



Survey questions



While reviewing the survey questions document, please keep the following notes in mind:

- The questions reflect the already approved story angle and sample copy; revisions to the story angle and/or sample copy will need to be vetted by the We are Talker editorial account manager for news credibility before the survey questions are modified
- This draft of the survey questions is considered the strongest version possible, based on the shared information between the client and We are Talker
 - Any significant changes will need to be approved by the Talker editors to ensure we still have a strong, newsworthy story that complies with market research standards and best practices
- Once approved, our market research division, [Talker Research](#), will review the survey
 - Their team members are members of the Market Research Society ([MRS](#)) and the European Society for Opinion and Marketing Research ([ESOMAR](#)); they will ensure the questions are written in a way that is fair, unbiased and not leading
 - This includes adding routing, N/A options, etc. as they deem necessary to ensure respondents are best able to answer the survey
- Talker Research's changes will be shared with the client for a final review, but client edits that go against market research standards will not be allowed; the survey must adhere to the MRS code of conduct to be sent to our panel of respondents
- If a specific, niche sample is needed for the survey, screener questions will be added to the top of the document — these do not add to the question total and are not editable; they are added to ensure we target the right group of respondents



WHAT TO GIFT?

Sample: 2,000 Americans who shop online

Splits: Q6, age, gender and region

Demographic questions:

D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

Male
Female
Non-Binary
Other
Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male
If D1=2, QSEX=Female

D2. What is your age?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2007 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2007, QAGE=Generation Z
IF D2a=1981-1996, QAGE=Millennials
IF D2a=1965-1980, QAGE=Generation X
IF D2a=1946-1964, QAGE=Baby Boomers
IF D2a=1926-1945, QAGE=Silent Generation

D3. Which state do you live in?



[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

Screener Questions:

SQ1. How often do you shop online? [select one]

- At least once a week
- A couple times a month
- Once a month
- Once every few months
- Rarely **[TERMINATE]**
- Never **[TERMINATE]**

Survey Questions:

1. When, if at all, did you start thinking about... [Select one grid]

GRID:

- a. The upcoming holiday season?
- b. Your holiday wish-list?

GRID BY:

- i. Early-mid October
- ii. September
- iii. August
- iv. July
- v. June
- vi. Before June
- vii. I have not started thinking about this/yet

2. Thinking about your gifting preferences, do you prefer to gift others... [Select one]

- a. Something more practical/useful
- b. Something more fun but less practical
- c. Not sure/No preference



3. Thinking about your gifting preferences, do you prefer to gift others... [Select one]

- a. Something that I know is good/have tested it out myself
- b. Something that I think is good, even if I haven't tried it
- c. Something based on reviews, hype or recommendations, even if I haven't tried it
- d. Something that my gut tells me to purchase for them
- e. Something unexpected/untested for the surprise factor
- f. Not sure/No preference

4. Thinking about your gifting preferences, do you prefer... [Select one]

- a. That others tell me what they want ahead of the holiday season
- b. That I surprise others with a gift that I think they'd like
- c. Not sure/No preference

5. To what extent do you agree or disagree with the following statements? [Select one grid]

GRID:

- a. "I am the best gift-giver I know."
- b. "I feel more pressure than ever to give the perfect holiday gift."

GRID BY:

- i. Strongly agree
- ii. Somewhat agree
- iii. Neither agree nor disagree
- iv. Somewhat disagree
- v. Strongly disagree

6. [SPLIT] Thinking about your preferences for receiving a gift, do you prefer... [Select one]

- a. To tell others what I want ahead of the holiday season
- b. That others surprise me with a gift that they think I'd like
- c. Not sure/No preference

7. What is the No. 1 thing you want for the holidays this year?

- a. [Free text]
- b. Nothing in particular / Not sure

8. What is the minimum amount of time someone should put into thinking about a gift to support the idea that "it's the thought that counts?" [Select one]

- a. Less than 10 minutes
- b. 10-30 minutes
- c. 31-60 minutes
- d. 1-2 hours



- e. 3-5 hours
- f. 6-10 hours
- g. 11+ hours
- h. No amount of time would make me think that “it’s the thought that counts”

9. To what extent do you agree or disagree with the following statement? “In the context of today’s economy, I’d appreciate a practical gift this year more than ever.” [Select one]

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

10. In your opinion, what kinds of gifts are “off-limits”/shouldn’t be gifted to others during the holiday season? [Select up to three] [RANDOMIZE](#), [ANCHOR LAST 1](#)

