

Harris Interactive QuickQuery
 Fielding Period: September 13-17, 2012
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

17 Sep 2012

Q3005 For which of the following, if any, have you bought something for on impulse in the past month? Please select all that apply.

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2339	515	575	763	486	686	372	389	892	1004	272	137	170	425	1335	414	235	219	467	1213	596	398
Weighted Base	2339	511	521	785	522	707	391	435	807	1132	355	191*	211*	375	1207	351	200	224	432	1255	593	359
Any (Net)	1583 68%I	322 63%	372 71%aB	518 66%	371 71%B	540 76%aHI	299 76%aHI	290 67%I	455 56%	765 68%	267 75%NRS	141 74%NrS	153 73%NrS	203 54%	818 68%	272 78%NRS	157 79%NRS	136 61%	252 58%	827 66%	415 70%	245 68%
Self/Family (Sub-Net)	1458 62%BI	287 56%	341 65%B	491 62%	339 65%B	492 70%aHI	282 72%aHI	274 63%I	410 51%	689 61%	233 66%NS	130 68%NS	144 68%NS	182 49%	769 64%	259 74%kNRS	152 76%kNRS	130 58%	227 53%	767 61%	374 63%	224 62%
Myself	1170 50%BIT	232 45%	279 54%B	380 48%	279 53%b	403 57%aHI	210 54%I	212 49%	345 43%	547 48%	191 54%Ns	90 47%	116 55%N	150 40%	623 52%	212 60%LNRS	120 60%LNRS	97 43%	195 45%	583 46%	335 56%AT	176 49%
My child(ren)	563 24%IJU	120 24%	133 25%	186 24%	123 24%	176 25%I	170 43%AFHI	111 25%I	107 13%	228 20%	66 18%n	81 43%KMNP	40 19%N	42 11%	334 28%AJ	110 31%KMNS	89 44%KMNP	71 32%KMNS	65 15%	359 29%AU	65 11%	97 27%U
Spouse/Significant other	533 23%bIUV	94 18%	130 25%b	194 25%b	115 22%	165 23%i	122 31%AFHI	100 23%	146 18%	265 23%	70 20%	62 32%KnrS	53 25%S	81 22%S	268 22%	96 27%kS	61 30%KnrS	47 21%	65 15%	393 31%AUV	49 8%	27 7%
Parent	109 5%HI	17 3%	33 6%b	32 4%	27 5%	64 9%aHI	24 6%HI	9 2%	12 2%	55 5%	31 9%MNR	11 6%NS	5 2%	7 2%	54 4%	33 9%MNR	12 6%NrS	4 2%	5 1%	47 4%	41 7%AT	15 4%
Other member of household	79 3%bT	8 2%	24 5%B	28 4%	19 4%	33 5%	9 2%	10 2%	27 3%	31 3%	12 3%	6 3%	3 1%	10 3%	48 4%	21 6%mnq	4 2%	7 3%	17 4%	29 2%	36 6%AT	11 3%
Home/Car (Sub-Net)	510 22%div	108 21%	129 25%D	148 19%	126 24%	193 27%aHI	96 24%I	91 21%	130 16%	245 22%	98 28%NrS	46 24%N	51 24%N	50 13%	265 22%	95 27%NrS	50 25%N	40 18%	80 19%	269 21%	144 24%v	62 17%
My home	436 19%Iv	90 18%	115 22%ad	130 17%	102 20%	155 22%aI	84 22%I	82 19%	115 14%	196 17%	70 20%N	43 23%N	42 20%N	41 11%	240 20%	85 24%Ns	41 21%N	39 18%n	74 17%N	244 19%	112 19%	51 14%
My car	146 6%IOT	29 6%	36 7%	42 5%	39 8%	70 10%aHI	37 9%aHI	17 4%	23 3%	95 8%AO	52 15%NPRS	14 7%RS	16 7%RS	14 4%r	51 4%	18 5%RS	23 12%NPRS	1 1%	8 2%	58 5%	59 10%ATv	19 5%
Other	137 6%T	30 6%	28 5%	47 6%	33 6%	57 8%aHI	20 5%	19 4%	42 5%	65 6%	32 9%n	6 3%	11 5%	16 4%	73 6%	25 7%	14 7%	8 4%	25 6%	52 4%	63 11%ATV	20 6%
None - I have not bought anything on impulse in the past month.	756 32%cFG	189 37%aCE	149 29%	268 34%	151 29%	167 24%	92 24%	145 33%FG	352 44%AFGH	367 32%	88 25%	49 26%	58 27%	172 46%KLMP	389 32%Q	79 22%	43 21%	87 39%Klmp	180 42%KLMP	429 34%Q	178 30%	114 32%
Sigma	3931 168%	810 159%	927 178%	1306 166%	887 170%	1288 182%	769 197%	705 162%	1169 145%	1850 163%	610 172%	362 190%	344 163%	534 142%	2080 172%	678 193%	407 203%	361 161%	634 147%	2193 175%	938 158%	529 147%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Q3010 Which of the following, if any, is most likely to trigger you to make an impulse purchase for yourself, your child(ren), other family members, or your home?

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2339	515	575	763	486	686	372	389	892	1004	272	137	170	425	1335	414	235	219	467	1213	596	398
Weighted Base	2339	511	521	785	522	707	391	435	807	1132	355	191*	211*	375	1207	351	200	224	432	1255	593	359
Make Impulse Purchases For Self/Children/Other Family Members/Home (Net)	2074	457	462	683	473	615	366	407	687	995	308	179	205	304	1079	307	187	202	383	1113	513	329
Sales/Discounts	1018	239	222	340	219	257	182	207	373	404	107	74	83	141	615	151	108	124	232	596	235	136
Receiving a windfall (e.g., tax refund, inheritance, lottery/gambling winnings)	311	79	67	102	63	58	68	71	114	164	27	36	44	57	147	31	31	27	57	153	59	64
Life events (e.g., news of a promotion, stressful day)	205	41	57	51	56	79	26	42	58	92	35	11	23	23	113	45	15	19	34	107	47	40
Child(ren) asking/pleading	139	26	36	54	23	49	45	28	16	69	21	24	16	8	70	28	21	13	8	80	27	30
Latest technology product release	132	22	24	54	32	68	20	16	28	111	62	17	8	25	20	6	3	8	4	63	59	6
Family members' lifestyles and purchases they make	73	11	14	29	19	29	9	19	17	50	17	7	17	9	24	12	2	2	8	41	18	13
Friends' lifestyles and purchases they make	33	5	9	11	9	28	1	2	3	21	19	1	1	1	12	9	-	1	2	4	23	5
Other	163	34	32	44	52	46	16	23	78	84	20	10	13	41	79	25	6	10	37	70	45	34
None - I do not make impulse purchases for myself, my child(ren), other family members or my home.	265	54	59	102	49	92	25	28	120	137	48	12	6	72	128	44	13	22	49	142	80	30
Sigma	2339	511	521	785	522	707	391	435	807	1132	355	191	211	375	1207	351	200	224	432	1255	593	359
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Q3010 Which of the following, if any, is most likely to trigger you to make an impulse purchase for yourself, your child(ren), other family members, or your home?

