## marul

Christmas and the seasonal holidays are just a month away. What percentage of your total gift giving budget for the Christmasholiday 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 | < 550 K | \$50k-99K | \$100k+ | White alone | Black alone | Others alone | Multriacial | Yes | No | < $=\mathrm{HS}$ | $\begin{array}{\|c\|} \hline \text { College/Asso } \\ \text { ciate } \end{array}$ | Univ+ |
|  | A | B | c | D | J | K | L | M | N | 0 | P | Q | R | s | T | $\cup$ | v | W | x | Y | z | a |
| BASE: If Codes A, B, Or C At <br> 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 | $40^{\circ}$ | 237 | 1140 | 248 | 469 | 661 |
| BASE: WEIGHTED <br> (100.0\%) $100 \%$ - I have not yet <br> spent any of my total lifting <br> budget, so I have this much left <br> 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\% |
|  |  | D |  |  |  |  |  |  |  |  |  |  |  |  |  | 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\% |
|  |  | D | D |  |  |  |  |  |  |  |  |  | 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\% |
|  |  | D |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (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\% | 5\% | 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 | , | 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\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  | P |  |  |  |  |  |  |  |  |  |
| (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\% |
|  |  |  | D |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| (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 | , | , | 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\% |
|  |  |  |  |  |  |  |  |  | L | L |  |  |  |  |  |  |  |  |  | a |  |  |
|  | 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 |  | ${ }^{\text {J }}$ |  | $\bigcirc$ |  |  | R |  |  |  |  |  | T |  |  |  |  |  |
| MEAN (lncluding 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. (lncluding 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/CID - EF/G/HI - JIK - LMNNO - PIQR - SITUN - WIX - YIZ/a
Overlap formulae used. "small base
Comparison Groups
Independent $T$-Test for Means (equal variances), Independent $Z$-Test for Percentages (unpooled proporions)
Uppercase letters indicate significance at the $95 \%$ level.
Omni November 25th 2022
Marubliue
29 Nov 2022

And of all of the gifts you intend to purchase for others between now and Christmas/seasonal hoidays, what are the things do you think you will likely be buying?

