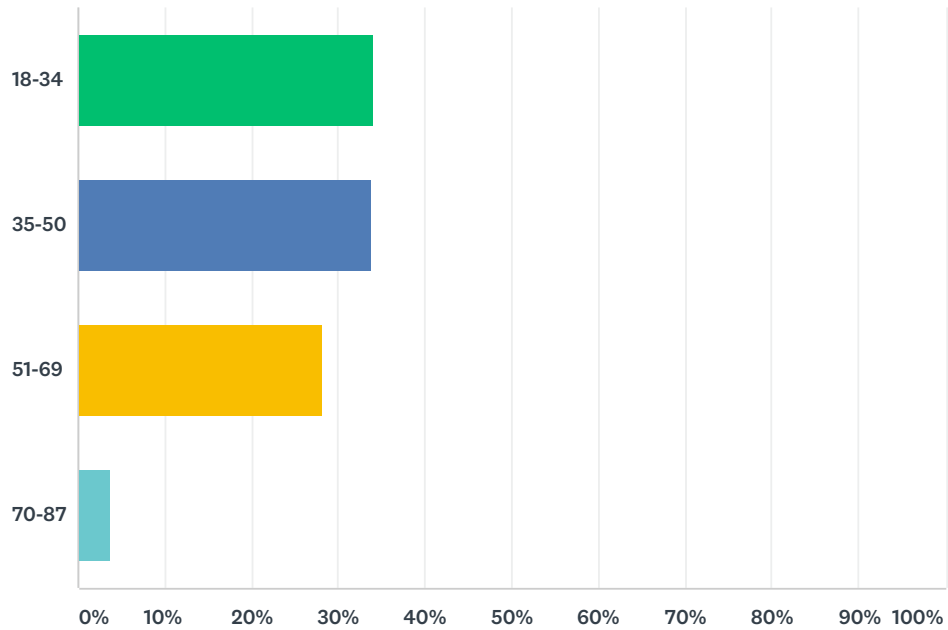


Holiday Survey

Q1 How old are you?

Answered: 1,018 Skipped: 0

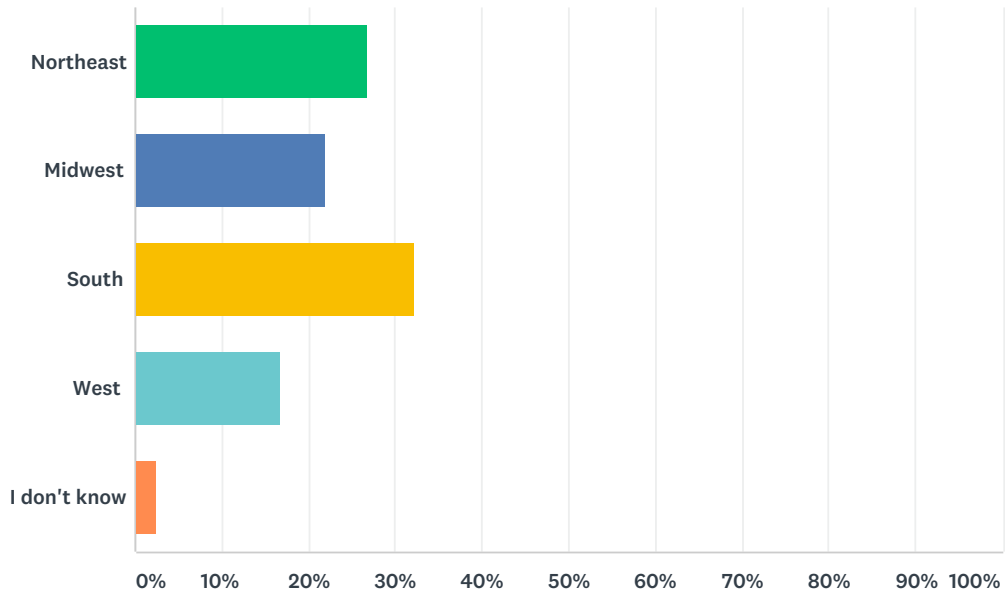


ANSWER CHOICES	RESPONSES	
18-34	34.18%	348
35-50	33.79%	344
51-69	28.29%	288
70-87	3.73%	38
TOTAL		1,018

Holiday Survey

Q2 What U.S. region do you live in?

