

101521 - HOD FLASH (24 HOUR)

Q51Q1: Have you experienced any of the following situations in the last 2 months?

I struggled to find an item that I was shopping for (e.g., limited availability, in-stock at certain retailers or locations).

		Gender			Age		Male Age			Female Age			Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	
Total	N=996	N=463	N=524	N=267	N=169	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240	N=240	N=240
Total (Unw N=996)	N=339	N=642	N=231	N=143	N=130	N=187	N=305	N=57	N=48	N=48	N=68	N=122	N=174	N=95	N=82	N=119	N=183	N=177	N=405	N=210	N=204	N=204	N=204
Yes	50%	50%	51%	61%	GH	54%	H	55%	H	55%	H	57%	m	41%	51%	r	49%	37%	46%	50%	56%	49%	49%
No	24%	45%	48%	34%	43%	44%	5%	D	52%	D	DEF	34%	M	43%	42%	4%	48%	4%	50%	45%	47%	27%	27%
I don't rem	4%	5%	C	2%	5%	3%	1%	4%	4%	5%	5%	3%	1%	4%	8%	I	3%	0%	3%	2%	5%	5%	3%

\* Table B: US RESPONDENTS I paid extra for an out-of-stock/low stock item (i.e., price gouging).

		Gender			Age		Male Age			Female Age			Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	
Total	N=996	N=463	N=524	N=267	N=169	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240	N=240	N=240
Total (Unw N=996)	N=339	N=642	N=231	N=143	N=130	N=187	N=305	N=57	N=48	N=48	N=68	N=122	N=174	N=95	N=82	N=119	N=183	N=177	N=405	N=210	N=204	N=204	N=204
Yes	24%	28%	C	20%	38%	FGH	30%	GH	23%	H	17%	H	8%	18%	8%	20%	R	17%	r	8%	24%	24%	27%
No	38%	40%	37%	67%	B	40%	33%	40%	73%	D	73%	D	79%	89%	76%	n	69%	77%	n	89%	70%	72%	69%
I don't rem	4%	4%	3%	5%	5%	4%	4%	3%	4%	5%	5%	3%	6%	4%	2%	4%	4%	6%	4%	6%	4%	5%	3%

\* Table B: US RESPONDENTS I was unable to buy an item that I was shopping for because it was out-of-stock.

		Gender			Age		Male Age			Female Age			Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	
Total	N=996	N=463	N=524	N=267	N=169	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240	N=240	N=240
Total (Unw N=996)	N=339	N=642	N=231	N=143	N=130	N=187	N=305	N=57	N=48	N=48	N=68	N=122	N=174	N=95	N=82	N=119	N=183	N=177	N=405	N=210	N=204	N=204	N=204
Yes	58%	56%	61%	68%	GH	62%	H	58%	54%	61%	62%	44%	69%	63%	63%	62%	51%	65%	v	57%	63%	v	51%
No	34%	30%	37%	30%	40%	41%	4%	41%	35%	35%	48%	50%	41%	31%	34%	34%	29%	29%	30%	34%	34%	47%	47%
I don't rem	3%	4%	2%	2%	4%	5%	4%	2%	4%	4%	6%	7%	2%	5%	1%	4%	2%	2%	2%	6%	3%	2%	2%

\* Table B: US RESPONDENTS An order I placed was adjusted (e.g., canceled, item removed or substituted) because a product was unavailable.

		Gender			Age		Male Age			Female Age			Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	
Total	N=996	N=463	N=524	N=267	N=169	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240	N=240	N=240
Total (Unw N=996)	N=339	N=642	N=231	N=143	N=130	N=187	N=305	N=57	N=48	N=48	N=68	N=122	N=174	N=95	N=82	N=119	N=183	N=177	N=405	N=210	N=204	N=204	N=204
Yes	37%	39%	37%	50%	FGH	51%	GH	49%	41%	41%	41%	44%	50%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%
No	58%	57%	59%	44%	FGH	44%	FGH	64%	DE	63%	DE	77%	DEFG	37%	42%	4%	4%	61%	59%	58%	62%	54%	54%
I don't rem	5%	4%	5%	4%	6%	7%	4%	2%	7%	7%	7%	4%	5%	5%	7%	5%	5%	5%	6%	5%	3%	7%	4%

\* Table B: US RESPONDENTS A package I ordered/shipped was delayed (i.e., delivered after its expected delivery date).

		Gender			Age		Male Age			Female Age			Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	
Total	N=996	N=463	N=524	N=267	N=169	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240	N=240	N=240
Total (Unw N=996)	N=339	N=642	N=231	N=143	N=130	N=187	N=305	N=57	N=48	N=48	N=68	N=122	N=174	N=95	N=82	N=119	N=183	N=177	N=405	N=210	N=204	N=204	N=204
Yes	54%	56%	53%	68%	FGH	63%	GH	51%	70%	KLM	51%	41%	67%	50%	53%	45%	41%	54%	67%	54%	55%	55%	55%
No	43%	41%	45%	28%	34%	47%	DE	54%	41%	47%	54%	U	57%	46%	47%	54%	N	41%	41%	46%	41%	41%	
I don't rem	3%	3%	2%	3%	3%	1%	4%	2%	3%	3%	7%	2%	4%	3%	3%	1%	2%	5%	2%	1%	1%	4%	

\* Table B: US RESPONDENTS A package I ordered/shipped was lost during transit.

		Gender			Age		Male Age			Female Age			Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	
Total	N=996	N=463	N=524	N=267	N=169	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240	N=240	N=240
Total (Unw N=996)	N=339	N=642	N=231	N=143	N=130	N=187	N=305	N=57	N=48	N=48	N=68	N=122	N=174	N=95	N=82	N=119	N=183	N=177	N=405	N=210	N=204	N=204	N=204
Yes	28%	29%	27%	38%	GH	33%	gh	31%	15%	40%	IM	39%	IM	28%	14%	19%	15%	23%	27%	31%	31%	31%	
No	70%	69%	71%	58%	62%	69%	0%	80%	DE	85%	DEF	58%	53%	71%	81%	U	86%	UK	57%	70%	74%	66%	
I don't rem	2%	2%	4%	gh	6%	FGH	0%	0%	1%	0%	0%	2%	4%	0%	0%	1%	1%	3%	2%	4%	2%	3%	

\* Table B: US RESPONDENTS I saw an advertisement about the upcoming winter holiday season from a brand or retailer.

