

Holiday Shopping Styles

November 2014



'Tis the Season

The 2014 outlook for holiday spending is optimistic. Many industry analysts suggest that retailers will see a 4 percent increase in spending compared to 2013. Online spending is predicted to jump by 16 percent as shoppers connect via PC, laptop and mobile devices to snag holiday deals. All signs point north – to the North Pole, that is.

While holiday shopping surveys, spending predictions and reports on this year's hottest gifts are in no short supply, we wanted to look deeper into what's behind those numbers – that is, not only what consumers are spending and who's on their list, but also delve into their "holiday spirit" and shopping styles. In October, SAS conducted online research among 2,007 adult US holiday shoppers. This report summarizes some of the key findings of that research.

Five Findings From the Survey About Holiday Shoppers

- Forget the post-turkey nap and football game. One-fourth of those surveyed will be at the mall on Thanksgiving Day.
- Suit up for the crowds during the Black Thursday through Cyber Monday shopping frenzy. Two-thirds of us will shop during those days.
- Look for a gift worth nearly \$300 from your spouse or significant other, but don't be surprised if it isn't what you asked for.
- You can't go wrong with the gift card. But most givers are coupling cards with other gifts.
- Be prepared for lines. Most of us are doing our research on the web, but still prefer oldschool bricks and mortar stores to buy our holiday gifts.

Let's Talk Turkey

Thanksgiving Day shopping will lure 27 percent of holiday shoppers

More than a third of holiday shoppers will start buying gifts *before* Thanksgiving this year. More retail stores will be open this year on Thanksgiving Day, enticing post-feast shoppers to spend their holiday budget.

And this new Turkey Day tradition seems to be catching on. One-fourth of shoppers plan to visit retail stores open on Thanksgiving. What's more, our survey says that those planning to shop on Thanksgiving may actually spend more than other shoppers. And they are more likely to buy gadgets this year – smartphones, tablets and wearable technology.

The shopping day won't end when the mall closes, though. Two-thirds of those who plan to walk off the turkey dinner shopping at the mall also plan to shop online on Thanksgiving. Those who elect to pass on the post-meal shopping trip will not be enticed by Thanksgiving specials; and only 20 percent will opt to shop online on Thursday.

Let's Get Ready to Rumble

"Traditional" Black Friday will bring 40 percent of shoppers to bricks and mortar

Thanksgiving shoppers also will battle the even larger crowds on Black Friday. Eight in 10 Thanksgiving Day shoppers indicate they also will shop on Black Friday, but only 22 percent of those who stayed home Thursday will venture out on Friday. Women are more likely than men (44 percent versus 37 percent) to brave the Black Friday crowds this year, but equal proportions plan to shop on Thanksgiving.

Half of all holiday shoppers plan to shop online on Black Friday, with only slightly more (53 percent) turning out for Cyber Monday.

Making the List, Checking It Twice

Holiday shoppers will buy gifts for an average of 13 people, mostly family

Not surprising, the majority of those who are on the holiday gift list are family. Nine in 10 shoppers will be buying for adult family members, while three-quarters are shopping for children in the family. Most shoppers buy for the same number of people as last year, while a third are buying for more people. Just 10 percent are cutting back.

Shoppers in our survey plan to spend an average of \$1,119 on gifts this year. The vast majority (83 percent) of this will go toward family gifts.

| On the list | % of Respondents | Average number of people | Planned spending per person |
|-----------------------------|---------------------|--------------------------|-----------------------------|
| Spouse or significant other | 63% | 1 | \$299 |
| Family members 18 and over | 90% | 5.7 | \$120 |
| Family members under age 18 | 74% | 4.3 | \$110 |
| Friends | 63% | 4.1 | \$57 |
| Co-workers | 23% | 3.3 | \$38 |
| Neighbors | 19% | 4.5 | \$26 |
| Others | 7% | 4.1 | \$44 |

About two-thirds of shoppers will buy for a spouse or significant other this year and spend an average of \$299. Among those who are in a relationship, only 7 percent indicated that they aren't exchanging gifts this year.

A similar proportion (63 percent) plan to buy for friends at \$57 a gift. About one-fourth will give to co-workers, spending an average of \$38, and one-fifth will exchange with neighbors, budgeting \$26 per gift. Women are more likely than men to be the purchasers of gifts for children in the family (80 percent versus 67 percent).

