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GIFTS PURCHASED FOR

TOTAL NUMBER OF GIFTS PURCHASED

MONTH IN WHICH GIFT BUYING BEGINS

DO YOU EXPECT TO BUY: A TELEVISION?

DO YOU EXPECT TO BUY: A DIGITAL CAMCORDER?

DO YOU EXPECT TO BUY: A DIGITAL CAMERA?

DO YOU EXPECT TO BUY: ANY TYPE OF DVD PLAYER OR RECORDER?

DO YOU EXPECT TO BUY: A DIGITAL VIDEO RECORDER, SUCH AS TIVO?

DO YOU EXPECT TO BUY: A MEDIA EXTENDER?

DO YOU EXPECT TO BUY A: TV WITH A SCREEN SMALLER THAN 40 INCHES?

DO YOU EXPECT TO BUY A: TV WITH A SCREEN 40 INCHES OR BIGGER?

DO YOU EXPECT TO BUY A: HIGH-DEFINITION TV?

DO YOU EXPECT TO BUY A: LCD FLAT PANEL TV?

DO YOU EXPECT TO BUY A: PLASMA FLAT PANEL TV?

DO YOU EXPECT TO BUY A: REAR-PROJECTION TV?

DO YOU EXPECT TO BUY A: COMBINATION TV/DVD PLAYER?

DO YOU EXPECT TO BUY A: STANDARD HOME DVD PLAYER?

DO YOU EXPECT TO BUY A: NEXT-GENERATION DVD PLAYER, THAT IS, A BLU-RAY DISC OR HD-DVD PLAYER?

DO YOU EXPECT TO BUY A: DVD RECORDER?

DO YOU EXPECT TO BUY A: PORTABLE DVD PLAYER?

AUDIO PRODUCTS EXPECTED TO PURCHASE: PORTABLE HEADSET CD OR CASSETTE PLAYER?

AUDIO PRODUCTS EXPECTED TO PURCHASE: PORTABLE XM OR SIRIUS SATELLITE RADIO PLAYER?

AUDIO PRODUCTS EXPECTED TO PURCHASE: AUDIO/VIDEO RECEIVER WITH SURROUND SOUND PROCESSOR?

AUDIO PRODUCTS EXPECTED TO PURCHASE: HOME THEATER SYSTEM BUNDLE, WHICH INCLUDES A DVD PLAYER, RECEIVER AND SPEAKERS?

AUDIO PRODUCTS EXPECTED TO PURCHASE: SHELF STEREO SYSTEM, ALSO CALLED MINI OR COMPACT STEREO SYSTEMS?

AUDIO PRODUCTS EXPECTED TO PURCHASE: TABLETOP OR CLOCK RADIO?

AUDIO PRODUCTS EXPECTED TO PURCHASE: PORTABLE MP3/DIGITAL AUDIO PLAYER?

AUDIO PRODUCTS EXPECTED TO PURCHASE: PORTABLE CD OR MP3 BOOM BOX?

AUDIO PRODUCTS EXPECTED TO PURCHASE: HOME THEATER SPEAKERS, NOT INCLUDED IN A WHOLE SYSTEM?

COMPUTER PRODUCTS EXPECTED TO PURCHASE: DESKTOP COMPUTER?

COMPUTER PRODUCTS EXPECTED TO PURCHASE: NOTEBOOK OR LAPTOP COMPUTER?

COMPUTER PRODUCTS EXPECTED TO PURCHASE: PRINTER?

COMPUTER PRODUCTS EXPECTED TO PURCHASE: SPEAKERS FOR A COMPUTER?

COMPUTER PRODUCTS EXPECTED TO PURCHASE: MASS STORAGE DEVICE, SUCH AS AN EXTERNAL HARD-DRIVE?

COMPUTER PRODUCTS EXPECTED TO PURCHASE: ANY TYPE OF NETWORK ROUTER OR HUB?

COMPUTER PRODUCTS EXPECTED TO PURCHASE: COMPUTER MONITOR?

COMPUTER PRODUCTS EXPECTED TO PURCHASE: ANY INTERNAL PC UPGRADE, SUCH AS MORE RAM OR A LARGER HARD-DRIVE?

COMPUTER PRODUCTS EXPECTED TO PURCHASE: A NEW VIDEO OR SOUND CARD?

COMPUTER PRODUCTS EXPECTED TO PURCHASE: ANY TYPE OF HOME AUTOMATION PRODUCT?

COMPUTER PRODUCTS EXPECTED TO PURCHASE: MEDIA SERVER?

VIDEO GAME/PORTABLE PRODUCTS EXPECTED TO PURCHASE: VIDEO GAME CONSOLE?

VIDEO GAME/PORTABLE PRODUCTS EXPECTED TO PURCHASE: PORTABLE GAME DEVICE?

VIDEO GAME/PORTABLE PRODUCTS EXPECTED TO PURCHASE: PORTABLE DIGITAL MEDIA PLAYER?

COMMUNICATION PRODUCTS EXPECTED TO PURCHASE: SMART PHONE?

