



## National Survey Results

- Q1** With the holidays approaching, are you concerned about financial stress and managing budgets?
- Yes..... 64%
- No..... 36%
- Q2** If your employer offered services to help manage your finances during the holidays, would you use them?
- Yes..... 26%
- No..... 74%
- Q3** Given the choices of less financial stress, more personal time away from work, assistance with shopping, and better relationships with family and friends, what one thing would make the holiday season more enjoyable?
- Less financial stress ..... 32%
- More personal time away from work ..... 20%
- Assistance with shopping..... 2%
- Better relationships with family/friends..... 28%
- No changes..... 17%
- Q4** With the current economic situation, which of the following describes your holiday spending this year?
- Spending less money..... 51%
- Spending more money..... 5%
- About the same..... 44%
- Q5** Does holiday spending contribute to or cause conflicts in your family, friendship or romantic relationships?
- Yes..... 14% Somewhat affects relationships..... 4%
- No ..... 83%
- Q6** Do you plan on buying high-tech luxury products, such as an iPad, laptop or Xbox as a holiday gift this year?
- Yes..... 15%
- No..... 80%
- Not sure..... 5%
- Q7** Do you feel pressured to buy a high-tech product as a gift due to their recent boom in popularity?
- Very pressured..... 3% No pressure ..... 79%
- Somewhat pressured..... 18%
- Q8** Do you feel that most technology products are within your holiday budget?
- Yes, can afford them and stay within budget..... 37%
- No, too expensive for budget..... 63%
- Q9** How do the holidays (and time off from school) impact your need for child care providers?
- Use less child care..10% Use more child care 4%
- Use same amount of child care .....12% Don't use child care74%
- Q10** If your employer offered services to help you find childcare providers during the holidays, would you use them?
- Yes..... 23% No ..... 77%
- Q11** With holiday parties and celebrations it is easy to gain weight this time of year. Have you gained weight over the holidays in the past?
- Yes..... 37%
- No..... 63%
- Q12** Do you tend to exercise less over the holidays?
- Yes..... 41%
- No..... 59%
- Q13** Did your New Year's resolution last year include weight loss or fitness?
- Yes.....33% No.....67%





**Q14** If your employer provided you with a free wellness coach to help you develop an eating and exercise plan would you take advantage of it?

Yes.....53% No.....47%

**Q15** If you are a woman, press 1. If a man, press 2.

Woman ..... 53%

Man..... 47%

**Q16** If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

Hispanic..... 14%

White ..... 68%

African-American ..... 12%

Other..... 6%

**Q17** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29..... 7%

30 to 45..... 18%

46 to 65..... 59%

Older than 65..... 15%

**Q18** What kind of industry do you work in?

Service industry ..... 17%

Retail or wholesale trade ..... 6%

Finance, insurance, or real estate..... 5%

Construction or minerals industry..... 4%

Manufacturing business..... 6%

Transportation, communication, or utilities..... 4%

Education..... 10%

Health care ..... 7%

Government employee..... 7%

Other..... 33%

**Q19** If you make less than \$25,000 a year, press 1. If you make between \$25,000 and \$50,000 a year, press 2. If you make between \$50,000 and \$75,000 a year, press 3. If you make between \$75,000 and \$100,000 a year, press 4. If you make more than \$100,000 a year, press 5.

Less than \$25,000 ..... 25%

\$25,000 to \$50,000..... 31%

\$50,000 to \$75,000..... 19%

\$75,000 to \$100,000..... 11%

More than \$100,000..... 14%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Concerned about Financial Stress/Budgets?</b>			
<b>Yes</b>	64%	67%	61%
<b>No</b>	36%	33%	39%

	Base	Gender	
		Woman	Man
<b>Would Use Employer-provided Financial Management Service?</b>			
<b>Yes</b>	26%	29%	23%
<b>No</b>	74%	71%	77%

	Base	Gender	
		Woman	Man
<b>What Would Make Holidays More Enjoyable?</b>			
<b>Less financial stress</b>	32%	33%	31%
<b>More personal time away from work</b>	20%	22%	18%
<b>Assistance with shopping</b>	2%	3%	2%
<b>Better relationships with family/friends</b>	28%	25%	32%
<b>No changes</b>	17%	17%	17%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Plan for Holiday Spending</b>			
<b>Spending less money</b>	51%	52%	49%
<b>Spending more money</b>	5%	5%	5%
<b>About the same</b>	44%	42%	45%