Oh, Those Tacky Holiday Sweaters

Apparel and gift cards are the primary gifts this year, with electronics not far behind

Kids under 12 can still expect to find toys under the tree this year along with traditional Christmas clothes and some electronics. However, shoppers are most likely to give gift cards to family members ages 13 and up, followed by apparel. Shoppers typically bundle gift cards with other presents, so look for a wrapped package under the tree along with an envelope.

Electronics are the third-most-popular planned purchase for family members ages 7 to 29. For those older than 30, household goods, books and music, and cosmetics and fragrance edge out electronics on shoppers' lists.

Male shoppers are more likely to buy electronics, while women are more inclined toward the soft goods.

Shoppers plan to buy their spouses or significant others more than one gift with the allotted \$299 they are spending this year. Women will likely find a little bling (jewelry, 49 percent), apparel (46 percent) or cosmetics or fragrance (29 percent) under the tree. But only 8 percent of women say jewelry is the one thing on their list this year, while the top requested item is gift cards (24 percent).

Men will likely be unwrapping a sweater (apparel, 56 percent) or electronics (42 percent) and maybe a gift card (25 percent). The one thing that men hope for this year? Electronics is the No. 1 answer (25 percent).

| | Holiday S | hoppers' | Family Gi | ft List | | | |
|--------------------------------|----------------|------------------|-------------------|-------------------|-------------|---------------------------------|--|
| | | Children | | Adults | | | |
| What are you likely to buy for | Under age 7 | 7 to 12 years | 13 to 17 years | 18 to 29 years | 30 and over | Spouse/ Significant Other | |
| Apparel/Accessories | 56% | 49% | 52% | 51% | 48% | 51% | |
| Books or Music | NA | NA | NA | 29% | 31% | 20% | |
| Cosmetics/Fragrance | 12% | 12% | 23% | 31% | 28% | 25% | |
| Electronics | 33% | 45% | 44% | 35% | 27% | 34% | |
| Food or Beverage | 10% | 10% | 11% | 15% | 23% | 12% | |
| Gift Card | 27% | 38% | 60% | 64% | 57% | 24% | |
| Household Goods | NA | NA | NA | 22% | 36% | 15% | |
| Jewelry | 11% | 14% | 20% | 23% | 25% | 32% | |
| Money | 18% | 27% | 40% | 30% | 21% | 9% | |
| Toys, Books or Music | 87% | 69% | 27% | NA | NA | NA | |
| Other | 3% | 3% | 3% | 4% | 4% | 9% | |

The Mall Still Rules

Shoppers are cyber-smart, but in-store buys will trump online

Holiday consumers will shop both in retail stores and online (85 percent and 81 percent, respectively), but those doing both will primarily make the purchase in the store. Two thirds of shoppers will "webroom" this holiday season, searching for information about gifts online before buying.

Online buyers will still primarily rely on their PCs and laptops, but four in 10 will use both a mobile device and a PC. Only one in 10 shoppers will use mobile alone.

Seven Distinct Holiday Shoppers Will Spread Good Cheer This Year

Our survey results helped us group holiday shoppers according to their attitudes and shopping styles. The following groups emerged (listed in descending order based on the average amount spent on holiday gifts):

- Black Friday Warriors (21 percent of those surveyed/spend an average of \$1,422) are those people you see standing in line, waiting for Best Buy to open on Thanksgiving. They love the holidays.
- Budget Busters (11 percent/\$1,132) shop throughout the holiday season and buy a wide variety of gifts for many recipients. They indulge loved ones, will pay for convenience, exceed their planned budgets, and find gift cards impersonal.
- Practical Shoppers (21 percent/\$1,108) do all their shopping at once, use a list and stick to that budget. Their top gift choice is clothing.
- **Perfect Gifters** (19 percent/\$1,056) love to shop and find inspiration from many sources. Giving unique gifts is important; they like to indulge people. They often finish holiday shopping before Thanksgiving.
- **Cyber-Shoppers** (19 percent/\$955) view holiday shopping as a chore. They avoid holiday crowds, preferring to shop online at home in their pajamas. They often don't know what they want to buy before they sit down with their computer, tablet or smartphone.
- Last-Minute Hopefuls (5 percent/\$955) are dashing through the mall on Christmas Eve.
 They think waiting until the last minute will save money, and they often buy all gifts at once.
 They buy gift cards.
- Humbugs (5 percent/\$941) are the opposite of Black Friday Warriors. They think holiday
 decorations appear too soon, dislike holiday crowds, don't indulge loved ones, and won't
 pay for convenience. They are stingy, delay until the last minute, and shun holiday sales.

