



Holiday Spending

Fieldwork Dates: 27th - 28th November 2018

**Conducted by YouGov
On behalf of Internal**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1213 adults. Fieldwork was undertaken between 27th - 28th November 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

**Internal
Holiday Spending**

US_nat Sample: 27th - 28th November 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

GEH_q1. Do you plan to purchase gifts to give to anyone during the holiday season?

Unweighted base	1213	527	686	344	378	491	226	263	475	249	828	143	139	103	456
Base: All US adults	1206	597	609	374	374	457	223	255	485	243	779	144	189	94	505
Yes, I do	76%	74%	78%	71%	81%	77%	76%	80%	76%	75%	80%	70%	73%	68%	73%
No, I do not	15%	17%	14%	18%	11%	17%	14%	14%	16%	17%	14%	23%	14%	21%	15%
Don't know	8%	8%	8%	11%	7%	7%	10%	6%	9%	8%	7%	8%	13%	11%	12%
				C	D	D					K.M	*	J	*	O.P.Q

GEH_q2. Approximately how many gifts have you ALREADY purchased that you plan to give to someone during the holiday season?

Unweighted base	936	397	539	250	308	378	177	210	363	186	661	98	107	70	336
Base: All adults who plan to purchase gifts	921	444	477	267	304	350	169	204	367	181	619	101	137	64	368
1 to 3	27%	33%	22%	28%	27%	27%	29%	20%	28%	32%	26%	31%	30%	27%	25%
4 to 6	21%	20%	22%	22%	18%	23%	14%	19%	24%	23%	20%	23%	21%	23%	20%
7 to 10	15%	12%	18%	12%	18%	15%	18%	19%	13%	12%	16%	10%	15%	19%	15%
11 to 15	8%	7%	9%	11%	6%	6%	8%	11%	8%	3%	8%	5%	10%	5%	9%
16 to 20	4%	3%	6%	4%	5%	4%	6%	2%	5%	5%	4%	5%	4%	3%	5%
21 to 24	1%	0%	1%	0%	2%	1%	2%	-	1%	1%	1%	1%	1%	-	1%
25 or more	4%	2%	5%	2%	5%	3%	5%	5%	3%	2%	4%	3%	2%	-	3%
Not applicable - I have not yet purchased any gifts for the upcoming holiday season	20%	23%	18%	21%	19%	21%	19%	23%	18%	22%	20%	22%	18%	22%	21%
			A		C			I	F	F		*	*	*	*

GEH_q3. Approximately how many people are you planning to give gifts to during the holiday season (in total - including family members, children, friends, coworkers, neighbors, etc.)?

Unweighted base	936	397	539	250	308	378	177	210	363	186	661	98	107	70	336
Base: All adults who plan to purchase gifts	921	444	477	267	304	350	169	204	367	181	619	101	137	64	368
1 to 4 people	29%	35%	23%	28%	28%	30%	33%	27%	29%	26%	27%	32%	35%	27%	31%
5 to 8 people	35%	38%	33%	37%	37%	33%	34%	37%	33%	41%	36%	39%	31%	37%	31%
9 to 12 people	19%	15%	22%	18%	19%	19%	14%	18%	22%	17%	19%	16%	23%	14%	18%
13 to 16 people	9%	7%	11%	9%	9%	9%	13%	10%	7%	8%	10%	4%	7%	12%	10%
17 to 20 people	4%	2%	5%	2%	3%	5%	1%	5%	4%	3%	3%	4%	5%	1%	5%
21 to 24 people	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	-	0%	-	1%
25 or more people	2%	1%	3%	2%	1%	2%	2%	1%	2%	2%	2%	4%	-	1%	2%
Don't know/not sure	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	1%	2%	-	9%	3%
			E									*	*	J.K.L*	

**Internal
Holiday Spending**

US_nat Sample: 27th - 28th November 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

GEH_q1. Do you plan to purchase gifts to give to anyone during the holiday season?

