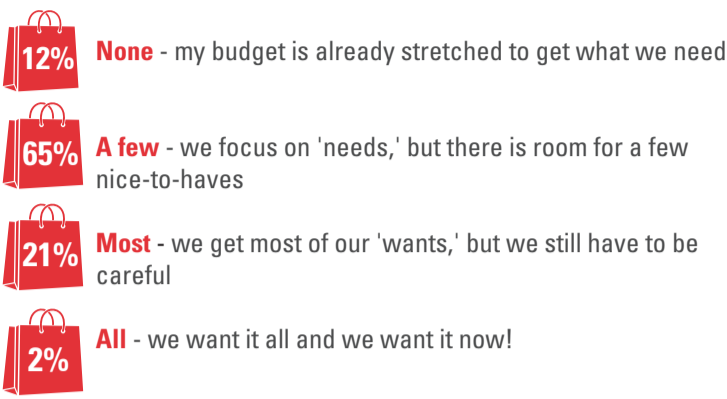
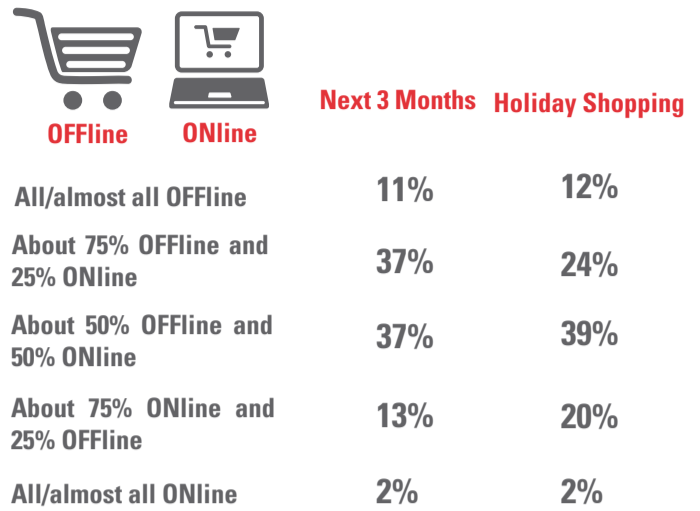


# WOMEN'S BUYING BEHAVIOR INDEX

When you go shopping these days, in addition to buying the things you **NEED** how many nice-to-have items that you **WANT** do you buy for you and your family?



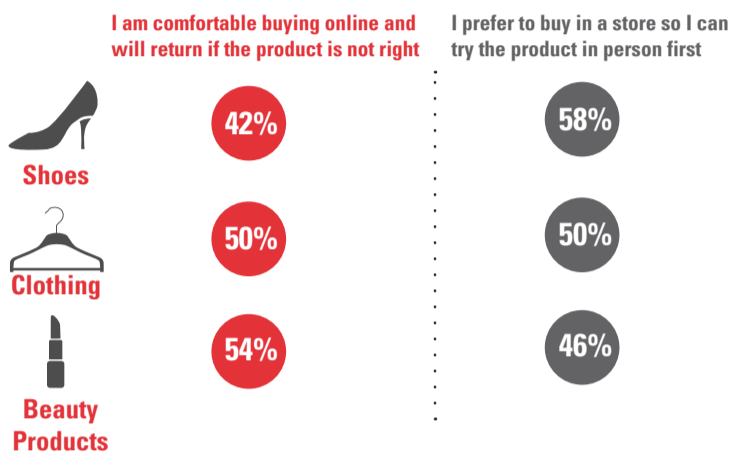
How much of your shopping in the next 3 months will be online vs. offline?



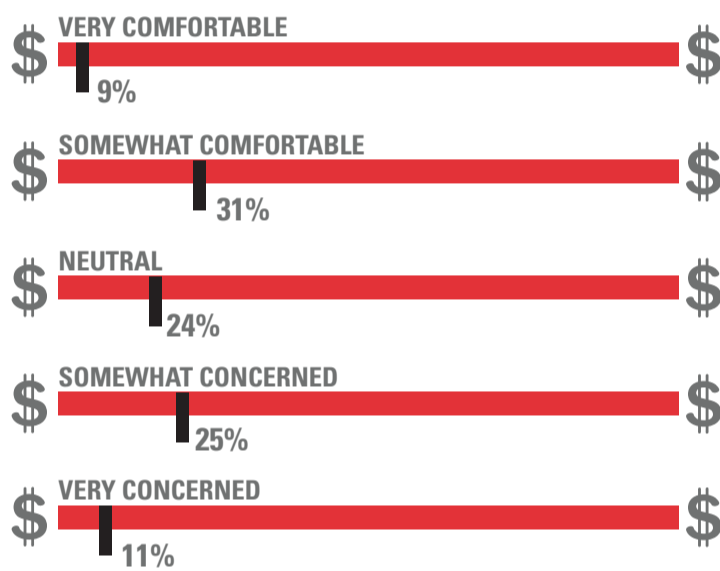
Are you more likely to purchase each of the following online or offline?