Base: Make Impulse Purchases For Self/Children/Other Family Members/Home

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2083	458	518	668	439	602	344	362	775	880	232	123	162	363	1203	370	221	200	412	1089	524	358
Weighted Base	2074	457	462	683	473	615	366	407	687	995	308	179*	205*	304	1079	307	187	202	383	1113	513	329
Sales/Discounts	1018 49%FJV	239 52%	222 48%	340 50%	219 46%	257 42%	182 50%f	207 51%F	373 54%AF	404 41%	107 35%	74 41%	83 40%	141 46%K	615 57%AJ	151 49%K	108 58%KLMN	124 61%KLMN P	232 61%KLMN P	596 54%AUV	235 46%	136 41%
Receiving a windfall (e.g., tax refund, inheritance, lottery/gambling winnings)	311 15%Fu	79 17%	67 15%	102 15%	63 13%	58 9%	68 18%F	71 17%F	114 17%F	164 16%	27 9%	36 20%KP	44 22%KP	57 19%KP	147 14%	31 10%	31 17%kp	27 13%	57 15%k	153 14%	59 12%	64 20%atU
Life events (e.g., news of a promotion, stressful day)	205 10%d	41 9%	57 12%aD	51 7%	56 12%d	79 13%AGI	26 7%	42 10%	58 8%	92 9%	35 11%	11 6%	23 11%	23 8%	113 10%	45 15%LNqs	15 8%	19 9%	34 9%	107 10%	47 9%	40 12%
Child(ren) asking/pleading	139 7%I	26 6%	36 8%	54 8%	23 5%	49 8%I	45 12%AHI	28 7%I	16 2%	69 7%	21 7%ns	24 13%NS	16 8%ns	8 3%	70 6%	28 9%NS	21 11%NS	13 6%ns	8 2%	80 7%	27 5%	30 9%
Latest technology product release	132 6%IOV	22 5%	24 5%	54 8%	32 7%	68 11%AGHI	20 5%	16 4%	28 4%	111 11%AO	62 20%LMNPQ RS	17 9%PQS	8 4%ns	25 8%PQS	20 2%	6 2%	3 2%	8 4%ns	4 1%	63 6%V	59 12%ATV	6 2%
Family members' lifestyles and purchases they make	73 4%iO	11 2%	14 3%	29 4%	19 4%	29 5%i	9 2%	19 5%	17 2%	50 5%AO	17 6%qrs	7 4%	17 8%nQRS	9 3%	24 2%	12 4%	2 1%	2 1%	8 2%	41 4%	18 3%	13 4%
Friends' lifestyles and purchases they make	33 2%gIoT	5 1%	9 2%	11 2%	9 2%	28 5%AGHI	1 *	2 *	3 *	21 2%	19 6%LMNQR S	1 1%	1 *	1 *	12 1%	9 3%Nqs	-	1 *	2 1%	4 *	23 5%ATv	5 2%t
Other	163 8%GT	34 8%	32 7%	44 6%	52 11%Ad	46 7%	16 4%	23 6%	78 11%AfGH	84 8%	20 7%	10 5%	13 6%	41 13%KlmpQ R	79 7%	25 8%q	6 3%	10 5%	37 10%Q	70 6%	45 9%	34 10%t
Sigma	2074 100%	457 100%	462 100%	683 100%	473 100%	615 100%	366 100%	407 100%	687 100%	995 100%	308 100%	179 100%	205 100%	304 100%	1079 100%	307 100%	187 100%	202 100%	383 100%	1113 100%	513 100%	329 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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17 Sep 2012

Q3015 How much would you estimate you have spent in the past year on impulse purchases for yourself, your child(ren), other family members, or your home that you later regretted?

Base: Make Impulse Purchases

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2083	458	518	668	439	602	344	362	775	880	232	123	162	363	1203	370	221	200	412	1089	524	358
Weighted Base	2074	457	462	683	473	615	366	407	687	995	308	179*	205*	304	1079	307	187	202	383	1113	513	329
\$0	601 29%CFgU	148 33%C	109 24%	198 29%	146 31%c	93 15%	86 23%F	125 31%F	297 43%AFGH	272 27%	39 13%	41 23%k	57 28%Kp	136 45%KLMP	329 30%Qr	54 18%	44 24%K	69 34%KP	161 42%KLMP	365 33%AU	107 21%	101 31%U
Made Impulse Purchase For Self/Other/Home In Past Year That Later Regretted (Net)	1473 71%IT	308 67%	353 76%ABe	485 71%	327 69%	522 85%AGHI	280 77%aI	282 69%I	390 57%	723 73%	269 87%LMNQ	138 77%NS	148 72%NS	168 55%	750 70%	253 82%NRS	142 76%NS	133 66%n	222 58%	749 67%	405 79%ATV	228 69%
\$100 Or Less (Sub-Net)	591 28%J	114 25%	165 36%ABDE	187 27%	124 26%	194 32%g	88 24%	107 26%	202 29%	235 24%	81 26%	35 19%	36 18%	84 28%m	356 33%AJ	113 37%KLMN	53 28%m	71 35%LM	118 31%lM	320 29%	158 31%	85 26%
\$1-\$25	137 7%H	24 5%	37 8%	46 7%	31 6%	47 8%H	24 7%h	11 3%	54 8%H	55 6%	22 7%M	13 7%M	3 1%	17 6%h	82 8%	25 8%M	11 6%h	8 4%	38 10%Mnr	71 6%	29 6%	31 10%
\$26-\$50	189 9%bgJ	29 6%	58 12%AB	61 9%	41 9%	55 9%	21 6%	43 10%g	70 10%g	64 6%	22 7%l	3 1%	11 5%	28 9%L	126 12%AJ	33 11%L	18 10%L	42 16%KLM	115 11%L	115 10%v	51 10%	20 6%
\$51-\$100	265 13%	61 13%	71 15%	80 12%	53 11%	91 15%	43 12%	54 13%	77 11%	116 12%	37 12%	19 10%	23 11%	39 13%	148 14%	55 18%S	24 13%	31 16%	38 10%	134 12%	79 15%	33 10%
\$101-\$300	296 14%It	57 12%	60 13%	113 17%	65 14%	93 15%i	63 17%I	69 17%I	71 10%	143 14%	47 15%	22 12%	45 22%NRs	30 10%	152 14%	46 15%	41 22%NRs	24 12%	42 11%	141 13%	80 16%	53 16%
\$301+	587 28%IOT	137 30%	127 28%	185 27%	138 29%	235 38%AHl	129 35%AhI	106 26%I	117 17%	345 35%AO	142 46%NPNQ	81 45%NPQR	68 33%NRS	55 18%	242 22%	94 31%NRS	49 26%nS	38 19%	62 16%	287 26%	167 33%aT	90 27%
Mean (Incl. 0)	517.1HI OT	451.9	623.1ab	506.1	492.3	814.8Ag HI	597.8HI	364.6	297.8	660.7A O	1059.0MN PQRS	756.7mN QRS	484.9Rs	319.1	384.6	570.0NR S	445.9r	242.5	280.9	434.9	660.9AT	542.2
Std. Dev. (Incl. 0)	1159.6	904.12	1420.42	1071.05	1214.58	1549.13	1056.96	802.10	892.75	1322.12	1798.67	1153.00	915.45	900.91	968.05	1203.96	934.26	647.47	887.03	967.42	1368.53	1379.55
Std. Err. (Incl. 0)	25.41	42.25	62.41	41.44	57.97	63.14	56.99	42.16	32.07	44.57	118.09	103.96	71.92	47.29	27.91	62.59	62.85	45.78	43.70	29.32	59.78	72.91
Median (Incl. 0)	100	100	100	100	100	200	200	100	25	100	200	250	200	25	60	100	100	50	25	60	100	100
Mean (Excl. 0)	728.0HI Ot	669.7	815.5	712.5	711.6	960.3AH I	780.4HI	526.8	524.7	909.5A O	1212.1MN PQRS	982.6NQ RS	669.6r	577.1	553.1	692.3R	585.1	367.7	485.1	646.6	836.1t	781.2
Std. Dev. (Excl. 0)	1319.1	1032.64	1576.33	1211.89	1406.33	1639.84	1147.45	919.22	1134.25	1476.69	1875.76	1227.03	1017.33	1149.74	1120.27	1294.93	1032.10	768.77	1123.36	1120.31	1491.23	1599.41

