

		Adults Who Spend Money on Holiday Shopping		
		Do you plan to shop online for all, most, some, or none of your holiday gifts?		
		All-Most	Some	None
		Row %	Row %	Row %
Adults Who Spend Money on Holiday Shopping		14%	42%	44%
Region	Northeast	19%	43%	38%
	Midwest	11%	45%	44%
	South	12%	43%	45%
	West	16%	37%	47%
Household Income	Less than \$50,000	9%	32%	59%
	\$50,000 or more	20%	52%	29%
Education	Not college graduate	9%	36%	55%
	College graduate	23%	52%	25%
Age	Under 45	20%	50%	31%
	45 or older	11%	37%	52%
Age	18 to 29	21%	40%	39%
	30 to 44	18%	59%	23%
	45 to 59	16%	44%	40%
	60 or older	6%	31%	63%
Race	White	13%	43%	43%
	Non-white	17%	39%	44%
Gender	Men	17%	45%	38%
	Women	12%	40%	49%
Interview Type	Landline	11%	42%	47%
	Cell Phone	23%	43%	34%

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.