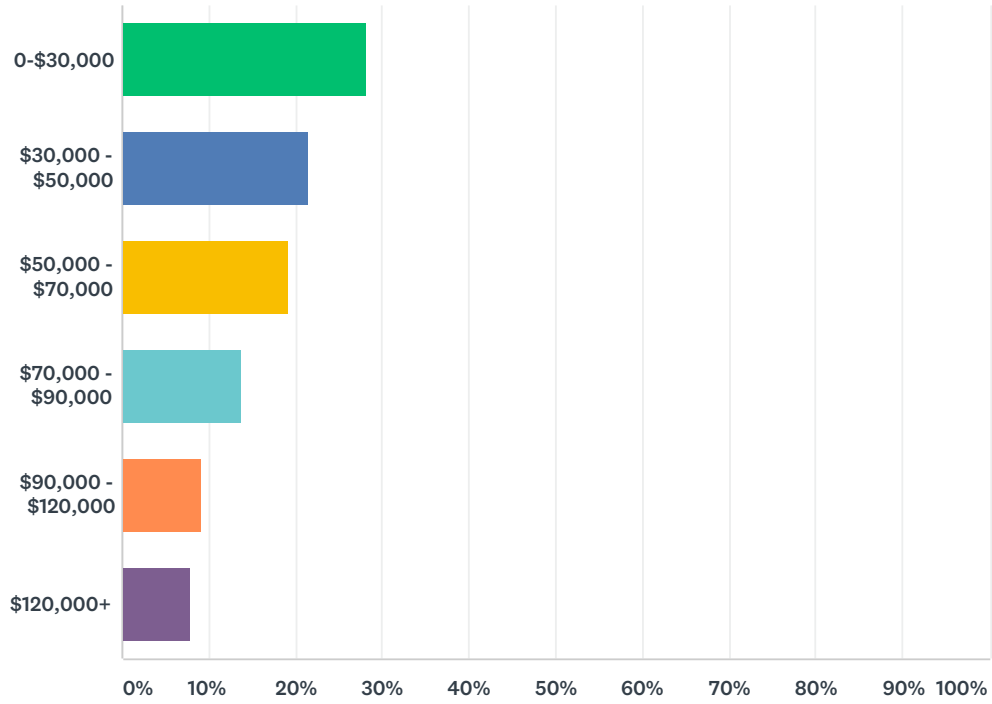
Answered: 1,018 Skipped: 0



ANSWER CHOICES	RESPONSES	
Northeast	26.82%	273
Midwest	21.91%	223
South	32.12%	327
West	16.70%	170
I don't know	2.46%	25
TOTAL		1,018

Q3 How much money do you earn?