|  |  | Age |  |  | Gender |  | Region |  |  |  | Household Income |  |  | Race |  |  |  | Hispanic |  | Education |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | 18-34 | 35-54 | ${ }^{55+}$ | Male | Female | Northeast | Midwest | South | West | < 850 K | \$50k-99K | \$100K+ | White alone | Black alone | Others alone | Multriacial | Yes | No | <-HS | $\begin{array}{\|c\|} \hline \begin{array}{c} \text { College/Asso } \\ \text { ciate } \end{array} \\ \hline \end{array}$ | Univ+ |
|  | A | B | c | D | J | K | L | M | N | $\bigcirc$ | 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 | $40^{\circ}$ | 237 | 1140 | 248 | 469 | 661 |
| Gift Cards | 691 | 166 | 236 | 289 | 333 | 358 | 120 | 172 | 241 | 158 | 243 | 255 | 165 | 521 | 72 | 84 | 15 | 107 | 584 | 116 | 244 | 331 |
|  | 50\% | 41\% | 50\% | 57\% | 51\% | 49\% | 50\% | 58\% | 47\% | 48\% | 45\% | 54\% | 53\% | 52\% | 45\% | 46\% | 37\% | 45\% | 51\% | 47\% | 52\% | 50\% |
|  |  |  | B | BC |  |  |  | No |  |  |  | P | P |  |  |  |  |  |  |  |  |  |
| Clothing/Accessories | 576 | 164 | 213 | 198 | 252 | 324 | 102 | 133 | 212 | 129 | 201 | 209 | 143 | 430 | 61 | 74 | 11 | 98 | 478 | 94 | 193 | 289 |
|  | 42\% | 41\% | 45\% | 39\% | 39\% | 45\% | 43\% | 45\% | 41\% | 39\% | 37\% | 44\% | 46\% | 43\% | 38\% | 41\% | 27\% | 41\% | 42\% | 38\% | 41\% | 44\% |
|  |  |  | D |  |  | J |  |  |  |  |  | P | P |  |  |  |  |  |  |  |  |  |
| ${ }^{\text {Toys }}$ | 402 | 127 | 161 | 114 | 175 | 227 | 65 | 95 | 153 | 89 | 149 | 131 | 104 | 300 | 37 | 51 | 15 | 71 | 331 | 65 | 137 | 200 |
|  | 29\% | 32\% | 34\% | 23\% | 27\% | 31\% | 27\% | 32\% | 30\% | 27\% | 28\% | 28\% | 34\% | 30\% | 23\% | 28\% | 37\% | 30\% | 29\% | 26\% | 29\% | 30\% |
|  |  | D | D |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Food and Drink | 395 | 125 | 138 | 131 | 182 | 213 | 72 | 82 | 138 | 103 | 131 | 146 | 99 | 277 | 40 | 65 | 13 | 72 | 323 | 65 | 132 | 198 |
|  | 29\% | 31\% | 29\% | 26\% | 28\% | 29\% | 30\% | 28\% | 27\% | 32\% | 25\% | 31\% | 32\% | 28\% | 25\% | 36\% | 32\% | 30\% | 28\% | 26\% | 28\% | 30\% |
|  |  |  |  |  |  |  |  |  |  |  |  | P | P |  |  |  |  |  |  |  |  |  |
| Health and beauty products <br> (e.g., make-up, perfume etc.) | 292 | 110 | 120 | 63 | 94 | 198 | 52 | 66 | 102 | 72 | 90 | 108 | 82 | 201 | 40 | 41 | 10 | 57 | 236 | 46 | 90 | 157 |
|  | 21\% | 27\% | 26\% | 12\% | 14\% | 27\% | 22\% | 22\% | 20\% | 22\% | 17\% | 23\% | 26\% | 20\% | 25\% | 23\% | 24\% | 24\% | 21\% | 18\% | 19\% | 24\% |
|  |  | D | D |  |  | J |  |  |  |  |  | P | P |  |  |  |  |  |  |  |  |  |
| $\begin{aligned} & \text { Electronics (e.g., television, } \\ & \text { Tablets, DVD player, music } \\ & \text { players, video game console, } \end{aligned}$etc.) | 249 | 109 | 108 | 32 | 164 | 85 | 46 | 51 | 95 | 56 | 70 | 89 | 81 | 159 | 45 | 42 | ${ }^{3}$ | 55 | 194 | 34 | 73 | 143 |