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Q3015 How much would you estimate you have spent in the past year on impulse purchases for yourself, your child(ren), other family members, or your home that you later regretted?

Base: Make Impulse Purchases

	Region					Age				Male Age				Female Age				Marital Status				
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2074	457	462	683	473	615	366	407	687	995	308	179*	205*	304	1079	307	187	202	383	1113	513	329
Std. Err. (Excl. 0)	34.69	58.74	80.97	56.32	81.88	74.23	71.03	58.73	53.35	59.89	133.64	127.93	97.89	79.15	38.70	75.91	79.39	65.68	72.36	41.35	75.03	103.24
Median (Excl. 0)	200	250	175	200	250	250	300	200	100	300	500	500	300	120	150	200	200	100	100	200	200	200
Sigma	2074	457	462	683	473	615	366	407	687	995	308	179	205	304	1079	307	187	202	383	1113	513	329
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Q3015 How much would you estimate you have spent in the past year on impulse purchases for yourself, your child(ren), other family members, or your home that you later regretted?

Base: Made Impulse Purchase For Self/Other/Home In Past Year That Later Regretted

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1446	309	379	463	295	488	261	245	452	608	197	92	108	211	838	291	169	137	241	734	395	240
Weighted Base	1473	308	353	485	327	522	280	282	390	723	269	138*	148*	168	750	253	142*	133*	222	749	405	228
\$100 Or Less (Net)	591 40%GJ	114 37%	165 47%ABde	187 39%	124 38%	194 37%	88 31%	107 38%	202 52%AFGH	235 32%	81 30%	35 25%	36 24%	84 50%KLMq	356 47%AJ	113 45%KLM	53 37%r	71 53%KLMQ	118 53%KLMQ	320 43%	158 39%	85 37%
\$1-\$25	137 9%h	24 8%	37 10%	46 9%	31 9%	47 9%h	24 9%	11 4%	54 14%AFH	55 8%	22 8%r	13 10%r	3 2%	17 10%M	82 11%a	25 10%M	11 8%r	8 6%	38 17%KMnp	71 10%	29 7%	31 14%au
\$26-\$50	189 13%GJ	29 9%	58 16%aB	61 13%	41 13%	55 11%	21 7%	43 15%G	70 18%AFG	64 9%	22 8%	3 2%	11 7%	28 17%KLM	126 17%AJ	33 13%L	18 13%L	32 24%KLMp	42 19%KLM	115 15%Av	51 12%	20 9%
\$51-\$100	265 18%	61 20%	71 20%	80 17%	53 16%	91 17%	43 15%	54 19%	77 20%	116 16%	37 14%	19 14%	23 15%	39 23%k	148 20%	55 22%k	24 17%	31 24%k	38 17%	134 18%	79 19%	33 15%
\$101-\$300	296 20%	57 18%	60 17%	113 23%c	65 20%	93 18%	63 22%	69 24%	71 18%	143 20%	47 17%	22 16%	45 30%klnp	30 18%	152 20%	46 18%	41 29%klnp	24 18%	42 19%	141 19%	80 20%	53 23%
\$301+	587 40%IO	137 45%c	127 36%	185 38%	138 42%	235 45%AI	129 46%I	106 37%	117 30%	345 48%AO	142 53%NPQR	81 59%NPQR	68 46%nRS	55 33%	242 32%	94 37%r	49 34%	38 28%	62 28%	287 38%	167 41%	90 39%
Mean	728.0HI Ot	669.7	815.5	712.5	711.6	960.3AH I	780.4HI	526.8	524.7	909.5A O	1212.1MN PQRS	982.6NQ RS	669.6r	577.1	553.1	692.3R	585.1	367.7	485.1	646.6	836.1t	781.2
Std. Dev.	1319.1	1032.64	1576.33	1211.89	1406.33	1639.84	1147.45	919.22	1134.25	1476.69	1875.76	1227.03	1017.33	1149.74	1120.27	1294.93	1032.10	768.77	1123.36	1120.31	1491.23	1599.41
Std. Err.	34.69	58.74	80.97	56.32	81.88	74.23	71.03	58.73	53.35	59.89	133.64	127.93	97.89	79.15	38.70	75.91	79.39	65.68	72.36	41.35	75.03	103.24
Median	200	250	175	200	250	250	300	200	100	300	500	500	300	120	150	200	200	100	100	200	200	200
Sigma	1473 100%	308 100%	353 100%	485 100%	327 100%	522 100%	280 100%	282 100%	390 100%	723 100%	269 100%	138 100%	148 100%	168 100%	750 100%	253 100%	142 100%	133 100%	222 100%	749 100%	405 100%	228 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: September 13-17, 2012
 NEFE
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17 Sep 2012

Q3020 Which of the following items, if any, did you purchase on impulse for yourself, your child(ren), other family members, or your home in the past year that you later regretted? Please select all that apply.

