

## HOLIDAY SURVEY

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**47,374** RESPONDENTS  
**17,134** MALES  
**30,196** FEMALES

### Do you plan on using layaway this year for your holiday gift purchases?

Total	Percent	M	F	Answer
6,890	14.50%	12%	16%	Yes
40,484	85.40%	88%	84%	No

### How much do you plan on spending on holiday gifts this year?

Total	Percent	M	F	Answer
10,493	22.10%	22.40%	22%	More than last year
29,142	61.50%	56.70%	64.30%	Less than last year
7,739	16.30%	20.90%	13.80%	I'm not buying gifts for people this year

### Will you be doing your holiday shopping exclusively online this year?

Total	Percent	M	F	Answer
4,663	9.80%	10.70%	9.30%	Yes
42,711	90.10%	89.30%	90.70%	No

### Do you typically shop for bargains on Black Friday?

Total	Percent	M	F	Answer
16,273	34.30%	29.40%	37.10%	Yes
31,101	65.60%	70.60%	62.90%	No

### When it comes to your holiday gift giving this year, which of the following will you be shopping for the MOST?

Total	Percent	M	F	Answer
11,589	24.40%	25.80%	23.70%	Electronics (computers/tablets/tv's/gaming consoles)
9,812	20.70%	17.60%	22.50%	Toys
12,400	26.10%	23.10%	27.90%	Gift Cards
1,607	3.40%	4.10%	3%	Mobile phones
3,720	7.80%	7.40%	8.10%	Games
17,922	37.80%	39.70%	36.80%	None of the above

### Will you be using any Daily Deal sites like Groupon or Living Social to shop for holiday discounts?

Total	Percent	M	F	Answer
10,435	22%	20.50%	22.90%	Yes
21,563	45.50%	45.80%	45.40%	No
15,376	32.40%	33.60%	31.80%	I don't use Daily Deal sites

### How do you plan on paying for your holiday gifts this year?

Total	Percent	M	F	Answer
24,665	52%	46.20%	55.40%	Cash
17,155	36.20%	37.50%	35.50%	Credit Card
8,912	18.80%	22.40%	16.80%	N/A



**How do you plan to spend your days off during the holidays?**

<b>Total</b>	<b>Percent</b>	<b>M</b>	<b>F</b>	<b>Answer</b>
10,105	21.30%	20.30%	21.90%	With my extended family
31,986	67.50%	61.60%	70.90%	With my immediate family
4,706	9.90%	13.60%	7.80%	Alone
6,967	14.70%	13.20%	15.60%	With Friends
3,502	7.40%	8.40%	6.80%	Travelling

**Are you planning on giving to any charities this year?**

<b>Total</b>	<b>Percent</b>	<b>M</b>	<b>F</b>	<b>Answer</b>
24,487	51.60%	48%	53.80%	Yes
22,887	48.30%	52%	46.20%	No

