



Thinking back to what you spent last year for gifts to give during the Christmas/holiday season, do you think you will be spending more, less, or the same amount that you did in 2021?

	Age				Gender		Region				Household Income			Race				Hispanic		Education		
	Total	18-34	35-54	55+	Male	Female	Northeast	Midwest	South	West	<\$50K	\$50K-99K	\$100K+	White alone	Black alone	Others alone	Multiracial	Yes	No	<=HS	College/Associate	Univ+
	A	B	C	D	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
BASE: All Respondents	1522	384	460	678	701	821	296	297	561	368	600	512	329	1106	189	186	41	204	1318	282	525	715
BASE: WEIGHTED	1522	440	501	581	735	787	264	315	579	363	612	508	324	1099	180	199	45	251	1271	290	521	711
More	294	146	85	63	162	132	53	66	99	76	97	91	97	198	40	51	4	62	232	51	78	166
	19%	33%	17%	11%	22%	17%	20%	21%	17%	21%	16%	18%	30%	18%	23%	26%	9%	25%	18%	18%	15%	23%
		CD	D		K								PQ			SV		X				
Same	679	159	235	285	332	347	126	152	252	149	244	256	152	514	72	77	16	97	582	114	235	330
	45%	36%	47%	49%	45%	44%	48%	48%	44%	41%	40%	50%	47%	47%	40%	39%	36%	39%	46%	39%	45%	46%
			B	B								P										
Less	404	95	149	160	159	245	60	77	166	100	194	126	63	285	46	54	19	78	326	83	156	165
	27%	22%	30%	27%	22%	31%	23%	24%	29%	28%	32%	25%	19%	26%	26%	27%	43%	31%	26%	28%	30%	23%
			B	B		J					QR						ST					a
I don't do any gift holiday shopping	145	40	31	73	81	64	25	20	62	38	77	35	13	101	21	17	5	14	131	42	52	50
	10%	9%	6%	13%	11%	8%	10%	6%	11%	10%	13%	7%	4%	9%	12%	9%	12%	5%	10%	15%	10%	7%
				C							QR								W		a	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/K - L/M/N/O - P/Q/R - S/T/U/V - W/X - Y/Z/a
 Overlap formulae used. * small base
 Comparison Groups
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Omni November 25th 2022
 Maru/Blue
 November 27th 2022
 29 Nov 2022

And, are you spending less because of any of the following?

	Age				Gender		Region				Household Income			Race				Hispanic		Education		
	Total	18-34	35-54	55+	Male	Female	Northeast	Midwest	South	West	<\$50K	\$50K-99K	\$100K+	White alone	Black alone	Others alone	Multiracial	Yes	No	<=HS	College/Associate	Univ+
	A	B	C	D	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
BASE: If "Less" (Code C) At H1	405	87	132	186	154	251	68	70	164	103	189	129	63	286	52	51	16	65	340	83	151	171
BASE: WEIGHTED	404	95*	149	160	159	245	60*	77*	166	100*	194	126	63*	285	46*	54*	19**	78*	326	83*	156	165
Inflation has caused me to cut back my spending on everything and this is one of	181	36	67	78	72	108	32	37	68	44	89	53	29	132	19	17	12	32	149	34	65	82
Inflation has made gifts too expensive this year	157	27	60	70	59	98	27	34	56	40	74	42	31	116	13	21	7	35	122	29	66	63
	39%	29%	40%	44%	37%	40%	45%	44%	34%	40%	38%	34%	49%	41%	28%	40%	36%	45%	38%	35%	42%	38%
I just don't have the money to spend this year	138	33	44	61	39	99	22	18	65	33	84	35	13	91	18	21	9	31	108	38	63	37
	34%	35%	30%	38%	25%	40%	37%	23%	39%	33%	44%	28%	20%	32%	38%	39%	44%	39%	33%	46%	41%	23%
I need to spend money on the basics like food that I didn't have to do last year	100	20	37	43	41	59	11	22	41	27	57	30	8	75	7	12	7	10	91	18	46	36
	25%	22%	25%	27%	26%	24%	18%	28%	25%	27%	29%	24%	13%	26%	15%	22%	34%	12%	28%	22%	29%	22%
My wages have not kept pace with inflation costs	86	22	41	22	46	40	15	19	25	28	41	24	17	59	7	16	5	13	73	14	36	36
	21%	24%	28%	14%	29%	16%	24%	25%	15%	27%	21%	19%	27%	21%	16%	29%	24%	16%	23%	17%	23%	22%
I want to save/pay down debt	73	23	29	21	27	46	8	12	34	19	25	33	14	52	12	7	3	19	54	11	25	37
	18%	24%	19%	13%	17%	19%	13%	15%	21%	19%	13%	26%	22%	18%	26%	13%	13%	25%	17%	14%	16%	23%
The combination of inflation and higher interest rates is leaving me financially drained	72	15	31	26	31	40	15	17	23	18	38	23	8	46	9	10	7	14	57	10	37	25
	18%	16%	21%	16%	20%	16%	24%	22%	14%	18%	19%	18%	13%	16%	21%	18%	35%	18%	18%	12%	23%	15%
I don't have a job /pay like I had last year	47	23	11	13	16	31	4	9	18	17	29	14	1	22	8	14	3	13	34	15	19	13
	12%	24%	7%	8%	10%	13%	6%	11%	11%	17%	15%	11%	1%	8%	17%	27%	13%	17%	10%	18%	12%	8%
Higher interest rates for my mortgage are causing me to cut back on spending	13	3	7	2	7	6	1	3	7	2	5	6	3	5	1	6	2	0	13	5	2	6
	3%	4%	5%	2%	5%	2%	1%	4%	4%	2%	2%	5%	4%	2%	2%	11%	8%	-	4%	6%	2%	4%
Other	36	5	11	20	11	25	4	6	18	8	11	12	9	30	3	3	0	6	30	6	10	20
	9%	5%	7%	12%	7%	10%	6%	7%	11%	8%	6%	10%	15%	11%	7%	5%	-	7%	9%	7%	6%	12%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/K - L/M/N/O - P/Q/R - S/T/U/V - W/X - Y/Z/a