2014 SAS Holiday Shopper Survey

| Family members 18 and over 90% 62% | | | |
|--|--|------------------------------|------|
| Who's on your list? Which of the following groups are on your holiday gift list this year? Friends 62% Co-workers 23% Others 7% Average # of groups 2.7 Has the number of people on your holiday gift list changed since last year? No, it's the same 54% Yes, it has decreased 10% since last year? Apparel/Accessories 56% Cosmetics/Fragrance 12% Electronics 33% What types of holiday gifts are you likely to give the child or children in your family under 7 years old? Gift Card 27% Money 18% Toys, Books or Music 87% Average # of gift categories 2.6 Average # of gift categories 2.6 Apparel/Accessories 49% Cosmetics/Fragrance 12% Apparel/Accessories 49% Cosmetics/Fragrance 12% Electronics 45% Apparel/Accessories 49% Cosmetics/Fragrance 12% Electronics 45% Apparel/Accessories 49% Cosmetics/Fragra | | Family members under age 18 | 74% |
| the following groups are on your holiday gift list this year? Co-workers 23% | | Family members 18 and over | 90% |
| Neighbors 18% | | Friends | 62% |
| Co-workers 23% | | Neighbors | 18% |
| Average # of groups 2.7 | nonday gire not time your . | Co-workers | 23% |
| Has the number of people on your holiday gift list changed since last year? Yes, it has increased 36% | | Others | 7% |
| Variable of people of since last year? Yes, it has increased 10% | | Average # of groups | 2.7 |
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| Total 100% | your holiday gift list changed | Yes, it has increased | 36% |
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| | | Average # of gift categories | 2.7 |

| Cosmetics/Fragrance 23% | | | |
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| Beletronics 44% | | Apparel/Accessories | 52% |
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| Toys, Books or Music 27% Other 3% Average # of gift categories 2.8 | your family 13 to 17 years old? | Jewelry | 20% |
| Other 3% | | Money | 40% |
| Average # of gift categories 2.8 | | Toys, Books or Music | 27% |
| Apparel/Accessories 51% | | Other | 3% |
| Books or Music 29% | | Average # of gift categories | 2.8 |
| Cosmetics/Fragrance 31% | | Apparel/Accessories | 51% |
| What types of holiday gifts are you likely to give the adults in your family 18 to 29 years old? Gift Card 64% | | Books or Music | 29% |
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| Your family 18 to 29 years old? Household Goods 22% | | Food or Beverage | 15% |
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| What types of holiday gifts are you likely to give the adults in your family 30 or older? The proof of Beverage 23% 25% | | Books or Music | 31% |
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| Do you currently have a spouse, significant other or partner? No 25% I'd prefer not to answer 1% | | Average # of gift categories | 3.0 |
| significant other or partner? I'd prefer not to answer 1% | | Yes | 74% |
| I'd prefer not to answer 1% | | No | 25% |
| Total 100% | Significant other or partier? | I'd prefer not to answer | 1% |
| | | Total | 100% |

| Т | A1/A | 51% |
|--|---|-----------|
| | Apparel/Accessories | |
| What are you likely to give your | Books or Music | 20% |
| | Cosmetics/Fragrance | 25% |
| | Electronics | 34% |
| | Food or Beverage | 12% |
| spouse, significant other or partner? | Gift Card | 24% |
| partitor: | Household Goods | 15% |
| | Jewelry | 32% 9% |
| - | Money Other (area if) | 9% |
| - | Other (specify) | 8% |
| | We are not exchanging gifts this year | 2.3 |
| Do you plan to buy any of the | Average # of gift categories | 2.3 |
| following this holiday season as | Yes | 67% |
| gifts or for yourself? - | No Not our | 9% |
| Smartphone | Not sure Total | 100% |
| | Yes | 23% |
| Do you plan to buy any of the following this holiday season as | no res | 63% |
| gifts or for yourself? - Tablet | Not sure | 13% |
| 3 , | Total | 100% |
| Do you plan to buy any of the | Yes | 14% |
| following this holiday season as | No | 70% |
| gifts or for yourself? - Wearable | Not sure | 16% |
| technology | Total | 100% |
| | l ask people what they want | 63% |
| | I browse for gift ideas at stores | 56% |
| What's your holiday shopping | I search online for gift ideas | 60% |
| strategy? Where do you get | I get ideas from others | 42% |
| ideas for the gifts you give? | I get ideas from the media (TV, newspaper, magazines) | 26% |
| | Other: | 6% |
| | | |
| | My holiday shopping is already done | 4% |
| | Before Thanksgiving | 35% |
| When do you plan to shop for | During the after Thanksgiving sales | 52% |
| holiday gifts this year? | During December | 58% |
| | Right before Christmas | 18% |
| | l don't know yet | 5% |
| | | |
| Are you planning to shop in the | Yes | 27% |
| following ways during the Thanksgiving holiday? - At retail | No | 61% |
| locations open Thanksgiving | Unsure | 12% |
| | Total | 100% |