Unweighted base	1213	403	225	129	578	35	143	36	352	69	313	900	468	335	251
Base: All US adults	1206	375	209	117	568	35	133	32	360	78	323	883	468	337	242
Yes, I do	76%	77%	80%	85%	82%	87%	76%	72%	67%	72%	89%	72%	71%	79%	88%
				N	V	V*		*	*	Y				Z.AC	Z.AA.AC
No, I do not	15%	17%	15%	12%	13%	5%	20%	25%	20%	11%	7%	18%	19%	14%	8%
						*	R.S	R.S*	R.S	*	X	X	AB	AB	
Don't know	8%	6%	6%	4%	5%	8%	5%	3%	13%	18%	4%	10%	10%	6%	4%
						*		*	R.T	R.T*		X	AB		

GEH_q2. Approximately how many gifts have you ALREADY purchased that you plan to give to someone during the holiday season?

Unweighted base	936	313	179	108	479	30	109	26	241	51	277	659	333	268	222
Base: All adults who plan to purchase gifts	921	287	167	99	468	30	101	23	243	56	286	635	330	267	214
1 to 3	27%	29%	29%	27%	26%	27%	21%	15%	31%	36%	22%	30%	27%	29%	24%
						**		**	T	*		X			
4 to 6	21%	21%	21%	26%	21%	26%	21%	31%	21%	17%	19%	22%	22%	20%	21%
						**		**		*					
7 to 10	15%	15%	14%	19%	16%	12%	17%	19%	11%	21%	20%	13%	15%	15%	18%
						**		**		Y					
11 to 15	8%	6%	9%	5%	9%	9%	7%	7%	6%	5%	10%	7%	6%	13%	7%
						**		**		*				Z.AB.AC	
16 to 20	4%	4%	5%	3%	5%	-	6%	4%	4%	5%	5%	4%	3%	5%	4%
						**		**		*					
21 to 24	1%	1%	1%	-	1%	3%	3%	-	0%	-	2%	1%	1%	1%	1%
						**		**		*					
25 or more	4%	4%	3%	5%	4%	-	5%	4%	2%	3%	5%	3%	4%	4%	2%
						**		**		*					
Not applicable - I have not yet purchased any gifts for the upcoming holiday season	20%	21%	19%	15%	19%	24%	20%	20%	23%	12%	16%	22%	22%	13%	22%
						**		**		*			AA		AA

GEH_q3. Approximately how many people are you planning to give gifts to during the holiday season (in total - including family members, children, friends, coworkers, neighbors, etc.)?

Unweighted base	936	313	179	108	479	30	109	26	241	51	277	659	333	268	222
Base: All adults who plan to purchase gifts	921	287	167	99	468	30	101	23	243	56	286	635	330	267	214
1 to 4 people	29%	29%	27%	24%	25%	32%	27%	23%	35%	41%	24%	31%	36%	22%	24%
						**		**	R	R*		X	AA.AB		
5 to 8 people	35%	37%	40%	39%	36%	38%	35%	19%	37%	28%	35%	36%	33%	36%	41%
						**		**		*					
9 to 12 people	19%	18%	19%	24%	21%	13%	19%	32%	14%	19%	23%	17%	17%	22%	19%
						**		**		*					
13 to 16 people	9%	11%	7%	6%	10%	6%	7%	15%	7%	11%	11%	8%	6%	14%	9%
						**		**		*				Z.AC	
17 to 20 people	4%	2%	3%	3%	4%	7%	5%	7%	2%	2%	4%	3%	4%	4%	4%
						**		**		*					
21 to 24 people	1%	1%	-	2%	1%	3%	2%	4%	-	-	1%	1%	1%	1%	0%
						**		**		*					
25 or more people	2%	2%	3%	2%	2%	-	4%	-	2%	-	1%	2%	2%	1%	3%
						**		**		*					
Don't know/not sure	2%	1%	2%	1%	1%	-	2%	-	4%	-	1%	2%	2%	1%	-
						**		**	R	*			AB		

Internal Holiday Spending

US_nat Sample: 27th - 28th November 2018



Total	
	Prefer not to say
	AC

GEH_q1. Do you plan to purchase gifts to give to anyone during the holiday season?

Unweighted base	1213	159
Base: All US adults	1206	159
Yes, I do	76%	69%
No, I do not	15%	17%
Don't know	8%	14%
		AA,AB

GEH_q2. Approximately how many gifts have you ALREADY purchased that you plan to give to someone during the holiday season?