	Base	Gender	
		Woman	Man
<b>Holiday Spending Cause Relationship Conflicts?</b>			
<b>Yes</b>	14%	14%	13%
<b>No</b>	83%	83%	83%
<b>Somewhat affects relationships</b>	4%	3%	4%

	Base	Gender	
		Woman	Man
<b>Plan to Buy High-tech Products?</b>			
<b>Yes</b>	15%	14%	17%
<b>No</b>	80%	81%	78%
<b>Not sure</b>	5%	5%	5%



### Crosstabs

	Base	Gender	
		Woman	Man
<b>Pressure to Buy High-tech Product?</b>			
<b>Very pressured</b>	3%	4%	2%
<b>Somewhat pressured</b>	18%	17%	19%
<b>No pressure</b>	79%	79%	79%

	Base	Gender	
		Woman	Man
<b>Most Tech Products W/in Budget?</b>			
<b>Yes, can afford them and stay within budget</b>	37%	31%	43%
<b>No, too expensive for budget</b>	63%	69%	57%

	Base	Gender	
		Woman	Man
<b>Holidays Impact on Childcare Needs</b>			
<b>Use less child care</b>	10%	9%	11%
<b>Use same amount of child care</b>	12%	10%	13%
<b>Use more child care</b>	4%	6%	2%
<b>Don't use child care</b>	74%	75%	73%

### Crosstabs

	Base	Gender	
		Woman	Man
<b>Use Employer-provided Child Care Search Service?</b>			
<b>Yes</b>	23%	28%	17%
<b>No</b>	77%	72%	83%

	Base	Gender	
		Woman	Man
<b>Ever Gained Weight During Holidays?</b>			
<b>Yes</b>	37%	41%	32%
<b>No</b>	63%	59%	68%

	Base	Gender	
		Woman	Man
<b>Exercise Less Over Holidays?</b>			
<b>Yes</b>	41%	45%	38%
<b>No</b>	59%	55%	62%



**Crosstabs**

	Base	Gender	
		Woman	Man
<b>New Year's Resolution Included Weight Loss/Fitness?</b>			
<b>Yes</b>	<b>33%</b>	38%	27%
<b>No</b>	<b>67%</b>	62%	73%

	Base	Gender	
		Woman	Man
<b>Use Employer-provided Wellness Coach?</b>			
<b>Yes</b>	<b>53%</b>	60%	45%
<b>No</b>	<b>47%</b>	40%	55%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Concerned about Financial Stress/Budgets?</b>					
<b>Yes</b>	<b>64%</b>	58%	65%	63%	71%
<b>No</b>	<b>36%</b>	42%	35%	37%	29%





**Crosstabs**

	Base	Race			
		Hispanic	White	African-American	Other
<b>Would Use Employer-provided Financial Management Service?</b>					
<b>Yes</b>	26%	32%	22%	41%	27%
<b>No</b>	74%	68%	78%	59%	73%

	Base	Race			
		Hispanic	White	African-American	Other
<b>What Would Make Holidays More Enjoyable?</b>					
<b>Less financial stress</b>	32%	26%	33%	32%	33%
<b>More personal time away from work</b>	20%	23%	21%	12%	15%
<b>Assistance with shopping</b>	2%	-	2%	5%	2%
<b>Better relationships with family/friends</b>	28%	28%	27%	32%	37%
<b>No changes</b>	17%	23%	16%	19%	13%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Plan for Holiday Spending</b>					
<b>Spending less money</b>	51%	51%	50%	55%	54%
<b>Spending more money</b>	5%	9%	5%	5%	8%
<b>About the same</b>	44%	40%	46%	40%	38%





**Crosstabs**

	Base	Race			
		Hispanic	White	African-American	Other
<b>Holiday Spending Cause Relationship Conflicts?</b>					
<b>Yes</b>	14%	19%	12%	19%	13%
<b>No</b>	83%	81%	83%	80%	81%
<b>Somewhat affects relationships</b>	4%	-	4%	2%	6%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Plan to Buy High-tech Products?</b>					
<b>Yes</b>	15%	25%	13%	20%	12%
<b>No</b>	80%	68%	83%	75%	79%
<b>Not sure</b>	5%	7%	4%	5%	10%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Pressure to Buy High-tech Product?</b>					
<b>Very pressured</b>	3%	5%	3%	3%	4%
<b>Somewhat pressured</b>	18%	27%	16%	14%	19%
<b>No pressure</b>	79%	68%	81%	83%	77%