		Gender			Age		Male Age			Female Age			Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	
Total	N=996	N=463	N=524	N=267	N=169	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240	N=240	N=240
Total (Unw N=996)	N=339	N=642	N=231	N=143	N=130	N=187	N=305	N=57	N=48	N=48	N=68	N=122	N=174	N=95	N=82	N=119	N=183	N=177	N=405	N=210	N=204	N=204	N=204
Yes	51%	52%	50%	62%	FGH	55%	H	50%	67%	LM	63%	LM	49%	39%	40%	47%	58%	47%	52%	45%	56%	56%	
No	43%	43%	43%	31%	41%	43%	52%	D	52%	D	52%	D	28%	31%	40%	49%	49%	N	47%	43%	49%	V	
I don't rem	6%	5%	7%	7%	4%	7%	4%	5%	6%	4%	5%	3%	8%	5%	3%	5%	11%	O	6%	6%	5%	8%	

\* Table B: US RESPONDENTS I visited a store that had winter holiday decorations on display (i.e., available for sale or used as decorations).

		Gender			Age		Male Age			Female Age			Region										
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	18-34 (S)	35-44 (T)	45-54 (U)	55-64 (V)	65+ (W)	
Total	N=996	N=463	N=524	N=267	N=169	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240	N=240	N=240
Total (Unw N=996)	N=339	N=642	N=231	N=143	N=130	N=187	N=305	N=57	N=48	N=48	N=68	N=122	N=174	N=95	N=82	N=119	N=183	N=177	N=405	N=210	N=204	N=204	N=204
Yes	59%	55%	63%	b	69%	gh	60%	H	62%	H	57%	h	45%	31%	37%	21%	15%	23%	27%	31%	31%	31%	
No	41%	41%	C	28%	31%	32%	3%	32%	38%	42%	38%	42%	38%	42%	31%	31%	31%	44%	30%	30%	44%	42%	
I don't rem	6%	5%	6%	8%	H	6%	6%	6%	8%	H	2%	2%	9%	I	7%	4%	1%	14%	oR	2%	7%	6%	

\* Table B: US RESPONDENTS I made plans (e.g., booked travel, coordinated family gatherings) for the upcoming winter holiday season.

		Gender			Age		Male Age			Female Age			Region	
Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)</				



Some 29%	27%	31%	31%	27%	26%	29%	31%	31%	21%	26%	21%	33%	30%	32%	27%	36%	29%	29%	28%	33%	26%
Strong 9%	8%	11%	8%	11%	13%	10%	7%	7%	10%	6%	10%	6%	9%	12%	19%	10%	8%	9%	9%	8%	11%

\* Table Bar US RESPONDENTS  
I'm willing to pay more for a product or service if it comes from a small business.

	Gender			Age											Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=996	N=463	N=534	N=267	N=169	N=161	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240
Total (Umw N=996)	N=339	N=162	N=177	N=83	N=51	N=48	N=51	N=68	N=33	N=23	N=21	N=23	N=29	N=42	N=25	N=23	N=26	N=33	N=51	N=101	N=56	N=66
NET: AGRE 55%	52%	58%	46%	64%	GH	62%	GH	56%	11%	4%	38%	32%	LM	18%	11%	3%	43%	67%	QR	57%	14%	4%
Strong 18%	21%	c	15%	31%	FGH	23%	GH	17%	H	11%	4%	3%	4%	25%	QR	14%	14%	16%	R	11%	r	4%
Some 37%	31%		43%	B	33%	39%	39%	33%	23%	35%	28%	29%	40%	42%	43%	49%	36%	46%	37%	T	19%	11%
NET: DISAG 45%	48%		42%	30%	38%	44%	44%	56%	43%	43%	54%	59%	u	33%	43%	53%	53%	40%	Np	49%	N	44%
Some 32%	32%		26%	27%	27%	31%	26%	42%	DE	23%	36%	37%	J	27%	30%	26%	35%	42%	Np	28%	N	28%
Strong 13%	15%	c	10%	10%	11%	14%	20%	Dh	12%	DE	14%	9%	17%	22%	16%	6%	13%	10%	Nr	8%	8%	16%

\* Table Bar US RESPONDENTS  
In general, I expect to experience more issues (e.g., inventory shortages, shipping delays) when I shop at a small business than when I shop with a major brand or retailer.

	Gender			Age											Region							
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=996	N=463	N=534	N=267	N=169	N=161	N=173	N=226	N=118	N=83	N=77	N=83	N=103	N=149	N=86	N=83	N=90	N=123	N=179	N=373	N=204	N=240
Total (Umw N=996)	N=339	N=162	N=177	N=83	N=51	N=48	N=51	N=68	N=33	N=23	N=21	N=23	N=29	N=42	N=25	N=23	N=26	N=33	N=51	N=101	N=56	N=66
NET: AGRE 60%	63%	58%	66%	61%	57%	62%	56%	63%	55%	64%	75%	53%	ii	67%	op	51%	50%	59%	57%	67%	u	58%
Strong 19%	22%		18%	29%	EIGH	15%	17%	14%	15%	17%	12%	15%	ii	25%	oPR	13%	8%	23%	P	14%	t	17%
Some 41%	41%		40%	32%	42%	45%	d	49%	Dg	20%	46%	41%	i	42%	38%	42%	36%	44%	41%	41%	41%	39%
NET: DISAG 40%	37%		42%	39%	43%	38%	44%	37%	45%	44%	25%	29%	km	49%	n	50%	41%	43%	33%	42%	42%	36%
Some 30%	27%		33%	30%	30%	30%	31%	30%	34%	19%	21%	32%	km	41%	n	39%	29%	36%	29%	30%	32%	33%
Strong 9%	11%		9%	9%	12%	h	8%	6%	12%	M	4%	15%	m	5%	7%	8%	11%	12%	7%	3%	10%	S

\* Table Bar US RESPONDENTS

101521 - HOD FLASH (24 HOUR)

Q51Q1: Have you experienced any of the following situations in the last 2 months?

