

|      | 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 %       |
| 2012 | 12%                                                                                                                                                               | 37%        | 51%         |
| 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.