

Looking ahead for a moment to the Christmas holiday season,

31. Roughly how much money do you think you personally will spend on Christmas gifts this year?

TRENDS FOR COMPARISON (OCTOBER OF PREVIOUS YEARS):

<u>\$1,000</u> <u>or more</u>	<u>\$500-</u> <u>999</u>	<u>\$250-</u> <u>499</u>	<u>\$100-</u> <u>249</u>	<u>Under</u> <u>\$100</u>	<u>No</u> <u>opinion</u>	<u>Median</u>	<i>Mean</i> <i>(w/</i> <i>zero)</i>	<i>Mean</i> <i>(w/o</i> <i>zero)</i>
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FULL TREND:

\$1,000

32. Is that more, less, or about the same amount as you spent last Christmas?

	<u>More</u>	<u>Less</u>	<u>About the same</u>	<u>No opinion</u>
2017 Oct 5-11	17	16	65	2
2016 Nov 9-13	15	21	62	2
2016 Oct 5-9	14	21	63	2
2015 Nov 4-8	16	23	59	2
2015 Oct 7-11	13	20	65	2
2014 Oct 12-15	13	24	60	3
2013 Dec 5-8	17	29	53	1
2013 Nov 7-10	15	26	57	2
2013 Oct 3-6	14	25	59	2
2012 Nov 15-18	14	28	57	1
2011 Dec 15-18	18	33	48	1
2011 Nov 3-6	12	31	56	2
2011 Oct 6-9	15	29	54	2
2010 Dec 10-12	14			