|  | 18\% | 27\% | 23\% | 6\% | 25\% | 12\% | 19\% | 17\% | 18\% | 17\% | 13\% | 19\% | 26\% | 16\% | 28\% | 23\% | 8\% | 23\% | 17\% | 14\% | 15\% | 22\% |
|  |  | D | D |  | K |  |  |  |  |  |  | P | PQ |  | sv | s |  |  |  |  |  | Yz |
|  | 238 | 71 | 93 | 73 | 124 | 113 | 50 | 55 | 70 | 64 | 57 | 90 | 85 | 174 | 32 | 26 | 6 | 37 | 201 | 31 | 68 | 139 |
| Wine and spirits | 17\% | 18\% | 20\% | 14\% | 19\% | 16\% | 21\% | 18\% | 13\% | 20\% | 11\% | 19\% | 27\% | 17\% | 20\% | 14\% | 16\% | 16\% | 18\% | 13\% | 15\% | 21\% |
|  |  |  | D |  |  |  | N |  |  | N |  | P | PQ |  |  |  |  |  |  |  |  | Yz |
| Books or e-books | 229 | 65 | 90 | 75 | 91 | 138 | 33 | 49 | 91 | 57 | 70 | 85 | 64 | 189 | 19 | 16 | 5 | 32 | 197 | 28 | 67 | 134 |
|  | 17\% | 16\% | 19\% | 15\% | 14\% | 19\% | 14\% | 17\% | 18\% | 17\% | 13\% | 18\% | 21\% | 19\% | 12\% | 9\% | 14\% | 14\% | 17\% | 11\% | 14\% | 20\% |
|  |  |  |  |  |  | J |  |  |  |  |  | P | P | TU |  |  |  |  |  |  |  | Yz |
| Video games | 228 | 103 | 105 | 20 | 141 | 86 | 42 | 49 | 82 | 56 | 71 | 82 | 69 | 157 | 39 | 27 | 5 | 48 | 180 | 44 | 76 | 108 |
|  | 17\% | 26\% | 22\% | 4\% | 22\% | 12\% | 18\% | 16\% | 16\% | 17\% | 13\% | 17\% | 22\% | 16\% | 25\% | 15\% | 13\% | 20\% | 16\% | 18\% | 16\% | 16\% |
|  |  | D | D |  | K |  |  |  |  |  |  |  | P |  | su |  |  |  |  |  |  |  |
| Footwear | 211 | 79 | 87 | 45 | 109 | 102 | 40 | 49 | 81 | 41 | 77 | 65 | 62 | 142 | 24 | 38 | 7 | 45 | 167 | 33 | 74 | 104 |
|  | 15\% | 20\% | 19\% | 9\% | 17\% | 14\% | 17\% | 17\% | 16\% | 13\% | 14\% | 14\% | 20\% | 14\% | 15\% | 21\% | 18\% | 19\% | 15\% | 13\% | 16\% | 16\% |
|  |  | D | D |  |  |  |  |  |  |  |  |  | PQ |  |  | s |  |  |  |  |  |  |
| Jewely | 191 | 87 | 56 | 47 | 86 | 104 | 37 | 36 | 72 | 45 | 57 | 73 | 54 | 131 | 23 | 30 | 6 | 44 | 147 | 31 | 56 | 103 |
|  | 14\% | 22\% | 12\% | 9\% | 13\% | 14\% | 16\% | 12\% | 14\% | 14\% | 11\% | 15\% | 17\% | 13\% | 15\% | 16\% | 15\% | 19\% | 13\% | 13\% | 12\% | 16\% |
|  |  | CD |  |  |  |  |  |  |  |  |  | P | P |  |  |  |  | $\times$ |  |  |  |  |
| Music or movies | 172 | 65 | 77 | 31 | 102 | 70 | 29 | 40 | 51 | 53 | 67 | 60 | 38 | 128 | 16 | 22 | 6 | 33 | 139 | 30 | 65 | 77 |
|  | 13\% | 16\% | 16\% | 6\% | 16\% | 10\% | 12\% | 13\% | 10\% | 16\% | 13\% | 13\% | 12\% | 13\% | 10\% | 12\% | 16\% | 14\% | 12\% | 12\% | 14\% | 12\% |
|  |  | D | D |  | K |  |  |  |  | N |  |  |  |  |  |  |  |  |  |  |  |  |
| Computers and/or computer accessories | 142 | 66 | 57 | 19 | 100 | 42 | 22 | 29 | 53 | 38 | 43 | 52 | 45 | 88 | 23 | 28 | 3 | 31 | 110 | 18 | 46 | 78 |