Base: Made Impulse Purchases In Past Year For Self/Other/Home That Later Regretted

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1446	309	379	463	295	488	261	245	452	608	197	92	108	211	838	291	169	137	241	734	395	240
Weighted Base	1473	308	353	485	327	522	280	282	390	723	269	138*	148*	168	750	253	142*	133*	222	749	405	228
Clothing/Shoes	687 47%J	145 47%	162 46%	235 48%	145 44%	250 48%	126 45%	131 46%	180 46%	243 34%	86 32%	51 37%	60 41%n	46 28%	445 59%AJ	165 65%KLMN	75 53%KLN	71 53%KLN	134 60%KLMN	348 47%	183 45%	101 44%
Dining out	543 37%I	116 38%	140 40%	172 35%	115 35%	193 37%I	134 48%AFI	107 38%I	109 28%	267 37%	82 31%	71 52%KNrS	60 40%S	53 32%	276 37%	111 44%KNS	63 44%KnS	47 35%	56 25%	270 36%	149 37%	83 37%
Toys for children	307 21%Iv	64 21%	67 19%	100 21%	76 23%	124 24%hI	103 37%AFHI	45 16%I	35 9%	138 19%	51 19%NS	53 38%KMNR	22 15%	14 8%	169 23%	74 29%KMNR	51 36%KMNR	23 17%n	21 10%	178 24%AuV	69 17%	32 14%
Technology products	306 21%iOT	65 21%	66 19%	94 19%	81 25%	115 22%	68 24%i	55 20%	68 17%	203 28%AO	78 29%PQRS	47 34%PQRS	40 27%PqRS	38 23%pRS	102 14%	37 14%	21 15%	15 11%	30 13%	132 18%	91 23%	40 18%
Jewelry and/or other accessories	282 19%iJt	57 19%	58 16%	104 22%	62 19%	113 22%i	61 22%	46 16%	62 16%	113 16%	42 15%	35 26%N	20 13%	16 10%	169 23%AJ	71 28%KMNRq	25 18%n	26 20%N	46 21%N	126 17%	84 21%	50 22%
Decorative items for the home (e.g., knickknacks, art)	258 18%JUV	42 14%	61 17%	95 20%	59 18%	87 17%	43 15%	54 19%	74 19%	88 12%	20 8%	17 12%	30 20%K	20 12%	171 23%AJ	67 26%KLN	26 19%K	23 17%K	54 24%KLN	156 21%AUUV	51 13%	25 11%
Hobbies or craft supplies (e.g., scrapbooking, card collecting)	230 16%Jt	51 17%	44 13%	66 14%	69 21%ACd	84 16%	49 18%	43 15%	54 14%	81 11%	23 9%	16 11%	31 21%KNr	10 6%	150 20%AJ	61 24%KLNr	34 24%KLNr	12 9%	44 20%KNR	101 13%	70 17%	34 15%
Sporting goods (e.g., tennis racquets, golf clubs, skis, organized sports equipment)	196 13%IO	45 15%	40 11%	64 13%	46 14%	75 14%I	45 16%I	43 15%I	33 8%	147 20%AO	59 22%PQRS	30 22%PqRS	32 21%PqRS	27 16%PS	48 6%	16 6%	15 10%S	11 9%S	6 3%	92 12%	58 14%	31 14%
Collectibles	139 9%O	27 9%	46 13%AD	34 7%	32 10%	54 10%	21 7%	27 9%	38 10%	82 11%o	26 10%q	16 12%qr	22 15%QR	18 11%Qr	57 8%	28 11%Qr	4 3%	5 4%	20 9%q	78 10%	36 9%	19 8%
Gym/Workout equipment (e.g., bicycles, treadmills, memberships)	135 9%i	28 9%	33 9%	34 7%	41 12%d	56 11%i	36 13%hI	17 6%	25 6%	76 11%	31 12%nr	26 19%mnQRS	12 8%	8 5%	59 8%	25 10%n	10 7%	5 4%	18 8%	64 9%	45 11%	24 11%
Tools	128 9%BIOT	14 5%	36 10%B	48 10%b	29 9%	44 8%	32 12%i	29 10%	23 6%	95 13%AO	31 12%PrS	22 16%PqRS	23 16%PqRS	18 11%prS	33 4%	12 5%	10 7%	5 4%	5 2%	47 6%	43 11%t	21 9%
Vacations	103 7%O	22 7%	26 7%	28 6%	27 8%	36 7%	25 9%	21 7%	21 5%	65 9%aO	21 8%	18 13%qS	13 9%	13 8%	38 5%	15 6%	7 5%	8 6%	8 3%	45 6%	35 9%	16 7%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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17 Sep 2012

Q3020 Which of the following items, if any, did you purchase on impulse for yourself, your child(ren), other family members, or your home in the past year that you later regretted? Please select all that apply.

Base: Made Impulse Purchases In Past Year For Self/Other/Home That Later Regretted

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1473	308	353	485	327	522	280	282	390	723	269	138*	148*	168	750	253	142*	133*	222	749	405	228
Automobiles (recreational)	64	15	11	24	14	41	2	10	11	49	34	1	10	4	15	7	1	-	7	21	28	13
	4%GOT	5%	3%	5%	4%	8%AGhI	1%	3%	3%	7%AO	13%LNPQR	1%	7%qR	3%	2%	3%	1%	-	3%	3%	7%AT	6%
Other	230	50	55	69	56	79	38	36	77	124	47	18	23	36	107	32	21	13	41	115	80	31
	16%	16%	16%	14%	17%	15%	14%	13%	20%Ah	17%	17%	13%	16%	22%PR	14%	13%	14%	10%	18%	15%	20%a	13%
Sigma	3609	742	845	1170	852	1352	784	664	810	1770	630	421	398	322	1838	722	363	266	488	1773	1023	522
	245%	241%	240%	241%	261%	259%	280%	236%	208%	245%	234%	306%	268%	192%	245%	286%	255%	200%	220%	237%	252%	228%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: September 13-17, 2012
 NEFE
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17 Sep 2012

Q3005 For which of the following, if any, have you bought something for on impulse in the past month? Please select all that apply.

