

STUDENT RESOURCES

DATA DURING THE HOLIDAYS

THE BIG QUESTION

What products are bought most during holidays?

BACKGROUND

No matter what cultural background or geographic location in the country, there are certain holidays that permeate schools and students' minds. Holidays like Thanksgiving, the winter gift-giving season, and the various candy-giving celebrations have become part of school traditions. After analyzing what gift purchases are most popular during these seasons, you are now going to collect your own data to determine what products are bought most during holidays.

THE STEPS

Review the information and data starting on page 5 of this document. Now that you have some background information on holiday purchases and the impact these purchases have on our country and your community, you are now going to ask "What products are bought most during the holidays?" and collect your own data to help answer the question.

STEP 1

After considering some of the important issues related to common purchases, you will work independently or with a small group to create a short survey to capture your own data. The goal here is to gather useful information that will help you better understand diverse experiences and recognize trends or shared experiences. To help create, administer, and collect useful data from your survey, you may choose to refer to the "Collecting Data: Tips and Tricks" handout in this document.

STEP 2

After you have created your survey, consider how you will administer your survey and who might take your survey. To get the most useful information and results that will help answer your big question, ensure that your survey has diverse representation in responses and that your survey is easy to complete.

STEP 3

After you administer the survey, consider how you will analyze your data. As you review the results, consider a few of the questions below:

- What did you learn?
- How could it be visualized for others to understand? Would displaying the data in charts and graphs help you to analyze the data and see trends?
- Does your data reflect a wide range of people? Does your sample represent the overall group of people (the population) you wanted to study?
- What other questions come to mind?

STEP 4

So now that you have seen the results, consider how you can use this information to make a positive impact or take informed action to solve a problem. To do this, take some time to consider questions from the “Data Reflection: Problem Solving For The Future” handout in this document.

COLLECTING DATA TIPS AND TRICKS

CREATING YOUR SURVEY

Keep the survey focused

- Keep in mind that it may be difficult to get respondents to complete a lengthy survey. Work to keep your survey focused on your research question.

Response scales can be helpful to determine the intensity of feeling

- While it is fine to use *yes/no* or binary questions, consider including questions that provide a range of structured responses based on how strongly you feel about a topic. Responses may range from “*never*” or “*not at all*,” all the way to “*always*” or “*extremely*.”

Try not to ask biased or leading questions

- When framing questions, avoid value statements or language that leads a respondent to a particular answer or desired response.

Create opportunities to clarify Yes/No Questions

- Create opportunities for respondents to clarify as to why they said yes or no by including qualifiers like “*to what degree*” or “*how often*.”

For more information on creating your survey, consider visiting an online resource such as:

[11 Tips for building effective surveys | Qualtrics](#)

ADMINISTERING YOUR SURVEY

Survey platform

- As you create your survey, consider how you will administer the survey to yield the best results. You may choose to simply administer the survey in a paper form and calculate the data by hand, or you may choose to use one of the many digital platforms to increase efficiency. Many of these platforms are available at no cost and can calculate the results for you in a variety of ways. Check with your teacher or the adult in charge about which sites are best for you to access.

Sample size and population

- It’s important to capture responses from individuals with diverse backgrounds because their experiences may lead them to have different answers and perspectives. Gathering perspectives from diverse groups can help provide a more holistic understanding of your ideas about what types of purchases are most common during holidays in the U.S.

For more information on sample size, consider visiting an online resource such as:

[How many survey responses do I need to be statistically valid? | SurveyMonkey](#)

STUDENT HANDOUT 2

DATA REFLECTION: PROBLEM SOLVING FOR THE FUTURE

1. What does the data tell me?
 - a. *What surprised you?*
 - b. *What did you expect?*
 - c. *Did you notice any patterns?*

2. What could I have done differently to collect more **accurate** data?
 - a. *How many responses do I have?*
 - b. *Did responses represent a valuable sample size?*
 - c. *Was there confusion from the respondents on any of my questions?*

