

Harris Interactive QuickQuery
 Fielding Period: August 25-27, 2010
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

28 Aug 2010

Q3605 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	2273	520	619	688	446	673	436	343	821	1138	328	205	184	421	1135	345	231	159	400	1174	583	365
Weighted Base	2273	489	506	750	527	667	407	408	791	1100	339	176	231	354	1173	328	231	178*	437	1193	581	330
Any (Net)	1527	310	349	508	359	485	289	244	508	699	237	117	127	219	828	249	172	118	289	779	392	220
	67%Hi J	63%63%J	69%69%	68%68%	68%68%	73%AH71%HI	71%Hi60%	60%	64%	64%	70%Mn66%lm	66%lm55%	55%	62%	71%AJ76%lM75%MN	76%lM75%MN	66%lm66%lm	66%lm65%	65%	67%	67%	67%
Self/Family (Sub-Net)	1485	297	343	491	355	476	283	237	488	682	229	115	123	215	803	247	168	114	273	763	378	215
	65%BHIJ	61%61%	68%b65%	65%67%	67%	71%AH70%HI	70%HI58%	58%	62%	62%	68%M65%lm	65%lm53%	53%	61%	68%AJ67%lM75%MN	75%kL73%MN	64%64%	63%64%	63%	64%	65%	65%
Myself	1237	251	288	399	299	433	215	190	399	564	214	89	104	157	673	220	126	86	241	575	364	190
	54%HIJT	51%57%	57%53%	53%57%	57%	65%AGH53%	53%47%	47%	50%	51%	63%LM51%	51%45%	45%	44%	57%AJ67%lM75%MN	67%lM54%ln	54%ln49%	55%mn48%	55%mn48%	63%AT	58%T	
Spouse/Significant other	617	135	146	191	146	171	122	96	228	323	88	62	45	128	294	83	60	51	100	449	58	27
	27%oUV	28%28%	29%29%	25%25%	28%28%	26%30%	30%24%	24%	29%	29%ao26%	35%kM20%	20%ps	ps	36%KM25%	25%	25%	26%	29%	23%	38%AUV	10%	8%
My child(ren)	457	97	109	156	95	92	144	85	135	138	25	39	23	50	319	67	105	62	85	325	23	79
	20%FIJU	20%20%	22%22%	21%21%	18%18%	14%35%AFH21%F	21%F17%	17%	17%	12%	7%22%KM	22%KM10%	10%	14%K14%	27%AJ21%KM	46%KL35%KL	19%KM27%AU	4%	4%	4%	4%	24%U
Parent	130	31	31	31	37	65	22	17	25	54	34	5	5	10	76	31	17	12	15	33	62	26
	6%IT	6%6%	6%4%	4%7%	7%	10%AGHI6%	6%4%	4%	3%	5%	10%LMN3%	3%2%	2%	3%	6%	10%LMN8%mn	8%mn7%	7%	3%	3%	11%AT	8%T
Other member of household	93	25	11	33	24	30	13	22	29	32	8	4	8	13	61	22	9	14	16	38	35	16
	4%CJT	5%5%C	2%2%	4%4%	5%5%c	4%3%	3%5%	5%	4%	3%	2%2%	2%4%	4%	4%	5%AJ	7%KL	4%4%	8%KL	4%4%	3%	6%aT	5%
Home/Car (Sub-Net)	324	78	66	103	76	84	54	53	133	133	37	10	24	61	191	47	44	29	71	169	81	46
	14%J	16%13%	13%14%	14%14%	14%	13%13%	13%13%	13%	17%af12%	11%	6%10%	10%	10%	17%kL16%AJ	14%L19%KL	16%L16%L	16%L16%L	16%L14%	14%	14%	14%	14%
My home	286	66	63	92	66	74	53	49	111	112	34	10	22	47	174	40	43	27	64	157	68	39
	13%J	13%12%	12%12%	12%13%	13%	11%13%	13%12%	12%	14%	10%	10%6%	6%9%	9%	13%L15%AJ	12%118%KL	15%L15%L	15%L13%	13%	12%	12%	12%	
My car	82	23	9	28	23	16	13	12	41	44	6	-	9	28	39	10	13	2	13	41	19	10
	4%C	5%5%C	2%2%	4%4%	4%4%c	2%3%	3%3%	3%	5%AF5%	4%	2%-	-4%L	4%L	8%KLP3%	3%18%KL	6%kLr1%	3%13%	3%	3%	3%	3%	
Other	114	30	22	39	23	27	23	16	48	45	18	2	8	17	69	9	21	8	32	49	30	24
	5%6%	6%4%	4%5%	4%4%	4%	4%6%	6%4%	4%	6%4%	4%	5%11%	1%4%	4%	5%11%	6%3%	3%9%LmP	4%4%	4%	7%LP	4%	5%	7%at

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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Q3605 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)
Weighted Base	2273	489	506	750	527	667	407	408	791	1100	339	176	231	354	1173	328	231	178*	437	1193	581	330
None - I have not bought anything on impulse in the past month.	746	179	157	242	168	181	118	164	284	401	102	60	104	135	345	79	58	60	148	413	189	109
	33%FO	37%	31%	32%	32%	27%	29%	40%AFG	36%aFg	36%AO	30%	34%p	45%Kl	38%kP	29%	24%	25%	34%p	34%Pq	35%	33%	33%
Sigma	3763	837	835	1210	880	1090	723	650	1300	1713	528	271	329	585	2049	562	452	321	715	2080	849	521
	166%	171%	165%	161%	167%	164%	178%	159%	164%	156%	156%	153%	143%	165%	175%	171%	196%	181%	164%	174%	146%	158%