**Crosstabs**

	Base	Race			
		Hispanic	White	African-American	Other
<b>Most Tech Products W/in Budget?</b>					
Yes, can afford them and stay within budget	37%	40%	37%	33%	33%
No, too expensive for budget	63%	60%	63%	67%	67%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Holidays Impact on Childcare Needs</b>					
Use less child care	10%	16%	7%	19%	10%
Use same amount of child care	12%	16%	11%	10%	18%
Use more child care	4%	9%	4%	5%	-
Don't use child care	74%	59%	79%	66%	73%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Use Employer-provided Child Care Search Service?</b>					
Yes	23%	35%	17%	41%	27%
No	77%	65%	83%	59%	73%





**Crosstabs**

	Base	Race			
		Hispanic	White	African-American	Other
<b>Ever Gained Weight During Holidays?</b>					
<b>Yes</b>	37%	36%	38%	29%	35%
<b>No</b>	63%	64%	62%	71%	65%

	Base	Race			
		Hispanic	White	African-American	Other
<b>Exercise Less Over Holidays?</b>					
<b>Yes</b>	41%	51%	41%	36%	35%
<b>No</b>	59%	49%	59%	64%	65%

	Base	Race			
		Hispanic	White	African-American	Other
<b>New Year's Resolution Included Weight Loss/Fitness?</b>					
<b>Yes</b>	33%	27%	34%	39%	22%
<b>No</b>	67%	73%	66%	61%	78%





**Crosstabs**

		Race				
		Base	Hispanic	White	African-American	Other
<b>Use Employer-provided Wellness Coach?</b>						
<b>Yes</b>	<b>53%</b>	53%	50%	66%	55%	
<b>No</b>	<b>47%</b>	47%	50%	34%	45%	

		Age				
		Base	18 to 29	30 to 45	46 to 65	Older than 65
<b>Concerned about Financial Stress/Budgets?</b>						
<b>Yes</b>	<b>64%</b>	77%	62%	65%	56%	
<b>No</b>	<b>36%</b>	23%	38%	35%	44%	

		Age				
		Base	18 to 29	30 to 45	46 to 65	Older than 65
<b>Would Use Employer-provided Financial Management Service?</b>						
<b>Yes</b>	<b>26%</b>	39%	32%	25%	18%	
<b>No</b>	<b>74%</b>	61%	68%	75%	82%	





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>What Would Make Holidays More Enjoyable?</b>					
<b>Less financial stress</b>	32%	40%	35%	31%	30%
<b>More personal time away from work</b>	20%	28%	26%	20%	8%
<b>Assistance with shopping</b>	2%	4%	1%	3%	2%
<b>Better relationships with family/friends</b>	28%	26%	22%	29%	35%
<b>No changes</b>	17%	2%	16%	17%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Plan for Holiday Spending</b>					
<b>Spending less money</b>	51%	65%	53%	50%	47%
<b>Spending more money</b>	5%	9%	5%	5%	4%
<b>About the same</b>	44%	26%	42%	45%	49%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Holiday Spending Cause Relationship Conflicts?</b>					
<b>Yes</b>	14%	33%	16%	13%	6%
<b>No</b>	83%	67%	82%	83%	90%
<b>Somewhat affects relationships</b>	4%	-	3%	4%	4%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Plan to Buy High-tech Products ?</b>					
<b>Yes</b>	15%	29%	22%	13%	8%
<b>No</b>	80%	67%	74%	81%	89%
<b>Not sure</b>	5%	4%	4%	6%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Pressure to Buy High-tech Product?</b>					
<b>Very pressured</b>	3%	10%	3%	2%	2%
<b>Somewhat pressured</b>	18%	40%	18%	16%	11%
<b>No pressure</b>	79%	50%	78%	81%	87%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Most Tech Products W/in Budget?</b>					
<b>Yes, can afford them and stay within budget</b>	37%	26%	38%	36%	42%
<b>No, too expensive for budget</b>	63%	74%	62%	64%	58%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Holidays Impact on Childcare Needs</b>					
Use less child care	10%	31%	14%	7%	5%
Use same amount of child care	12%	18%	23%	9%	5%
Use more child care	4%	10%	11%	3%	1%
Don't use child care	74%	41%	53%	81%	89%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Use Employer-provided Child Care Search Service?</b>					
Yes	23%	32%	30%	21%	16%
No	77%	68%	70%	79%	84%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Ever Gained Weight During Holidays?</b>					
Yes	37%	27%	38%	38%	35%
No	63%	73%	62%	62%	65%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Exercise Less Over Holidays?</b>					
Yes	41%	37%	44%	42%	39%
No	59%	63%	56%	58%	61%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>New Year's Resolution Included Weight Loss/Fitness?</b>					
Yes	33%	24%	36%	32%	40%
No	67%	76%	64%	68%	60%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Use Employer-provided Wellness Coach?</b>					
Yes	53%	42%	61%	53%	47%
No	47%	58%	39%	47%	53%