3. How can this data help me answer the question: *"What products are bought most during holidays?"*

4. What might be the best way to display or visualize this data for others?

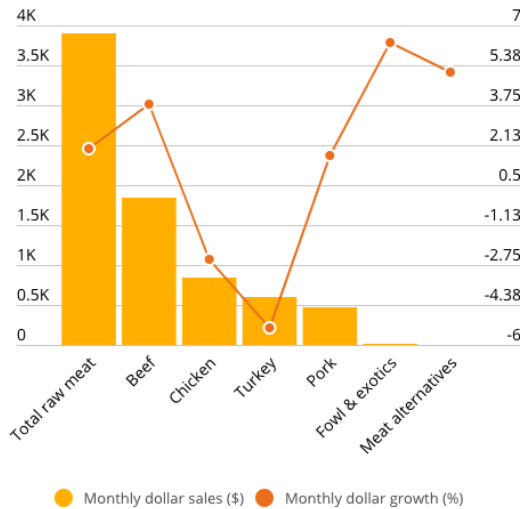
5. Who might need to see this data?

6. How might I or someone else use this data to make a positive impact or take informed action?

7. What additional questions or information might you like to ask in a follow-up survey?

STUDENT HANDOUT 3

TURKEY SALES TAKE A HIT THIS THANKSGIVING



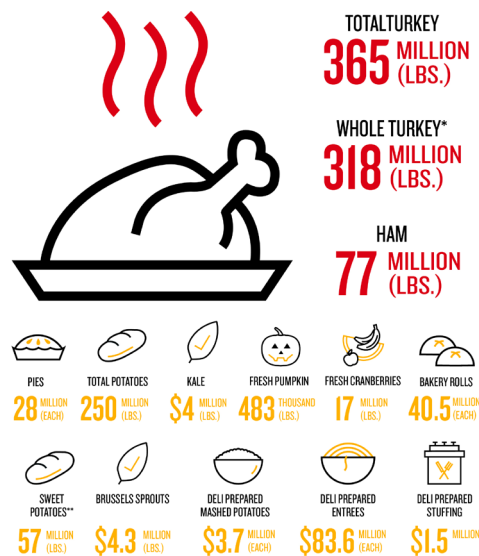
Note: Sales growth is among raw meats across the store.
Source: Nielsen Retail Measurement Services, Total U.S. All Outlets Combined (xAOC), Latest four-week period ended Nov. 24, 2018, vs. previous period a year-ago.

Nielsen: [Beyond the Bird: Turkey Tumbled as Thanksgiving Traditions Expand](#), 2018

