22.99	23.68	58.67	20.04	20.57	35.14	24.76	30	27.48	23.35	13.73	43.93	76.05	59.41	17.04	32.08	38.67	34.2	22.19	23.25	22.31
Median	500	500	400	300	500	500	400	500	500	500	400	500	500	500	500	460.5	318.5	281.6	474.5	499.7	500	500	500	500	500

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)

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23. And, how much do you expect to spend in total in areas other than gifts this holiday season? Areas such as clothing, travel, decorations, beauty services, food and drink, or entertainment.

	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: Plan to give gifts this holiday season Weighted 0	2660	1194	1466	603	1136	921	152	703	1282	523	768	444	495	953	2521	112	14	13	1513	376	237	534	839	736	1085
	2611	1221	1390	745	969	897	214	956	1022	418	796	422	467	926	2473	110	14	14	1507	374	222	508	844	701	1066
	195	109	86	51	75	70	15	97	66	17	42	21	27	105	186	5	-	3	111	23	20	41	32	52	111
	7%	9%	6%	7%	8%	8%	7%	10%	6%	4%	5%	5%	6%	11%	8%	5%	-	24%	7%	6%	9%	8%	4%	7%	10%
1-50	164	75	89	75	54	35	19	48	73	24	43	23	29	68	152	6	2	4	86	28	12	38	53	41	70
	6%	6%	6%	10%	6%	4%	9%	5%	7%	6%	5%	5%	6%	7%	6%	5%	12%	28%	6%	7%	6%	7%	6%	6%	7%
				DE												*	**	**							
	407	158	248	133	152	121	37	135	176	59	109	64	81	154	368	33	5	1	250	46	31	81	117	106	184
51-100	16%	13%	18%	18%	16%	14%	17%	14%	17%	14%	14%	15%	17%	17%	15%	30%	37%	4%	17%	12%	14%	16%	14%	15%	17%
			A	E												N*	**	**							
	550	233	317	166	197	187	53	221	211	66	160	107	104	179	527	18	3	2	310	99	45	97	169	157	225
	21%	19%	23%	22%	20%	21%	25%	23%	21%	16%	20%	25%	22%	19%	21%	17%	22%	15%	21%	26%	20%	19%	20%	22%	21%
101-200								I	I							M	**	**	RU						
	295	138	157	64	118	113	20	109	115	51	87	42	52	115	277	14	3	2	176	34	25	61	104	76	115
	11%	11%	11%	9%	12%	13%	9%	11%	11%	12%	11%	10%	11%	12%	11%	13%	19%	14%	12%	9%	11%	12%	12%	11%	11%
				C	C											*	**	**							
201-300	109	47	63	36	39	34	7	45	32	25	35	27	20	27	107	2	-	-	68	16	7	19	43	28	38
	4%	4%	4%	5%	4%	4%	3%	5%	3%	6%	4%	6%	4%	3%	4%	2%	-	-	5%	4%	3%	4%	5%	4%	4%
																*	**	**							
	389	172	217	87	146	157	24	153	145	67	123	62	63	141	372	15	1	1	230	51	28	80	131	94	164
301-400	15%	14%	16%	12%	15%	17%	11%	16%	14%	16%	15%	15%	13%	15%	15%	14%	11%	4%	15%	14%	12%	16%	16%	13%	15%
																*	**	**							
	263	148	115	66	107	90	19	85	105	54	101	39	58	66	254	9	-	*	145	36	33	49	107	70	86
	10%	12%	8%	9%	11%	10%	9%	9%	10%	13%	13%	9%	12%	7%	10%	8%	-	2%	10%	10%	15%	10%	13%	10%	8%
501-1000			B							G	M		M			*	**	**			R	X			
	238	140	97	67	81	90	20	64	98	56	96	37	33	72	230	7	-	1	131	42	21	43	88	77	72
	9%	11%	7%	9%	8%	10%	9%	7%	10%	13%	12%	9%	7%	8%	9%	6%	-	7%	9%	11%	10%	9%	10%	11%	7%
			B						G	GH	LM					*	**	**				X	X		
Summary																									
Mean (Incl.0)	583.9	722.3	462.3	523.8	514.3	709	517.2	564.8	561.9	715.3	762.6	533.5	495.3	497.8	592	481.1	190.5	345.5	568.8	629.2	560.1	605.9	710.5	585	483
Std. Dev.	1883.84	2604.01	825.26	1287.29	956.07	2819.33	994.5	2664.22	1187.29	1403.42	3032.07	907.69	871.02	1145.27	1904.76	1598.33	140	882.38	2203.35	1325.53	970.63	1464.44	2912.4	1055.78	1108.65
Std. Err.	36.87	74.53	22.14	47.16	30.72	94.13	68.02	86.16	37.13	68.61	107.45	44.21	40.32	37.63	38.31	152.11	37.92	235.52	56.77	68.56	65.13	64.96	100.27	39.87	33.96
Mean (Excl.0)	631.1	793.3	492.8	561.9	557.5	768.7	557.3	628.7	600.5	745.8	804.9	561.5	525.5	561.8	640.3	505.9	190.5	457	614.1	669.8	616	659.2	738.4	631.8	539.4
Std. Dev.	1950.89	2718.68	843.19	1325.32	983.22	2927.98	1021.58	2803.77	1217.89	1425.12	3109.64	922.77	888.36	1201.83	1973.08	1635.57	140	999.91	2283.55	1357.77	1000.96	1515.99	2965.56	1083.66	1158.6
Std. Err.	39.69	81.54	23.35	50.29	32.89	101.79	72.53	95.66	39.37	71.14	113.21	46.11	42.36	41.95	41.26	159.62	37.92	306.96	61.14	72.45	70.43	70.13	104.08	42.53	37.5
Median	200	300	200	200	250	300	200	200	200	300	300	200	200	200	250	200	136.4	62.3	200	200	250	200	300	200	200

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
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24. Now thinking about all of the spending you will be doing this holiday season including gifts and other expenditures, do you think this amount more, less, or the same as you spent last year?