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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Q3610 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	2273	520	619	688	446	673	436	343	821	1138	328	205	184	421	1135	345	231	159	400	1174	583	365
Weighted Base	2273	489	506	750	527	667	407	408	791	1100	339	176	231	354	1173	328	231	178*	437	1193	581	330
Make Impulse Purchases For Self/Children/Other Family Members/Home (Net)	1936	414	441	649	432	575	346	338	678	898	280	142	183	293	1038	295	203	155	385	1032	474	276
	85% U	85% J	87% e	87% e	82% e	86% e	85% e	83% e	86% e	82% e	83% e	81% e	79% e	83% e	89% AJ	90% KL	88% lm	87% m	88% LM	87% U	82% U	84% U
Sales/Discounts	1027	223	235	349	220	341	178	137	370	411	143	76	60	131	616	198	102	77	239	556	258	133
	45% HJ	46% J	46% e	47% e	42% e	51% Ag	44% H	34% e	47% H	37% e	42% M	43% M	26% e	37% M	53% AJ	60% KL	44% M	43% M	55% KL	47% M	44% M	40% M
Receiving a windfall (e.g., tax refund, inheritance, lottery/gambling winnings)	448	93	111	142	103	95	62	125	167	258	62	24	80	91	191	33	37	44	76	230	97	77
	20% O	19% FG	22% e	19% e	19% e	14% e	15% e	31% AF	21% FG	23% AO	18% P	14% e	35% KL	26% kL	16% e	10% e	16% e	25% LP	17% P	19% e	17% e	23% u
Life events (e.g., news of a promotion, stressful day)	186	37	42	60	47	75	35	29	47	86	35	15	12	25	99	40	20	17	22	87	57	27
	8% I	7% e	8% e	8% e	9% e	11% AI	9% e	7% e	6% e	8% e	10% S	8% e	5% e	7% e	8% e	12% Mn	9% e	10% e	5% e	7% e	10% e	8% e
Child(ren) asking/pleading	80	21	16	32	12	17	40	10	13	32	12	9	5	6	49	5	31	5	7	52	10	13
	4% IU	4% e	3% e	4% e	2% e	3% e	10% AF	2% e	2% e	3% e	4% e	5% np	2% e	2% e	4% e	2% e	14% KLM	3% e	2% e	4% U	2% e	4% e
Family members' lifestyles and purchases they make	54	4	6	26	18	16	7	8	22	33	9	7	5	12	21	7	*	3	10	30	12	10
	2% Bc	1% e	1% e	3% BC	3% Bc	2% e	2% e	2% e	3% e	3% e	4% Q	2% e	4% Q	2% e	2% e	2% e	*	2% e	2% e	2% e	2% e	3% e
Friends' lifestyles and purchases they make	17	6	5	5	1	14	3	-	*	12	11	1	-	*	5	3	3	-	-	4	12	*
	1% IT	1% e	1% e	1% e	* e	2% AHI	1% i	- e	* e	1% e	3% m	1% e	- e	* e	* e	1% e	1% e	- e	- e	* e	2% AT	* e
Other	124	31	26	35	31	17	19	28	59	67	8	10	20	28	57	9	9	8	31	74	28	14
	5% F	6% e	5% e	5% e	6% e	3% e	5% e	7% F	7% AF	6% e	3% e	6% e	9% KP	8% KP	5% e	3% e	4% e	4% e	7% KP	6% e	5% e	4% e
None - I do not make impulse purchases for myself, my child(ren), other family members or my home.	337	75	65	101	95	91	61	71	113	202	59	34	48	61	135	33	27	23	52	160	107	54
	15% O	15% e	13% e	13% e	18% ac	14% e	15% e	17% e	14% e	18% AO	17% P	19% Pq	21% Pq	17% P	11% e	10% e	12% e	13% e	12% e	13% e	18% AT	16% e
Sigma	2273	489	506	750	527	667	407	408	791	1100	339	176	231	354	1173	328	231	178	437	1193	581	330
	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
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Q3610 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	1960	451	548	593	368	585	369	296	710	945	274	167	155	349	1015	311	202	141	361	1027	486	310
Weighted Base	1936	414	441	649	432	575	346	338	678	898	280	142*	183*	293	1038	295	203	155*	385	1032	474	276
Sales/Discounts	1027 53% HJ	223 54%	235 53%	349 54%	220 51%	341 59% AgH	178 52% H	137 41%	370 55% H	411 46%	143 51% M	76 53% M	60 33%	131 45% m	616 59% AJ	198 67% KL MNQR	102 50% M	77 50% M	239 62% KM NQR	556 54%	258 54%	133 48%
Receiving a windfall (e.g., tax refund, inheritance, lottery/gambling winnings)	448 23% FG O	93 22%	111 25%	142 22%	103 24%	95 17%	62 18%	125 37% AFG I	167 25% FG	258 29% AO	62 22% P	24 17%	80 44% KL NPQRS	91 31% kL PQS	191 18%	33 11%	37 18% p	44 29% LP qs	76 20% P	230 22%	97 20%	77 28% au
Life events (e.g., news of a promotion, stressful day)	186 10% I	37 9%	42 10%	60 9%	47 11%	75 13% AI	35 10%	29 9%	47 7%	86 10%	35 12% S	15 10%	12 7%	25 8%	99 10%	40 13% mS	20 10%	17 11%	22 6%	87 8%	57 12% t	27 10%
Child(ren) asking/pleading	80 4% IU	21 5%	16 4%	32 5%	12 3%	17 3%	40 12% AFHI	10 3%	13 2%	32 4%	12 4%	9 6% nPS	5 3%	6 2%	49 5%	5 2%	31 15% KLM NPRS	5 3%	7 2%	52 5% U	10 2%	13 5%
Family members' lifestyles and purchases they make	54 3% BCo	4 1%	6 1%	26 4% BC	18 4% BC	16 3%	7 2%	8 2%	22 3%	33 4%	9 3% q	7 5% Q	5 3%	12 4% Q	21 2%	7 3%	* *	3 2%	10 3%	30 3%	12 3%	10 4%
Friends' lifestyles and purchases they make	17 1% IT	6 2%	5 1%	5 1%	1 *	14 2% AHI	3 1% i	-	* *	12 1%	11 4% mNp rS	1 1%	-	* *	5 1%	3 1%	3 1%	-	-	4 *	12 2% ATv	* *
Other	124 6% F	31 7%	26 6%	35 5%	31 7%	17 3%	19 6%	28 8% F	59 9% AF	67 7%	8 3%	10 7%	20 11% KPq	28 9% KP	57 5%	9 3%	9 5%	8 5%	31 8% KP	74 7%	28 6%	14 5%
Sigma	1936	414	441	649	432	575	346	338	678	898	280	142	183	293	1038	295	203	155	385	1032	474	276
	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
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Q3615 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? If you did not make impulse purchases for yourself, any of these people or your home in the past year, enter "9999".

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	2273	520	619	688	446	673	436	343	821	1138	328	205	184	421	1135	345	231	159	400	1174	583	365
Weighted Base	2273	489	506	750	527	667	407	408	791	1100	339	176	231	354	1173	328	231	178*	437	1193	581	330
Made Impulse Purchase For Self/Other/Home In Past Year (Net)	1828	405	424	592	407	571	362	303	592	881	283	156	173	269	947	289	206	130	323	947	483	258
\$0	627	160	141	205	121	176	109	112	230	321	100	48	66	108	306	76	61	46	122	329	162	93
Made Impulse Purchase For Self/Other/Home In Past Year That Later Regretted (Sub-Net)	1201	245	283	387	287	395	253	191	362	560	183	108	108	161	642	212	145	83	201	618	320	165
\$1-25	157	32	36	56	33	71	24	24	39	76	37	11	10	18	81	34	13	14	21	78	49	16
\$26-50	212	39	50	72	51	77	39	39	57	97	40	15	20	22	115	37	24	19	35	107	66	28
\$51-100	241	51	64	61	65	84	36	39	83	107	26	13	28	39	134	57	22	11	44	127	71	29
\$101-300	280	62	65	90	64	84	71	43	82	127	46	31	18	32	153	38	40	25	50	135	74	47
\$301+	310	61	68	108	73	79	84	46	101	152	34	38	31	49	158	46	45	15	52	170	60	45
Did not make impulse purchases for self, any of these people, or home in past year	445	84	83	158	120	95	45	105	200	219	56	20	57	85	226	39	25	48	114	246	98	72
Mean (Incl. 0)	304.4	226.9	241.7	338.4	397.3b	209.1	313.8F	371.6F	356.2F	333.5	202.2	340.9	472.6	377.6	277.3	215.9	293.2	236.5	338.4	325.6U	199.5	245.3

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
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Base: All Respondents