I struggled to find an item that I was shopping for (e.g., limited availability, in-stock at certain retailers or locations).

		Household Income					Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=323	N=673	N=239	N=239	N=481	N=515	N=640	N=109	N=150
Total (Unw N=996)	N=504	N=163	N=124	N=148	N=368	N=307	N=338	N=236	N=472	N=524	N=261	N=735	N=240	N=756	N=662	N=437	N=559	N=738	N=107	N=74
Yes	50%	48%	54%	54%	54%	42%	53%	58%	J	40%	57%	L	47%	57%	N	51%	51%	49%	49%	63%
No	46%	47%	46%	49%	42%	54%	48%	39%	I	55%	40%	4%	49%	m	47%	43%	47%	45%	47%	31%
I don't rem	4%	5%	C	0%	4%	C	4%	C	4%	4%	6%	H	1%	2%	3%	4%	3%	4%	3%	0%

\* Table Ba: US RESPONDENTS

I paid extra for an out-of-stock/low stock item (i.e., price gouging).

		Household Income					Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=323	N=673	N=239	N=239	N=481	N=515	N=640	N=109	N=150
Total (Unw N=996)	N=504	N=163	N=124	N=148	N=368	N=307	N=338	N=236	N=472	N=524	N=261	N=735	N=240	N=756	N=662	N=437	N=559	N=738	N=107	N=74
Yes	24%	17%	19%	27%	33%	20%	21%	27%	33%	J	11%	38%	L	16%	24%	25%	26%	22%	20%	34%
No	72%	77%	E	71%	66%	72%	76%	69%	64%	83%	5%	79%	K	56%	80%	73%	72%	72%	76%	59%
I don't rem	4%	6%	E	4%	1%	7%	3%	3%	6%	3%	6%	3%	5%	3%	5%	2%	6%	6%	3%	7%

\* Table Ba: US RESPONDENTS

I was unable to buy an item that I was shopping for because it was out-of-stock.

		Household Income					Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=323	N=673	N=239	N=239	N=481	N=515	N=640	N=109	N=150
Total (Unw N=996)	N=504	N=163	N=124	N=148	N=368	N=307	N=338	N=236	N=472	N=524	N=261	N=735	N=240	N=756	N=662	N=437	N=559	N=738	N=107	N=74
Yes	58%	61%	66%	57%	57%	50%	62%	F	J	50%	57%	L	55%	63%	N	54%	59%	58%	55%	67%
No	38%	36%	31%	40%	40%	44%	G	34%	39%	43%	45%	I	33%	41%	K	32%	41%	M	40%	33%
I don't rem	3%	3%	3%	2%	3%	5%	h	4%	1%	2%	5%	4%	1%	5%	m	2%	4%	4%	1%	4%

\* Table Ba: US RESPONDENTS

An order I placed was adjusted (e.g., canceled, item removed or substituted) because a product was unavailable.

		Household Income					Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=323	N=673	N=239	N=239	N=481	N=515	N=640	N=109	N=150
Total (Unw N=996)	N=504	N=163	N=124	N=148	N=368	N=307	N=338	N=236	N=472	N=524	N=261	N=735	N=240	N=756	N=662	N=437	N=559	N=738	N=107	N=74
Yes	37%	39%	C	27%	35%	37%	33%	F	J	25%	43%	L	31%	39%	N	30%	38%	33%	43%	50%
No	58%	54%	69%	BE	62%	55%	56%	62%	58%	68%	I	46%	64%	K	45%	65%	M	59%	57%	60%
I don't rem	5%	6%	e	4%	3%	2%	6%	h	4%	6%	h	2%	3%	3%	2%	4%	4%	3%	5%	3%

\* Table Ba: US RESPONDENTS

A package I ordered/shipped was delayed (i.e., delivered after its expected delivery date).

		Household Income					Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=323	N=673	N=239	N=239	N=481	N=515	N=640	N=109	N=150
Total (Unw N=996)	N=504	N=163	N=124	N=148	N=368	N=307	N=338	N=236	N=472	N=524	N=261	N=735	N=240	N=756	N=662	N=437	N=559	N=738	N=107	N=74
Yes	28%	52%	22%	26%	31%	30%	29%	33%	J	21%	35%	L	24%	35%	N	24%	27%	24%	28%	35%
No	43%	44%	52%	dE	38%	39%	45%	35%	54%	I	29%	51%	K	33%	48%	M	44%	39%	45%	42%
I don't rem	3%	4%	2%	3%	2%	3%	2%	3%	5%	I	2%	3%	2%	3%	3%	2%	3%	2%	3%	2%

\* Table Ba: US RESPONDENTS

A package I ordered/shipped was lost during transit.

		Household Income					Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=323	N=673	N=239	N=239	N=481	N=515	N=640	N=109	N=150
Total (Unw N=996)	N=504	N=163	N=124	N=148	N=368	N=307	N=338	N=236	N=472	N=524	N=261	N=735	N=240	N=756	N=662	N=437	N=559	N=738	N=107	N=74
Yes	28%	28%	22%	26%	31%	30%	29%	33%	J	21%	35%	L	24%	35%	N	24%	27%	24%	28%	35%
No	70%	68%	77%	B	73%	69%	66%	66%	75%	I	63%	74%	K	62%	74%	M	73%	66%	71%	69%
I don't rem	2%	4%	e	1%	1%	4%	g	1%	1%	4%	I	3%	2%	2%	2%	3%	2%	3%	2%	3%

\* Table Ba: US RESPONDENTS

I saw an advertisement about the upcoming winter holiday season from a brand or retailer.

		Household Income					Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=323	N=673	N=239	N=239	N=481	N=515	N=640	N=109	N=150
Total (Unw N=996)	N=504	N=163	N=124	N=148	N=368	N=307	N=338	N=236	N=472	N=524	N=261	N=735	N=240	N=756	N=662	N=437	N=559	N=738	N=107	N=74
Yes	51%	44%	52%	48%	59%	41%	52%	F	J	49%	59%	L	46%	52%	N	45%	50%	53%	55%	63%
No	43%	46%	e	43%	36%	52%	41%	40%	39%	49%	34%	48%	K	41%	49%	M	44%	43%	43%	37%
I don't rem	6%	10%	e	5%	2%	4%	8%	GH	7%	8%	3%	7%	6%	6%	6%	6%	6%	6%	5%	9%

\* Table Ba: US RESPONDENTS

I visited a store that had winter holiday decorations on display (i.e., available for sale or used as decorations).