Unweighted base	936	113
Base: All adults who plan to purchase gifts	921	110
1 to 3	27%	28%
4 to 6	21%	22%
7 to 10	15%	11%
11 to 15	8%	4%
16 to 20	4%	5%
21 to 24	1%	-
25 or more	4%	2%
Not applicable - I have not yet purchased any gifts for the upcoming holiday season	20%	29%
		AA

GEH_q3. Approximately how many people are you planning to give gifts to during the holiday season (in total - including family members, children, friends, coworkers, neighbors, etc.)?

Unweighted base	936	113
Base: All adults who plan to purchase gifts	921	110
1 to 4 people	29%	34%
5 to 8 people	35%	33%
9 to 12 people	19%	15%
13 to 16 people	9%	6%
17 to 20 people	4%	1%
21 to 24 people	1%	1%
25 or more people	2%	4%
Don't know/not sure	2%	6%
		AA,AB

**Internal
Holiday Spending**

US_nat Sample: 27th - 28th November 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

GEH_q4. Specifically, how many children (people under 18 years old) are you planning to give gifts to during the holiday season?

Unweighted base	920	390	530	243	301	376	174	207	356	183	652	96	107	65	327
Base: All adults who plan to purchase gifts and know how many people they're gifting	905	436	469	259	298	348	166	200	361	179	611	99	137	58	358
1 to 4 children	54%	56%	52%	54%	58% E	50%	50%	52%	56%	55%	54%	58% *	50% *	52% *	54%
5 to 8 children	14%	11%	17%	13%	16% A	12%	14%	15%	13%	14%	13%	11% *	19% *	13% *	17%
9 to 12 children	4%	4%	4%	3%	4%	4%	3%	3%	5%	3%	3%	3% *	9% J*	2% *	5%
13 to 16 children	1%	1%	2%	1%	0%	3% D	-	2%	2%	1%	1%	1% *	1% *	4% *	1%
17 to 20 children	0%	-	0%	-	0%	-	-	-	-	1%	-	- *	1% *	- *	0%
21 to 24 children	0%	-	0%	0%	-	-	-	-	0%	-	0%	- *	- *	- *	-
25 or more children	0%	0%	-	1%	-	-	-	-	-	1%	0%	- *	- *	- *	0%
Don't know/not sure	4%	5%	4%	4%	5%	4%	4%	5%	4%	4%	3%	7% J*	9% J*	6% *	4%
Not applicable - I won't be buying gifts for any children	23%	24%	21%	24% D	16%	27% D	29% H	23%	20%	20%	25% L	20% *	12% *	23% *	18%

GEH_q5. Do you do most of your holiday shopping online or in-person? Please select the option that best applies.

Unweighted base	936	397	539	250	308	378	177	210	363	186	661	98	107	70	336
Base: All adults who plan to purchase gifts	921	444	477	267	304	350	169	204	367	181	619	101	137	64	368
I do all of my holiday shopping online	13%	16% B	10%	17% E	15% E	9%	16% I	12%	14%	8%	13%	22% J.L*	8% *	13% *	16%
I do most of my holiday shopping online, but buy a few things in-person	33%	31%	34%	37%	32%	30%	34%	32%	31%	35%	34%	23% K	36% *	31% *	26%
I do about half of my holiday shopping online and half in-person	25%	23%	27%	23%	25%	27%	26%	26%	26%	22%	26%	21% *	22% *	31% *	23%
I do most of my holiday shopping in-person, but buy a few things online	16%	16%	16%	9%	17% C	20% C	15%	16%	14%	20%	15%	16% *	19% *	18% *	15%
I do all of my holiday shopping in-person	10%	8%	11%	9%	8%	11%	6%	10%	11%	11%	9%	14% *	10% *	5% *	17% O.P.Q
Don't know/not sure	4%	5%	3%	4%	3%	3%	3%	4%	3%	4%	3%	5% *	5% *	2% *	4%