	Region				Age				Male Age					Female Age					Marital Status				
	North-		Mid-		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/	Div./	Married	Wid.
	Total	east	west	South																West	Never		Sep./
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Weighted Base	2273	489	506	750	527	667	407	408	791	1100	339	176	231	354	1173	328	231	178*	437	1193	581	330	
Std. Dev. (Incl. 0)	929.97659.48	585.031061.061201.32	567.13	640.461128.831203.641014.72667.45681.811294.61238.5843.19448.89608.13844.831175.4974.05	582.90	599.89																	
Std. Err. (Incl. 0)	21.75	31.77	26.09	45.33	64.49	23.61	33.39	68.57	48.61	33.66	40.10	51.54107.88	70.01	27.80	25.92	43.77	74.97	67.86	31.94	26.52	35.11		
Median (Incl. 0)	50	42	50	50	50	50	100	50	50	50	32	100	50	50	50	80	50	50	50	50	50		
Mean (Excl. 0)	463.2	375.0	362.2	517.7	564.5c	302.3	448.9F	589.1F	582.3a	524.9	312.4	490.8	761.3	631.3	409.3	293.7	417.5	367.1	543.1	499.1U	300.8	382.8	
	FU							F				P	KP	kP				P					
Std. Dev. (Excl. 0)	1114.8815.00	685.411277.051399.20	661.18	725.701376.671496.151233.22809.37772.591577.31552.3997.98501.50689.521031.51452.41169.8	694.37	714.08																	
Std. Err. (Excl. 0)	32.22	49.60	37.01	68.36	91.27	33.57	44.66	104.36	77.68	52.16	62.08	70.53166.26116.02	39.51	33.97	57.46112.55104.82	48.00	38.82	50.88					
Median (Excl. 0)	100	120	100	150	100	100	200	100	130	100	100	200	100	120	100	100	200	100	150	100	100	159	
Sigma	2273	489	506	750	527	667	407	408	791	1100	339	176	231	354	1173	328	231	178	437	1193	581	330	
	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/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: August 25-27, 2010
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

28 Aug 2010

Q3615 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? If you did not make impulse purchases for yourself, any of these people or your home in the past year, enter "9999".

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

	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	1829	431	503	548	347	577	368	271	613	909	277	175	144	313	920	300	193	127	300	930	483	292
Weighted Base	1828	405	424	592	407	571	362	303	592	881	283	156	173*	269	947	289	206	130*	323	947	483	258
\$0	627 34%	160 39%AE	141 33%	205 35%	121 30%	176 31%	109 30%	112 37%	230 39%AFG	321 36%	100 35%p	48 31%	66 38%p	108 40%Pq	306 32%	76 26%	61 30%	46 36%	122 38%P	329 35%	162 34%	93 36%
Made Impulse Purchase For Self/Other/Home In Past Year That Later Regretted (Net)	1201 66%BI	245 61%	283 67%	387 65%	287 70%B	395 69%I	253 70%I	191 63%	362 61%	560 64%	183 65%	108 69%	108 62%	161 60%	642 68%	212 74%km	145 70%ln	83 64%	201 62%	618 65%	320 66%	165 64%
\$100 Or Less (Sub-Net)	611 33%G	123 30%	150 35%	189 32%	150 37%	232 41%AGI	99 27%	101 33%	179 30%	280 32%	103 37%l	39 25%	58 33%	80 30%	331 35%	128 44%Lm	60 29%	43 33%	99 31%	312 33%	186 39%AV	73 28%
\$1-\$25	157 9%i	32 8%	36 8%	56 9%	33 8%	71 12%AGI	24 7%	24 8%	39 7%	76 9%	37 13%mnq	11 7%	10 6%	18 7%	81 9%	34 12%ss	13 6%	14 11%	21 6%	78 8%	49 10%	16 6%
\$26-\$50	212 12%	39 10%	50 12%	72 12%	51 13%	77 14%	39 11%	39 13%	57 10%	97 11%	40 14%	15 10%	20 12%	22 8%	115 12%	37 13%	24 12%	19 15%	35 11%	107 11%	66 14%	28 11%
\$51-\$100	241 13%d	51 13%	64 15%d	61 10%	65 16%d	84 15%	36 10%	39 13%	83 14%	107 12%	26 9%	13 9%	28 16%	39 15%	134 14%	57 20%KL	22 11%	11 8%	44 14%	127 13%	71 15%	29 11%
\$101-\$300	280 15%	62 15%	65 15%	90 15%	64 16%	84 15%	71 19%ai	43 14%	82 14%	127 14%	46 16%	31 20%mn	18 11%	32 12%	153 16%	38 13%	40 19%mn	25 19%	50 16%	135 14%	74 15%	47 18%
\$301+	310 17%fU	61 15%	68 16%	108 18%	73 18%	79 14%	84 23%AFh	46 15%	101 17%	152 17%	34 12%	38 25%Kp	31 18%	49 18%	158 17%	46 16%	45 22%Kr	15 12%	52 16%	170 18%U	60 12%	45 18%
Mean (Incl. 0)	304.4 FU	226.9	241.7	338.4	397.3b c	209.1	313.8F	371.6F	356.2F	333.5	202.2 p	340.9 p	472.6 KP	377.6 p	277.3	215.9	293.2	236.5	338.4	325.6U	199.5	245.3
Std. Dev. (Incl. 0)	929.97659	485.03106	1061.06120	1201.32	567.13	640.461128	831203.641014	72667.45681	811294.61238	5843.19448	89608.13844	831175.4974	05582.90	599.89								
Std. Err. (Incl. 0)	21.75	31.77	26.09	45.33	64.49	23.61	33.39	68.57	48.61	33.66	40.10	51.54107	8870.01	27.80	25.92	43.77	74.97	67.86	31.94	26.52	35.11	
Median (Incl. 0)	50	42	50	50	50	50	100	50	50	50	32	100	50	50	50	50	80	50	50	50	50	
Mean (Excl. 0)	463.2 FU	375.0	362.2	517.7	564.5c	302.3	448.9F	589.1F	582.3a F	524.9	312.4 P	490.8 KP	761.3 kP	631.3 kP	409.3	293.7	417.5	367.1	543.1 P	499.1U	300.8	382.8

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: August 25-27, 2010
 NEFE
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28 Aug 2010

Q3615 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? If you did not make impulse purchases for yourself, any of these people or your home in the past year, enter "9999".

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

	Region				Age				Male Age					Female Age					Marital Status				
	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	Div./ 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	1828	405	424	592	407	571	362	303	592	881	283	156	173*	269	947	289	206	130*	323	947	483	258	
Std. Dev. (Excl. 0)	1114.88	15.00	685.41	1277.05	1399.20	661.18	725.70	1376.67	1496.15	1233.22	809.37	772.59	1577.31	52.39	97.98	501.50	689.52	1031.51	452.41	169.8	694.37	714.08	
Std. Err. (Excl. 0)	32.22	49.60	37.01	68.36	91.27	33.57	44.66	104.36	77.68	52.16	62.08	70.53	166.26	116.02	39.51	33.97	57.46	112.55	104.82	48.00	38.82	50.88	
Median (Excl. 0)	100	120	100	150	100	100	200	100	130	100	100	200	100	120	100	100	200	100	150	100	100	159	
Sigma	1828	405	424	592	407	571	362	303	592	881	283	156	173	269	947	289	206	130	323	947	483	258	
	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/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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28 Aug 2010

Q3615 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? If you did not make impulse purchases for yourself, any of these people or your home in the past year, enter "9999".

