

## Survey: Top Products for Christmas

### Description

As the Christmas season approaches, Carbon Arc aims to understand consumer preferences and shopping behaviors for the holidays. We aim to collect and analyze consumer data that reveals purchasing intentions, preferred product categories, and influential factors during the Christmas season.

### Purpose of the Survey:

- **Identify Popular Product Categories:** Determine which types of products are most sought after for Christmas gifts.
- **Understand Shopping Habits:** Explore preferred shopping methods and spending plans during the holiday season.
- **Assess Influencing Factors:** Evaluate what factors (price, quality, brand reputation, etc.) influence gift-buying decisions.
- **Gather Brand Preferences:** Collect information on specific brands or products consumers are considering.

### Target Audience:

- Gen pop 25+ who participate in Christmas shopping | Parents | 500-1,000 participants

### Expected Outcomes:

- **Consumer Insights:** Gain a clear understanding of consumer preferences for Christmas products.
- **Market Trends:** Identify emerging trends and popular products for targeted marketing.
- **Strategic Planning:** Assist businesses in stocking inventory and creating promotional strategies.

### Questions:

When do you typically start your Christmas shopping?

- Before October
- October
- November
- Early December
- Last-minute (Mid to Late December)

Approximately how many times do you shop for Christmas gifts?

- 1-2 times
- 3-5 times
- 6-10 times
- More than 10 times

Do you plan your purchases in advance or buy on impulse?

- Mostly planned
- Mostly impulse
- A mix of both

Which types of products are you most interested in purchasing for Christmas? *(Select all that apply)*

- Electronics
- Toys and Games
- Clothing and Accessories
- Home and Kitchen
- Books and Media
- Beauty and Personal Care
- Sports and Outdoor Equipment
- Gift Cards
- Other (please specify): \_\_\_\_\_

Please rank the following product categories in order of preference (1 being your top choice):

- Electronics: \_\_\_\_
- Toys and Games: \_\_\_\_
- Clothing and Accessories: \_\_\_\_
- Home and Kitchen: \_\_\_\_
- Books and Media: \_\_\_\_

What is your preferred shopping method for Christmas gifts?

- Online shopping
- In-store shopping
- Both equally

Which online platforms do you prefer for Christmas shopping? *(Select all that apply)*

- Amazon
- eBay
- Walmart
- Target
- Etsy
- Brand-specific websites
- Other: \_\_\_\_\_

Which of the following top Brands are you most likely to purchase from during your Christmas shopping? *(Select all that apply)*

- Apple
- Microsoft
- Nike
- Lululemon
- Starbucks
- LEGO
- Disney
- Sephora
- Other: \_\_\_\_\_

Which of the following factors influence your Brand purchase(s) the most? *(Select all that apply)*

- New product launches
- Promotions and Deals

- Brand reputation and Quality
- Trends and Popular Culture
- Sustainability and Ethical Practices

Which device do you primarily use for online shopping?

- Smartphone
- Tablet
- Laptop
- Desktop Computer

What concerns do you have when shopping online? *(Select all that apply)*

- Security of personal information
- Product not as described
- Shipping costs
- Delivery times
- Return policies
- None
- Other: \_\_\_\_\_

How much do you plan to spend on Christmas gifts this year?

- Less than \$50
- \$50 - \$100
- \$101 - \$200
- \$201 - \$500
- More than \$500

Will you be spending more or less on Christmas gifts this year versus last year?

- More
- Less
- The same

Has the current economic situation affected your Christmas shopping budget?

- Yes, I'm spending less
- No change
- Yes, I'm spending more
- Not sure

How important are the following factors when choosing a Christmas gift? *(Rate each from 1 to 5, where 1 = Not Important and 5 = Very Important)*

Factor	1	2	3	4	5
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uniqueness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Factor                    1 2 3 4 5  
Eco-friendliness    [  
Customer reviews [

Are you influenced by holiday promotions and discounts when shopping?

- Yes
- No
- Sometimes

Which of the following promotions are most appealing to you? (*Rank in order of preference*)

- Percentage discounts (e.g., 20% off)
- Buy one, get one free
- Free shipping
- Loyalty points/rewards
- Bundled deals
- Buy now, Pay later (BNPL)

Through which channels do you learn about promotions? (*Select all that apply*)

- Email newsletters
- Social media ads
- Television commercials
- Online ads
- In-store flyers
- Word of mouth
- Other: \_\_\_\_\_

If purchasing a gift for a child under 10 years of age this holiday season, what is the most desired/top toy of the season? \_\_\_\_\_

**Schedule:**

1<sup>st</sup> run: 10/7/24

2<sup>nd</sup> run: 11/22/24 (week before black Friday)