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

GEH_q6_1. In my family, gift-giving is an important tradition

Unweighted base	1213	527	686	344	378	491	226	263	475	249	828	143	139	103	456
Base: All US adults	1206	597	609	374	374	457	223	255	485	243	779	144	189	94	505
Strongly agree	25%	23%	27%	22%	26%	26%	25%	24%	26%	22%	23% M	32% J.M	30% M*	14% *	28% O.P
Somewhat agree	33%	32%	33%	32%	34%	32%	37%	36%	30%	30%	37% K	17% *	27% *	31% K	27%
Neither agree nor disagree	26%	27%	25%	28%	25%	26%	24%	23%	29%	27%	25% *	30% *	28% *	32% *	29%
Somewhat disagree	9%	10%	9%	10%	9%	10%	9%	9%	8%	13%	9%	14% L	4% *	16% J.L	8%
Strongly disagree	7%	8%	6%	9%	6%	7%	5%	8%	8%	8%	6%	8% *	10% *	8% *	9%

**Internal
Holiday Spending**

US_nat Sample: 27th - 28th November 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

GEH_q4. Specifically, how many children (people under 18 years old) are you planning to give gifts to during the holiday season?

Unweighted base	920	310	176	107	474	30	107	26	232	51	273	647	326	266	222
Base: All adults who plan to purchase gifts and know how many people they're gifting	905	285	164	98	464	30	99	23	234	56	282	623	323	266	214
1 to 4 children	54%	51%	57%	55% *	58% V	60% **	48%	54% **	49%	47% *	66% Y	48%	51%	57%	56%
5 to 8 children	14%	12%	11%	13% *	15% V	12% **	21% V	12% **	8%	21% V*	24% Y	10%	15%	14%	12%
9 to 12 children	4%	3%	3%	3% *	6% V	3% **	2%	4% **	0%	- *	7% Y	2%	3%	6% Z.AB	2%
13 to 16 children	1%	2%	1%	- *	2% *	3% **	-	7% **	1%	- *	1% *	2%	1%	2%	0%
17 to 20 children	0%	-	-	- *	0% *	- **	-	- **	-	- *	0% *	-	-	-	1%
21 to 24 children	0%	-	-	1% *	0% *	- **	-	- **	-	- *	0% *	-	-	-	0%
25 or more children	0%	-	-	- *	- *	- **	-	- **	1%	- *	- *	0%	1%	-	-
Don't know/not sure	4%	5%	3%	6% *	3% *	5% **	6%	4% **	5%	12% R*	2% X	6%	6%	4%	3%
Not applicable - I won't be buying gifts for any children	23%	27% N	25%	22% *	16% *	18% **	23%	19% **	36% R.T	21% *	1% X	33% X	23% AA	16%	26% AA

GEH_q5. Do you do most of your holiday shopping online or in-person? Please select the option that best applies.

Unweighted base	936	313	179	108	479	30	109	26	241	51	277	659	333	268	222
Base: All adults who plan to purchase gifts	921	287	167	99	468	30	101	23	243	56	286	635	330	267	214
I do all of my holiday shopping online	13%	10%	12%	14%	10%	9% **	15%	11% **	19% R	9% *	14%	12%	16% AA.AC	10%	14%
I do most of my holiday shopping online, but buy a few things in-person	33%	37% N	39% N	35% N	32% N	28% **	34%	50% **	32%	36% *	34%	32%	29%	30%	40% Z.AA
I do about half of my holiday shopping online and half in-person	25%	23%	30%	31%	25%	34% **	28%	20% **	24%	22% *	24%	26%	22% Z.AB.AC	33%	23%
I do most of my holiday shopping in-person, but buy a few things online	16%	18%	15%	15%	21% V	15% **	14%	4% **	8%	14% *	17%	16%	15%	15%	18%
I do all of my holiday shopping in-person	10%	8% P.Q	3% P.Q	-	8% V	14% **	8%	12% **	12%	14% *	8%	10%	15% AA.AB	8% AB	3%
Don't know/not sure	4%	4%	2%	4%	3% V	- **	1%	4% **	6% T	4% *	3%	4%	4% T	3%	3%