		Household Income					Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=323	N=673	N=239	N=239	N=481	N=515	N=640	N=109	N=150
Total (Unw N=996)	N=504	N=163	N=124	N=148	N=368	N=307	N=338	N=236	N=472	N=524	N=261	N=735	N=240	N=756	N=662	N=437	N=559	N=738	N=107	N=74
Yes	59%	52%	59%	59%	68%	B	51%	64%	F	57%	66%	J	49%	59%	60%	63%	f	55%	59%	58%
No	35%	42%	E	35%	33%	29%	41%	G	30%	42%	41%	I	45%	42%	K	23%	33%	38%	37%	20%
I don't rem	6%	7%	6%	8%	e	3%	8%	H	2%	7%	4%	8%	I	4%	7%	5%	7%	5%	6%	7%

\* Table Ba: US RESPONDENTS

I made plans (e.g., booked travel, coordinated family gatherings) for the upcoming winter holiday season.

		Household Income					Education		Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=323	N=673	N=239	N=239	N=481	N=515	N=640	N=109	N=150
Total (Unw N=996)	N=504	N=163	N=124	N=148	N=368	N=307	N=338	N=236	N=472	N=524	N=261	N=735	N=240	N=756	N=662	N=437	N=559	N=738	N=107	N=74
Yes	31%	20%	30%	B	32%	B	41%	Bc	24%	22%	23%	IG	39%	J						

Yes	69%	56%	70%	B	67%	b	83%	BCD	61%	71%	f	72%	f	79%	J	55%	81%	L	63%	83%	N	62%	70%	67%	73%	R	64%	67%	68%	84%	St
No	31%	44%	CDe	30%	E	33%	E	17%	39%	gh	29%	28%	21%	45%	I	19%	19%	0%	37%	K	17%	38%	30%	27%	36%	Q	33%	U	32%	u	16%
Not at all	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

\* Table B: US RESPONDENTS

I have started or plan to start shopping for winter holiday gifts (i.e., gifts for Christmas, Hanukkah, or another winter holiday) this year.

	Total (A)	Household Income					Education				Employed	Yes (K)	Children in HH	Yes (M)	No (N)	Home Ownership		Married (Q)	Marital Status		Race/Ethnicity								
		Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)						Yes (M)	No (N)		Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)				
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=650	N=323	N=673	N=227	N=239	N=481	N=515	N=640	N=109	N=150								
Total (Unw)	N=996	N=504	N=163	N=124	N=148	N=307	N=338	N=236	N=472	N=261	N=261	N=735	N=240	N=756	N=227	N=239	N=437	N=559	N=738	N=107	N=150								
Yes	62%	51%	59%	58%	51%	76%	BCD	56%	62%	68%	f	69%	J	51%	76%	72%	N	56%	61%	65%	67%	R	56%	61%	61%	70%	70%	24%	
No	35%	43%	E	39%	E	42%	E	23%	39%	35%	30%	28%	46%	I	25%	41%	K	23%	41%	M	37%	30%	31%	39%	q	37%	u	37%	2%
Not at all	3%	6%	DE	3%	0%	1%	0%	1%	4%	3%	2%	3%	3%	4%	3%	3%	2%	5%	0	5%	0	2%	5%	Q	3%	Q	2%	3%	6%

\* Table B: US RESPONDENTS

Q51Q3: Compared to when you started shopping for winter holiday gifts last year, did you start or do you plan to start shopping for winter holiday gifts earlier, later, or around the same time this year?

	Total (A)	Household Income					Education				Employed	Yes (K)	Children in HH	Yes (M)	No (N)	Home Ownership		Married (Q)	Marital Status		Race/Ethnicity								
		Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)						Yes (M)	No (N)		Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)				
Total	N=510	N=104	N=70	N=63	N=251	N=121	N=185	N=129	N=352	N=159	N=224	N=296	N=302	N=377	N=125	N=281	N=229	N=322	N=53	N=97									
Total (Unw)	N=433	N=183	N=83	N=59	N=94	N=120	N=151	N=111	N=248	N=185	N=149	N=284	N=142	N=291	N=302	N=123	N=215	N=218	N=324	N=39	N=40								
Earlier	36%	37%	34%	39%	40%	39%	36%	33%	40%	39%	36%	35%	41%	34%	39%	39%	29%	38%	34%	64%	SU	33%	48%	48%	19%	1%	0%	0%	
Around the	52%	53%	55%	63%	47%	53%	55%	49%	49%	60%	I	46%	56%	42%	59%	M	51%	55%	57%	r	46%	56%	t	34%	48%	48%	19%	1%	0%
Later	10%	8%	8%	12%	11%	14%	7%	8%	12%	8%	14%	7%	8%	n	8%	11%	8%	13%	9%	1%	10%	13%	9%	1%	10%	13%	1%	0%	0%
Not at all	1%	1%	0%	0%	0%	2%	1%	0%	4%	1%	2%	0%	3%	0%	0%	0%	4%	0	0%	2%	1%	0%	2%	1%	0%	0%	0%	0%	0%

\* Table B: SHOPPED FOR WINTER HOLIDAY GIFTS LAST YEAR AND WILL AGAIN THIS YEAR

Q51Q4: Which of the following are reasons why you started or plan to start shopping for winter holiday gifts earlier this year compared to last year? Please select all that apply.

