

## How the Survey was Conducted

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### **Nature of the Sample: Marist National Poll of 1,246 Adults**

This survey of 1,246 adults was conducted December 4<sup>th</sup> through December 6<sup>th</sup>, 2012. 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 landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined and balanced to reflect the 2010 census results for age, gender, income, race, and region. Results are statistically significant within  $\pm 2.8$  percentage points. There are 1,214 adults who spend money on holiday shopping. The results for this subset are statistically significant within  $\pm 2.8$  percentage points. The error margin increases for cross-tabulations.