**Crosstabs**

	Base	Sector										
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other	
<b>Concerned about Financial Stress/Budgets?</b>												
Yes	64%	64%	65%	67%	73%	64%	56%	63%	70%	56%	64%	
No	36%	36%	35%	33%	27%	36%	44%	37%	30%	44%	36%	

	Base	Sector										
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other	
<b>Would Use Employer-provided Financial Management Service?</b>												
Yes	26%	31%	19%	27%	24%	26%	15%	25%	32%	32%	24%	
No	74%	69%	81%	73%	76%	74%	85%	75%	68%	68%	76%	

	Base	Sector										
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other	
<b>What Would Make Holidays More Enjoyable?</b>												
Less financial stress	32%	37%	47%	28%	44%	34%	29%	29%	25%	28%	30%	
More personal time away from work	20%	23%	23%	24%	25%	27%	28%	20%	28%	26%	11%	
Assistance with shopping	2%	2%	1%	8%	-	1%	5%	2%	1%	1%	2%	
Better relationships with family/friends	28%	19%	20%	35%	29%	34%	28%	28%	30%	18%	34%	
No changes	17%	18%	9%	4%	2%	4%	9%	20%	15%	27%	23%	





**Crosstabs**

	Base	Sector										
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other	
<b>Plan for Holiday Spending</b>												
Spending less money	51%	53%	54%	63%	66%	44%	57%	41%	47%	40%	52%	
Spending more money	5%	6%	3%	-	10%	6%	13%	8%	5%	4%	4%	
About the same	44%	40%	44%	37%	23%	50%	30%	51%	47%	56%	43%	

	Base	Sector									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other
<b>Holiday Spending Cause Relationship Conflicts?</b>											
Yes	14%	16%	7%	20%	27%	20%	14%	13%	14%	9%	12%
No	83%	80%	93%	75%	71%	77%	83%	85%	84%	87%	84%
Somewhat affects relationships	4%	5%	-	5%	2%	3%	4%	2%	3%	4%	4%

	Base	Sector									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other
<b>Plan to Buy High-tech Products?</b>											
Yes	15%	15%	19%	20%	16%	19%	19%	17%	18%	16%	12%
No	80%	77%	77%	76%	80%	74%	78%	78%	73%	82%	85%
Not sure	5%	9%	4%	4%	4%	7%	3%	5%	10%	2%	3%





**Crosstabs**

	Base	Sector										
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other	
<b>Pressure to Buy High-tech Product?</b>												
Very pressured	3%	6%	-	4%	12%	3%	7%	1%	1%	-	3%	
Somewhat pressured	18%	23%	28%	28%	10%	14%	14%	18%	12%	32%	12%	
No pressure	79%	71%	72%	69%	78%	82%	79%	81%	87%	68%	85%	

	Base	Sector									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other
<b>Most Tech Products W/in Budget?</b>											
Yes, can afford them and stay within budget	37%	41%	31%	45%	21%	38%	40%	43%	43%	46%	32%
No, too expensive for budget	63%	59%	69%	55%	79%	62%	60%	57%	57%	54%	68%

	Base	Sector									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other
<b>Holidays Impact on Childcare Needs</b>											
Use less child care	10%	16%	15%	10%	16%	9%	4%	8%	5%	10%	7%
Use same amount of child care	12%	11%	22%	7%	19%	15%	17%	9%	19%	7%	9%
Use more child care	4%	3%	4%	6%	-	9%	2%	8%	5%	9%	2%
Don't use child care	74%	70%	58%	77%	64%	67%	77%	75%	71%	74%	82%





**Crosstabs**

	Base	Sector										
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other	
<b>Use Employer-provided Child Care Search Service?</b>												
Yes	23%	26%	23%	13%	17%	34%	7%	23%	28%	23%	22%	
No	77%	74%	77%	87%	83%	66%	93%	77%	72%	77%	78%	

	Base	Sector										
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other	
<b>Ever Gained Weight During Holidays?</b>												
Yes	37%	44%	24%	32%	37%	50%	35%	38%	42%	29%	34%	
No	63%	56%	76%	68%	63%	50%	65%	62%	58%	71%	66%	