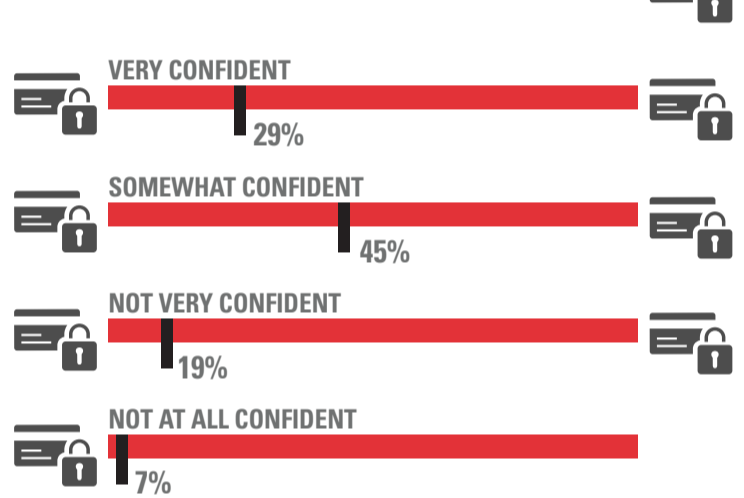
For the following product types, which more accurately describes your preferred method of purchase?



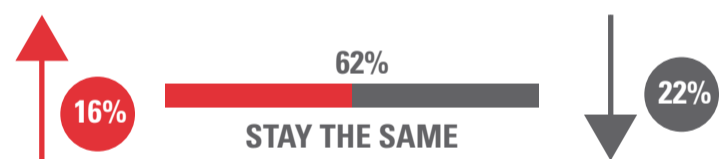
How do you feel about your/your family's financial situation?



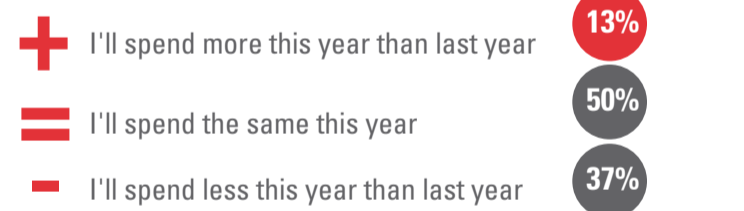
How confident are you that you/your family will be able to cover basic expenses without using up savings or taking on debts in the next year?



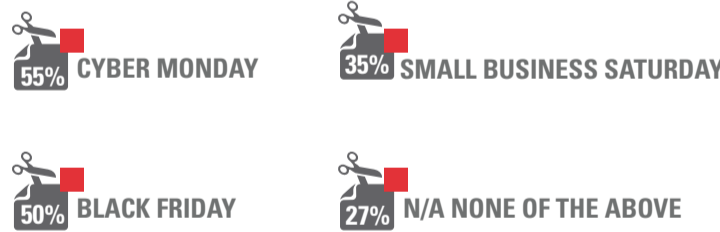
Do you think that your spending on general consumer items (electronics, clothing, household items, etc.) will increase, decrease, or stay the same in the next 6 months?



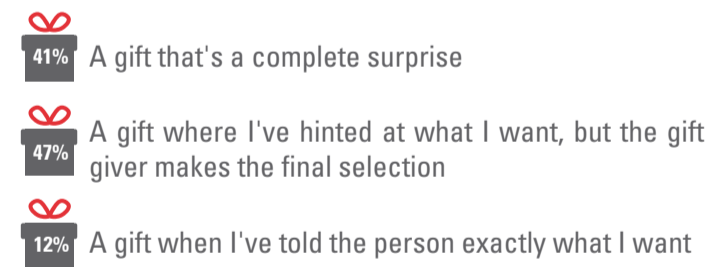
Thinking about the upcoming holiday season, do you think you'll spend more, less or the same on holiday shopping when compared to last year?



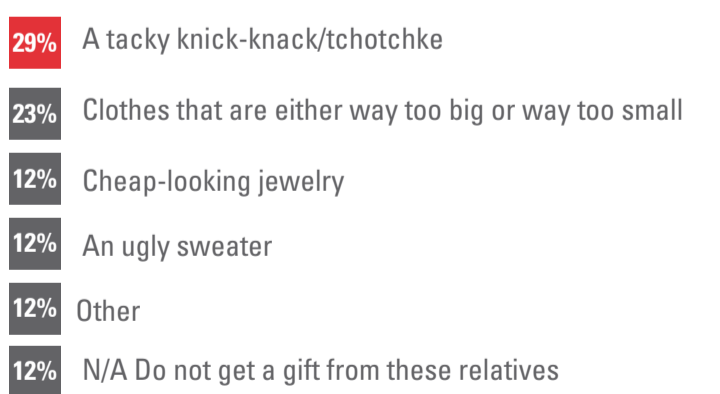
On which of the following days do you plan to do holiday shopping this year? (Check all that apply)



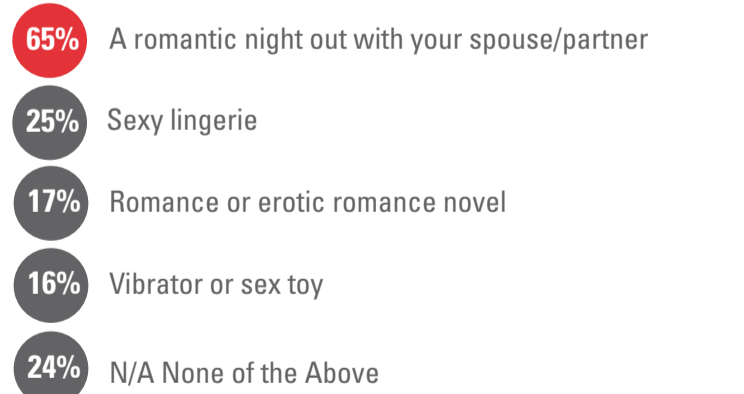
In general, which type of holiday gift do you usually prefer?



What's the worst holiday gift you've ever gotten from your parents or in-laws?



In the year of "Shades of Grey" which of the following are you interested in having this holiday season? (Choose All That Apply)



How might you use Pinterest for your holiday shopping?