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omnri November 25th 2022

Maru/Blue

November 27th 2022

29 Nov 2022

How much do you plan to spend on gifts for the Christmas/ holiday season?

	Age				Gender		Region				Household Income			Race				Hispanic		Education		
	Total	18-34	35-54	55+	Male	Female	Northeast	Midwest	South	West	<\$50K	\$50K-99K	\$100K+	White alone	Black alone	Others alone	Multiracial	Yes	No	<=HS	College/Associate	Univ+
	A	B	C	D	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
BASE: If Codes A, B, Or C At H1	1369	347	429	593	621	748	266	276	499	328	516	476	316	1001	164	169	35	192	1177	237	470	662
BASE: WEIGHTED	1377	400	470	507	654	724	239	295	517	326	535	473	311	997	159	182	40	237	1140	248	469	661
(100.0) Less than \$100	184	48	57	78	74	110	24	35	80	46	127	35	9	129	20	23	12	38	146	51	77	56
	13%	12%	12%	15%	11%	15%	10%	12%	15%	14%	24%	7%	3%	13%	13%	12%	31%	16%	13%	21%	16%	9%
					J				L		QR	R				STU				a	a	
(149.5) \$100 to less than \$199	190	55	62	74	93	97	32	40	80	38	116	54	12	129	30	24	7	35	155	47	66	77
	14%	14%	13%	14%	14%	13%	13%	14%	15%	12%	22%	12%	4%	13%	19%	13%	19%	15%	14%	19%	14%	12%
											QR	R								a		
(249.5) \$200 to less than \$299	191	64	60	66	76	115	24	37	68	62	84	71	28	128	22	34	6	33	157	32	82	76
	14%	16%	13%	13%	12%	16%	10%	13%	13%	19%	16%	15%	9%	13%	14%	19%	16%	14%	14%	13%	18%	12%
					J						LMN	R									a	
(349.5) \$300 to less than \$399	141	40	53	49	58	84	22	28	61	30	70	47	18	109	14	16	2	28	113	27	56	59
	10%	10%	11%	10%	9%	12%	9%	9%	12%	9%	13%	10%	6%	11%	9%	9%	5%	12%	10%	11%	12%	9%
											R	R										
(449.5) \$400 to less than \$499	137	39	44	53	69	68	24	29	56	28	43	53	34	99	18	17	3	19	118	15	54	68
	10%	10%	9%	11%	11%	9%	10%	10%	11%	8%	8%	11%	11%	10%	11%	9%	7%	8%	10%	6%	11%	10%
																					Y	
(549.5) \$500 to less than \$599	129	33	45	51	63	66	28	25	46	31	29	59	34	89	22	15	3	27	102	17	27	85
	9%	8%	10%	10%	10%	9%	12%	8%	9%	9%	5%	12%	11%	9%	14%	8%	8%	11%	9%	7%	6%	13%
											P	P										YZ
(649.5) \$600 to less than \$699	57	18	20	20	17	40	12	11	20	14	15	24	14	42	6	9	1	7	50	8	18	31
	4%	4%	4%	4%	3%	6%	5%	4%	4%	4%	3%	5%	4%	4%	4%	5%	2%	3%	4%	3%	4%	5%
					J																	
(749.5) \$700 to less than \$799	47	21	12	14	22	25	12	9	12	14	8	13	25	41	3	3	0	5	42	7	12	28
	3%	5%	3%	3%	3%	3%	5%	3%	2%	4%	2%	3%	8%	4%	2%	2%	-	2%	4%	3%	2%	4%
(849.5) \$800 to less than \$899	34	15	11	8	22	12	7	10	16	1	3	20	10	27	3	3	1	3	31	6	8	20
	2%	4%	2%	2%	3%	2%	3%	3%	3%	0%	1%	4%	3%	3%	2%	2%	2%	1%	3%	2%	2%	3%
							O	O	O		P	P										
(949.5) \$900 to less than \$999	30	9	15	7	17	13	5	8	14	4	1	9	19	24	0	5	1	7	23	4	7	19
	2%	2%	3%	1%	3%	2%	2%	3%	3%	1%	0%	2%	6%	2%	-	3%	2%	3%	2%	2%	1%	3%
												P	PQ									
(1049.5) \$1,000 to less than to \$1,099	88	21	30	38	46	43	25	23	20	19	14	38	35	69	5	14	1	10	79	20	26	42
	6%	5%	6%	7%	7%	6%	11%	8%	4%	6%	3%	8%	11%	7%	3%	7%	2%	4%	7%	8%	6%	6%
							NO	N			P	P										
(1149.5) \$1,100 to less than to \$1,199	22	8	9	5	15	7	0	7	8	7	4	14	3	14	3	4	0	3	19	2	7	12
	2%	2%	2%	1%	2%	1%	-	2%	2%	2%	1%	3%	1%	1%	2%	2%	-	1%	2%	1%	2%	2%
								L			L	P										
(1249.5) \$1,200 to less than \$1,299	15	3	5	7	8	7	1	5	2	6	1	5	9	11	2	1	0	2	13	0	3	11
	1%	1%	1%	1%	1%	1%	1%	2%	0%	2%	0%	1%	3%	1%	1%	1%	-	1%	1%	-	1%	2%
								N			N	P										
(1349.5) \$1,300 to less than \$1,399	8	0	7	1	6	2	3	2	1	1	1	5	2	6	1	1	0	3	5	0	3	5
	1%	-	2%	0%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	-	1%	0%	-	1%	1%
(1449.5) \$1,400 to less than \$1,499	10	3	2	4	10	0	1	2	4	3	0	5	5	10	0	0	0	0	10	2	2	7
	1%	1%	1%	1%	2%	-	0%	1%	1%	1%	-	1%	2%	1%	-	-	-	-	1%	1%	0%	1%
												P	P									
(1549.5) \$1,500 to less than \$1,599	18	3	9	6	7	12	5	2	6	5	4	5	7	17	0	1	0	6	12	3	3	13
	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%	-	1%	-	3%	1%	1%	1%	2%
(1649.5) \$1,600 to less than \$1,699	7	2	1	3	5	2	1	2	3	2	2	2	4	5	2	0	0	0	7	0	2	5
	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	1%	-	-	-	1%	-	0%	1%
(2349.5) \$1,700 to less than \$2999	32	8	10	14	21	11	6	6	11	8	2	7	23	25	1	5	2	3	29	2	11	20
	2%	2%	2%	3%	3%	2%	3%	2%	2%	3%	0%	2%	7%	2%	0%	3%	5%	1%	3%	1%	2%	3%
(4000.0) \$3,000 to less than \$5000	14	1	9	4	10	4	5	1	6	3	2	3	8	10	3	1	0	3	11	0	3	11
	1%	0%	2%	1%	2%	1%	2%	0%	1%	1%	0%	1%	3%	1%	2%	0%	-	1%	1%	-	1%	2%
(5000.0) \$5000 +	22	10	8	4	15	7	2	13	3	4	7	3	12	12	4	6	1	4	19	5	1	16
	2%	3%	2%	1%	2%	1%	1%	4%	1%	1%	1%	1%	4%	1%	2%	3%	2%	2%	2%	2%	0%	2%
								LNO												Z		Z