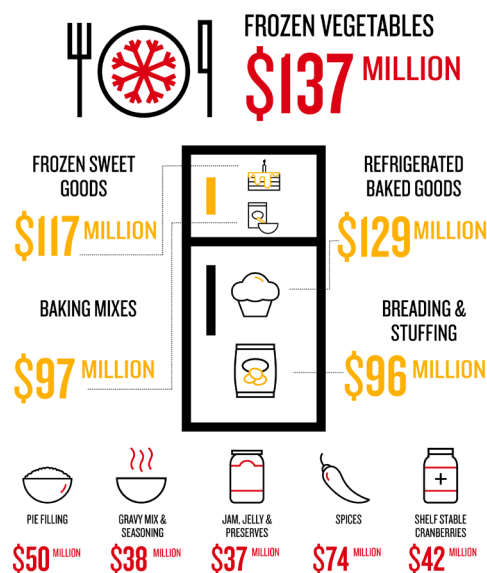
THANKSGIVING BY THE NUMBERS

WHAT AMERICANS STUFF THEIR SHOPPING CARTS WITH WEEK BEFORE & WEEK OF THANKSGIVING

FRESH PERIMETER SALES



CENTER OF STORE SALES

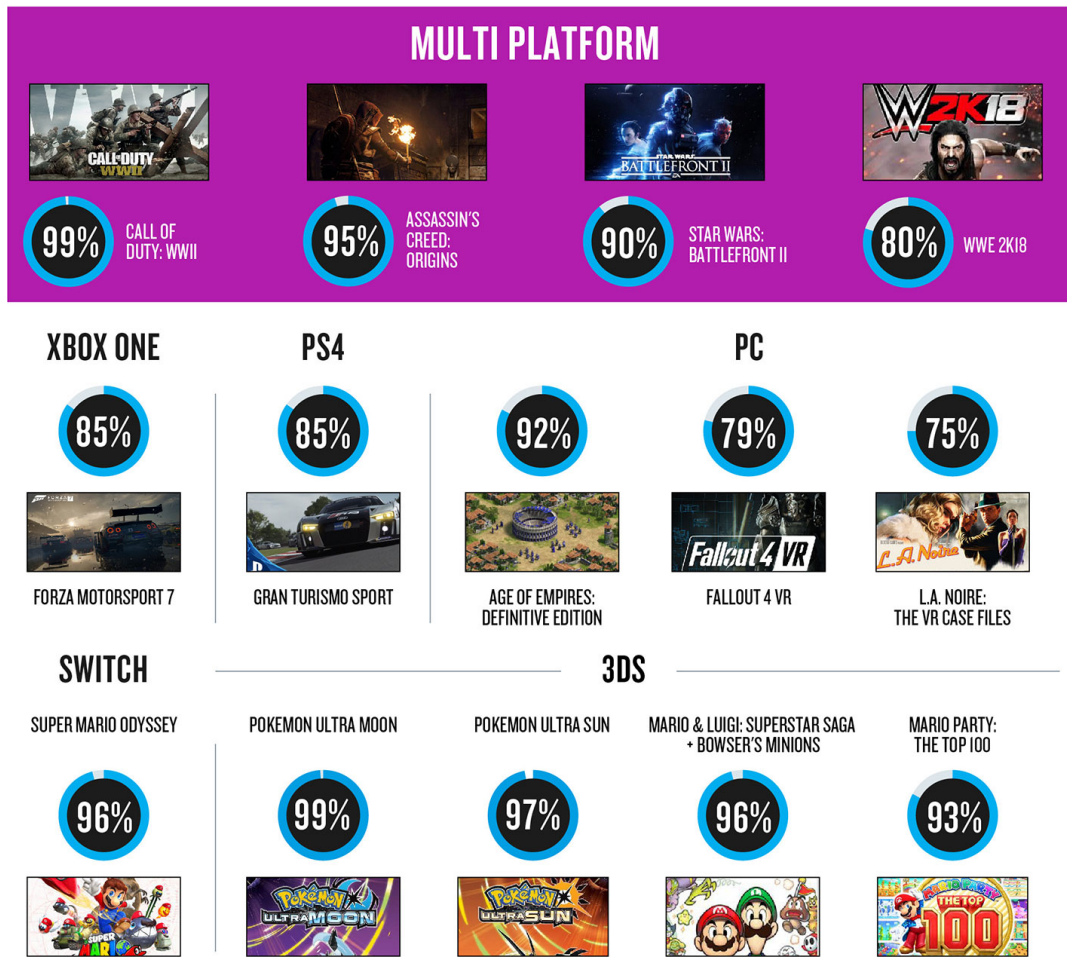


Sources: Nielsen Answers and Freshfacts, retail measurement.
Total U.S., week ended 11/19/2018 through week ended 11/26/2018
**Whole Turkey is a subsegment of Total Turkey.
**Sweet Potatoes is a subsegment of Total Potatoes.

Nielsen: [What Are Americans Stuffing Their Shopping Carts With for Thanksgiving?](#), 2017

STUDENT HANDOUT 3

MOST ANTICIPATED HOLIDAY GAMES 2017



Includes titles that have a Game Rank of 75% or higher; Data collected by surveying nearly 6,000 gamers between August 21 - September 23, 2017.
 70-79% = well above average anticipation from gamers on the platform(s)
 80-89% = very strong anticipation from gamers on the platform(s)
 90-100% = extremely high anticipation from gamers on the platform(s)

Source: Nielsen Game Rank™ represents the overall anticipation level among gamers on each platform, based on a combination of several key measures (including awareness, purchase interest, consumer rating and others). The percent value shown reflects how strong the overall anticipation level is for the title, relative to the pre-release anticipation levels of all previous titles that released on the platform(s).