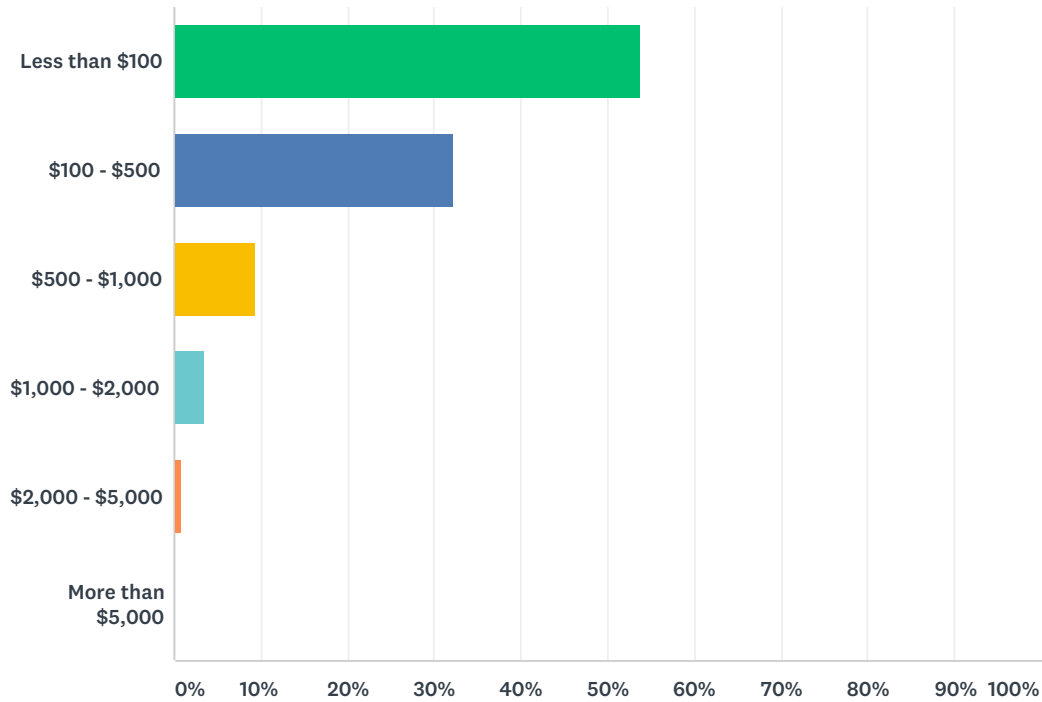
Answered: 1,018 Skipped: 0



ANSWER CHOICES	RESPONSES	
0-\$30,000	28.29%	288
\$30,000 - \$50,000	21.61%	220
\$50,000 - \$70,000	19.25%	196
\$70,000 - \$90,000	13.75%	140
\$90,000 - \$120,000	9.14%	93
\$120,000+	7.96%	81
TOTAL		1,018

Q4 How much money are you planning on spending on yourself this holiday season?

