

		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		12%	37%	51%
Region	Northeast	12%	38%	51%
	Midwest	11%	32%	57%
	South	13%	39%	48%
	West	12%	37%	51%
Household Income	Less than \$50,000	11%	44%	45%
	\$50,000 or more	13%	32%	55%
Education	Not college graduate	13%	39%	48%
	College graduate	12%	32%	56%
Age	Under 45	20%	33%	47%
	45 or older	8%	39%	53%
Age	18 to 29	25%	28%	48%
	30 to 44	16%	38%	46%
	45 to 59	8%	41%	51%
	60 or older	8%	36%	56%
Race	White	9%	37%	55%
	Non-white	21%	37%	42%
Gender	Men	15%	32%	53%
	Women	10%	41%	49%
Interview Type	Landline	10%	38%	52%
	Cell Phone	19%	33%	48%

Marist Poll National Adults who Spend Money on Holiday Shopping: Interviews conducted December 4th through December 6th, 2012, N=1214 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.