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	1197	270	343	349	235	388	264	174	371	559	170	120	90	179	638	218	144	84	192	594	320	197
Weighted Base	1201	245	283	387	287	395	253	191	362	560	183*	108*	108*	161*	642	212	145*	83*	201	618	320	165
\$100 Or Less (Net)	611 51%Gv	123 50%	150 53%	189 49%	150 52%	232 59%AGi	99 39%	101 53%G	179 49%g	280 50%	103 57%LQ	39 36%	58 54%l	80 49%l	331 52%	128 61%LQ	60 41%	43 52%l	99 49%l	312 51%	186 58%AV	73 44%
\$1-\$25	157 13%	32 13%	36 13%	56 14%	33 12%	71 18%AGI	24 10%	24 12%	39 11%	76 14%	37 20%lm	11 10%	10 9%	18 11%	81 13%	34 16%	13 9%	14 16%	21 10%	78 13%	49 15%	16 10%
\$26-\$50	212 18%	39 16%	50 18%	72 19%	51 18%	77 20%	39 15%	39 20%	57 16%	97 17%	40 22%	15 14%	20 19%	22 14%	115 18%	37 18%	24 17%	19 23%	35 17%	107 17%	66 21%	28 17%
\$51-\$100	241 20%dG	51 21%	64 23%d	61 16%	65 23%	84 21%g	36 14%	39 20%	83 23%G	107 19%	26 14%	13 12%	28 26%kl	39 24%kl	134 21%	57 27%KL	22 15%	11 13%	44 22%	127 21%	71 22%	29 17%
\$101-\$300	280 23%	62 25%	65 23%	90 23%	64 22%	84 21%	71 28%	43 23%	82 23%	127 23%	46 25%	31 28%p	18 17%	32 20%	153 24%	38 18%	40 28%	25 30%p	50 25%	135 22%	74 23%	47 29%
\$301+	310 26%FU	61 25%	68 24%	108 28%	73 25%	79 20%	84 33%AF	46 24%	101 28%f	152 27%	34 18%	38 35%KP	31 29%	49 31%k	158 25%	46 21%	45 31%kr	15 18%	52 26%	170 28%U	60 19%	45 27%u
Mean	463.2 FU	375.0	362.2	517.7	564.5c	302.3	448.9F	589.1F	582.3a	524.9	312.4	490.8	761.3	631.3	409.3	293.7	417.5	367.1	543.1	499.1U	300.8	382.8
Std. Dev.	1114.8815	8815.00	685.4112	77.0513	99.20	661.18	725.7013	76.6714	96.1512	33.2280	9.3777	2.5915	7.3155	2.3997	9.9850	1.5068	9.5210	3.5145	2.4116	9.8	694.37	714.08
Std. Err.	32.22	49.60	37.01	68.36	91.27	33.57	44.66	104.36	77.68	52.16	62.08	70.53	166.26	116.02	39.51	33.97	57.46	112.55	104.82	48.00	38.82	50.88
Median	100	120	100	150	100	100	200	100	130	100	100	200	100	120	100	100	200	100	150	100	100	159
Sigma	1201 100%	245 100%	283 100%	387 100%	287 100%	395 100%	253 100%	191 100%	362 100%	560 100%	183 100%	108 100%	108 100%	161 100%	642 100%	212 100%	145 100%	83 100%	201 100%	618 100%	320 100%	165 100%

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: August 25-27, 2010
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

28 Aug 2010

Q3620 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 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./ Married	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	1197	270	343	349	235	388	264	174	371	559	170	120	90	179	638	218	144	84	192	594	320	197	
Weighted Base	1201	245	283	387	287	395	253	191	362	560	183*	108*	108*	161*	642	212	145*	83*	201	618	320	165	
Clothing/Shoes	570 47%J	123 50%	138 49%	185 48%	124 43%	202 51%	120 47%	82 43%	166 46%	175 31%	70 38%N	30 28%	37 34%	39 24%	395 62%AJ	133 62%KL MN	89 62%KL MN	46 55%kL MN	128 63%KL MN	277 45%	160 50%	90 54%at	
Dining out	432 36%i	93 38%	116 41%ae	130 34%	93 32%	150 38%	98 39%	72 38%	111 31%	196 35%	49 27%	44 41%kS	41 38%S	62 39%kS	236 37%	101 48%KS	54 37%S	32 38%S	49 24%	226 37%	109 34%	60 36%	
Toys for children	238 20%IU	60 25%a	53 19%	76 20%	49 17%	75 19%I	87 34%AFH I	38 20%I	38 10%	99 18%	31 17%n	34 31%KN S	20 19%n	14 8%	139 22%	44 21%Ns	53 37%KM NPrS	18 22%Ns	24 12%	150 24%AU	28 9%	32 20%U	
Decorative items for the home (e.g., knickknacks, art)	236 20%CJ	51 21%c	37 13%	81 21%C	68 24%C	80 20%	58 23%	35 18%	63 17%	72 13%	25 13%	15 14%	12 11%	21 13%	164 26%AJ	56 26%KL MN	43 30%KL MN	23 28%Kl MN	42 21%	123 20%	56 17%	34 20%	
Jewelry and/or other accessories	183 15%J	32 13%	49 17%	58 15%	45 16%	59 15%	44 17%	31 16%	49 14%	53 10%	15 8%	9 8%	17 16%	12 8%	130 20%AJ	44 N	35 N	14 24%KL	37 17%n	91 18%Kl	45 15%	22 14%	13%
Sporting goods (e.g., tennis racquets, golf clubs, skis, organized sports equipment)	111 9%Ov	20 8%	30 10%	34 9%	28 10%	37 9%	25 10%	18 9%	31 9%	77 14%AO	21 11%rS	13 12%rS	15 14%rS	28 18%PqR S	34 5%	16 8%S	12 8%S	3 3%	3 1%	65 11%v	29 9%	8 5%	
Tools	109 9%cO u	24 10%	17 6%	37 10%	32 11%	26 7%	25 10%	16 8%	42 12%f	82 15%AO	17 9%	18 17%PQ RS	12 12%ps RS	34 21%KPQ RS	27 4%	9 4%	7 5%	3 4%	8 4%	63 10%	19 6%	14 9%	
Craft supplies (e.g., scrapbooking)	100 8%JU	16 6%	26 9%	22 6%	35 12%abD	32 8%	24 10%	20 10%	24 7%	32 6%	9 5%	7 7%	11 10%n	5 3%	67 11%AJ	23 11%N	17 12%kN	9 10%n	19 9%n	69 11%AU	8 3%	15 9%U	
Collectibles	97 8%Fo U	24 10%	23 8%	21 6%	28 10%	16 4%	25 10%F	17 9%f	38 11%F	55 10%	7 4%	11 10%	14 13%kp s	24 15%KPr	41 6%	9 4%	15 10%p	4 4%	14 7%	49 8%	15 5%	16 9%	
Gym/Workout equipment (e.g., bicycles, treadmills, memberships)	76 6%u	23 9%	13 5%	20 5%	21 7%	26 7%	14 6%	13 7%	23 6%	36 6%	14 7%	7 6%	6 6%	9 6%	41 6%	12 6%	8 5%	7 8%	14 7%	47 8%u	12 4%	15 9%U	
Other	293 24%Ot	66 27%	66 23%	84 22%	78 27%	88 22%	59 23%	46 24%	100 28%	178 32%AO	57 31%PQ	34 32%PQ	29 27%p	57 35%PQ rS	116 18%	31 15%	24 17%	17 21%	43 22%	134 22%	83 26%	45 27%	