	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: Plan to give gifts this holiday season	2660	1194	1466	603	1136	921	152	703	1282	523	768	444	495	953	2521	112	14	13	1513	376	237	534	839	736	1085
Weighted	2611	1221	1390	745	969	897	214	956	1022	418	796	422	467	926	2473	110	14	14	1507	374	222	508	844	701	1066
More	368	185	183	174	118	77	30	133	139	66	152	56	60	100	355	11	-	3	242	53	27	47	155	93	120
	14%	15%	13%	23%	12%	9%	14%	14%	14%	16%	19%	13%	13%	11%	14%	10%	-	21%	16%	14%	12%	9%	18%	13%	11%
				DE	E					KLM					*	**	**	**	U				WX		
Less	652	237	415	210	258	184	47	225	288	92	206	121	136	189	609	32	5	5	409	76	64	103	259	168	225
	25%	19%	30%	28%	27%	21%	22%	23%	28%	22%	26%	29%	29%	20%	25%	29%	36%	39%	27%	20%	29%	20%	31%	24%	21%
			A	E	E				GI		M	M	M		*	**	**	**	SU				WX		
The same	1590	798	792	361	593	637	137	598	595	260	439	244	271	637	1509	68	9	6	855	245	132	359	429	440	721
	61%	65%	57%	48%	61%	71%	64%	63%	58%	62%	55%	58%	58%	69%	61%	61%	64%	40%	57%	65%	59%	71%	51%	63%	68%
		B			C	CD								JKL		*	**	**		R		RT		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/)
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/)
Minimum Base: 30 (**), Small Base: 100 (*)

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25. How do you plan to finance your holiday spending?

	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 a day	Visit social networking sites-About once a month / few times a month	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: Plan to give gifts this holiday season	2660	1194	1466	603	1136	921	152	703	1282	523	768	444	495	953	2521	112	14	13	1513	376	237	534	839	736	1085	
	Weighted	1221	1390	745	969	897	214	956	1022	418	796	422	467	926	2473	110	14	14	1507	374	222	508	844	701	1066	
	Credit card/s - then pay off the balance/s on my next credit card statement/s	656	350	306	151	199	306	36	193	254	173	170	110	127	249	620	32	2	2	317	115	70	154	183	182	291
		25%	29%	22%	20%	21%	34%	17%	20%	25%	41%	21%	26%	27%	27%	25%	29%	15%	15%	21%	31%	32%	30%	22%	26%	27%
Credit card/s - then carry a balance for a while	B					CD				FG			J	J			*	**	**		R	R			V	
	163	74	89	51	84	28	6	64	61	32	69	21	26	47	155	5	2	2	103	29	8	23	69	41	54	
	6%	6%	6%	7%	9%	3%	3%	7%	6%	8%	9%	5%	6%	5%	6%	4%	15%	14%	7%	8%	4%	5%	8%	6%	5%	
				E	E						F	KM					*	**	**				X			
Cash	948	465	483	214	380	354	104	375	356	112	289	148	154	356	891	52	4	1	551	113	82	201	298	240	410	
	36%	38%	35%	29%	39%	39%	49%	39%	35%	27%	36%	35%	33%	38%	36%	47%	29%	7%	37%	30%	37%	40%	35%	34%	38%	
				I	C	C		GHI	I	I						N*	**	**	S			S				
	476	173	303	185	160	131	38	198	191	48	157	89	92	138	459	10	1	5	312	65	38	60	174	141	161	
Year-end bonus	18%	14%	22%	25%	16%	15%	18%	21%	19%	11%	20%	21%	20%	15%	19%	9%	11%	37%	21%	17%	17%	12%	21%	20%	15%	
			A	DE					I	I		M	M	M	O	*	**	**	U	U		X				
	43	18	25	16	16	11	1	8	26	8	18	5	6	13	43	-	-	-	29	10	1	4	23	6	13	
	2%	1%	2%	2%	2%	1%	*	1%	3%	2%	2%	1%	1%	1%	2%	-	-	-	2%	3%	*	1%	3%	1%	1%	
Not sure - haven't thought about this yet						G										*	**	**	U			WX				
	325	141	184	128	129	68	29	117	134	45	93	48	61	123	305	12	4	4	194	41	23	67	97	92	137	
	12%	12%	13%	17%	13%	8%	13%	12%	13%	11%	12%	11%	13%	13%	12%	11%	30%	27%	13%	11%	10%	13%	11%	13%	13%	
				E	E											*	**	**								

- 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/
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/
Minimum Base: 30 (**), Small Base: 100 (*)
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