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

GEH_q6_1. In my family, gift-giving is an important tradition

Unweighted base	1213	403	225	129	578	35	143	36	352	69	313	900	468	335	251
Base: All US adults	1206	375	209	117	568	35	133	32	360	78	323	883	468	337	242
Strongly agree	25%	21%	20%	31% O.P	24% *	26% *	28%	25% *	24%	26% Y	32% Y	22%	24%	25%	30%
Somewhat agree	33%	38% N	36% N	34% N	37% V	29% *	31%	22% *	29%	24% *	33% *	33%	31%	34%	37%
Neither agree nor disagree	26%	27%	22%	23% *	25% *	24% *	26%	39% *	28%	28% *	25% *	27%	27%	28%	21%
Somewhat disagree	9%	9%	15% N.O.Q	6% N.O.Q	9% *	13% *	5%	2% *	10%	20% R.T.U.V*	7% R.T.U.V*	10%	10%	9%	7%
Strongly disagree	7%	5%	7%	6% *	6% *	8% *	9%	11% *	9%	2% *	4% *	8%	8% *	5% *	6% *

Internal Holiday Spending

US_nat Sample: 27th - 28th November 2018



Total	Prefer not to say

GEH_q4. Specifically, how many children (people under 18 years old) are you planning to give gifts to during the holiday season?

Unweighted base	920	106
Base: All adults who plan to purchase gifts and know how many people they're gifting	905	103
1 to 4 children	54%	49% *
5 to 8 children	14%	14% *
9 to 12 children	4%	3% *
13 to 16 children	1%	1% *
17 to 20 children	0%	- *
21 to 24 children	0%	- *
25 or more children	0%	- *
Don't know/hot sure	4%	3% *
Not applicable - I won't be buying gifts for any children	23%	29% AA*

GEH_q5. Do you do most of your holiday shopping online or in-person? Please select the option that best applies.

Unweighted base	936	113
Base: All adults who plan to purchase gifts	921	110
I do all of my holiday shopping online	13%	7%
I do most of my holiday shopping online, but buy a few things in-person	33%	36%
I do about half of my holiday shopping online and half in-person	25%	21%
I do most of my holiday shopping in-person, but buy a few things online	16%	16%
I do all of my holiday shopping in-person	10%	13% AB
Don't know/hot sure	4%	7%

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

GEH_q6_1. In my family, gift-giving is an important tradition

Unweighted base	1213	159
Base: All US adults	1206	159
Strongly agree	25%	20%
Somewhat agree	33%	29%
Neither agree nor disagree	26%	28%
Somewhat disagree	9%	12%
Strongly disagree	7%	10%

**Internal
Holiday Spending**

US_nat Sample: 27th - 28th November 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

GEH_q6_2. A gift is a good expression of how you feel about someone

Unweighted base	1213	527	686	344	378	491	226	263	475	249	828	143	139	103	456
Base: All US adults	1206	597	609	374	374	457	223	255	485	243	779	144	189	94	505
Strongly agree	23%	21%	25%	23%	23%	24%	26%	21%	24%	22%	22%	29%	25%	22%	27%
Somewhat agree	41%	39%	42%	38%	44%	40%	43%	42%	40%	39%	41%	43%	36%	45%	38%
Neither agree nor disagree	24%	27%	21%	26%	23%	23%	24%	25%	24%	20%	24%	18%	24%	25%	24%
Somewhat disagree	7%	7%	7%	7%	5%	8%	6%	6%	5%	11%	8%	5%	6%	6%	5%
Strongly disagree	6%	7%	5%	6%	5%	6%	1%	6%	7%	7%	6%	5%	9%	2%	6%

GEH_q6_3. I'm good at finding gifts that my friends and family enjoy

Unweighted base	1213	527	686	344	378	491	226	263	475	249	828	143	139	103	456
Base: All US adults	1206	597	609	374	374	457	223	255	485	243	779	144	189	94	505
Strongly agree	22%	15%	28%	22%	25%	18%	27%	20%	21%	21%	21%	30%	23%	16%	21%
Somewhat agree	38%	38%	38%	38%	40%	37%	37%	42%	38%	36%	39%	34%	37%	40%	35%
Neither agree nor disagree	24%	27%	22%	23%	21%	28%	21%	22%	27%	24%	25%	27%	19%	27%	24%
Somewhat disagree	10%	12%	8%	11%	9%	9%	8%	11%	8%	13%	11%	4%	6%	12%	9%
Strongly disagree	6%	8%	4%	7%	5%	7%	7%	5%	7%	7%	5%	6%	14%	4%	10%