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
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 NEFE
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28 Aug 2010

Q3620 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 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)
Weighted Base	1201	245	283	387	287	395	253	191	362	560	183*	108*	108*	161*	642	212	145*	83*	201	618	320	165
Sigma	2446	531	567	748	599	792	580	389	685	1055	314	222	214	305	1391	478	358	174	380	1295	565	351
	204%	217%	201%	193%	209%	201%	229%	203%	189%	189%	172%	205%	199%	190%	217%	225%	248%	209%	189%	210%	176%	212%

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: August 25-27, 2010

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

28 Aug 2010

Q3605 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	2273	720	885	668	697	342	415	487	460	896	730	187	634	286	302	242	1639	937	316	1072	253	530
Weighted Base	2273	1007	649	617	556	268	379	742	379	888	782	224*	675	291	334	279	1598	978	323	1025	271	469
Any (Net)	1527	644	453	429	352	169	257	550	230	574	550	173	496	232	263	189	1031	680	226	661	199	297
	67%bE	64%	70%ab	70%b	63%	63%	68%	74%AE	61%	65%	70%aI	77%AI	73%AQ	80%P	79%P	68%	65%	69%tv	70%	64%	73%aT	63%
	IQT							Fg			J	J						V			V	
Self/Family (Sub-Net)	1485	627	438	420	344	160	250	539	222	557	538	169	488	230	262	184	997	668	220	637	193	286
	65%be	62%	68%b	68%b	62%	60%	66%	73%AE	58%	63%	69%aI	75%AI	72%AQ	79%P	78%P	66%	62%	68%aT	68%	62%	71%TV	61%
	fIQTV							Fg			J	J						V				
Myself	1237	522	373	342	302	126	188	456	210	470	423	134	382	176	200	161	855	552	198	523	177	235
	54%Fg	52%	57%ab	55%	54%f	47%	50%	61%AE	55%	53%	54%	60%	57%	61%	60%	58%	54%	56%tv	62%AT	51%	66%AR	50%
	T							FG										V			TV	
Spouse/Significant other	617	244	177	196	92	78	107	266	28	296	218	75	207	107	120	67	410	302	72	255	55	147
	27%bE	24%	27%	32%AB	16%	29%E	28%E	36%AE	7%	33%AI	28%I	34%I	31%aq	37%P	36%P	24%	26%	31%AS	22%	25%	20%	31%aSTU
	Iqtu							g		k								TU				
My child(ren)	457	198	129	130	83	55	84	189	23	91	275	68	290	146	168	93	167	201	67	201	23	78
	20%EI	20%	20%	21%	15%	20%	22%E	25%AE	6%	10%i	35%AI	31%AI	43%AQ	50%P	50%P	33%	10%	21%U	21%U	20%Uv	9%	17%U
	JQUV							g		J	J							U	U	Uv		
Parent	130	66	33	31	38	15	17	37	16	40	51	23	50	25	31	31	79	47	33	53	29	13
	6%qV	7%	5%	5%	7%	6%	4%	5%	4%	4%	7%	10%aIJ	7%q	8%	9%	11%	5%	5%	10%ART	5%V	11%ART	3%
																			V	V	V	
Other member of household	93	39	35	19	23	8	18	32	6	31	35	21	33	14	19	24	60	40	23	38	23	15
	4%I	4%	5%a	3%	4%	3%	5%	4%	2%	4%	4%i	9%AIJ	5%	5%	6%	8%	4%	4%	7%Art	4%	8%ART	3%
												K							V		V	
Home/Car (Sub-Net)	324	127	103	93	66	35	46	131	46	112	114	51	97	39	54	51	227	124	53	153	50	90
	14%e	13%	16%	15%	12%	13%	12%	18%ae	12%	13%	15%	23%AI	14%	14%	16%	18%	14%	13%	16%	15%	19%r	19%ART
								g				Jk										
My home	286	109	88	90	57	33	42	117	41	102	100	44	85	36	49	47	201	114	45	134	43	79
	13%e	11%	13%	15%b	10%	12%	11%	16%ae	11%	11%	13%	20%AI	13%	12%	15%	17%	13%	12%	14%	13%	16%	17%ART
												Jk										
My car	82	39	22	22	14	6	10	38	13	28	33	8	25	7	7	14	58	28	12	46	16	29
	4%	4%	3%	4%	3%	2%	3%	5%e	3%	3%	4%	4%	4%	3%	2%	5%	4%	3%	4%	5%	6%r	6%AR
Other	114	42	35	37	20	13	17	44	23	53	29	9	20	7	6	11	93	47	15	52	12	26
	5%eM	4%	5%	6%	4%	5%	4%	6%	6%	6%	4%	4%	3%	2%	2%	4%	6%AM	5%	5%	5%	4%	6%

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

Harris Interactive QuickQuery
 Fielding Period: August 25-27, 2010
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

28 Aug 2010

Q3605 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	2273	1007	649	617	556	268	379	742	379	888	782	224*	675	291	334	279	1598	978	323	1025	271	469
None - I have not bought anything on impulse in the past month.	746	363	196	188	204	98	122	192	149	315	232	51	179	59	71	89	567	298	97	364	72	172
	33% kLM	36% Mu	30% d	30%	37% AH	37% H	32% h	26%	39% AK	35% kL	30%	23%	27%	20%	21%	32% NO	35% AM	31%	30%	36% Ar	27%	37% rU
Sigma	3763	1620	1088	1054	832	432	604	1369	508	1425	1396	434	1272	577	671	537	2491	1629	563	1668	450	794
	166%	161%	168%	171%	150%	161%	160%	185%	134%	160%	179%	194%	188%	198%	201%	193%	156%	167%	175%	163%	166%	169%

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

Harris Interactive QuickQuery
 Fielding Period: August 25-27, 2010
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

28 Aug 2010

Q3610 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.	Stud-ent	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	2273	720	885	668	697	342	415	487	460	896	730	187	634	286	302	242	1639	937	316	1072	253	530
Weighted Base	2273	1007	649	617	556	268	379	742	379	888	782	224*	675	291	334	279	1598	978	323	1025	271	469
Make Impulse Purchases For Self/Children/Other Family Members/Home (Net)	1936	831	563	543	451	223	334	664	304	743	685	204	599	264	307	237	1337	845	282	859	227	390
Sales/Discounts	1027	435	293	299	232	109	157	366	161	415	350	100	298	139	148	109	729	430	161	467	148	219
Receiving a windfall (e.g., tax refund, inheritance, lottery/gambling winnings)	448	223	128	97	126	56	88	140	79	158	161	50	131	58	67	48	318	192	51	217	30	100
Life events (e.g., news of a promotion, stressful day)	186	60	60	66	41	28	37	61	24	75	67	19	54	23	28	30	132	101	33	58	25	24
Child(ren) asking/pleading	80	29	24	28	9	9	22	31	1	12	51	17	70	25	38	33	11	43	10	27	3	5
Family members' lifestyles and purchases they make	54	20	16	18	15	3	5	22	6	25	18	5	17	5	8	5	37	18	7	29	8	15
Friends' lifestyles and purchases they make	17	3	6	8	6	4	4	4	10	1	6	1	5	4	2	2	12	7	1	9	6	-
Other	124	60	36	28	23	14	20	39	22	57	33	11	25	9	17	11	99	54	18	52	8	28
None - I do not make impulse purchases for myself, my child(ren), other family members or my home.	337	176	87	74	105	45	45	78	75	145	97	20	76	27	27	41	261	133	41	166	43	78
Sigma	2273	1007	649	617	556	268	379	742	379	888	782	224	675	291	334	279	1598	978	323	1025	271	469

