

Section 2: Christmas, holidays, and culture

Changing topics...secular holidays and religious holidays for people of many faiths are coming up. We have some questions about the coming end-of-year holidays.

18. Which one of the following kinds of Christmas or holiday cards do you *send*?

43 %	Stock, printed, off the shelf cards that are not unique to me or my family
9 %	Custom printed cards that are personalized for me or my family without photos
13 %	Custom photo cards that include pictures of me or my family
8 %	E-Cards that are sent electronically over the internet
27 %	No preference / don't know / unsure

19. Which one of the following kinds of Christmas or holiday cards do you prefer to *receive*?

21 %	Stock, printed, off the shelf cards that are not unique to the sender / sender's family
8 %	Custom printed cards that are personalized for the sender / sender's family without photos
19 %	Custom photo cards that include pictures of the sender / sender's family
5 %	E-Cards that are sent electronically over the internet
47 %	No preference / don't know / unsure

20. When you receive Christmas or holiday cards that include a form letter from the sender – typically a one- or two-page letter describing events from the sender's year and updates about their family members – which one of the following statements best describes what you do with those form letters?

4 %	I don't bother to read them
24 %	I just glance at them or skim them
62 %	I read them carefully
10 %	Don't know / unsure

21. Do you keep track of who sends you Christmas or holiday cards, and do you stop sending cards to people who don't send you cards?

17 %	Yes, I/we keep track and remove people from my/our list
29 %	Yes, I/we keep track but don't remove people from my/our list
42 %	I/we don't keep track
10 %	Don't know / unsure

22. During the holidays, many people give or receive gifts, gift certificates, or cash. If you had a choice between receiving a gift that cost \$25, receiving a gift certificate for \$25, or receiving \$25 in cash, which would you prefer to *receive*?

14 %	The \$25 gift
30 %	A gift certificate for \$25
41 %	\$25 in cash
12 %	Don't know / unsure

23. During the holidays, many people give or receive gifts, gift certificates, or cash. If you had a choice between giving a gift that cost \$25, giving a gift certificate for \$25, or giving \$25 in cash, which would you prefer to *give*?

24 %	The \$25 gift
39 %	A gift certificate for \$25
23 %	\$25 in cash
13 %	Don't know / unsure

24. Which of the following describes the pets you may have in your household?

35 %	None
30 %	Yes, one or more dogs
18 %	Yes, one or more cats
13 %	Yes, at least one cat and at least one dog
3 %	Yes, pet(s) other than a cat or a dog
2 %	Don't know / unsure

25. How much money do you expect your household to spend on gifts for all of your pet cats and/or dogs, combined, for Christmas or the holidays this year? (*N* = 627; *question only asked of those with cats and/or dogs.*)

18 %	Expect to spend zero dollars on their cats and/or dogs
30 %	Expect to spend \$25 or less
14 %	Expect to spend \$26-50
10 %	Expect to spend \$51-\$100
17 %	Expect to spend more than \$100

Note: Median amount is \$20

26. Do you prefer to do your Christmas or holiday gift shopping online or in a physical store?

38 %	Prefer shopping online
49 %	Prefer shopping in a physical store
12 %	Don't know / unsure

Select crosstabs:

	All	M	F	<40	40-	65+	<70K	70-	130K+
Prefer shopping online	38	38	39	48	36	23	35	46	48
Prefer shopping in a physical store	49	48	51	41	52	62	52	44	43
Don't know / unsure	12	14	10	10	12	15	13	10	9
Subgroup size (N)	1002	476	525	373	458	164	629	241	81

27. Have you done at least some online holiday shopping while you are at work and on the clock?

6 %	Yes, often
23 %	Yes, sometimes
36 %	No, never
32 %	No, because I am retired, unemployed, or do not work outside the home
2 %	Don't know / unsure