| Are you planning to shop in the | Yes | 40% |
|--|---|------|
| following ways during the Thanksgiving holiday? - At retail | No | 46% |
| locations on Black Friday | Unsure | 14% |
| | Total | 100% |
| Are you planning to shop in the | Yes | 34% |
| following ways during the Thanksgiving holiday? - Online | No | 51% |
| Thanksgiving Day | Unsure | 15% |
| | Total | 100% |
| Are you planning to shop in the | Yes | 49% |
| following ways during the Thanksgiving holiday? - Online | No | 33% |
| on Black Friday | Unsure | 17% |
| | Total | 100% |
| Are you planning to shop in the | Yes | 53% |
| following ways during the Thanksgiving holiday? - Online | No | 27% |
| on Cyber Monday | Unsure | 20% |
| | Total | 100% |
| How do you operate for | I generally start by searching for information about | 68% |
| How do you search for information about gifts? (e.g. | merchandise online | |
| price, description, availability) | I generally start by going to stores to see merchandise | |
| | Other Total | |
| | In-store | |
| | On-line | |
| Through which methods do you | Over the phone | |
| plan to purchase your gifts? | Through the mail | 8% |
| | Other | |
| | - Cuio | |
| | PC | 59% |
| For online purchasing, do you | Mobile device (smartphone, tablet) | 10% |
| use: | Both PC and mobile device | 31% |
| | Total | |
| | In-store | 57% |
| Which of these do you think will | On-line | 42% |
| be the primary method you use to purchase gifts? Please select | Over the phone | 0% |
| one. | Through the mail | 1% |
| ľ | Other | 0% |
| | Total | 100% |

| are you? Please indicate your level of agreement with these statements I like to be a part of the shopping crowds during Black Friday. What type of holiday shopper are you? Please indicate your level of agreement with these statements I like to get ahead of the holiday rush and buy gifts early. What type of holiday shopper are you? Please indicate your level of agreement with these statements I like to get ahead of the holiday rush and buy gifts early. What type of holiday shopper are you? Please indicate your level of agreement with these statements I enjoy going to stores to shop for gifts. What type of holiday shopper are you? Please indicate your level of agreement with these statements Holiday shopping is a chore. What type of holiday shopper are you? Please indicate your level of agreement with these statements Holiday shopping is a chore. What type of holiday shopper are you? Please indicate your level of agreement with these statements I like to do all of my holiday shopping at once. What type of holiday shopper are you? Please indicate your level of agreement with these statements I like to do all of my holiday shopping at once. What type of holiday shopper are you? Please indicate your level of agreement with these statements I like to do all of my holiday shopping at once. What type of holiday shopper are you? Please indicate your level of agreement with these statements I like to do all of my holiday shopping at once. What type of holiday shopper are you? Please indicate your level of agreement with these statements I like to do all of my holiday shopper are you? Please indicate your level of agreement with these statements Sitrogly Agree por Disagree 28% Strongly Disagree 19% What type of holiday shopper are you? Please indicate your level of agreement with these statements Sitrogly Agree 19% Graph parson. What type of holiday shopper are you? Please indicate your level of agreement with these statements I spend a lot of time finding the perfect | AMI at the second by the leaders of a second | Ctrongly Diagram | 40% |
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| What type of holiday shopper are you? Please indicate your level of agreement with these statements I spend a lot of time finding the perfect gift for each person. Strongly Disagree 2% Disagree 10% Neither Agree nor Disagree 26% Agree 45% Strongly Agree 17% | impersonal for holiday giving. | Strongly Agree | 9% |
| are you? Please indicate your level of agreement with these statements I spend a lot of time finding the perfect gift for each person. Disagree 10% Neither Agree nor Disagree 26% Agree 45% Strongly Agree 17% | | Total | 100% |
| are you? Please indicate your level of agreement with these statements I spend a lot of time finding the perfect gift for each person. Disagree 10% Neither Agree nor Disagree 26% Agree 45% Strongly Agree 17% | What type of holiday shopper | Strongly Disagree | 2% |
| level of agreement with these statements I spend a lot of time finding the perfect gift for each person. Neither Agree nor Disagree 26% Agree 45% Strongly Agree 17% | are you? Please indicate your | Disagree | 10% |
| time finding the perfect gift for each person. Strongly Agree 45% Strongly Agree 17% | | | 26% |
| each person. Strongly Agree 17% | | | |
| | | | 17% |
| | • | Total | |