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

Harris Interactive QuickQuery
 Fielding Period: August 25-27, 2010
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

28 Aug 2010

Q3610 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.	Stud-ent	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	1960	596	761	603	581	293	374	438	385	770	636	169	565	261	274	208	1395	824	278	907	216	445
Weighted Base	1936	831	563	543	451	223	334	664	304	743	685	204*	599	264	307	237	1337	845	282	859	227	390
Sales/Discounts	1027	435	293	299	232	109	157	366	161	415	350	100	298	139	148	109	729	430	161	467	148	219
	53%G	52%	52%	55%	51%	49%	47%	55%g	53%	56%	51%	49%	50%	53%	48%	46%	54%	51%	57%	54%	65%AR	56%
Receiving a windfall (e.g., tax refund, inheritance, lottery/gambling winnings)	448	223	128	97	126	56	88	140	79	158	161	50	131	58	67	48	318	192	51	217	30	100
	23%DU	27%AD	23%b	18%	28%AH	25%	26%	21%	26%	21%	23%	25%	22%	22%	22%	20%	24%	23%U	18%	25%SU	13%	26%SU
Life events (e.g., news of a promotion, stressful day)	186	60	60	66	41	28	37	61	24	75	67	19	54	23	28	30	132	101	33	58	25	24
	10%BTV	7%	11%b	12%aB	9%	13%	11%	9%	8%	10%	10%	9%	9%	9%	9%	13%	10%	12%AT	12%TV	7%	11%t	6%
Child(ren) asking/pleading	80	29	24	28	9	9	22	31	1	12	51	17	70	25	38	33	11	43	10	27	3	5
	4%EIJ	3%	4%	5%	2%	4%	7%AE	5%e	*	2%	7%AIJ	8%AI	12%AQ	9%	12%	14%	1%	5%uV	4%	3%V	2%	1%
	QV											J										
Family members' lifestyles and purchases they make	54	20	16	18	15	3	5	22	6	25	18	5	17	5	8	5	37	18	7	29	8	15
	3%	2%	3%	3%	3%	1%	2%	3%	2%	3%	3%	3%	3%	2%	2%	2%	3%	2%	2%	3%	4%	4%
Friends' lifestyles and purchases they make	17	3	6	8	6	4	4	4	10	1	6	1	5	4	2	2	12	7	1	9	6	-
	1%J	*	1%	1%	1%	2%	1%	1%	3%AJK	*	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	3%asV	-
Other	124	60	36	28	23	14	20	39	22	57	33	11	25	9	17	11	99	54	18	52	8	28
	6%M	7%	6%	5%	5%	6%	6%	6%	7%	8%	5%	5%	4%	4%	5%	5%	7%AM	6%	6%	6%	3%	7%
Sigma	1936	831	563	543	451	223	334	664	304	743	685	204	599	264	307	237	1337	845	282	859	227	390
	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. * small base

Harris Interactive QuickQuery
 Fielding Period: August 25-27, 2010
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

28 Aug 2010

Q3615 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? If you did not make impulse purchases for yourself, any of these people or your home in the past year, enter "9999".

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.	Stud-ent	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	2273	720	885	668	697	342	415	487	460	896	730	187	634	286	302	242	1639	937	316	1072	253	530
Weighted Base	2273	1007	649	617	556	268	379	742	379	888	782	224*	675	291	334	279	1598	978	323	1025	271	469
Made Impulse Purchase For Self/Other/Home In Past Year (Net)	1828	772	531	526	440	199	306	622	310	693	631	194	576	253	294	232	1252	813	269	790	230	341
\$0	627	262	194	170	147	63	101	205	129	269	186	42	150	55	55	68	476	260	99	280	72	132
Made Impulse Purchase For Self/Other/Home In Past Year That Later Regretted (Sub-Net)	1201	509	337	355	293	136	205	417	181	424	445	152	426	198	239	164	775	553	170	510	159	210
\$100 Or Less (Sub-Sub-Net)	611	274	159	179	175	68	87	179	92	230	223	66	200	87	92	77	411	238	88	300	97	109
\$1-\$25	157	64	45	49	45	21	20	34	13	60	58	25	54	32	22	15	103	61	17	81	27	25
\$26-\$50	212	96	57	60	65	20	26	74	39	77	78	18	72	30	34	31	141	83	34	99	29	36
\$51-\$100	241	114	57	70	65	27	40	70	40	92	87	23	75	26	37	31	167	94	37	120	41	49
\$101-\$300	280	115	93	72	60	29	54	113	47	101	91	41	92	39	62	43	189	139	44	103	38	49
\$301+	310	120	85	105	58	39	64	125	42	93	131	44	134	71	85	44	176	176	39	107	24	51
Did not make impulse purchases for self, any of these people, or home in past year	445	235	119	91	115	69	72	120	69	196	150	30	99	38	40	47	346	165	53	235	40	127

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

Harris Interactive QuickQuery
 Fielding Period: August 25-27, 2010
 NEFE
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28 Aug 2010

Q3615 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? If you did not make impulse purchases for yourself, any of these people or your home in the past year, enter "9999".

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.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2273	1007	649	617	556	268	379	742	379	888	782	224*	675	291	334	279	1598	978	323	1025	271	469
Mean (Incl. 0)	304.4	215.6	266.3	473.1	213.1	242.7	312.4e	461.2	239.2	265.0	367.5	343.5	381.5	452.7	457.1	355.3	268.9	428.5	353.0	204.6	282.8	172.5
	BEqTV			ABC				AEf					aq					ATV	TV			
Std. Dev. (Incl. 0)	929.97489	527.39	331.437	561.18743	1.54	741.601362	657.57	0.04963	821.030	7.666	1.2916	0.08918	5.5910	3.51021	7.934	5.21243	1.1052	2.547	8.31102	4.395	4.45	
Std. Err. (Incl. 0)	21.75	20.72	27.57	61.18	26.02	26.66	40.58	66.65	39.09	36.46	42.22	52.83	39.50	58.09	56.68	71.53	26.01	44.43	65.77	19.00	74.49	20.15
Median (Incl. 0)	50	50	50	50	50	50	75	50	50	35	50	100	75	100	100	75	45	65	50	50	50	50
Mean (Excl. 0)	463.2	326.6	419.9	699.9	320.0	356.0	466.9e	688.2	410.2	433.1	521.2	439.6	516.1	579.1	562.6	503.5	434.0	630.1	557.7	316.9	410.8	281.1
	BETV			ABC				AEf										ATV	TV			
Std. Dev. (Excl. 0)	1114.8571	788.93	341.703	0.727	0.6482	8.85	866.451617	5.5956	3.81202	7.1194	8.725	4.11032	7.1003	5.980	4.81186	1.1157	0.1465	1.1280	0.655	3.81309	9.473	9.90
Std. Err. (Excl. 0)	32.22	29.89	41.56	88.66	37.45	37.03	56.76	99.55	62.79	57.73	58.51	67.94	52.36	73.58	69.68	98.84	40.70	64.00	99.34	28.31108	7.8	31.25
Median (Excl. 0)	100	100	150	100	100	120	175	200	100	100	100	200	200	200	200	150	100	200	100	100	100	100
Sigma	2273	1007	649	617	556	268	379	742	379	888	782	224	675	291	334	279	1598	978	323	1025	271	469
	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. * small base

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 Fielding Period: August 25-27, 2010
 NEFE
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28 Aug 2010

Q3615 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? If you did not make impulse purchases for yourself, any of these people or your home in the past year, enter "9999".

