



## **More than Four in Ten Plan to Spend Less This Holiday Season**

\*\*\* Complete Tables for Poll Appended \*\*\*

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### **This McClatchy-Marist Poll Reports:**

With Black Friday and Cyber Monday just around the corner, do Americans plan to spend more money this holiday season? Half of adults who spend money on holiday shopping -- 50% -- say they will shell out the same amount they did last year, but more than four in ten -- 42% -- think they will spend less money, and only 7% expect to spend more.

Last year, similar proportions of adults who spend money on holiday shopping had these views. At that time, 51% thought they would spend the same amount as they had the previous holiday season. Four in ten -- 40% -- said they would spend less, and 9% reported they would pay more.

## How the Survey was Conducted

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### **Nature of the Sample: National Poll of 1,026 Adults**

This survey of 1,026 adults was conducted on November 8<sup>th</sup> through November 10<sup>th</sup>, 2011. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within  $\pm 3.0$  percentage points. There are 1,008 adults who spend money on holiday shopping. The results for this subset are statistically significant within  $\pm 3.0$  percentage points. The error margin increases for cross-tabulations.

## Nature of the Sample: Adults

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Nature of the Sample		
		National Adults
		Col %
National Adults		100%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than \$50,000	49%
	\$50,000 or more	51%
Race	White	73%
	African American	9%
	Latino	10%
	Other	7%
Race	White	73%
	Non-white	27%
Age	Under 45	32%
	45 or older	68%
Generation	Millennials (18-30)	18%
	Gen X (31-46)	18%
	Baby Boomers (47-65)	37%
	Silent-Greatest (Over 65)	27%
Gender	Men	49%
	Women	51%
Interview Type	Landline	75%
	Cell Phone	25%

Marist Poll National Adults: Interviews conducted November 8th through 10th, 2011, N=1026 MOE +/- 3%.  
 Totals may not add to 100% due to rounding.

## Holiday Spending Habits

*Asked of National Adults who Spend Money on Holiday Shopping*

**Question Wording:** Thinking about the December holidays, do you plan to spend more money on holiday shopping this year than you did last year, less money, or about the same amount?

		Adults Who Spend Money on Holiday Shopping		
		Thinking about the December holidays, do you plan to spend more money on holiday shopping this year than you did last year, less money, or about the same amount?		
		More money	Less money	About the same amount
		Row %	Row %	Row %
Adults Who Spend Money on Holiday Shopping		7%	42%	50%
Region	Northeast	9%	37%	53%
	Midwest	8%	42%	51%
	South	6%	43%	50%
	West	7%	45%	48%
Household Income	Less than \$50,000	9%	48%	43%
	\$50,000 or more	7%	37%	55%
Education	Not college graduate	8%	45%	48%
	College graduate	7%	38%	55%
Age	Under 45	16%	35%	49%
	45 or older	3%	46%	51%
Age	18 to 29	25%	24%	52%
	30 to 44	7%	47%	46%
	45 to 59	3%	53%	44%
	60 or older	4%	41%	55%
Race	White	6%	41%	53%
	Non-white	10%	46%	44%
Gender	Men	9%	38%	53%
	Women	6%	46%	48%
Interview Type	Landline	5%	42%	52%
	Cell Phone	14%	42%	44%

Marist Poll National Adults who Spend Money on Holiday Shopping: Interviews conducted November 8th through 10th, 2011, N=1008 MOE +/- 3%. Totals may not add to 100% due to rounding.

## Holiday Spending Habits (Over Time)

*Asked of National Adults who Spend Money on Holiday Shopping*

**Question Wording:** Thinking about the December holidays, do you plan to spend more money on holiday shopping this year than you did last year, less money, or about the same amount?

	National Adults		
	Thinking about the December holidays, do you plan to spend more money on holiday shopping this year than you did last year, less money, or about the same amount?		
	Spend More	Spend Less	Same Amount
	Row %	Row %	Row %
2011	7%	42%	50%
2010	9%	40%	51%
2007	10%	33%	58%
2004	8%	30%	62%
2003	9%	37%	54%
2002	10%	33%	57%
2001	10%	29%	61%
2000	8%	29%	63%
1999	15%	22%	63%
1998	9%	25%	66%
1997	10%	23%	67%
1996	9%	32%	59%
Marist Poll National Adults Who Spend Money on Holiday Shopping. Totals may not add to 100 due to rounding.			