|  | 10\% | 17\% | 12\% | 4\% | 15\% | 6\% | 9\% | 10\% | 10\% | 12\% | 8\% | 11\% | 14\% | 9\% | 14\% | 16\% | 6\% | 13\% | 10\% | 7\% | 10\% | 12\% |
|  |  | D | D |  | K |  |  |  |  |  |  |  | P |  | s | s |  |  |  |  |  |  |
| Phones and/or phoneaccessories/E-book readers(Kobo, Kindle, etc.). | 142 | 78 | 42 | 21 | 84 | 58 | ${ }^{23}$ | 22 | 54 | 43 | 48 | 47 | 43 | 84 | 28 | 27 | 3 | 38 | 103 | 21 | 41 | 80 |
|  | 10\% | 20\% | 9\% | 4\% | 13\% | 8\% | 9\% | 7\% | 10\% | 13\% | 9\% | 10\% | 14\% | 8\% | 17\% | 15\% | 8\% | 16\% | 9\% | 8\% | 9\% | 12\% |
|  |  | CD | D |  | K |  |  |  |  | M |  |  | P |  | s | s |  | $\times$ |  |  |  |  |
| Tools and Home Improvement | 135 | 55 | 46 | ${ }^{35}$ | 81 | 55 | 22 | 33 | 48 | 33 | 32 | 50 | 48 | 107 | 13 | 14 | 2 | 21 | 115 | 15 | 47 | 74 |
|  | 10\% | 14\% | 10\% | 7\% | 12\% | 8\% | 9\% | 11\% | 9\% | 10\% | 6\% | 11\% | 15\% | 11\% | 8\% | 8\% | 5\% | 9\% | 10\% | 6\% | 10\% | 11\% |
|  |  | D |  |  | K |  |  |  |  |  |  | P | P |  |  |  |  |  |  |  |  |  |
| Household appliances like a vacuum/coffee maker | 134 | 50 | 50 | 34 | 69 | 64 | 28 | 27 | 49 | 29 | 40 | 50 | 39 | 105 | 16 | 9 | 3 | 18 | 115 | 18 | 44 | 72 |
|  | 10\% | 12\% | 11\% | 7\% | 11\% | 9\% | 12\% | 9\% | 9\% | 9\% | 7\% | 11\% | 13\% | 11\% | 10\% | 5\% | 8\% | 8\% | 10\% | 7\% | 9\% | 11\% |
|  |  | D | D |  |  |  |  |  |  |  |  |  | P |  |  |  |  |  |  |  |  |  |
| Sports and Workout gear | 131 | 60 | 46 | 25 | 84 | 47 | 19 | 35 | 38 | 39 | 20 | 58 | 49 | 101 | 13 | 13 | 4 | 32 | 99 | 18 | 27 | 86 |
|  | 10\% | 15\% | 10\% | 5\% | 13\% | 6\% | 8\% | 12\% | 7\% | 12\% | 4\% | 12\% | 16\% | 10\% | 8\% | 7\% | 10\% | 13\% | 9\% | 7\% | 6\% | 13\% |
|  |  | D | D |  | K |  |  | N |  | N |  | P | P |  |  |  |  | $\times$ |  |  |  | Yz |
| Baby items | 116 | 61 | 36 | 19 | 43 | 72 | 20 | 32 | 37 | 27 | 38 | 33 | 43 | 78 | 17 | 17 | 4 | 22 | 94 | 27 | 37 | 53 |
|  | 8\% | 15\% | 8\% | 4\% | 7\% | 10\% | 8\% | 11\% | 7\% | 8\% | 7\% | 7\% | 14\% | 8\% | 11\% | 9\% | 9\% | 9\% | 8\% | 11\% | 8\% | 8\% |
|  |  | CD | D |  |  | J |  |  |  |  |  |  | PQ |  |  |  |  |  |  |  |  |  |
| Home and Furriture | 111 | 54 | 40 | 18 | 56 | 55 | 19 | 25 | 42 | 26 | 22 | 46 | 40 | 80 | 12 | 17 | 3 | 17 | 95 | 15 | 26 | 71 |
|  | 8\% | 14\% | 8\% | 4\% | 9\% | 8\% | 8\% | 8\% | 8\% | 8\% | 4\% | 10\% | 13\% | 8\% | 8\% | 9\% | 6\% | 7\% | 8\% | 6\% | 6\% | 11\% |
|  |  | CD | D |  |  |  |  |  |  |  |  | P | P |  |  |  |  |  |  |  |  | Yz |
| Healthy living products like | 111 | 67 | ${ }^{41}$ | 3 | 63 | 48 | 20 | 29 | 34 | 28 | 24 | 41 | 44 | 74 | 21 | 13 | 4 | 24 | 86 | 14 | 30 | 66 |


| \|exercise equipmentprotein | 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 |