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

	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.	Stud-ent	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	1829	558	719	552	553	262	334	418	375	699	596	159	538	250	258	204	1291	783	256	831	219	385	
Weighted Base	1828	772	531	526	440	199	306	622	310	693	631	194*	576	253	294	232	1252	813	269	790	230	341	
\$0	627	262	194	170	147	63	101	205	129	269	186	42	150	55	55	68	476	260	99	280	72	132	
	34% M	34% KL	37% M	32% M	33% M	32% M	33% M	33% M	33% L	42% L	39% L	30% L	22% L	26% L	22% L	19% L	29% O	38% AM	32% M	37% M	35% M	31% M	39% r
Made Impulse Purchase For Self/Other/Home In Past Year That Later Regretted (Net)	1201	509	337	355	293	136	205	417	181	424	445	152	426	198	239	164	775	553	170	510	159	210	
	66% Q	66% IJ	63% Q	68% Q	67% Q	68% Q	67% Q	67% Q	58% Q	61% Q	70% J	78% J	74% AI	78% AI	74% AQ	81% P	71% Q	62% Q	68% v	63% Q	65% Q	69% Q	61% Q
\$100 Or Less (Sub-Net)	611	274	159	179	175	68	87	179	92	230	223	66	200	87	92	77	411	238	88	300	97	109	
	33% hR	35% Cg	30% hR	34% hR	40% H	34% AG	28% H	29% H	30% H	33% H	35% H	34% H	35% H	35% H	31% H	33% H	33% H	29% H	33% H	38% AR	42% AR	32% sv	
\$1-\$25	157	64	45	49	45	21	20	34	13	60	58	25	54	32	22	15	103	61	17	81	27	25	
	9% HI	8% HI	8% HI	9% HI	10% H	10% h	7% H	6% H	4% H	9% I	9% I	13% I	9% I	12% op	7% op	6% op	8% op	8% op	6% op	10% av	12% s	7% s	
\$26-\$50	212	96	57	60	65	20	26	74	39	77	78	18	72	30	34	31	141	83	34	99	29	36	
	12% I	12% I	11% I	11% I	15% AG	10% I	9% I	12% I	13% I	11% I	12% I	9% I	12% I	12% I	11% I	13% I	11% I	10% I	13% I	13% I	13% I	10% I	
\$51-\$100	241	114	57	70	65	27	40	70	40	92	87	23	75	26	37	31	167	94	37	120	41	49	
	13% c	15% c	11% c	13% c	15% c	14% c	13% c	11% c	13% c	13% c	14% c	12% c	13% c	10% c	12% c	13% c	13% c	12% c	14% c	15% a	18% a	14% a	
\$101-\$300	280	115	93	72	60	29	54	113	47	101	91	41	92	39	62	43	189	139	44	103	38	49	
	15% T	15% T	18% T	14% T	14% T	15% T	18% T	18% T	15% T	15% T	14% T	21% T	16% T	16% T	21% T	18% T	15% T	17% t	16% T	13% T	16% T	14% T	
\$301+	310	120	85	105	58	39	64	125	42	93	131	44	134	71	85	44	176	176	39	107	24	51	
	17% EJ	16% EJ	16% EJ	20% EJ	13% EJ	20% e	21% aE	20% E	13% E	13% E	21% AI	23% iJ	23% AQ	28% p	29% P	19% P	14% P	22% As	14% P	14% P	10% P	15% P	
Mean (Incl. 0)	304.4	215.6	266.3	473.1	213.1	242.7	312.4	461.2	239.2	265.0	367.5	343.5	381.5	452.7	457.1	355.3	268.9	428.5	353.0	204.6	282.8	172.5	
	BEq	TV	ABC	ABC	AEf	AEf	AEf	AEf	aq	aq	aq	aq	aq	aq	aq	ATV	ATV	TV	TV	TV	TV	TV	
Std. Dev. (Incl. 0)	929.97	489.52	739.33	1437.56	1187.43	1154.74	1601.36	2657.65	1049.63	1030.76	1666.12	12916.08	18918.55	910.35	1021.35	1021.79	34.52	1243.11	1052.25	47.83	1102.43	95.43	
Std. Err. (Incl. 0)	21.75	20.72	27.57	61.18	26.02	26.66	40.58	66.65	39.09	36.46	42.22	52.83	39.50	58.09	56.68	71.53	26.01	44.43	65.77	19.00	74.49	20.15	
Median (Incl. 0)	50	50	50	50	50	50	75	50	50	35	50	100	75	100	100	75	45	65	50	50	50	50	
Mean (Excl. 0)	463.2	326.6	419.9	699.9	320.0	356.0	466.9	688.2	410.2	433.1	521.2	439.6	516.1	579.1	562.6	503.5	434.0	630.1	557.7	316.9	410.8	281.1	
	BETV	ABC	ABC	ABC	AEf	AEf	AEf	AEf	AEf	AEf	AEf	AEf	AEf	AEf	AEf	AEf	ATV	ATV	TV	TV	TV	TV	

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

Harris Interactive QuickQuery
 Fielding Period: August 25-27, 2010
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

28 Aug 2010

Q3615 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? If you did not make impulse purchases for yourself, any of these people or your home in the past year, enter "9999".

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

	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	Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1828	772	531	526	440	199	306	622	310	693	631	194*	576	253	294	232	1252	813	269	790	230	341
Std. Dev. (Excl. 0)	1114.8571	78893.341703	0727.06482.85	866.451617.55956.381202.71194.8725.411032.71003.5980.481186.11157.01465.11280.0655.381309.9473.90																		
Std. Err. (Excl. 0)	32.22	29.89	41.56	88.66	37.45	37.03	56.76	99.55	62.79	57.73	58.51	67.94	52.36	73.58	69.68	98.84	40.70	64.00	99.34	28.31108.78	31.25	
Median (Excl. 0)	100	100	150	100	100	120	175	200	100	100	100	200	200	200	200	150	100	200	100	100	100	100
Sigma	1828	772	531	526	440	199	306	622	310	693	631	194	576	253	294	232	1252	813	269	790	230	341
	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. * small base

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28 Aug 2010

Q3615 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? If you did not make impulse purchases for yourself, any of these people or your home in the past year, enter "9999".