	Total (A)	Household Income					Education				Employed	Yes (K)	Children in HH	Yes (M)	No (N)	Home Ownership		Married (Q)	Marital Status		Race/Ethnicity								
		Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)						Yes (M)	No (N)		Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)				
Total	N=185	N=39	N=27	N=16	N=100	N=47	N=66	N=45	N=136	N=49	N=80	N=105	N=85	N=101	N=147	N=37	N=97	N=88	N=109	N=34	N=32								
Total (Unw)	N=160	N=69	N=30	N=20	N=86	N=41	N=55	N=54	N=106	N=67	N=54	N=106	N=85	N=101	N=114	N=47	N=75	N=88	N=117	N=21	N=14								
I think over	64%	68%	60%	72%	63%	54%	64%	69%	62%	69%	57%	70%	56%	70%	61%	75%	70%	58%	67%	42%	87%								
I'm worried	47%	47%	65%	62%	51%	27%	68%	61%	57%	60%	48%	64%	60%	60%	65%	60%	47%	60%	26%	83%	T								
I want to go	45%	47%	51%	74%	39%	51%	56%	42%	49%	34%	35%	52%	38%	50%	38%	72%	O	30%	61%	Q	42%	41%	57%	55%	50%	46%	48%	73%	T
I think mor	41%	43%	31%	37%	43%	43%	35%	46%	43%	36%	42%	36%	46%	38%	36%	40%	40%	41%	32%	51%	60%								
I'm excited	39%	45%	43%	34%	41%	38%	54%	41%	39%	44%	31%	35%	44%	35%	37%	68%	O	28%	52%	Q	39%	43%	40%	36%	49%	39%	46%	48%	36%
Brands are	37%	32%	30%	60%	37%	37%	28%	47%	26%	31%	41%	36%	33%	37%	33%	51%	36%	38%	32%	44%	39%								
I know who	34%	35%	29%	45%	34%	33%	39%	37%	26%	41%	25%	42%	33%	36%	33%	29%	32%	33%	36%	25%	27%								
I started at	24%	21%	32%	41%	21%	32%	26%	22%	30%	J	8%	35%	I	16%	39%	N	11%	19%	45%	O	18%	31%	17%	42%	s	27%	42%	2%	0%
Other	1%	1%	1%	4%	0%	0%	1%	2%	1%	0%	1%	0%	1%	0%	1%	4%	0%	2%	0%	0%	0%								
Count	3.87	3.98	4.06	5.30	3.58	3.50	4.25	4.10	4.02	3.45	3.68	4.02	3.74	3.98	3.54	5.19	3.62	4.16	3.63	3.56	5.10								

\* Table B: SHOPPING FOR WINTER HOLIDAY GIFTS EARLIER THIS YEAR

Q51Q5: How much do you agree or disagree with each of the following statements?

Winter holiday marketing (e.g., in-store displays, advertisements) shouldn't start before Thanksgiving.

	Total (A)	Household Income					Education				Employed	Yes (K)	Children in HH	Yes (M)	No (N)	Home Ownership		Married (Q)	Marital Status		Race/Ethnicity								
		Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)						Yes (M)	No (N)		Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)				
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=650	N=323	N=673	N=227	N=239	N=481	N=515	N=640	N=109	N=150								
Total (Unw)	N=996	N=504	N=163	N=124	N=148	N=307	N=338	N=236	N=472	N=261	N=261	N=735	N=240	N=756	N=227	N=239	N=437	N=559	N=738	N=107	N=150								
NET: AGREE	68%	65%	70%	70%	72%	64%	54%	71%	F	73%	F	64%	71%	69%	71%	64%	75%	R	62%	73%	T	54%	68%	68%	74%	47%	35%	47%	35%
Strongly	36%	31%	32%	29%	46%	BCD	37%	32%	37%	35%	32%	36%	37%	33%	37%	35%	43%	R	29%	37%	30%	43%	37%	30%	41%	27%	24%	21%	24%
Some	32%	34%	39%	42%	27%	29%	34%	36%	31%	32%	33%	33%	33%	32%	34%	29%	32%	33%	36%	25%	27%								
NET: DISAGREE	32%	35%	30%	30%	28%	46%	29%	31%	30%	30%	30%	30%	30%	27%	29%	29%	27%	32%	Q	28%	S	23%	23%	23%	23%	23%	23%	23%	23%
Strongly	11%	12%	19%	19%	18%	30%	GH	18%	17%	20%	21%	22%	20%	22%	19%	23%	17%	23%	Q	17%	31%	Su	16%	16%	16%	16%	16%	16%	16%
Some	20%	23%	19%	19%	18%	30%	GH	18%	17%	20%	21%	22%	20%	22%	19%	23%	17%	23%	Q	17%	31%	Su	16%	16%	16%	16%	16%	16%	16%
Strongly	11%	12%	19%	19%	18%	30%	GH	18%	17%	20%	21%	22%	20%	22%	19%	23%	17%	23%	Q	17%	31%	Su	16%	16%	16%	16%	16%	16%	16%

\* Table B: US RESPONDENTS

The current COVID-19 situation is causing shipping issues (e.g., delays, missing packages).

	Total (A)	Household Income					Education				Employed	Yes (K)	Children in HH	Yes (M)	No (N)	Home Ownership		Married (Q)	Marital Status		Race/Ethnicity								
		Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)						Yes (M)	No (N)		Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)				
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=650	N=323	N=673	N=227	N=239	N=481	N=515	N=640	N=109	N=150								
Total (Unw)	N=996	N=504	N=163	N=124	N=148	N=307	N=338	N=236	N=472	N=261	N=261	N=735	N=240	N=756	N=227	N=239	N=437	N=559	N=738	N=107	N=150								
NET: AGREE	81%	78%	82%	84%	85%	75%	83%	80%	82%	80%	80%	82%	79%	82%	81%	84%	86%	76%	83%	74%	76%								
Strongly	39%	36%	39%	32%	46%	32%	39%	43%	44%	32%	43%	37%	44%	38%	44%	44%	44%	34%	39%	35%	47%								
Some	42%	42%	43%	52%	e	39%	43%	37%	43%	48%	k	35%	45%	m	43%	40%	42%	42%	44%	U	39%	26%	24%	24%	24%	24%	24%	24%	
NET: DISAGREE	19%	22%	18%	16%	15%	25%	g	17%	20%	20%	20%	18%	21%	18%	19%	16%	14%	24%	Q	17%	26%	24%	24%	24%	24%	24%	24%	24%	
Strongly	8%	4%	9%	5%	11%	10%	17%	12%	12%	11%	12%	10%	12%	11%	12%	12%	7%	15%	Q	10%	20%	S	12%	12%	12%	12%	12%	12%	12%

\* Table B: US RESPONDENTS

The current COVID-19 situation is making it difficult for me to find some products.