|  | 79 | 34 | 29 | 16 | 34 | 45 | 16 | 21 | 24 | 18 | 13 | 28 | 35 | 62 | 8 | 8 | 1 | 17 | 62 | 6 | 13 | 60 |
| Athleisure | 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 |
|  | 73 | 55 | 11 | 7 | 48 | 26 | 11 | 13 | 26 | 24 | 37 | 13 | 20 | 52 | 9 | 8 | 4 | 25 | 49 | 12 | 28 | 33 |
| Cannabis products (including <br> CBD oils, CBD drinks etc.) | 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 |  |  |  |  |
|  | 45 | 28 | 12 | 6 | 25 | 20 | 4 | 9 | 18 | 15 | 14 | 15 | 15 | 33 | 6 | 5 | 2 | 7 | 38 | 9 | 14 | 23 |
| A pet | 3\% | 7\% | 3\% | 1\% | 4\% | 3\% | 2\% | 3\% | 3\% | 4\% | 3\% | 3\% | 5\% | 3\% | 4\% | 3\% | 4\% | 3\% | 3\% | 4\% | 3\% | 3\% |
|  |  | CD |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 30 | 21 | 8 | 2 | 15 | 14 | 3 | 4 | 10 | 13 | 10 | 8 | 12 | 22 | 4 | 2 | 2 | 10 | 19 | 4 | 9 | 17 |
| Automobile | 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 |  |  |  |  |
|  | 212 | 28 | 74 | 109 | 81 | 131 | 43 | 43 | 74 | 51 | 102 | 64 | 33 | 173 | 12 | 20 | 7 | 29 | 183 | 35 | 76 | 100 |
| Other | 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/Means: Columns Tested (5\% risk level) - BICID - E/FIG/HI - JIK - LMMNIO - PIQR - STIUN - WIX - YIZIa
Overlap formulae used. *small base
Comparison Groups
independent $T$-Test for Means (equal variances), Independent $Z$-Test for Percentages (unpooled proportions)
Uppercase eeterers indicate significance at the $95 \%$ level.
Marublue
November 27 th 2022
29 Nov 2022
29 Nov 2022

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

|  |  | Age |  |  | Gender |  | Region |  |  |  | Household l income |  |  | Race |  |  |  | Hispanic |  | Education |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | 18-34 | 35-54 | ${ }^{55+}$ | Male | Female | Northeast | Midwest | South | West | < $\$ 50 \mathrm{~K}$ | \$50K-99K | \$100k+ | White alone | Black alone | Others alone | Mutiracial | Yes | No | <=Hs | $\begin{array}{\|c\|} \hline \text { College/Asso } \\ \text { ciate } \end{array}$ | Univ+ |
|  | A | B | c | D | J | K | L | M | N | $\bigcirc$ | P | Q | R | s | T | U | v | w | X | Y | z | a |
| BASE: If Codes A, B, Or C At <br> 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 | $40^{\circ}$ | 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 | - |  |  | $\cup$ |  |  |  |  | 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/CID - E/F/G/HI - J/K - LMNIO - P/QR - STIUN - WIX - Y/Z/a
Overlap formulae used. *small base
Comparison Groups
Independent T -Test for Means (equal variances), Independent $Z$-Test for Percentages (unpooled proporions)
Uppercase letters indicate significance at the $95 \%$ level.
Omni November 25th 2022
November 274h 2022
29 Nov 2022