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	Un-emp.	Stud-ent	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	1197	366	462	369	377	170	233	264	232	434	417	114	389	186	198	144	808	524	166	536	145	230
Weighted Base	1201	509	337	355	293	136*	205	417	181	424	445	152*	426	198	239	164*	775	553	170*	510	159*	210
\$100 Or Less (Net)	611	274	159	179	175	68	87	179	92	230	223	66	200	87	92	77	411	238	88	300	97	109
	51% HR	cG 54%	47%	50%	60% H	AG 50%	42%	43%	51%	54%	50%	44%	47%	44%	39%	47%	53%	43%	51%	59% v	AR 61%	AR 52%
\$1-\$25	157	64	45	49	45	21	20	34	13	60	58	25	54	32	22	15	103	61	17	81	27	25
	13% HI	13%	13%	14%	15% H	15% h	10%	8%	7%	14% i	13%	16% i	13%	16% O	9%	9%	13%	11%	10%	16% Ar	17%	12%
\$26-\$50	212	96	57	60	65	20	26	74	39	77	78	18	72	30	34	31	141	83	34	99	29	36
	18% g	19%	17%	17%	22% AG	14%	13%	18%	21%	18%	18%	12%	17%	15%	14%	19%	18%	15%	20%	19%	18%	17%
\$51-\$100	241	114	57	70	65	27	40	70	40	92	87	23	75	26	37	31	167	94	37	120	41	49
	20% cr	22%	17%	20%	22%	20%	20%	17%	22%	22%	19%	15%	17%	13%	15%	19%	22%	17%	22%	24% AR	26% r	23%
\$101-\$300	280	115	93	72	60	29	54	113	47	101	91	41	92	39	62	43	189	139	44	103	38	49
	23% t	23%	28% Ad	20%	21%	22%	26%	27%	26%	24%	21%	27%	22%	20%	26%	26%	24%	25%	26%	20%	24%	23%
\$301+	310	120	85	105	58	39	64	125	42	93	131	44	134	71	85	44	176	176	39	107	24	51
	26% Ej	24%	25%	30%	20%	29% e	31% aE	30% E	23%	22%	29% j	29%	32% AQ	36%	36%	27%	23%	32% As	23%	21%	15%	24%
	QTU																TU					
Mean	463.2	326.6	419.9	699.9	320.0	356.0	466.9e	688.2	410.2	433.1	521.2	439.6	516.1	579.1	562.6	503.5	434.0	630.1	557.7	316.9	410.8	281.1
	BETV		ABC				AEf										ATV	TV				
Std. Dev.	1114.8571	78893.341703	0727.06482.85	866.451617.55956.381202.71194.8725.411032.71003.5980.481186.11157.01465.11280.0655.381309.9473.90																		
Std. Err.	32.22	29.89	41.56	88.66	37.45	37.03	56.76	99.55	62.79	57.73	58.51	67.94	52.36	73.58	69.68	98.84	40.70	64.00	99.34	28.31108.78	31.25	
Median	100	100	150	100	100	120	175	200	100	100	100	200	200	200	200	150	100	200	100	100	100	100
Sigma	1201	509	337	355	293	136	205	417	181	424	445	152	426	198	239	164	775	553	170	510	159	210
	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. * small base

Harris Interactive QuickQuery
 Fielding Period: August 25-27, 2010
 NEFE
 Weighted To The U.S. General Adult Population - Propensity

28 Aug 2010

Q3620 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 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.	Stud-ent	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	1197	366	462	369	377	170	233	264	232	434	417	114	389	186	198	144	808	524	166	536	145	230
Weighted Base	1201	509	337	355	293	136*	205	417	181	424	445	152*	426	198	239	164*	775	553	170*	510	159*	210
Clothing/Shoes	570 47%E	246 48%	147 44%	177 50%	112 38%	67 49%e	90 44%	216 52%E	88 49%	185 44%	217 49%	81 53%	206 48%	95 48%	122 51%	80 49%	364 47%	253 46%	77 45%	246 48%	82 52%	102 49%
Dining out	432 36%Jq TV	183 36%	120 36%	129 36%	94 32%	56 41%	97 47%AEH	137 33%	70 39%J	120 28%	181 41%aJ	59 39%	169 40%	80 41%p	110 46%P	49 30%	262 34%	230 42%AT	60 35%	156 31%	63 40%tV	56 27%
Toys for children	238 20%IJ QUV	111 22%	62 18%	65 18%	48 17%	39 29%AE	46 23%	86 21%	15 8%	42 10%	119 27%AI J	63 41%AI JK	175 41%AQ	104 53%P	120 50%P	45 27%	63 8%	116 21%UV	24 14%	104 20%UV	13 8%	24 11%
Decorative items for the home (e.g., knickknacks, art)	236 20%	107 21%	58 17%	72 20%	50 17%	30 22%	50 25%ae	73 18%	30 17%	74 17%	96 21%	37 24%	96 23%	34 17%	63 26%N	48 29%N	140 18%	102 18%	42 25%	102 20%	30 19%	46 22%
Jewelry and/or other accessories	183 15%	73 14%	52 16%	58 16%	42 14%	21 16%	23 11%	76 18%g	22 12%	65 15%	75 17%	21 14%	73 17%	32 16%	37 15%	33 20%	110 14%	87 16%	30 18%	72 14%	31 20%	29 14%
Sporting goods (e.g., tennis racquets, golf clubs, skis, organized sports equipment)	111 9%Et	38 8%	27 8%	46 13%Abc	14 5%	15 11%e	22 11%E	51 12%E	8 4%	42 10%i	36 8%	25 17%AI K	45 10%	15 8%	28 12%	26 16%n	66 9%	64 11%at	16 10%	36 7%	9 6%	20 9%
Tools	109 9%g	42 8%	28 8%	39 11%	23 8%	11 8%	12 6%	49 12%g	12 7%	40 9%	40 9%	17 12%	39 9%	20 10%	21 9%	18 11%	70 9%	56 10%	17 10%	44 9%	14 9%	27 13%t
Craft supplies (e.g., scrapbooking)	100 8%JQ	38 7%	22 7%	39 11%	25 9%	16 12%	13 6%	39 9%	12 7%	24 6%	45 10%j	19 12%j	54 13%AQ	25 13%	32 13%	18 11%	46 6%	42 8%	16 9%	47 9%	9 6%	19 9%
Collectibles	97 8%Ds	58 11%AcD	22 7%	17 5%	28 10%	16 12%	17 8%	27 6%	12 6%	41 10%	27 6%	17 11%	29 7%	11 6%	21 9%	12 7%	68 9%	41 7%	6 4%	52 10%asU	6 4%	23 11%Su
Gym/Workout equipment (e.g., bicycles, treadmills, memberships)	76 6%eT	33 7%	21 6%	22 6%	12 4%	12 9%	12 6%	31 7%	11 6%	29 7%	23 5%	13 9%	31 7%	11 6%	19 8%	25 15%No	46 6%	47 8%aTu	14 8%u	22 4%	5 3%	15 7%t
Other	293 24%M	132 26%	87 26%	75 21%	81 28%f	24 18%	61 30%aF	95 23%	51 28%k	113 27%	93 21%	36 24%	78 18%	30 15%	27 12%	42 26%nO	215 28%AM	133 24%	45 27%	124 24%	34 22%	58 28%
Sigma	2446 204%	1062 208%	646 192%	739 208%	531 181%	307 226%	442 216%	880 211%	331 183%	774 183%	951 214%	389 256%	995 234%	457 231%	599 251%	395 241%	1451 187%	1170 212%	347 204%	1006 197%	296 187%	419 200%

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