	Total (A)	Household Income					Education				Employed	Yes (K)	Children in HH	Yes (M)	No (N)	Home Ownership		Married (Q)	Marital Status		Race/Ethnicity								
		Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)						Yes (M)	No (N)		Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)				
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=650	N=323	N=673	N=227	N=239	N=481	N=515	N=640	N=109	N=150								
Total (Unw)	N=996	N=504	N=163	N=124	N=148	N=307	N=338	N=236	N=472	N=261	N=261	N=735	N=240	N=756	N=227	N=239	N=437	N=559	N=738	N=107	N=150								
NET: AGREE	66%	68%	67%	65%	68%	60%	64%	73%	F	73%	J	57%	72%	L	63%	74%	N	62%	66%	68%	68%	65%	67%	56%	57%	77%	77%	77%	77%
Strongly	26%	24%	22%	21%	28%	33%	25%	30%	33%	25%	34%	L	22%	21%	N	22%	23%	25%	25%	27%	20%	27%	20%	25%	25%	27%	20%	20%	20%
Some	40%	44%	43%	43%	37%	35%	37%	51%	FG	42%	38%	37%	39%	41%	40%														

\* Table B: US RESPONDENTS

Overall, major brands and retailers have more to offer their customers than small businesses do.

	Household Income					HS or Less (F)	Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)		Some College (G)	College Grad+ (H)	Yes (I)				No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=650	N=323	N=673	N=727	N=239	N=481	N=515	N=640	N=109	N=150
Total (Unw N=996)	N=504	N=163	N=124	N=148	N=307	N=371	N=338	N=236	N=472	N=524	N=261	N=735	N=240	N=756	N=662	N=295	N=437	N=559	N=738	N=107	N=74
NET: AGRE 62%	66%	e	71%	E	63%	56%	61%	59%	64%	58%	63%	61%	65%	60%	62%	65%	67%	R	56%	59%	57%
Strongly 20%	16%		17%	17%	26%	13%	18%	19%	27%	10%	26%	16%	28%	19%	22%	22%	25%	R	15%	14%	24%
Some 42%	50%	E	54%	E	46%	30%	47%	42%	30%	37%	48%	38%	44%	42%	43%	42%	42%	42%	45%	u	33%
NET: DISAI 38%	34%		29%	37%	44%	39%	40%	41%	36%	42%	37%	39%	35%	40%	38%	35%	33%	44%	Q	41%	u
Some 29%	25%		22%	23%	35%	29%	33%	32%	29%	25%	31%	29%	25%	31%	28%	28%	26%	32%	u	32%	u
Strongly 9%	9%		7%	14%	9%	11%	11%	8%	7%	12%	11%	10%	9%	9%	8%	7%	12%	q	9%	8%	7%

\* Table B: US RESPONDENTS

I'm willing to pay more for a product or service if it comes from a small business.

	Household Income					HS or Less (F)	Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)		Some College (G)	College Grad+ (H)	Yes (I)				No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=650	N=323	N=673	N=727	N=239	N=481	N=515	N=640	N=109	N=150
Total (Unw N=996)	N=504	N=163	N=124	N=148	N=307	N=371	N=338	N=236	N=472	N=524	N=261	N=735	N=240	N=756	N=662	N=295	N=437	N=559	N=738	N=107	N=74
NET: AGRE 55%	53%		54%	56%	61%	47%	61%	52%	60%	J	48%	61%	52%	60%	60%	60%	54%	56%	54%	52%	66%
Strongly 8%	15%	c	9%	9%	29%	12%	18%	16%	23%	J	9%	26%	13%	13%	19%	14%	19%	16%	15%	21%	26%
Some 37%	38%		46%	E	48%	E	32%	35%	39%		43%	37%	37%	39%	35%	46%	O	40%	39%	32%	40%
NET: DISAI 45%	47%		46%	44%	39%	47%	53%	G	39%	40%	48%	40%	52%	I	39%	48%	k	39%	48%	m	45%
Some 32%	33%		30%	34%	29%	36%	28%	37%	28%	38%	I	29%	34%	29%	34%	26%	33%	32%	33%	u	35%
Strongly 13%	14%		16%	9%	10%	17%	11%	11%	12%	12%	10%	10%	14%	13%	14%	14%	14%	12%	12%	13%	13%

\* Table B: US RESPONDENTS

In general, I expect to experience more issues (e.g., inventory shortages, shipping delays) when I shop at a small business than when I shop at a major brand or retailer.

	Household Income					HS or Less (F)	Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)		Some College (G)	College Grad+ (H)	Yes (I)				No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=996	N=286	N=160	N=123	N=368	N=271	N=365	N=222	N=577	N=419	N=346	N=650	N=323	N=673	N=727	N=239	N=481	N=515	N=640	N=109	N=150
Total (Unw N=996)	N=504	N=163	N=124	N=148	N=307	N=371	N=338	N=236	N=472	N=524	N=261	N=735	N=240	N=756	N=662	N=295	N=437	N=559	N=738	N=107	N=74
NET: AGRE 60%	55%		70%	B	64%	55%	54%	70%	FG	64%	I	56%	63%	58%	60%	64%	63%	57%	60%	52%	68%
Strongly 19%	18%	c	11%	15%	27%	Bcd	16%	21%	24%	J	13%	24%	17%	18%	26%	O	21%	18%	17%	17%	36%
Some 41%	37%		59%	BE	49%	bE	34%	39%	49%		38%	42%	39%	43%	38%		42%	39%	42%	35%	32%
NET: DISAI 40%	45%	C	30%	36%	39%	45%	H	46%	H	30%	36%	44%	I	37%	41%	42%	37%	43%	40%	48%	
Some 30%	34%	C	23%	28%	32%	30%	h	38%	H	21%	29%	32%	28%	29%	31%	29%	31%	31%	32%	31%	
Strongly 9%	11%		7%	8%	7%	15%	G	7%	8%	8%	12%	9%	10%	10%	6%	7%	11%	9%	16%	s	9%

\* Table B: US RESPONDENTS

101521 - HOD FLASH (24 HOUR)

QS1Q1: Have you experienced any of the following situations in the last 2 months?