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2339	553	789	997	753	285	397	651	456	912	700	271	707	310	362	272	1632	1000	308	1076	218	484
Weighted Base	2339	993	680	665	621	283	397	782	367	883	739	349	824	339	419	344	1515	1034	271	1075	200	467
Any (Net)	1583	635	484	464	427	186	267	548	216	578	512	276	654	274	334	278	928	739	182	683	166	254
	68%bIQT V	64% V	71%AB	70%b	69%	66%	67%	70%	59%	65%i	69%I	79%AIJK	79%AQ	81%	80%	81%	61%	72%ATV	67%V	64%V	83%ARST	55% V
Self/Family (Sub-Net)	1458	568	462	428	375	179	249	506	194	529	487	247	610	245	323	264	848	674	176	629	160	222
	62%BIQT V	57% V	68%AB	64%B	60%	63%	63%	65%	53%	60%i	66%aIj	71%AIJ	74%AQ	72%	77%	77%	56%	65%aTV	65%V	58%V	80%ARST	48% V
Myself	1170	427	381	362	295	141	202	404	173	445	363	189	439	168	236	196	731	533	143	510	137	188
	50%BqtV	43%	56%AB	54%AB	48%	50%	51%	52%	47%	50%	49%	54%	53%	50%	56%	57%	48%	52%V	53%V	47%V	68%ARST	40% V
My child(ren)	563	263	171	129	134	75	102	216	20	117	265	160	422	197	236	181	141	294	69	214	39	40
	24%DIJQ TV	26%D	25%D	19%	22%	26%	26%	28%ae	6%	13%I	36%AIJ	46%AIJK	51%AQ	58%	56%	53%	9%	28%ATUV	25%V	20%V	19%V	9%
Spouse/Significant other	533	195	182	156	118	69	104	211	23	227	178	105	245	97	152	131	288	280	52	207	39	80
	23%BEIQ TV	20%	27%AB	24%	19%	25%	26%E	27%AE	6%	26%AI	24%I	30%AI	30%AQ	29%	36%n	38%n	19%	27%ASTu V	19%	19%	19%	17%
Parent	109	34	35	39	24	17	25	33	12	37	42	18	45	26	15	18	64	58	22	31	25	8
	5%TV	3%	5%	6%Ab	4%	6%	6%	4%	3%	4%	6%	5%	5%	8%O	4%	5%	4%	6%TV	8%ATV	3%	13%ARTV	2%
Other member of household	79	28	27	24	19	10	15	22	9	17	28	25	34	15	20	16	45	25	16	41	16	10
	3%Jr	3%	4%	4%	3%	3%	4%	3%	2%	2%	4%j	7%AIJ	4%	5%	5%	5%	3%	2%	6%aRV	4%v	8%ARTV	2%
Home/Car (Sub-Net)	510	181	153	177	138	55	89	190	72	194	151	93	204	98	109	86	306	244	76	198	53	74
	22%BQTV	18%	22%	27%AB	22%	19%	23%	24%	20%	22%	20%	27%	25%aq	29%	26%	25%	20%	24%TV	28%ATV	18%	27%TV	16%
My home	436	142	133	161	108	49	80	168	64	169	127	76	174	78	96	73	262	209	65	170	41	63
	19%BqTV	14%	20%B	24%ABc	17%	17%	20%	21%a	17%	19%	17%	22%	21%	23%	23%	21%	17%	20%tV	24%aTV	16%	20%v	14%
My car	146	53	52	41	47	15	16	61	21	48	35	42	65	34	34	31	81	85	21	42	22	14
	6%QTV	5%	8%	6%	8%g	5%	4%	8%g	6%	5%	5%	12%AIJK	8%q	10%	8%	9%	5%	8%ATV	8%TV	4%	11%ATV	3%
Other	137	50	45	42	40	14	22	35	31	46	41	19	45	17	16	17	93	53	23	63	23	20
	6%	5%	7%	6%	6%	5%	5%	4%	9%aj	5%	6%	5%	5%	5%	4%	5%	6%	5%	9%rV	6%	12%ARTV	4%
None - I have not bought anything on impulse in the past month.	756	359	196	201	194	97	130	234	151	305	227	73	170	65	85	66	586	294	89	392	34	212
	32%CLMR U	36%aCd	29%	30%	31%	34%	33%	30%	41%AjKL	35%L	31%L	21%	21%	19%	20%	19%	39%AM	28%U	33%U	36%ARU	17%	45%ARST U

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used.

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 Weighted To The U.S. General Adult Population - Propensity

17 Sep 2012

Q3005 For which of the following, if any, have you bought something for on impulse in the past month? Please select all that apply.

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2339	993	680	665	621	283	397	782	367	883	739	349	824	339	419	344	1515	1034	271	1075	200	467
Sigma	3931	1552	1222	1157	979	487	695	1383	505	1411	1306	708	1638	698	892	730	2292	1831	500	1669	376	636
	168%	156%	180%	174%	158%	172%	175%	177%	138%	160%	177%	203%	199%	206%	213%	212%	151%	177%	185%	155%	188%	136%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used.

Harris Interactive QuickQuery
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 NEFE
 Weighted To The U.S. General Adult Population - Propensity

17 Sep 2012

Q3010 Which of the following, if any, is most likely to trigger you to make an impulse purchase for yourself, your child(ren), other family members, or your home?

