



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 gift giving 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%	10%	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%	4%	7%	4%	5%	5%	4%	6%	5%	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 gift giving 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 - JK - LMN/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



exercise equipment/protein supplements	8%	17%	9%	1%	10%	7%	9%	10%	7%	8%	4%	9%	14%	7%	13%	7%	9%	10%	8%	6%	6%	10%
		CD	D		K							P	PQ		S							Z
Athleisure	79	34	29	16	34	45	16	21	24	18	13	28	35	62	8	8	1	17	62	6	13	60
	6%	9%	6%	3%	5%	6%	7%	7%	5%	6%	2%	6%	11%	6%	5%	4%	2%	7%	5%	2%	3%	9%
		D	D									P	PQ									YZ
Cannabis products (including CBD oils, CBD drinks etc.)	73	55	11	7	48	26	11	13	26	24	37	13	20	52	9	8	4	25	49	12	28	33
	5%	14%	2%	1%	7%	4%	4%	4%	5%	7%	7%	3%	6%	5%	6%	5%	11%	10%	4%	5%	6%	5%
		CD			K							Q	Q					X				
A pet	45	28	12	6	25	20	4	9	18	15	14	15	15	33	6	5	2	7	38	9	14	23
	3%	7%	3%	1%	4%	3%	2%	3%	3%	4%	3%	3%	5%	3%	4%	3%	4%	3%	3%	4%	3%	3%
		CD																				
Automobile	30	21	8	2	15	14	3	4	10	13	10	8	12	22	4	2	2	10	19	4	9	17
	2%	5%	2%	0%	2%	2%	1%	1%	2%	4%	2%	2%	4%	2%	3%	1%	6%	4%	2%	2%	2%	3%
		CD	D									LM						X				
Other	212	28	74	109	81	131	43	43	74	51	102	64	33	173	12	20	7	29	183	35	76	100
	15%	7%	16%	22%	12%	18%	18%	15%	14%	16%	19%	14%	11%	17%	8%	11%	17%	12%	16%	14%	16%	15%
			B	BC			J					QR			T							

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

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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?

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	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+
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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/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

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