	Base	Sector										
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other	
<b>Exercise Less Over Holidays?</b>												
Yes	41%	43%	43%	39%	37%	47%	38%	38%	52%	41%	39%	
No	59%	57%	57%	61%	63%	53%	62%	62%	48%	59%	61%	





**Crosstabs**

	Base	Sector										
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other	
<b>New Year's Resolution Included Weight Loss/Fitness?</b>												
Yes	33%	41%	26%	47%	20%	34%	27%	37%	37%	21%	31%	
No	67%	59%	74%	53%	80%	66%	73%	63%	63%	79%	69%	

	Base	Sector									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other
<b>Use Employer-provided Wellness Coach?</b>											
Yes	53%	59%	43%	57%	37%	52%	48%	54%	73%	65%	47%
No	47%	41%	57%	43%	63%	48%	52%	46%	27%	35%	53%

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>Concerned about Financial Stress/Budgets?</b>						
Yes	64%	75%	68%	60%	55%	51%
No	36%	25%	32%	40%	45%	49%





**Crosstabs**

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>Would Use Employer-provided Financial Management Service?</b>						
<b>Yes</b>	26%	35%	32%	19%	16%	13%
<b>No</b>	74%	65%	68%	81%	84%	87%

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>What Would Make Holidays More Enjoyable?</b>						
Less financial stress	32%	40%	38%	23%	21%	25%
More personal time away from work	20%	13%	20%	22%	27%	26%
Assistance with shopping	2%	2%	1%	4%	4%	1%
Better relationships with family/friends	28%	30%	25%	30%	29%	30%
No changes	17%	15%	16%	20%	19%	18%

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>Plan for Holiday Spending</b>						
Spending less money	51%	66%	57%	41%	39%	33%
Spending more money	5%	4%	4%	7%	5%	10%
About the same	44%	30%	39%	52%	56%	57%





**Crosstabs**

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>Holiday Spending Cause Relationship Conflicts?</b>						
<b>Yes</b>	14%	21%	12%	12%	11%	9%
<b>No</b>	83%	74%	84%	88%	85%	85%
<b>Somewhat affects relationships</b>	4%	5%	3%	0%	4%	6%

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>Plan to Buy High-tech Products?</b>						
<b>Yes</b>	15%	10%	12%	14%	21%	30%
<b>No</b>	80%	81%	85%	81%	74%	67%
<b>Not sure</b>	5%	9%	3%	5%	5%	3%

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>Pressure to Buy High-tech Product?</b>						
<b>Very pressured</b>	3%	6%	2%	3%	1%	3%
<b>Somewhat pressured</b>	18%	17%	19%	14%	18%	21%
<b>No pressure</b>	79%	77%	80%	83%	81%	76%





**Crosstabs**

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>Most Tech Products W/in Budget?</b>						
Yes, can afford them and stay within budget	37%	19%	29%	44%	53%	64%
No, too expensive for budget	63%	81%	71%	56%	47%	36%

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>Holidays Impact on Childcare Needs</b>						
Use less child care	10%	12%	11%	7%	9%	8%
Use same amount of child care	12%	9%	11%	17%	9%	12%
Use more child care	4%	4%	5%	5%	2%	3%
Don't use child care	74%	75%	72%	71%	80%	77%

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>Use Employer-provided Child Care Search Service?</b>						
Yes	23%	30%	27%	19%	12%	15%
No	77%	70%	73%	81%	88%	85%





**Crosstabs**

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>Ever Gained Weight During Holidays?</b>						
<b>Yes</b>	37%	35%	36%	34%	36%	45%
<b>No</b>	63%	65%	64%	66%	64%	55%

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>Exercise Less Over Holidays?</b>						
<b>Yes</b>	41%	42%	46%	35%	45%	35%
<b>No</b>	59%	58%	54%	65%	55%	65%

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>New Year's Resolution Included Weight Loss/Fitness?</b>						
<b>Yes</b>	33%	34%	33%	32%	30%	35%
<b>No</b>	67%	66%	67%	68%	70%	65%





**Crosstabs**

	Base	Income				
		Less than \$25,000	\$25,000 to \$50,000	\$50,000 to \$75,000	\$75,000 to \$100,000	More than \$100,000
<b>Use Employer-provided Wellness Coach?</b>						
<b>Yes</b>	<b>53%</b>	56%	62%	50%	39%	41%
<b>No</b>	<b>47%</b>	44%	38%	50%	61%	59%