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2339	553	789	997	753	285	397	651	456	912	700	271	707	310	362	272	1632	1000	308	1076	218	484
Weighted Base	2339	993	680	665	621	283	397	782	367	883	739	349	824	339	419	344	1515	1034	271	1075	200	467
Make Impulse Purchases For Self/Children/Other Family Members/Home (Net)	2074	848	621	605	545	242	348	731	306	783	667	318	762	310	386	325	1312	950	233	926	185	378
	89%BIQT	85%	91%AB	91%AB	88%	86%	88%	94%AEFG	83%	89%I	90%I	91%I	92%AQ	92%	92%	94%	87%	92%ASTV	86%	86%V	92%STV	81%
Sales/Discounts	1018	396	312	311	237	99	191	390	134	420	320	145	343	124	167	170	675	440	129	461	96	204
	44%BEFI	40%	46%b	47%AB	38%	35%	48%EF	50%AEF	36%	48%AI	43%i	42%	42%	37%	40%	49%NO	45%	43%	48%	43%	48%	44%
Receiving a windfall (e.g., tax refund, inheritance, lottery/gambling winnings)	311	138	101	72	85	55	52	99	52	120	97	43	91	37	55	36	220	160	25	137	19	55
	13%Ds	14%	15%d	11%	14%	19%AegH	13%	13%	14%	14%	13%	12%	11%	11%	13%	10%	15%Am	15%aSu	9%	13%	10%	12%
Life events (e.g., news of a promotion, stressful day)	205	61	78	66	47	26	40	64	19	82	71	33	79	39	38	21	125	105	28	78	24	21
	9%BITv	6%	11%AB	10%B	8%	9%	10%	8%	5%	9%i	10%i	9%	10%	12%p	9%	6%	8%	10%tV	10%V	7%V	12%tV	5%
Child(ren) asking/pleading	139	74	33	32	43	26	12	49	9	17	78	35	114	52	61	40	25	72	6	61	8	8
	6%dGIJQ	7%dSV	5%	5%	7%G	9%aG	3%	6%g	2%	2%	11%AIJ	10%AIJ	14%AQ	15%	15%	12%	2%	7%SV	2%	6%SV	4%	2%
Latest technology product release	132	58	32	41	47	6	16	45	27	48	34	23	53	16	31	28	79	68	20	48	13	24
	6%Ft	6%	5%	6%	8%aFg	2%	4%	6%f	7%	5%	5%	7%	6%	5%	7%	8%	5%	7%	7%	5%	7%	5%
Family members' lifestyles and purchases they make	73	34	14	25	29	7	10	26	12	29	21	11	27	18	8	5	46	37	3	33	4	10
	3%	3%	2%	4%	5%A	2%	3%	3%	3%	3%	3%	3%	3%	5%OP	2%	2%	3%	4%	1%	3%	2%	2%
Friends' lifestyles and purchases they make	33	21	7	5	19	3	6	4	6	6	15	6	19	5	8	8	14	13	5	16	6	2
	1%dhJQv	2%	1%	1%	3%AH	1%	1%	1%	2%	1%	2%j	2%	2%g	2%	2%	2%	1%	1%	2%	1%V	3%V	*
Other	163	67	44	52	38	20	22	55	47	61	32	22	36	18	19	17	126	54	19	93	14	54
	7%KMR	7%	6%	8%	6%	7%	5%	7%	13%AJKL	7%	4%	6%	4%	5%	5%	5%	8%AM	5%	7%	9%AR	7%	12%ARsT
None - I do not make impulse purchases for myself, my child(ren), other family members or my home.	265	145	60	60	76	41	48	50	61	100	72	31	62	29	32	19	202	83	37	149	15	89
	11%CDHM	15%ACD	9%	9%	12%H	14%H	12%H	6%	17%AJKL	11%	10%	9%	8%	8%	8%	6%	13%AM	8%	14%Ru	14%ARU	8%	19%ARTU
Sigma	2339	993	680	665	621	283	397	782	367	883	739	349	824	339	419	344	1515	1034	271	1075	200	467
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used.

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 Fielding Period: September 13-17, 2012
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

17 Sep 2012

Q3010 Which of the following, if any, is most likely to trigger you to make an impulse purchase for yourself, your child(ren), other family members, or your home?

Base: Make Impulse Purchases For Self/Children/Other Family Members/Home

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2083	464	711	908	653	253	360	609	383	814	643	243	650	281	333	257	1433	916	268	938	198	409
Weighted Base	2074	848	621	605	545	242	348	731	306	783	667	318	762	310	386	325	1312	950	233	926	185	378
Sales/Discounts	1018 49%EFim	396 47%	312 50%	311 51%	237 44%	99 41%	191 55%aEF	390 53%aEF	134 44%	420 54%AI	320 48%	145 46%	343 45%	124 40%	167 43%	170 52%NO	675 51%AM	440 46%	129 55%r	461 50%	96 52%	204 54%ar
Receiving a windfall (e.g., tax refund, inheritance, lottery/gambling winnings)	311 15%DM	138 16%d	101 16%d	72 12%	85 16%	55 23%AegH	52 15%	99 14%	52 17%	120 15%	97 15%	43 13%	91 12%	37 12%	55 14%	36 11%	220 17%AM	160 17%su	25 11%	137 15%	19 10%	55 14%
Life events (e.g., news of a promotion, stressful day)	205 10%Biv	61 7%	78 13%AB	66 11%b	47 9%	26 11%	40 11%	64 9%	19 6%	82 10%i	71 11%i	33 10%	79 10%	39 13%P	38 10%	21 6%	125 10%	105 11%V	28 12%V	78 8%v	24 13%tV	21 6%
Child(ren) asking/pleading	139 7%DGIUQ SV	74 9%acd	33 5%	32 5%	43 8%G	26 11%aG	12 3%	49 7%	9 3%	17 2%	78 12%AIJ	35 11%AIJ	114 15%AQ	52 17%	61 16%	40 12%	25 2%	72 8%SV	6 3%	61 7%sv	8 4%	8 2%
Latest technology product release	132 6%F	58 7%	32 5%	41 7%	47 9%AFg	6 2%	16 5%	45 6%f	27 9%k	48 6%	34 5%	23 7%	53 7%	16 5%	31 8%	28 9%	79 6%	68 7%	20 8%	48 5%	13 7%	24 6%
Family members' lifestyles and purchases they make	73 4%c	34 4%	14 2%	25 4%	29 5%A	7 3%	10 3%	26 3%	12 4%	29 4%	21 3%	11 4%	27 4%	18 6%OP	8 2%	5 2%	46 4%	37 4%	3 1%	33 4%	4 2%	10 3%
Friends' lifestyles and purchases they make	33 2%dHJQ	21 2%d	7 1%	5 1%	19 3%AH	3 1%	6 2%	4 1%	6 2%	6 1%	15 2%j	6 2%	19 2%q	5 2%	8 2%	8 2%	14 1%	13 1%	5 2%	16 2%V	6 3%v	2 *
Other	163 8%KMR	67 8%	44 7%	52 9%	38 7%	20 8%	22 6%	55 7%	47 15%AJKL	61 8%k	32 5%	22 7%	36 5%	18 6%	19 5%	17 5%	126 10%AM	54 6%	19 8%	93 10%AR	14 8%	54 14%ARsT u
Sigma	2074 100%	848 100%	621 100%	605 100%	545 100%	242 100%	348 100%	731 100%	306 100%	783 100%	667 100%	318 100%	762 100%	310 100%	386 100%	325 100%	1312 100%	950 100%	233 100%	926 100%	185 100%	378 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used.

Harris Interactive QuickQuery
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17 Sep 2012

Q3015 How much would you estimate you have spent in the past year on impulse purchases for yourself, your child(ren), other family members, or your home that you later regretted?