COMMUNICATION PRODUCTS EXPECTED TO PURCHASE: CELLULAR PHONE THAT IS NOT A SMART PHONE?

COMMUNICATION PRODUCTS EXPECTED TO PURCHASE: CORDLESS PHONE?

COMMUNICATION PRODUCTS EXPECTED TO PURCHASE: ANSWERING MACHINE?

COMMUNICATION PRODUCTS EXPECTED TO PURCHASE: FAX MACHINE?

COMMUNICATION PRODUCTS EXPECTED TO PURCHASE: TWO-WAY RADIO, ALSO CALLED A FAMILY RADIO OR WALKIE TALKIES?

EXPECT TO PURCHASE A PHONE WITH GPS

AUTOMOBILE PRODUCTS EXPECTED TO PURCHASE: IN-DASH CD PLAYER?

AUTOMOBILE PRODUCTS EXPECTED TO PURCHASE: CAR SPEAKERS?

AUTOMOBILE PRODUCTS EXPECTED TO PURCHASE: IN-DASH NAVIGATION SYSTEM?

AUTOMOBILE PRODUCTS EXPECTED TO PURCHASE: CAR VIDEO ENTERTAINMENT SYSTEM?

AUTOMOBILE PRODUCTS EXPECTED TO PURCHASE: PORTABLE OR HAND-HELD GPS DEVICE?

AUTOMOBILE PRODUCTS EXPECTED TO PURCHASE: IN-DASH CAR STEREO WITH XM OR SIRIUS SATELLITE RADIO CAPABILITY?

ACCESSORIES EXPECTED TO PURCHASE: ADDITIONAL MEMORY CARD FOR A DIGITAL CAMERA?

ACCESSORIES EXPECTED TO PURCHASE: HEADPHONES / EARBUDS?

ACCESSORIES EXPECTED TO PURCHASE: DOCKING STATION FOR AN MP3 PLAYER THAT INCLUDES POWERED SPEAKERS?

ACCESSORIES EXPECTED TO PURCHASE: CELL PHONE BATTERY?

ACCESSORIES EXPECTED TO PURCHASE: CELL PHONE HANDS-FREE HEADSET?

ACCESSORIES EXPECTED TO PURCHASE: ANY TYPE OF VIDEO GAME PERIPHERAL?

ACCESSORIES EXPECTED TO PURCHASE: ANY TYPE OF COMPUTER PERIPHERAL, SUCH AS A KEYBOARD OR MOUSE?

ACCESSORIES EXPECTED TO PURCHASE: KIT TO CONNECT AN IPOD TO A CAR STEREO?

ACCESSORIES EXPECTED TO PURCHASE: UNIVERSAL REMOTE CONTROL?

ACCESSORIES EXPECTED TO PURCHASE: CARRYING CASE FOR ANY ELECTRONICS DEVICE?

ACCESSORIES EXPECTED TO PURCHASE: AUDIO / VIDEO CONNECTION CABLES?

GIFT CARDS EXPECTED TO PURCHASE

ONE ELECTRONICS PRODUCT WANTED AS A GIFT

WHEN SHOPPING FOR GIFTS DURING THE HOLIDAY SEASON, HOW LIKELY OR UNLIKELY ARE YOU TO VISIT A RETAILER THAT SELLS ELECTRONICS OR COMPUTER PRODUCTS SIMILAR TO THOSE I JUST MENTIONED, EVEN IF YOU DON'T PLAN TO BUY? ARE YOU...?

LIKELIHOOD OF BUYING A GIFT ONLINE

LIKELIHOOD OF BUYING A CE PRODUCT ONLINE

U.S. ECONOMY AS COMPARED TO LAST YEAR

AMOUNT SPENT ON GIFTS COMPARED TO LAST YEAR

REASONS FOR SPENDING LESS THAN LAST YEAR ON GIFTS

TOTAL AMOUNT SPENT ON GIFTS THIS YEAR

HOLIDAY BUDGET FOR: FOOD.

HOLIDAY BUDGET FOR: GIFTS.

HOLIDAY BUDGET FOR: TRAVEL.

HOLIDAY BUDGET FOR: HOME PURCHASES.

HOLIDAY BUDGET FOR: DECORATIONS.

HOLIDAY BUDGET FOR: GREETING CARDS.

HOLIDAY BUDGET FOR: ANYTHING ELSE.

PERCENTAGE OF HOLIDAY BUDGET FOR GIFTS

GIFT CHILDREN WANT MOST

GIFT YOU, YOURSELF WANT MOST

ADOPTION

RESIDENCE

HEAD OF HOUSEHOLD

EMPLOYMENT

OCCUPATION

MARITAL STATUS

DUAL INCOME

OWN OR RENT

PEOPLE IN HOUSEHOLD

CHILDREN UNDER 6 YEARS OF AGE

CHILDREN AGED 6 THROUGH 12

CHILDREN AGED 12 THROUGH 17

CHILDREN UNDER 18 YEARS

EDUCATION

AGE

ETHNICITY

RACE

INCOME

INTERNET USAGE

TV

SEX

METRO/NON-METRO

REGION

TELEPHONE NUMBERS