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**Ho-Ho-Ho, Where Did All My Money Go? Americans Feel the Financial Pressure
of The Holidays Starting in November**

Sixty percent of participants report shopping is the most stressful part of the holidays

ROCHELLE PARK, N.J., Nov. 1, 2018 – It's the most wonderful time of the year, or at least it is supposed to be. TopCashback.com, the USA's most generous cashback rebates and coupon site, found three-fifths (60 percent) of Americans report holiday shopping is stressful and overwhelming while this season is meant to bring feelings of joy, love and cheer.

TopCashback conducted the survey online in October 2018 among a cross-section of 1,300 adults, aged 18 and over, to discuss holiday shopping and gift-giving habits.

Festive Stress

The top contenders attributing to stress include spending too much money (28 percent) and going over budget (11 percent). In-store shopping causes stress for 19 percent of participants, but Americans are strategic in their shopping with 57 percent preferring to shop on a computer/laptop to avoid the hustle and bustle of in-store foot traffic. Luckily, Americans don't start stressing over holiday budgets, shopping and gift giving until November (39 percent).

"It is hard to avoid the expenses of the holidays, so shop smart to easily put the joy back into the holidays," says Chelsea Hudson, Consumer Savings Expert for TopCashback.com. "If you create and set a realistic budget, research your purchases thoroughly and utilize all savings tactics, you'll enjoy acquiring gifts as opposed to resenting them."

Shedding Light on Gift Giving

Unless you're Santa, giving gifts can be tricky. Men and women have the hardest time finding a present for their spouse (21 percent) with Dad (16 percent) and Mom (15 percent) coming in a close second. The survey also found the most money is spent on children (23 percent) and spouses (23 percent).

"Gift giving during the holiday season can be stressful and cause a great amount of uncertainty," says Hudson. "Whether you are looking for a gift for a spouse or family member, consumers can be certain TopCashback will provide them with the most generous deals and cashback all year round."

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About [TopCashback.com](#)

[TopCashback.com](#) is the USA's most generous cashback shopping site. It offers Americans savings and money back on everything they buy when clicking through the site to the 4,000 retailers available. TopCashback lists well-known brick and mortar stores, such as Walmart, Best Buy, GNC, Neiman Marcus, Macy's and Bloomingdale's, in addition to popular online businesses, including eBay, Amazon, Overstock, GiftCards.com, Hotels, Expedia, Groupon and so many more. TopCashback also provides a big selection of coupons, supplying extra instant money-off discounts and free shipping, to use in conjunction with earning cashback.

It passes all the commission – the entire amount – that retailers pay it, to advertise their products and services, back to its members. It's completely free to join and use, with no catch.

The site has more than two million members and will celebrate its seventh birthday this year. Members can have their cashback earnings deposited straight into their checking account or withdraw it in the form of PayPal credits, Amazon vouchers, American Express® gift cards or selected merchant partners' gift cards, the latter three of which are topped up with a bonus. Cashback is paid out as soon as funds are requested and there is no minimum amount necessary to withdraw.