I struggled to find an item that I was shopping for (e.g., limited availability, in-stock at certain retailers or locations).

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw)</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
Yes	50%	F	56%	F	61%	AEF	52%	F	44%	F	27%	
No	46%	C	34%		36%		47%	c	51%	BC	73%	ABCDE
I don't rem	4%		10%	ACDF	3%		1%		5%	d	0%	

\* Table Bas US RESPONDENTS

I paid extra for an out-of-stock/low stock item (i.e., price gouging).

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw)</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
Yes	24%	EF	35%	DEF	41%	ADEF	19%	F	15%	F	2%	
No	72%	BC	54%		56%		77%	BC	82%	ABC	96%	ABCDE
I don't rem	4%		10%	acef	3%		4%		4%		2%	

\* Table Bas US RESPONDENTS

I was unable to buy an item that I was shopping for because it was out-of-stock.

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw)</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
Yes	58%	F	67%	eF	69%	AeF	57%	F	51%		41%	
No	38%	C	29%		28%		40%	C	43%	C	59%	ABCDe
I don't rem	3%		4%		3%		2%		5%		0%	

\* Table Bas US RESPONDENTS

An order I placed was adjusted (e.g., canceled, item removed or substituted) because a product was unavailable.

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw)</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
Yes	37%	EF	50%	dEF	56%	ADEF	33%	F	26%		18%	
No	58%	bC	43%		41%		61%	bC	70%	ABCd	79%	ABCD
I don't rem	5%		7%		4%		6%		4%		3%	

\* Table Bas US RESPONDENTS

**A package I ordered/shipped was delayed (i.e., delivered after its expected delivery date).**

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw)</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
Yes	54%	EF	74%	ADEF	66%	ADEF	52%	f	43%		36%	
No	43%	BC	20%		30%		47%	BC	55%	ABC	61%	ABCd
I don't rem	3%		6%		3%		1%		3%		3%	

\* Table Bas US RESPONDENTS

**A package I ordered/shipped was lost during transit.**

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw)</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
Yes	28%	EF	37%	EF	39%	ADEF	28%	EF	18%		11%	
No	70%	bC	57%		57%		70%	C	81%	ABCD	89%	ABCD
I don't rem	2%	e	6%	E	4%	E	2%		0%		1%	

\* Table Bas US RESPONDENTS

**I saw an advertisement about the upcoming winter holiday season from a brand or retailer.**

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw)</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
Yes	51%	ef	56%	f	67%	ADEF	46%		42%		37%	
No	43%	C	38%		28%		47%	C	51%	AC	57%	abC
I don't rem	6%		6%		6%		7%		6%		6%	

\* Table Bas US RESPONDENTS

**I visited a store that had winter holiday decorations on display (i.e., available for sale or used as decorations).**

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw)</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
Yes	59%	F	66%	F	69%	AdEF	58%	F	53%	F	36%	
No	35%	bC	21%		25%		36%	bc	42%	BC	60%	ABCDE
I don't rem	6%		13%	ae	5%		5%		5%		4%	

\* Table Bas US RESPONDENTS



I made plans (e.g., booked travel, coordinated family gatherings) for the upcoming winter holiday season.

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
Yes	31%	EF	44%	aDEF	49%	ADEF	27%	Ef	17%		14%	
No	67%	BC	44%		47%		73%	BC	83%	ABCD	86%	ABCd
I don't rem	2%	E	12%	AcDEF	4%	DE	0%		0%		0%	

\* Table Bas US RESPONDENTS

QS1Q2: Are the following statements regarding winter holiday shopping true for you?

I shopped for winter holiday gifts (i.e., gifts for Christmas, Hannukah, or another winter holiday) last year.

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
Yes	69%	eF	78%	eF	78%	AEF	70%	F	61%		53%	
No	31%	C	22%		22%		30%		39%	abC	47%	ABCD
Not at all si	0%		0%		0%		0%		0%		0%	

\* Table Bas US RESPONDENTS

I have started or plan to start shopping for winter holiday gifts (i.e., gifts for Christmas, Hannukah, or another winter holiday) this year.

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
Yes	62%	F	59%	f	71%	aEF	67%	EF	55%	f	41%	
No	35%	C	31%		25%		32%		43%	aCD	59%	ABCDe
Not at all si	3%		10%	ADEF	4%		1%		2%		0%	

\* Table Bas US RESPONDENTS

QS1Q3: Compared to when you started shopping for winter holiday gifts last year, did you start or do you plan to start shopping for winter holiday gifts earlier, later, or around the same time this year?

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=510		N=49 *		N=162		N=143		N=133		N=24 **	
<b>Total (Unw</b>	N=433		N=33 *		N=126		N=110		N=141		N=23 **	
Earlier	36%		43%		41%		36%		30%		29%	
Around the	52%		42%		50%		48%		60%		69%	

Later	10%	15%	9%	16%	e	6%	2%
Not at all si	1%	0%	0%	0%		4%	0%

\* Table Bas SHOPPED FOR WINTER HOLIDAY GIFTS LAST YEAR AND WILL AGAIN THIS YEAR

QS1Q4: Which of the following are reasons why you started or plan to start shopping for winter holiday gifts earlier this year compared to last year? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=185	N=21 **	N=66 *	N=51 *	N=40 *	N=7 **
<b>Total (Unw</b>	N=160	N=14 **	N=49 *	N=39 *	N=51 *	N=7 **
I think over 64%	b	24%	63% b	54%	95% ABCD	89% B
I'm worried 56%		22%	47%	61%	79% ABC	82% b
I'm worried 47%		38%	38%	65% ce	38%	84% ce
I want to go 45%		62%	53%	35%	37%	29%
I think more 41%		44%	49%	39%	31%	14%
I'm excited 39%		44%	61% aDE	23%	22%	26%
Brands and 37%		16%	45%	25%	46%	56%
I know what 34%		71% acD	29%	18%	40%	51%
I started shopping 24%		16%	45% ADEf	13%	10%	0%
Other	1%	0%	0%	2%	1%	0%
<b>Count</b>	3.87	3.38	4.30	3.36	3.99	4.33

\* Table Bas SHOPPING FOR WINTER HOLIDAY GIFTS EARLIER THIS YEAR

QS1Q5: How much do you agree or disagree with each of the following statements?