Base: Make Impulse Purchases

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2083	464	711	908	653	253	360	609	383	814	643	243	650	281	333	257	1433	916	268	938	198	409
Weighted Base	2074	848	621	605	545	242	348	731	306	783	667	318	762	310	386	325	1312	950	233	926	185	378
\$0	601 29%ELMU	221 26%	182 29%	197 33%AB	106 19%	59 25%	103 30%E	256 35%AEF	109 36%AKL	280 36%AKL	172 26%L	40 13%	116 15%	48 15%	62 16%p	35 11%	485 37%AM	261 27%U	74 32%U	288 31%U	28 15%	168 44%ARSTU
Made Impulse Purchase For Self/Other/Home In Past Year That Later Regretted (Net)	1473 71%DHIJQV	627 74%D	438 71%	408 67%	439 81%AGH	183 75%H	245 70%	476 65%	197 64%	503 64%	495 74%IJ	278 87%AIJK	646 85%AQ	262 85%	325 84%	290 89%o	827 63%	689 73%V	160 68%V	638 69%V	157 85%ARSTV	210 56%
\$100 Or Less (Sub-Net)	591 28%HR	241 28%	169 27%	181 30%	170 31%H	75 31%	93 27%	178 24%	84 27%	226 29%	191 29%	90 28%	221 29%	93 30%	106 27%	95 29%	370 28%	225 24%	60 26%	311 34%ARsv	80 43%ARSTV	109 29%
\$1-\$25	137 7%hq	57 7%	42 7%	38 6%	45 8%H	19 8%	22 6%	33 5%	19 6%	51 6%	36 5%	31 10%k	62 8%	28 9%	27 7%	23 7%	75 6%	52 5%	11 5%	75 8%ar	17 9%	30 8%
\$26-\$50	189 9%R	72 8%	57 9%	60 10%	47 9%	25 10%	23 6%	62 8%	31 10%	71 9%	61 9%	26 8%	54 7%	25 8%	27 7%	30 9%	135 10%Am	60 6%	17 7%	114 12%ARs	28 15%ARS	41 11%R
\$51-\$100	265 13%	112 13%	70 11%	83 14%	77 14%	32 13%	49 14%	83 11%	34 11%	104 13%	94 14%	33 10%	104 14%	40 13%	52 13%	41 13%	161 12%	114 12%	32 14%	122 13%	34 19%arV	39 10%
\$101-\$300	296 14%jV	125 15%	85 14%	85 14%	99 18%Af	28 12%	44 13%	103 14%	58 19%AJk	93 12%	87 13%	59 18%j	110 14%	39 13%	62 16%	56 17%	186 14%	150 16%V	35 15%V	115 12%V	31 17%V	32 8%
\$301+	587 28%DIIJQTV	261 31%D	184 30%D	142 23%	171 31%	79 33%	108 31%	194 26%	56 18%	184 24%	217 33%AIJ	130 41%AIJK	316 41%AQ	130 42%	157 41%	139 43%	271 21%	314 33%ATuV	64 27%V	212 23%V	46 25%	69 18%
Mean (Incl. 0)	517.1dQ TV	537.3	555.6	449.2	492.3	784.1AEH	538.0	508.7	407.9	462.9	509.4	771.8AI JK	698.3AQ	752.6	760.8	621.3	411.8	611.7AT V	465.8	419.7	451.8	368.7
Std. Dev. (Incl. 0)	1159.59	1163.04	1210.58	1098.72	1009.71	1678.04	1194.68	1133.73	1050.33	1196.93	1060.97	1322.51	1204.13	1288.66	1363.50	939.16	1120.00	1232.29	1192.58	1044.85	1054.96	1099.27
Std. Err. (Incl. 0)	25.41	53.99	45.40	36.46	39.51	105.50	62.97	45.94	53.67	41.95	41.84	84.84	47.23	76.88	74.72	58.58	29.59	40.72	72.85	34.12	74.97	54.36
Median (Incl. 0)	100	100	100	75	100	100	100	100	50	50	100	250	200	200	200	250	50	100	100	50	100	20
Mean (Excl. 0)	728.0eQ T	726.9	786.7	666.7	611.0	1039.3AE	763.9	782.3	633.8	720.9	686.2	882.2	823.4q	890.3	905.1p	695.9	653.5	843.6AT U	680.3	609.1	531.6	662.5

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
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Base: Make Impulse Purchases

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2074	848	621	605	545	242	348	731	306	783	667	318	762	310	386	325	1312	950	233	926	185	378
Std. Dev. (Excl. 0)	1319.06	1301.09	1376.29	1283.58	1092.37	1862.98	1362.25	1328.01	1254.38	1430.52	1181.32	1379.28	1267.60	1357.47	1442.83	967.55	1354.01	1378.14	1390.91	1212.18	1126.07	1407.23
Std. Err. (Excl. 0)	34.69	70.15	61.67	52.23	48.61	137.72	88.12	66.65	79.49	63.66	53.53	96.33	54.65	89.12	87.97	64.65	44.93	54.14	99.61	48.41	87.66	93.40
Median (Excl. 0)	200	250	200	200	200	250	200	250	200	200	200	300	300	300	300	300	200	300	200	150	100	100
Sigma	2074	848	621	605	545	242	348	731	306	783	667	318	762	310	386	325	1312	950	233	926	185	378
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
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Base: Made Impulse Purchase For Self/Other/Home In Past Year That Later Regretted

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1446	344	498	604	505	183	239	397	249	505	487	205	538	232	269	224	908	648	195	627	165	227
Weighted Base	1473	627	438	408	439	183*	245	476	197	503	495	278	646	262	325	290	827	689	160	638	157*	210
\$100 Or Less (Net)	591 40%LMR	241 38%	169 38%	181 44%A	170 39%	75 41%	93 38%	178 38%	84 42%	226 45%AL	191 39%	90 32%	221 34%	93 35%	106 33%	95 33%	370 45%AM	225 33%	60 38%	311 49%ARs	80 51%ARS	109 52%ARS
\$1-\$25	137 9%	57 9%	42 9%	38 9%	45 10%	19 11%	22 9%	33 7%	19 9%	51 10%	36 7%	31 11%	62 10%	28 11%	27 8%	23 8%	75 9%	52 7%	11 7%	75 12%Ar	17 11%	30 14%ARS
\$26-\$50	189 13%MR	72 11%	57 13%	60 15%	47 11%	25 13%	23 9%	62 13%	31 16%	71 14%	61 12%	26 9%	54 8%	25 10%	27 8%	30 10%	135 16%AM	60 9%	17 11%	114 18%ARs	28 18%Rs	41 19%ARS
\$51-\$100	265 18%l	112 18%	70 16%	83 20%	77 18%	32 17%	49 20%	83 18%	34 17%	104 21%L	94 19%l	33 12%	104 16%	40 15%	52 16%	41 14%	161 19%	114 16%	32 20%	122 19%	34 22%	39 18%
\$101-\$300	296 20%m	125 20%	85 19%	85 21%	99 22%	28 16%	44 18%	103 22%	58 29%AJK	93 18%	87 17%	59 21%	110 17%	39 15%	62 19%	56 19%	186 22%Am	150 22%	35 22%	115 18%	31 20%	32 15%
\$301+	587 40%DIQT Uv	261 42%	184 42%d	142 35%	171 39%	79 43%	108 44%	194 41%	56 28%	184 37%i	217 44%aij	130 47%Ij	316 49%AQ	130 50%	157 48%	139 48%	271 33%	314 46%ATUV	64 40%u	212 33%	46 29%	69 33%
Mean	728.0eQ T	726.9	786.7	666.7	611.0	1039.3AE	763.9	782.3	633.8	720.9	686.2	882.2	823.4q	890.3	905.1p	695.9	653.5	843.6AT U	680.3	609.1	531.6	662.5
Std. Dev.	1319.06	1301.09	1376.29	1283.58	1092.37	1862.98	1362.25	1328.01	1254.38	1430.52	1181.32	1379.28	1267.60	1357.47	1442.83	967.55	1354.01	1378.14	1390.91	1212.18	1126.07	1407.23
Std. Err.	34.69	70.15	61.67	52.23	48.61	137.72	88.12	66.65	79.49	63.66	53.53	96.33	54.65	89.12	87.97	64.65	44.93	54.14	99.61	48.41	87.66	93.40
Median	200	250	200	200	200	250	200	250	200	200	200	300	300	300	300	300	200	300	200	150	100	100
Sigma	1473 100%	627 100%	438 100%	408 100%	439 100%	183 100%	245 100%	476 100%	197 100%	503 100%	495 100%	278 100%	646 100%	262 100%	325 100%	290 100%	827 100%	689 100%	160 100%	638 100%	157 100%	210 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