MEAN	617.40	617.70	666.90	571.20	721.70	523.10	674.20	738.20	537.80	592.50	394.80	600.80	1059.30	620.30	590.90	652.60	488.10	576.40	625.90	503.10	487.00	752.70
					K		N	N				P	PQ									YZ
STD. DEV.	803.0	847.4	860.4	704.8	930.7	653.4	772.4	1033.1	676.4	757.8	655.0	622.1	1095.2	756.0	907.0	933.2	881.3	804.9	802.7	755.7	562.5	933.7
STD. ERR.	21.7	45.5	41.5	28.9	37.4	23.9	47.4	62.2	30.3	41.8	28.8	28.5	61.6	23.9	70.8	71.8	149.0	58.1	23.4	49.1	26.0	36.3

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/K - L/M/N/O - P/Q/R - S/T/U/V - W/X - Y/Z/a

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni November 25th 2022

Maru/Blue

November 27th 2022

29 Nov 2022

Christmas and the seasonal holidays are just a month away. What percentage of your total gift giving budget for the Christmas/holiday season have you left to spend?

	Age				Gender		Region				Household Income			Race				Hispanic		Education		
	Total	18-34	35-54	55+	Male	Female	Northeast	Midwest	South	West	<\$50K	\$50K-99K	\$100K+	White alone	Black alone	Others alone	Multiracial	Yes	No	<=HS	College/Associate	Univ+
	A	B	C	D	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
BASE: If Codes A, B, Or C At H1	1369	347	429	593	621	748	266	276	499	328	516	476	316	1001	164	169	35	192	1177	237	470	662
BASE: WEIGHTED	1377	400	470	507	654	724	239	295	517	326	535	473	311	997	159	182	40	237	1140	248	469	661
(100.0%) 100% - I have not yet spent any of my total gifting budget, so I have this much left to spend on everyone	397	105	104	187	191	206	66	75	139	116	169	133	79	288	57	46	7	68	329	77	145	174
	29%	26%	22%	37%	29%	28%	28%	25%	27%	36%	32%	28%	26%	29%	36%	25%	17%	29%	29%	31%	31%	26%
						BC					LMN				V							
(94.5%) 90% to 99%	119	43	38	37	56	62	17	21	55	25	50	39	25	74	18	20	7	23	96	19	38	62
	9%	11%	8%	7%	9%	9%	7%	7%	11%	8%	9%	8%	8%	7%	11%	11%	17%	10%	8%	7%	8%	9%
																	S					
(84.5%) 80% to 89%	123	32	50	40	54	69	24	24	53	22	43	40	33	85	11	23	4	17	106	17	33	73
	9%	8%	11%	8%	8%	10%	10%	8%	10%	7%	8%	9%	10%	9%	7%	12%	9%	7%	9%	7%	7%	11%
																						Z
(74.5%) 70% to 79%	104	41	35	28	56	48	20	15	42	26	37	38	27	62	12	25	4	25	79	21	27	55
	8%	10%	7%	5%	9%	7%	9%	5%	8%	8%	7%	8%	9%	6%	8%	14%	11%	10%	7%	9%	6%	8%