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Nielsen: [Holiday 2017: The Most Anticipated Video Games, 2017](#)

STUDENT HANDOUT 3

MOST ANTICIPATED HOLIDAY GAMES 2018

MULTI PLATFORM

99



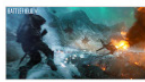
CALL OF DUTY:
BLACK OPS III

97



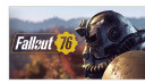
RED DEAD
REDEMPTION 2

94



BATTLEFIELD V

92



FALLOUT 76

91



ASSASSIN'S CREED:
ODYSSEY

87



FIFA 19

84



NBA 2K19

72



NBA LIVE 19

71



SHADOW OF THE
TOMB RAIDER

71



HITMAN 2

70

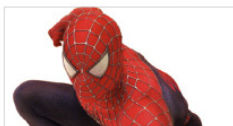


WWE 2K19

PS4

100

MARVEL'S
SPIDER-MAN



XBI

84

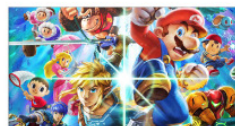
FORZA HORIZON 4



SWITCH

98

SUPER SMASH
BROS. ULTIMATE



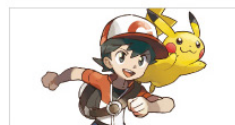
98

SUPER MARIO
PARTY



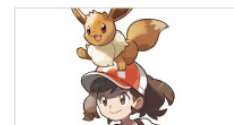
88

POKEMON:
LET'S GO, PIKACHU!



86

POKEMON:
LET'S GO, Eevee!



Includes titles that are releasing from Sep - Dec 2018, and have a Game Rank™ of 70 or higher; Data collected by surveying nearly 6,000 gamers between Aug 19 - Sep 22, 2018.

70 - 79 = well above average anticipation from gamers on the platform(s)

80 - 89 = very strong anticipation from gamers on the platform(s)

90 - 100 = extremely high anticipation from gamers on the platform(s)

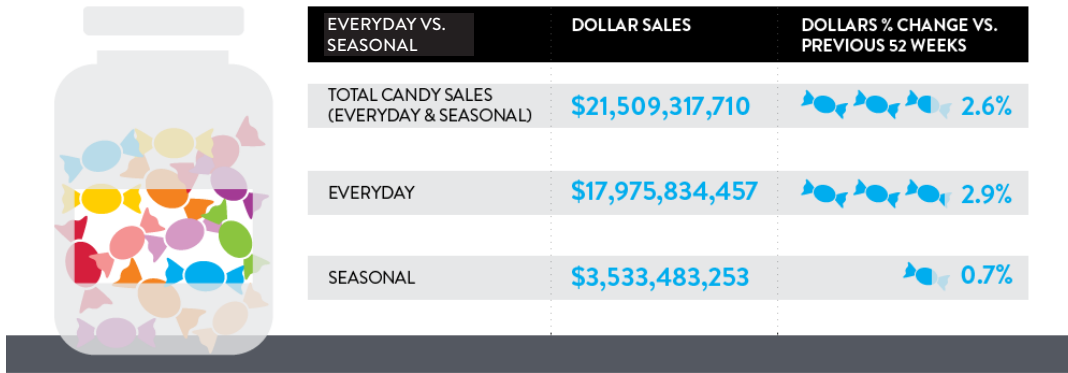
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Nielsen: [Holiday 2018: The Most Anticipated Video Games](#), 2018

STUDENT HANDOUT 3

U.S. CANDY SALES



Source: Nielsen AOD, 52 weeks ending April 30, 2016

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Nielsen: [America's Sweetest Treat is Delivering Candy Crushing Growth](#), 2016