Answered: 1,018 Skipped: 0

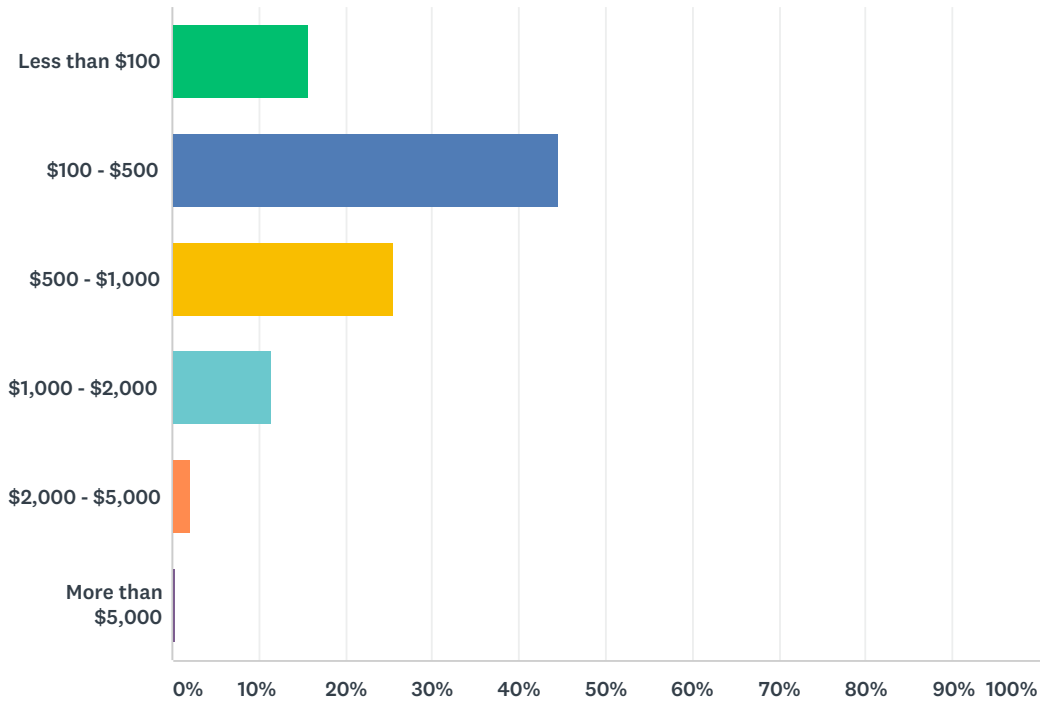


ANSWER CHOICES	RESPONSES	
Less than \$100	53.73%	547
\$100 - \$500	32.12%	327
\$500 - \$1,000	9.33%	95
\$1,000 - \$2,000	3.63%	37
\$2,000 - \$5,000	0.88%	9
More than \$5,000	0.29%	3
TOTAL		1,018

Holiday Survey

Q5 How much money are you planning on spending on presents for others this holiday season?

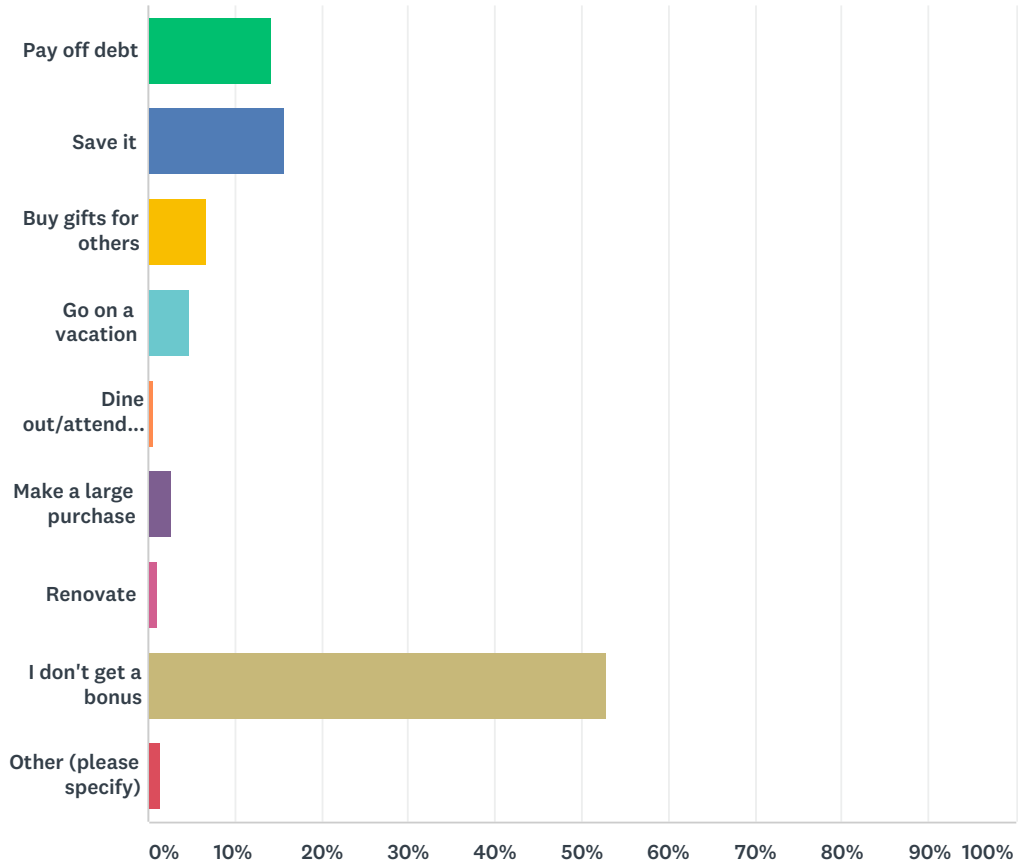
Answered: 1,018 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than \$100	15.72%	160
\$100 - \$500	44.60%	454
\$500 - \$1,000	25.54%	260
\$1,000 - \$2,000	11.49%	117
\$2,000 - \$5,000	2.16%	22
More than \$5,000	0.49%	5
TOTAL		1,018

Q6 What are you planning on doing with your end-of-year bonus?