																	S					
(64.5%) 60% to 69%	94	37	38	19	48	47	17	25	37	15	28	33	29	72	13	7	3	13	81	13	27	54
	7%	9%	8%	4%	7%	6%	7%	9%	7%	5%	5%	7%	9%	7%	8%	4%	7%	6%	7%	5%	6%	8%
																	P					
(54.5%) 50% to 59%	146	58	47	41	76	70	26	34	46	41	48	47	42	113	14	16	3	25	121	25	56	65
	11%	14%	10%	8%	12%	10%	11%	11%	9%	12%	9%	10%	14%	11%	9%	9%	7%	11%	11%	10%	12%	10%
(44.5%) 40% to 49%	68	16	26	26	33	35	14	18	21	15	22	33	13	49	8	9	2	13	55	13	24	30
	5%	4%	6%	5%	5%	5%	6%	6%	4%	4%	7%	4%	5%	5%	5%	4%	4%	6%	5%	5%	5%	5%
(34.5%) 30% to 39%	61	16	23	21	33	28	13	16	23	9	17	21	20	52	5	4	0	6	55	6	22	33
	4%	4%	5%	4%	5%	4%	5%	5%	4%	3%	3%	4%	6%	5%	3%	2%	-	2%	5%	2%	5%	5%
(24.5%) 20% to 29%	58	13	29	16	29	29	12	12	21	13	18	27	10	47	5	5	1	13	45	9	22	28
	4%	3%	6%	3%	4%	4%	5%	4%	4%	4%	3%	6%	3%	5%	3%	3%	2%	5%	4%	3%	5%	4%
(14.5%) 10% to 19%	52	13	24	14	20	32	8	14	19	12	25	15	10	35	6	8	3	10	42	10	24	19
	4%	3%	5%	3%	3%	4%	3%	5%	4%	4%	5%	3%	3%	4%	4%	5%	7%	4%	4%	4%	5%	3%
(5.0%) 1 to 9%	36	7	14	16	14	23	2	5	16	13	18	13	6	31	3	2	1	5	31	12	12	13
	3%	2%	3%	3%	2%	3%	1%	2%	3%	4%	3%	3%	2%	3%	2%	1%	2%	2%	3%	5%	2%	2%
(0.0%) 0% - I have nothing of my total gifting budget left to spend. I'm done.	119	19	40	60	43	75	20	36	44	18	59	35	16	89	7	17	6	20	99	26	38	55
	9%	5%	9%	12%	7%	10%	8%	12%	9%	6%	11%	7%	5%	9%	4%	9%	15%	8%	9%	11%	8%	8%
					B	J		O			R						T					
MEAN (Including 0)	65.7	69.2	61.8	66.6	67.4	64.2	65.9	61.1	66.2	69.1	65.3	65.5	67.5	64.3	73.0	68.0	61.6	66.1	65.7	64.3	65.1	66.7
		C		C						M					S							
STD. DEV. (Including 0)	34.2	30.2	34.1	36.9	32.5	35.6	33.0	35.3	34.2	33.6	36.5	33.4	30.6	34.6	31.0	33.3	37.3	34.1	34.2	36.3	34.7	33.0
STD. ERR. (Including 0)	0.9	1.6	1.6	1.5	1.3	1.3	2.0	2.1	1.5	1.9	1.6	1.5	1.7	1.1	2.4	2.6	6.3	2.5	1.0	2.4	1.6	1.3
MEAN (Excluding 0)	71.9	72.6	67.6	75.6	72.2	71.7	72.0	69.6	72.4	73.3	73.4	70.7	71.1	70.7	76.3	74.9	72.6	72.1	71.9	71.9	70.9	72.7
		C		C											S							
STD. DEV. (Excluding 0)	28.8	26.6	29.6	29.4	28.1	29.6	27.4	28.8	28.9	29.9	30.0	29.0	27.0	29.4	27.4	26.6	28.8	28.8	28.9	30.4	30.0	27.4
STD. ERR. (Excluding 0)	0.8	1.5	1.5	1.3	1.2	1.1	1.8	1.8	1.4	1.7	1.4	1.4	1.6	1.0	2.2	2.1	5.3	2.2	0.9	2.1	1.5	1.1