Winter holiday marketing (e.g., in-store displays, advertisements) shouldn't start before Thanksgiving.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=996	N=101	N=260	N=254	N=303	N=77 *
<b>Total (Unw</b>	N=996	N=72 *	N=238	N=223	N=373	N=88 *
<b>NET: AGREE</b>	68% B	53%	67%	70% B	71% B	79% B
Strongly	36%	23%	36%	36%	39% b	41% b
Somewhat:	32%	30%	30%	34%	32%	38%
<b>NET: DISAGREE</b>	32%	47% ADEF	33%	30%	29%	21%
Somewhat:	20%	33% acdE	19%	20%	18%	18%
Strongly	11% f	14% f	14% F	10%	11% f	3%

\* Table Bas US RESPONDENTS

The current COVID-19 situation is causing shipping issues (e.g., delays, missing packages).

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw)</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
<b>NET: AGRE</b>	81%	B	66%		80%	b	84%	B	83%	B	83%	b
Strongly	39%	b	24%		44%	Bf	41%	b	40%	b	30%	
Somewh:	42%		42%		36%		43%		43%		53%	C
<b>NET: DISAC</b>	19%		34%	AcDef	20%		16%		17%		17%	
Somewh:	11%		16%		12%		12%		8%		13%	
Strongly	8%		18%	AcDeF	8%		5%		8%		4%	

\* Table Bas US RESPONDENTS

The current COVID-19 situation is making it difficult for me to find some products.

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw)</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
<b>NET: AGRE</b>	66%	F	67%	F	74%	aeF	67%	F	64%	F	46%	
Strongly	26%	F	36%	F	31%	F	23%	F	25%	F	6%	
Somewh:	40%		31%		43%		44%		39%		39%	
<b>NET: DISAC</b>	34%	c	33%		26%		33%		36%	c	54%	ABCDE
Somewh:	22%	c	16%		15%		23%		26%	C	40%	ABCDE
Strongly	12%		17%		11%		11%		11%		14%	

\* Table Bas US RESPONDENTS

A brand or retailer's operational issues (e.g., inventory shortages, shipping delays) shouldn't impact its customers' shopping experience.

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *	
<b>Total (Unw)</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *	
<b>NET: AGRE</b>	62%		60%		73%	ADEF	61%		57%		51%	
Strongly	21%	F	22%	F	28%	EF	24%	F	18%	f	7%	
Somewh:	40%		37%		45%		37%		39%		44%	
<b>NET: DISAC</b>	38%	C	40%		27%		39%	C	43%	C	49%	C
Somewh:	27%		28%		21%		29%		30%	c	34%	c
Strongly	11%		12%		6%		11%		13%	c	15%	c

\* Table Bas US RESPONDENTS

Overall, major brands and retailers have more to offer their customers than small businesses do.

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)
<b>Total</b>	N=996		N=101		N=260		N=254		N=303		N=77 *
<b>Total (Unw)</b>	N=996		N=72 *		N=238		N=223		N=373		N=88 *

<b>NET: AGRE</b> 62%		57%		63%		62%		63%		58%
Strongly 20%	<b>F</b>	18%	<b>f</b>	29%	<b>AEF</b>	21%	<b>F</b>	16%	<b>f</b>	5%
Somewh: 42%	<b>c</b>	39%		34%		42%		47%	<b>C</b>	52%
<b>NET: DISAC</b> 38%		43%		37%		38%		37%		42%
Somewh: 29%		28%		32%		25%		28%		37%
Strongly 9%		16%	<b>Cf</b>	6%		12%	<b>c</b>	9%		5%

\* Table Bas US RESPONDENTS

**I'm willing to pay more for a product or service if it comes from a small business.**

	<b>Total (A)</b>	<b>Gen Z 18-24 (B)</b>	<b>Millennials 25-40 (C)</b>	<b>Gen X 41-56 (D)</b>	<b>Boomers 57-75 (E)</b>	<b>Silent 76-93 (F)</b>
<b>Total</b>	N=996	N=101	N=260	N=254	N=303	N=77 *
<b>Total (Unw)</b>	N=996	N=72 *	N=238	N=223	N=373	N=88 *
<b>NET: AGRE</b> 55%	<b>E</b>	56%	68%	<b>ADEF</b>	55%	46%
Strongly 18%	<b>EF</b>	28%	31%	<b>ADEF</b>	16%	8%
Somewh: 37%		28%	38%		39%	37%
<b>NET: DISAC</b> 45%	<b>C</b>	44%	32%	45%	<b>C</b>	54%
Somewh: 32%	<b>C</b>	33%	23%	31%	38%	44%
Strongly 13%		11%	9%	14%	16%	10%

\* Table Bas US RESPONDENTS

**In general, I expect to experience more issues (e.g., inventory shortages, shipping delays) when I shop at a small business than when I shop with a major brand or retailer.**

	<b>Total (A)</b>	<b>Gen Z 18-24 (B)</b>	<b>Millennials 25-40 (C)</b>	<b>Gen X 41-56 (D)</b>	<b>Boomers 57-75 (E)</b>	<b>Silent 76-93 (F)</b>
<b>Total</b>	N=996	N=101	N=260	N=254	N=303	N=77 *
<b>Total (Unw)</b>	N=996	N=72 *	N=238	N=223	N=373	N=88 *
<b>NET: AGRE</b> 60%		58%	61%	61%	59%	63%
Strongly 19%	<b>F</b>	30%	26%	14%	18%	7%
Somewh: 41%		28%	34%	48%	41%	56%
<b>NET: DISAC</b> 40%		42%	39%	39%	41%	37%
Somewh: 30%		25%	31%	30%	30%	35%
Strongly 9%	<b>f</b>	18%	9%	8%	10%	2%

\* Table Bas US RESPONDENTS