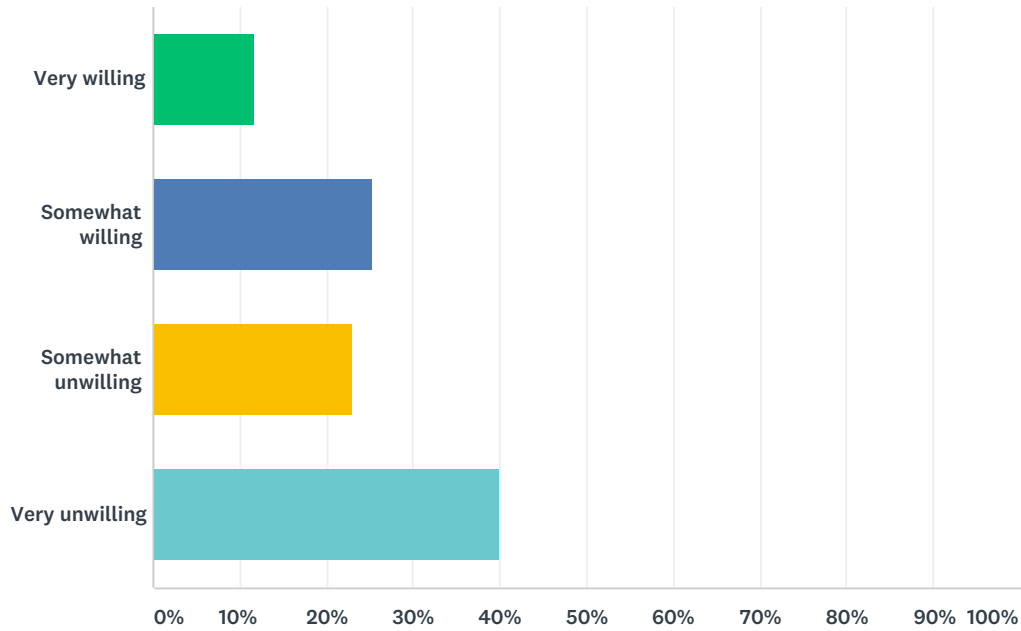
Answered: 1,018 Skipped: 0



ANSWER CHOICES	RESPONSES	
Pay off debt	14.15%	144
Save it	15.72%	160
Buy gifts for others	6.68%	68
Go on a vacation	4.91%	50
Dine out/attend parties	0.69%	7
Make a large purchase	2.65%	27
Renovate	0.98%	10
I don't get a bonus	52.85%	538
Other (please specify)	1.38%	14
TOTAL		1,018

Q7 How willing are you to make purchases over the holidays for things you can't afford to pay in cash or savings?

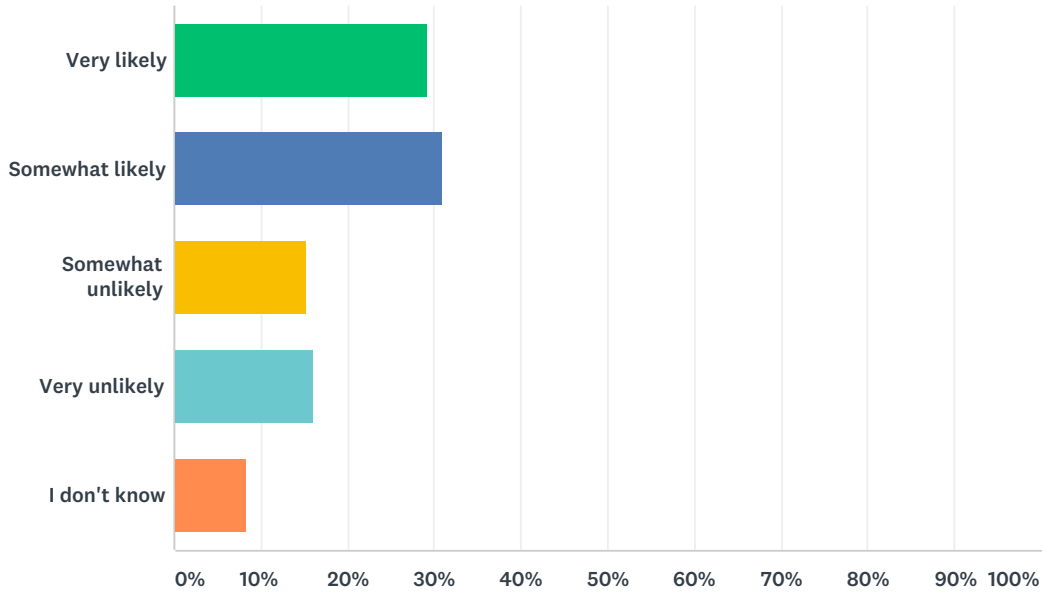
Answered: 1,018 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very willing	11.79%	120
Somewhat willing	25.25%	257
Somewhat unwilling	23.08%	235
Very unwilling	39.88%	406
TOTAL		1,018

