

Q1. In your best estimate, how much do you expect to spend on gifts for friends and family members this holiday?

	Total
Base: All respondents	1198
Weighted	1198
None	59 4.9%
\$1 to \$99	67 5.6%
\$100 to \$199	140 11.7%
\$200 to \$299	171 14.3%
\$300 to \$499	196 16.4%
\$500 to \$749	256 21.4%
\$750 to \$999	49 4.1%
\$1000 to \$1499	150 12.5%
\$1500 to \$1999	42 3.5%
\$2000+	67 5.6%
Summary	
Mean	621
Std. Dev.	935.49
Std. Err.	27.03
Median	400

Q2. Is this more, less or about the same amount you spent on gifts last year?

	Total
Base: All respondents	1198
Weighted	1198
More	130 10.9%
Less	294 24.6%
About the same	773 64.6%

Q3. Why do you expect to spend more this holiday?

	Total
Base: Expect to spend more than last year	114
Weighted	130
I have more people to buy for	35
	26.6%
My financial situation is better this year than last year	32
	24.3%
I have more money to spend on gifts this year	26
	20.1%
Gifts are more expensive than last year	20
	15.1%
Other	12
	9.4%
None of the above	6
	4.5%

Q4. Why do you expect to spend less this holiday?

	Total
Base: Expect to spend less than last year	284
Weighted	294
I have less money to spend on gifts this year	134
	45.6%
My financial situation is worse this year than last year	82
	27.8%
I have fewer people to buy for	33
	11.3%
There are better deals out there this year	4
	1.3%
Other	29
	9.7%
None of the above	13
	4.4%

Q5. When do you expect to have all of your holiday shopping completed?

	Total
Base: All respondents	1198
Weighted	1198
Two weeks before Christmas	427 35.6%
A week before Christmas	286 23.9%
During the week of Christmas	185 15.5%
By the end of November	180 15.0%
On Christmas Eve	38 3.2%
None of the above	82 6.9%

Q5. [Excluding None of the Above] When do you expect to have all of your holiday shopping completed?

	Total
Base: All respondents (excluding None of the above)	1122
Weighted	1116
Two weeks before Christmas	427 38.2%
A week before Christmas	286 25.6%
During the week of Christmas	185 16.6%
By the end of November	180 16.1%
On Christmas Eve	38 3.4%

Q6. Which of the following statements best describes how you shop for your holiday gifts?

	Total
Base: All respondents	1198
Weighted	1198
I don't care where I buy my gifts as long as I get a good deal	614
	51.3%
I have certain stores I prefer, but I will shop around for a better price	524
	43.8%
I always buy from the same stores regardless of price	60
	5.0%

Q7. What is the primary reason why you're loyal to certain stores for your holiday gift shopping?

	Total
Base: All respondents	575
Weighted	584
The stores have the products or services I want to buy	210 36.0%
The stores have good prices	150 25.7%
The stores are close to my home	85 14.5%
I have always shopped at those stores	56 9.6%
The stores provide excellent customer service	37 6.3%
The stores have a good return policy	28 4.9%
The stores have a rewards program	18 3.0%

Q8. Would you buy something from a website you have never shopped with before if you were able to get exactly what you wanted for less than at a department store?

		Total
Base: All respondents		1198
Weighted		1198
Yes		762
		63.6%
No		436
		36.4%