| What type of holiday shopper | Strongly Disagree | 8% |
|---|----------------------------|------|
| are you? Please indicate your | Disagree | |
| level of agreement with these | Neither Agree nor Disagree | 40% |
| statements You get the best prices if you wait until right | Agree | |
| before Christmas to shop. | Strongly Agree | 8% |
| | Total | |
| | Strongly Disagree | 5% |
| What type of holiday shopper are you? Please indicate your | Disagree | 18% |
| level of agreement with these | Neither Agree nor Disagree | |
| statements I don't mind | Agree | 37% |
| spending more for convenience. | Strongly Agree | 9% |
| | Total | 100% |
| What type of holiday shopper | Strongly Disagree | 6% |
| are you? Please indicate your | Disagree | 12% |
| level of agreement with these statements Retailers put | Neither Agree nor Disagree | 24% |
| holiday merchandise out way | Agree | 30% |
| too early. | Strongly Agree | 28% |
| | Total | 100% |
| What type of holiday shopper | Strongly Disagree | 5% |
| are you? Please indicate your | Disagree | 17% |
| level of agreement with these | Neither Agree nor Disagree | 30% |
| statements I have a holiday | Agree | 34% |
| budget, and I stick to it. | Strongly Agree | 15% |
| | Total | 100% |
| What type of holiday shopper | Strongly Disagree | 6% |
| are you? Please indicate your level of agreement with these | Disagree | |
| statements The gift doesn't | Neither Agree nor Disagree | |
| really matter; it's the thought | Agree | 33% |
| that counts. | Strongly Agree | |
| | Total | |
| What type of holiday shopper | Strongly Disagree | |
| are you? Please indicate your level of agreement with these | Disagree | |
| statements I like to indulge | Neither Agree nor Disagree | |
| my family and friends during the | Agree | |
| holidays. | Strongly Agree | |
| | Total | |
| What type of holiday shopper | Strongly Disagree | |
| are you? Please indicate your level of agreement with these | Disagree | |
| statements I generally end up | Neither Agree nor Disagree | |
| overspending during the | Agree | |
| holidays. | Strongly Agree | |
| | Total | 100% |

| What type of holiday shopper | Strongly Disagree | 18% |
|--|----------------------------|------|
| are you? Please indicate your | Disagree | 27% |
| level of agreement with these | Neither Agree nor Disagree | 31% |
| statements I prefer to give homemade gifts liked baked | Agree | 18% |
| good or crafts. | Strongly Agree | 6% |
| | Total | 100% |
| What type of holiday shopper | Strongly Disagree | 4% |
| are you? Please indicate your | Disagree | 8% |
| level of agreement with these statements I will spend extra | Neither Agree nor Disagree | 24% |
| time and energy to find the best | Agree | 44% |
| price on gifts. | Strongly Agree | 20% |
| | Total | 100% |
| What type of haliday abannar | Strongly Disagree | 11% |
| What type of holiday shopper are you? Please indicate your | Disagree | 21% |
| level of agreement with these | Neither Agree nor Disagree | 25% |
| statements I save for the | Agree | 31% |
| holidays during the year. | Strongly Agree | 13% |
| | Total | 100% |
| What type of holiday shopper | Strongly Disagree | 13% |
| are you? Please indicate your | Disagree | 22% |
| level of agreement with these | Neither Agree nor Disagree | 26% |
| statements Holiday shopping | Agree | 26% |
| causes me stress. | Strongly Agree | 12% |
| | Total | 100% |
| What type of holiday shopper | Strongly Disagree | 3% |
| are you? Please indicate your | Disagree | 12% |
| level of agreement with these statements I typically know | Neither Agree nor Disagree | 24% |
| what I am going to buy before I | Agree | 45% |
| go shopping. | Strongly Agree | 16% |
| | Total | 100% |
| | Apparel/Accessories | 14% |
| | Books or Music | 5% |
| | Cosmetics/Fragrance | 5% |
| Whatle on your Bato Misses is a | Electronics | 19% |
| What's on your list? What is the one thing you hope to receive as | Food or Beverage | 2% |
| a holiday gift this year | Gift Card | 22% |
| | Household Goods | 3% |
| | Jewelry | 5% |
| | Money | 13% |
| | Other (specify): | 12% |
| | Total | 100% |