GEH_q6_4. I'd be perfectly happy to celebrate the holidays without any kind of gift exchange

Unweighted base	1213	527	686	344	378	491	226	263	475	249	828	143	139	103	456
Base: All US adults	1206	597	609	374	374	457	223	255	485	243	779	144	189	94	505
Strongly agree	34%	33%	35%	31%	38%	34%	30%	30%	38%	33%	33%	36%	37%	32%	35%
Somewhat agree	26%	27%	25%	26%	27%	25%	26%	28%	23%	29%	26%	23%	25%	31%	26%
Neither agree nor disagree	20%	22%	19%	25%	17%	19%	21%	20%	19%	22%	19%	26%	21%	20%	21%
Somewhat disagree	13%	13%	13%	11%	12%	15%	15%	15%	12%	10%	14%	10%	10%	11%	11%
Strongly disagree	7%	6%	7%	8%	6%	7%	8%	7%	7%	6%	7%	5%	7%	6%	7%

GEH_q6_5. Shopping for gifts is stressful

Unweighted base	1213	527	686	344	378	491	226	263	475	249	828	143	139	103	456
Base: All US adults	1206	597	609	374	374	457	223	255	485	243	779	144	189	94	505
Strongly agree	25%	23%	26%	27%	24%	23%	25%	21%	28%	22%	23%	19%	34%	24%	27%
Somewhat agree	33%	33%	33%	33%	32%	35%	32%	34%	31%	38%	35%	23%	31%	41%	32%
Neither agree nor disagree	21%	23%	19%	19%	21%	22%	22%	22%	21%	20%	21%	30%	18%	18%	21%
Somewhat disagree	13%	13%	12%	12%	14%	12%	12%	17%	11%	11%	13%	13%	10%	12%	11%
Strongly disagree	9%	8%	9%	9%	10%	7%	9%	7%	9%	9%	8%	15%	7%	5%	9%

Internal Holiday Spending

US_nat Sample: 27th - 28th November 2018



Total	
	Prefer not to say

GEH_q6_2. A gift is a good expression of how you feel about someone

Unweighted base	1213	159
Base: All US adults	1206	159
Strongly agree	23%	17%
Somewhat agree	41%	40%
Neither agree nor disagree	24%	25%
Somewhat disagree	7%	7%
Strongly disagree	6%	11%
		Z.AB

GEH_q6_3. I'm good at finding gifts that my friends and family enjoy

Unweighted base	1213	159
Base: All US adults	1206	159
Strongly agree	22%	18%
Somewhat agree	38%	35%
Neither agree nor disagree	24%	30%
Somewhat disagree	10%	8%
Strongly disagree	6%	10%
		AA

GEH_q6_4. I'd be perfectly happy to celebrate the holidays without any kind of gift exchange

Unweighted base	1213	159
Base: All US adults	1206	159
Strongly agree	34%	37%
Somewhat agree	26%	19%
Neither agree nor disagree	20%	19%
Somewhat disagree	13%	14%
Strongly disagree	7%	10%

GEH_q6_5. Shopping for gifts is stressful

Unweighted base	1213	159
Base: All US adults	1206	159
Strongly agree	25%	21%
Somewhat agree	33%	28%
Neither agree nor disagree	21%	31%
Somewhat disagree	13%	11%
Strongly disagree	9%	9%
		Z.AA.AB

**Internal
Holiday Spending**

US_nat Sample: 27th - 28th November 2018



Total	Gender		Age			Region				Race				No HS, High school graduate	
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
											J.M	*			

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): AB, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, XY, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

**Internal
Holiday Spending**

US_nat Sample: 27th - 28th November 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
					*		*	R	*					

Cell Contents (Col

Internal
Holiday Spending

US_nat Sample: 27th - 28th November 2018



Total	Prefer not to say

Cell Contents (Col