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17 Sep 2012

Q3020 Which of the following items, if any, did you purchase on impulse for yourself, your child(ren), other family members, or your home in the past year that you later regretted? Please select all that apply.

Base: Made Impulse Purchases In Past Year For Self/Other/Home That Later Regretted

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1446	344	498	604	505	183	239	397	249	505	487	205	538	232	269	224	908	648	195	627	165	227
Weighted Base	1473	627	438	408	439	183*	245	476	197	503	495	278	646	262	325	290	827	689	160	638	157*	210
Clothing/Shoes	687 47%R	290 46%	208 48%	189 46%	200 45%	82 45%	109 45%	227 48%	83 42%	241 48%	230 46%	134 48%	291 45%	126 48%	161 49%	132 45%	396 48%	289 42%	94 59%ARTv	310 49%	77 49%	98 46%
Dining out	543 37%IQV	237 38%	159 36%	148 36%	159 36%	74 41%	101 41%	158 33%	53 27%	179 36%i	201 41%i	109 39%i	276 43%AQ	104 39%	154 47%	138 48%	267 32%	237 34%	83 52%ARTU V	229 36%	60 38%	59 28%
Toys for children	307 21%D I J K L M N O P Q R S T U V	151 24%D	88 20%	68 17%	90 20%	47 26%	56 23%	91 19%	21 10%	61 12%	135 27%AIJ	90 33%AIJ	243 38%AQ	119 45%P	138 42%p	98 34%	64 8%	146 21%UV	30 19%	133 21%UV	19 12%	23 11%
Technology products	306 21%	130 21%	95 22%	81 20%	113 26%A	32 18%	46 19%	97 20%	43 22%	91 18%	102 21%	69 25%	147 23%	55 21%	75 23%	77 27%	159 19%	156 23%	32 20%	119 19%	32 20%	35 17%
Jewelry and/or other accessories	282 19%K	122 20%	84 19%	75 18%	79 18%	37 20%	55 23%	98 21%	40 20%k	112 22%K	66 13%	64 23%K	114 18%	57 22%O	44 14%	57 20%o	168 20%	131 19%	22 14%	131 20%	28 18%	51 24%S
Decorative items for the home (e.g., knickknacks, art)	258 18%B	77 12%	96 22%AB	84 21%AB	66 15%	30 16%	59 24%AE	88 19%	28 14%	103 21%	87 18%	40 14%	103 16%	54 21%P	58 18%p	35 12%	155 19%	112 16%	39 25%ARU	113 18%	21 13%	45 21%
Hobbies or craft supplies (e.g., scrapbooking, card collecting)	230 16%GR	90 14%	75 17%	65 16%	70 16%g	32 18%g	24 10%	69 15%	30 15%	91 18%k	64 13%	45 16%	93 14%	37 14%	54 17%	51 17%	137 17%	87 13%	39 25%ARTV	106 17%	34 22%R	31 15%
Sporting goods (e.g., tennis racquets, golf clubs, skis, organized sports equipment)	196 13%FJQT v	77 12%	64 15%	55 13%	51 12%f	9 5%	49 20%AEF	79 17%aF	35 18%aJ	50 10%	71 14%	40 14%	101 16%g	40 15%	46 14%	48 16%	94 11%	137 20%AsTU V	20 12%t	42 7%	14 9%	18 8%
Collectibles	139 9%	49 8%	50 11%	41 10%	49 11%	11 6%	25 10%	49 10%	24 12%	54 11%	41 8%	19 7%	51 8%	16 6%	27 8%	15 5%	89 11%	72 10%	14 9%	56 9%	16 10%	21 10%
Gym/Workout equipment (e.g., bicycles, treadmills, memberships)	135 9%jT	53 8%	46 11%	36 9%	47 11%	16 9%	19 8%	48 10%	21 11%	34 7%	54 11%j	26 9%	64 10%	28 11%	25 8%	23 8%	71 9%	86 12%AT	17 10%t	33 5%	11 7%	15 7%
Tools	128 9%Dh	61 10%	41 9%	26 6%	41 9%	18 10%	28 11%h	29 6%	21 11%	40 8%	40 8%	27 10%	60 9%	19 7%	39 12%	33 11%	68 8%	61 9%	17 10%	53 8%	8 5%	20 9%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

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	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1473	627	438	408	439	183*	245	476	197	503	495	278	646	262	325	290	827	689	160	638	157*	210
Vacations	103 7%KTu	43 7%	28 6%	33 8%	27 6%	16 9%	20 8%	32 7%	15 8%	40 8%	22 4%	26 10%	47 7%	24 9%	23 7%	8 3%	56 7%	67 10%AsTU	7 4%	30 5%	4 3%	13 6%
Automobiles (recreational)	64 4%DT	38 6%D	16 4%	10 2%	24 6%	12 6%	7 3%	16 3%	10 5%	18 4%	18 4%	18 6%	33 5%	21 8%op	13 4%	9 3%	31 4%	45 7%ATV	6 4%	12 2%	9 6%T	4 2%
Other	230 16%r	95 15%	75 17%	60 15%	70 16%	28 15%	38 15%	68 14%	37 19%	80 16%	79 16%	35 13%	89 14%	31 12%	36 11%	47 16%	141 17%	89 13%	29 18%	117 18%ar	25 16%	43 20%R
Sigma	3609 245%	1513 241%	1124 256%	971 238%	1085 247%	444 243%	636 259%	1149 242%	461 234%	1195 238%	1210 244%	743 267%	1712 265%	731 279%	893 275%	769 265%	1896 229%	1715 249%	448 281%	1484 232%	359 229%	474 226%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base