| | Smartphone | 34% |
|---|------------------------------|------|
| Just a few questions about you. | Tablet | 9% |
| These help us divide the surveys- into groups. (We don't share.) | Smartphone and tablet | 41% |
| into groups. (We don't share.) | Neither | 16% |
| | Total | 100% |
| | l do not use social media | 16% |
| How many hours would you say | Less than 5 | 31% |
| you spend on social media per | 5 to 10 | 24% |
| week? | 11 to 20 | 15% |
| | More than 20 | 14% |
| | Total | |
| | Male | 49% |
| What gender are you? | Female | 51% |
| | Prefer not to answer | 0% |
| | Total | 100% |
| | Less than High School | 2% |
| _ | High School | 31% |
| What is the highest level of | 2-year College Degree | 22% |
| education you have completed? | 4-year College Degree | 28% |
| | Master's Degree | 12% |
| | Doctoral Degree | 2% |
| | Professional Degree (JD, MD) | 3% |
| | Total | 100% |
| | Employed full-time | 43% |
| | Employed part-time | 14% |
| What's your employment | Full-time student | 5% |
| situation? | Not currently employed | 14% |
| | Retired | 19% |
| | Other | 5% |
| | Total | 100% |

| | Alabama | 1% |
|---------------------|--------------------------|----------|
| State of residence? | Alaska | 0% |
| | Arizona | 3% |
| | Arkansas | 1% |
| | California | 10% |
| | Colorado | 2% |
| | Connecticut | 1% |
| | Delaware | 0% |
| | District of Columbia | 0% |
| | Florida | 9% |
| | Georgia | 4% |
| | Hawaii | 1% |
| | Idaho | 1% |
| | Illinois | 6% |
| | Indiana | 2% |
| | lowa | 1% |
| | Kansas | 1% |
| | Kentucky | 1% |
| | Louisiana | 1% |
| | Maine | 0% |
| | Maryland | 2% |
| | Massachusetts | 2% |
| | Michigan | 3% |
| | Minnesota | 1% |
| | Mississippi | 1% |
| | Missouri | 2% |
| | Montana | 0% |
| | Nebraska | 1% |
| | Nevada | 1% |
| | New Hampshire | 0% |
| | New Jersey | 3% |
| | New Mexico | 1% |
| | New York | 7% |
| | North Carolina | 3% |
| | North Dakota | 0% 5% |
| | Ohio Oklahoma | 1% |
| | | 2% |
| | Oregon Pennsylvania | |
| | Pennsylvania Puerto Rico | 0% |
| | Rhode Island | 0% |
| | Knode Island | U% |

| p | · · · · · · · · · · · · · · · · · · · | |
|---|---------------------------------------|------|
| | South Carolina | 2% |
| State of residence? | South Dakota | 0% |
| | Tennessee | 1% |
| | Texas | 8% |
| | Utah | 1% |
| | Vermont | 0% |
| | Virginia | 3% |
| | Washington | 2% |
| | West Virginia | 0% |
| | Wisconsin | 1% |
| | Wyoming | 0% |
| | I do not reside in the United States | 0% |
| | Total | 100% |
| | under \$50,000 | 45% |
| NAME of the control of the control | \$50,000-\$99,999 | 33% |
| What is your total annual household income? | \$100,000-\$149,999 | 14% |
| | \$150,000-\$199,999 | 5% |
| | \$200,000+ | 3% |
| | Total | 100% |