Q8 How likely are you to participate in creative cost-saving activities during the holiday season, such as a Secret Santa, a potluck dinner, a book exchange, or any other method of saving money?

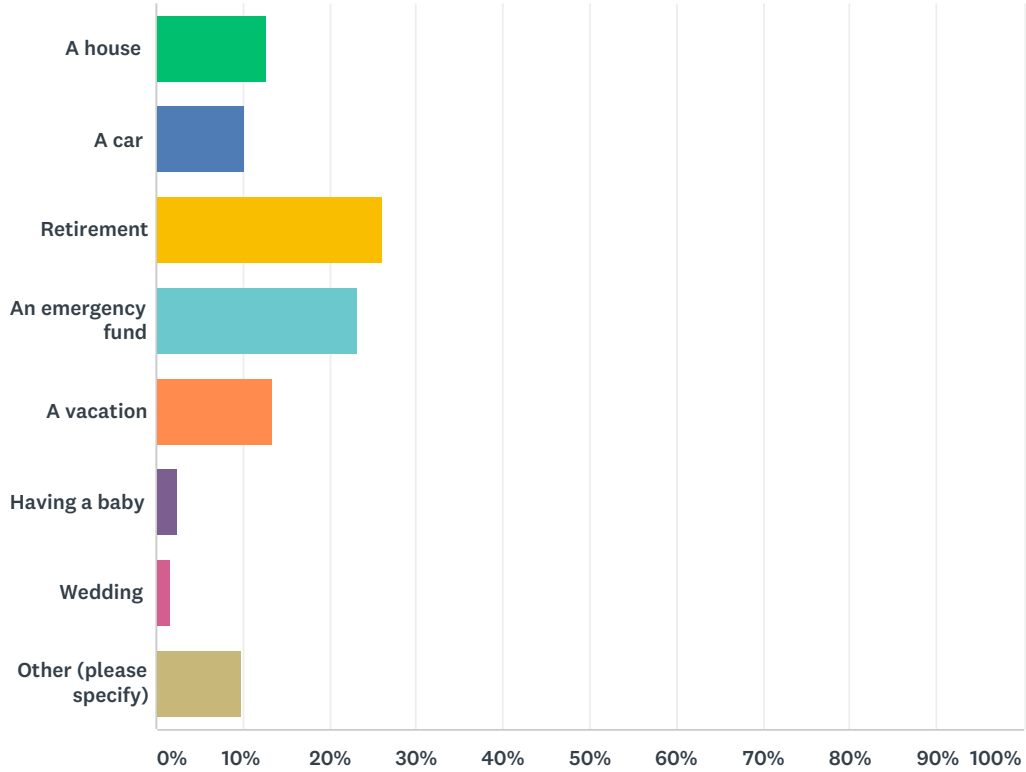
Answered: 1,018 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very likely	29.27%	298
Somewhat likely	31.04%	316
Somewhat unlikely	15.23%	155
Very unlikely	16.11%	164
I don't know	8.35%	85
TOTAL		1,018

Q9 If you're saving money, what are you saving for?