- a. Household items/cleaning supplies
- b. Home decor
- c. Hygiene items
- d. Skincare
- e. Weight loss/fitness products
- f. Self-help items/books
- g. Intimate clothing
- h. Grooming tools
- i. Gift cards
- j. “Gag” gifts/prank items
- k. Cookware/utensils
- l. Generic gift baskets
- m. Puzzles/board games
- n. Overly expensive/inexpensive items
- o. Smart home technology
- p. None of the above/No items in particular [\[Exclusive\]](#)

11. In your opinion, how much money should you spend on a holiday gift for the following people? [slider grid]

GRID:

- a. Parent**
- b. Partner**

GRID BY:

- i. [SLIDER SCALE 0-500] [increments of 1] [left label: \$0 ; right label: \$500+]



12. In your opinion, how much money should you spend on a holiday gift for the following people? [slider grid]

GRID:

- a. Sibling**
- b. Friend**
- c. Co-worker**

GRID BY:

- i. [SLIDER SCALE 0 - 200] [increments of 1] [Left label: \$0 ; right label: \$200+]

13. In your opinion, who is the hardest person in your life to shop for? [Select one]

- a. Mom
- b. Dad
- c. Brother
- d. Sister
- e. Partner
- f. Best friend
- g. Friend/acquaintance
- h. Co-worker
- i. Child(ren) / Grandchild(ren)
- j. Nieces / Nephews
- k. Other (please specify)

14. In what ways, if any, are you trying to maximize your holiday budget? [Select all that apply] [RANDOMIZE](#), [ANCHOR LAST 2](#)

- a. Utilizing coupons
- b. Searching for low prices
- c. Trying to get items in multiples/bundles
- d. Waiting for certain items to go on sale
- e. Setting a hard spending limit
- f. Sticking to a list of people to shop for/items to purchase
- g. Shopping earlier
- h. Shopping closer to the holidays
- i. Utilizing rewards points/cash-back offers
- j. Purchasing off brand items
- k. Making DIY/handmade gifts
- l. Splitting costs with family/friends
- m. Other (please specify)
- n. No way in particular/I am not trying to maximize my holiday budget [[Exclusive](#)]

15. How long would you spend... [Select one grid]

GRID:



- a. **Scrolling to find an idea for the perfect gift for someone?**
- b. **Searching for the best price on an item you considered the perfect gift for someone?**

GRID BY:

- i. 5 minutes or less
- ii. 6-10 minutes
- iii. 11-20 minutes
- iv. 21-30 minutes
- v. 31-45 minutes
- vi. 46-60 minutes
- vii. More than 1 hour

- 16. Thinking about your plans to shop for this holiday season, how likely or unlikely are you to... [Select one grid]**

GRID:

- a. **Step outside of a set per-person budget?**
- b. **Split the cost of a gift with someone else (e.g., a sibling, friend, etc.)?**
- c. **Postpone gift shopping due to not knowing what to get?**

GRID BY:

- i. Very likely
- ii. Somewhat likely
- iii. Neither likely nor unlikely
- iv. Somewhat unlikely
- v. Very unlikely

- 17. Do you have at least one sibling? [Select one]**

- a. Yes
- b. No

- 18. [SHOW IF Q17 = A] To the best of your knowledge, will you and your sibling(s) go “halfsies” on a gift for another family member this holiday season (e.g., another sibling, parents, etc.)? [Select one]**

- a. Yes
- b. No
- c. Not sure

- 19. [SHOW If Q18 = A] Please describe the gift/how you will decide on the gift that you and your sibling will be going “halfsies” on for another family member.**

- a. [Free text]
- b. Not sure yet



20. To what extent do you agree or disagree with the following statement? “Getting a good deal on something means more to me during the holiday season than other times of the year.” [Select one]

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

21. Does it feel better to get a good deal on something for yourself or something you’re gifting to someone else? [Select one]

- a. Something for myself
- b. Something I’m gifting to someone else
- c. Not sure/Both equally

22. In your opinion, what makes a gift most “worth” the price? [Select up to three]

RANDOMIZE, ANCHOR LAST 3

- a. Sentimental value
- b. Quality
- c. Desire
- d. Practicality/multi-use
- e. Long-term use
- f. Customization
- g. Surprise/shock value
- h. Rarity
- i. Brand reputation
- j. Style/trendiness
- k. Creativity/uniqueness
- l. Timelessness
- m. Locally made
- n. Other (please specify)
- o. Not sure [\[Exclusive\]](#)
- p. Nothing in particular [\[Exclusive\]](#)

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.



To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

23. We're looking to hear from people about their gifting habits. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.

I'm interested in participating

I'm not interested in participating

24. [SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.

Name:

Email: