

1_1. [The joy of the season]

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
The joy of the season																									
Like	933	444	488	270	335	328	86	334	369	144	291	167	160	315	880	42	4	6	545	137	75	176	314	248	371
	90%	89%	92%	94%	88%	91%	89% *	90%	91%	91%	89%	90%	95%	89%	91%	83%	85%	78%	92%	93%	87%	86%	91%	93%	89%
Don't like	98	56	43	18	47	34	11	38	36	15	35	18	8	38	88	9	1	2	49	10	12	28	32	18	48
	10%	11%	8%	6%	12%	9%	11% *	10%	9%	9%	11% L	10%	5%	11% L	9%	17% *	15% **	22% **	8%	7%	13% *	14% R	9%	7%	11%

- 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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		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
Shopping																									
Like	493	200	293	178	171	144	53	176	194	69	176	84	78	155	460	29	1	3	305	79	31	78	181	121	191
	48%	40%	55%	62%	45%	40%	55%	48%	48%	44%	54%	45%	47%	44%	47%	57%	26%	42%	51%	54%	36%	38%	52%	46%	46%
			A	DE			*				M					*	**	**	TU	TU	*				
Don't like	538	300	238	110	210	218	43	195	210	90	149	102	90	198	508	22	4	4	289	68	55	126	165	145	228
	52%	60%	45%	38%	55%	60%	45%	52%	52%	56%	46%	55%	53%	56%	53%	43%	74%	58%	49%	46%	64%	62%	48%	54%	54%
		B			C	C	*				J					*	**	**	49%		RS*	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/)
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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1_3. [Spending time with family]

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
Spending time with family																									
Like	967	458	508	263	361	343	92	350	377	148	302	176	162	328	909	46	4	7	568	140	75	184	321	253	392
	94%	92%	96%	91%	95%	95%	95%	94%	93%	93%	93%	95%	96%	93%	94%	90%	85%	100%	96%	95%	87%	90%	93%	95%	94%
			A				*									*	**	**	TU	T	*				
Don't like	64	42	23	25	21	19	5	22	27	10	24	10	6	25	59	5	1	-	25	7	11	20	24	13	27
	6%	8%	4%	9%	5%	5%	5%	6%	7%	7%	7%	5%	4%	7%	6%	10%	15%	*	4%	5%	13%	10%	7%	5%	6%
		B					*									*	**	**			RS*	R			

- 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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1_4. [Eating]

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
Edun																									
Like	963	469	494	272	353	338	89	348	377	149	302	171	159	331	910	46	3	4	559	137	79	187	320	251	391
	93%	94%	93%	95%	93%	93%	92%*	94%	93%	94%	93%	92%	95%	94%	94%	90%	59%	57%	94%	93%	91%	92%	93%	94%	93%
Don't like	68	31	37	16	28	24	8	23	27	10	23	14	9	22	58	5	2	3	34	10	7	17	25	15	27
	7%	6%	7%	5%	7%	7%	8%*	6%	7%	6%	7%	8%	5%	6%	6%	10%*	41%*	43%*	6%	7%	9%*	8%	7%	6%	7%

- 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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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
Cooking:																									
Like	753	338	415	238	275	241	74	266	300	113	261	134	128	229	706	38	5	4	450	117	57	129	268	203	281
	73%	68%	78%	83%	72%	67%	76%	72%	74%	71%	80%	73%	76%	65%	73%	74%	100%	58%	76%	79%	66%	63%	78%	76%	67%
			A	DE			*				M		M			*	**	**	U	TU	*		X	X	
Don't like	278	162	116	50	107	121	23	105	105	46	64	51	40	124	262	13	-	3	143	30	29	75	77	63	138
	27%	32%	22%	17%	28%	33%	24%	28%	26%	29%	20%	27%	24%	35%	27%	26%	-	42%	24%	21%	34%	37%	22%	24%	33%
		B			C	C	*							JL		*	**	**			S*	RS			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/
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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1_6. [Feeling good about giving to charity]
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
Feeling good about giving to charity																									
Like	898	421	476	246	332	320	83	321	354	139	290	161	155	292	856	34	4	4	521	131	75	170	305	245	347
	87%	84%	90%	85%	87%	88%	86%	87%	88%	88%	89%	87%	92%	83%	88%	67%	73%	52%	88%	89%	87%	83%	88%	92%	83%
			A				*				M		M		O	*	**	**			*		X		
Don't like	133	79	55	42	49	42	14	50	50	20	35	24	13	60	112	17	1	3	72	16	11	34	41	21	71
	13%	16%	10%	15%	13%	12%	14%	13%	12%	12%	11%	13%	8%	17%	12%	33%	27%	48%	12%	11%	13%	17%	12%	8%	17%
		B					*				JL					N*	**	**			*			W	

- 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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		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
Giving presents																									
Like	89%	414	482	256	335	305	82	331	352	131	282	161	151	302	846	40	4	6	525	130	69	171	302	238	355
	87%	83%	91%	89%	88%	84%	84%	89%	87%	82%	87%	87%	90%	86%	87%	79%	73%	78%	88%	89%	80%	84%	87%	89%	85%
			A				*	I								*	**	**	T		*				
Don't like	135	86	49	32	46	57	15	40	52	28	44	24	17	51	122	11	1	2	69	17	17	33	43	29	63
	13%	17%	9%	11%	12%	16%	16%	11%	13%	18%	13%	13%	10%	14%	13%	21%	27%	22%	12%	11%	20%	16%	13%	11%	15%
		B					*			G						*	**	**			R*				

- 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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1_8. [Receiving presents]

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

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
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		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
Receiving presents																									
Like	836	395	441	256	305	275	82	294	329	131	263	152	149	272	788	39	5	4	493	126	67	150	288	218	331
	81%	79%	83%	89%	80%	76%	85%	79%	82%	82%	81%	82%	89%	77%	81%	77%	88%	57%	83%	86%	77%	74%	83%	82%	79%
				DE			*						JM			*	**	**	U	U	*				
Don't like	195	105	90	31	76	87	15	77	75	28	62	33	19	80	179	11	1	3	101	21	20	54	58	49	88
	19%	21%	17%	11%	20%	24%	15%	21%	18%	18%	19%	18%	11%	23%	19%	23%	12%	43%	17%	14%	23%	26%	17%	18%	21%
				C	C		*				L		L			*	**	**			*	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/
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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1_9. [Being outside in winter weather

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
Being outside in winter weather																									
Like	515	268	247	170	191	154	59	159	211	86	171	101	85	158	482	28	4	1	300	83	38	94	189	135	191
	50%	54%	46%	59%	50%	43%	61%	43%	52%	54%	53%	54%	51%	45%	50%	55%	71%	21%	51%	56%	44%	46%	55%	51%	46%
		B	DE				G*		G	G					*	**	**				*	X			
Don't like	516	232	284	118	190	208	38	213	193	72	154	85	83	194	486	23	2	6	293	64	49	110	157	131	228
	50%	46%	54%	41%	50%	57%	39%	57%	48%	46%	47%	46%	49%	55%	50%	45%	29%	79%	49%	44%	56%	54%	45%	49%	54%
		A		C	C		*	FHI								*	**	**			*				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:
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Minimum Base: 30 (**), Small Base: 100 (*)
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1_10. [Driving in winter weather]
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
Driving in winter weather																									
Like	203	131	72	69	80	54	21	66	88	28	66	43	26	68	191	10	1	1	120	31	12	41	72	51	79
	20%	26%	13%	24%	21%	15%	21%	18%	22%	18%	20%	23%	16%	19%	20%	20%	12%	21%	20%	21%	13%	20%	21%	19%	19%
		B		E			*								*	**	**			*					
Don't like	828	369	459	219	301	308	76	306	316	130	259	143	142	285	777	41	5	6	474	116	75	164	274	215	339
	80%	74%	87%	76%	79%	85%	79%	82%	78%	82%	80%	77%	84%	81%	80%	80%	88%	79%	80%	79%	87%	80%	79%	81%	81%
			A			C	*									*	**	**			*				

- 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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1_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/)
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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1_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%
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/
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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