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/K - L/M/N/O - P/Q/R - S/T/U/V - W/X - Y/Z/a

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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For your gift giving in total, would you say it will be done mainly Online or mainly in real brick and mortar stores?

	Age				Gender		Region				Household Income			Race				Hispanic		Education		
	Total	18-34	35-54	55+	Male	Female	Northeast	Midwest	South	West	<\$50K	\$50K-99K	\$100K+	White alone	Black alone	Others alone	Multiracial	Yes	No	<=HS	College/Associate	Univ+
	A	B	C	D	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	a
BASE: If Codes A, B, Or C At H1	1369	347	429	593	621	748	266	276	499	328	516	476	316	1001	164	169	35	192	1177	237	470	662
BASE: WEIGHTED	1377	400	470	507	654	724	239	295	517	326	535	473	311	997	159	182	40	237	1140	248	469	661
Mainly Online	898	279	337	282	425	472	156	197	326	218	329	303	230	659	106	102	31	144	754	133	275	489
	65%	70%	72%	56%	65%	65%	65%	67%	63%	67%	61%	64%	74%	66%	67%	56%	78%	61%	66%	54%	59%	74%
		D	D										PQ	U			U					YZ
Mainly stores	480	121	133	225	228	251	83	98	191	108	206	170	81	338	53	80	9	93	386	115	193	171
	35%	30%	28%	44%	35%	35%	35%	33%	37%	33%	39%	36%	26%	34%	33%	44%	22%	39%	34%	46%	41%	26%
				BC							R	R				SV				a	a	

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/K - L/M/N/O - P/Q/R - S/T/U/V - W/X - Y/Z/a

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

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