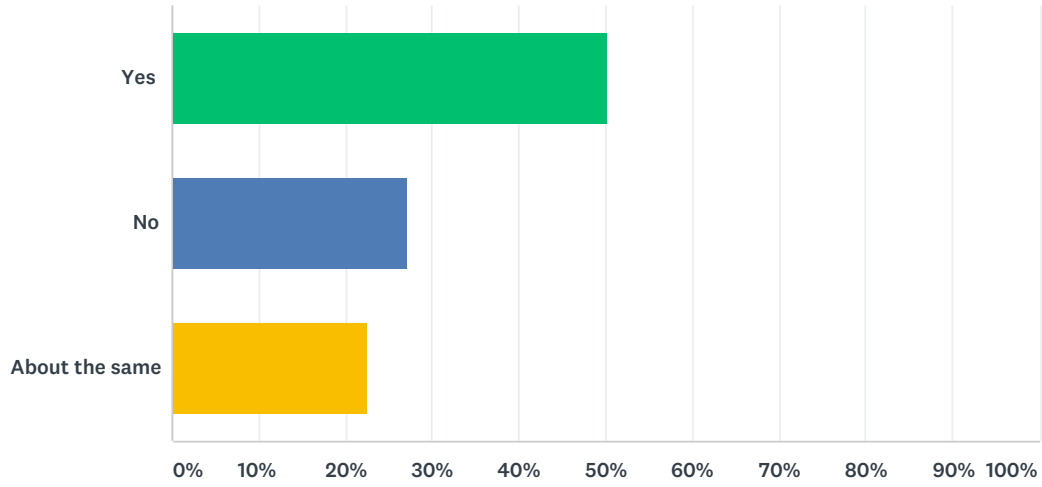
Answered: 1,018 Skipped: 0



ANSWER CHOICES	RESPONSES	
A house	12.77%	130
A car	10.31%	105
Retirement	26.23%	267
An emergency fund	23.18%	236
A vacation	13.46%	137
Having a baby	2.46%	25
Wedding	1.77%	18
Other (please specify)	9.82%	100
TOTAL		1,018

Q10 Are you better off financially now than you were last year?

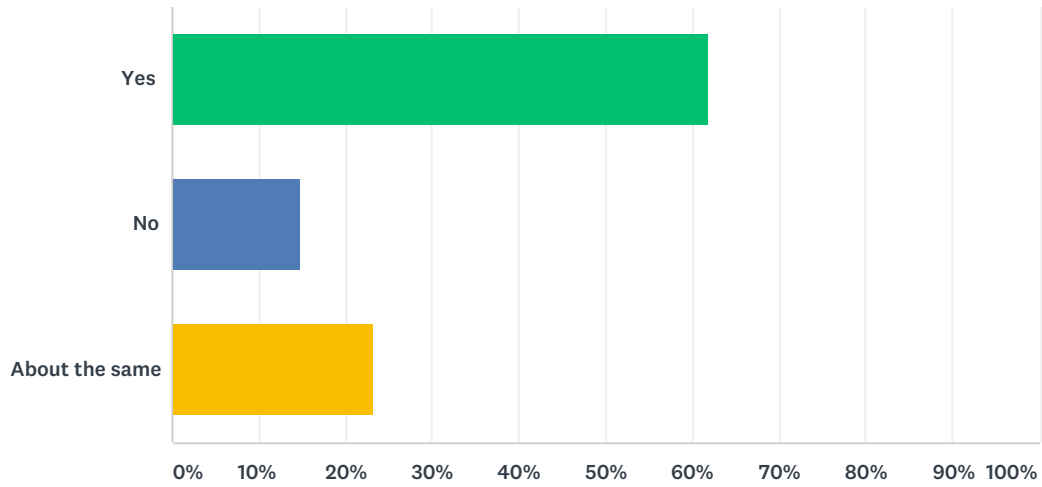
Answered: 1,018 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	50.20%	511
No	27.11%	276
About the same	22.69%	231
TOTAL		1,018

Q11 Do you think you will be better off financially in 2019 than you are now?

Answered: 1,018 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	61.98% 631
No	14.83% 151
About the same	23.18% 236
TOTAL	1,018