

How the Survey was Conducted

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

This survey of 1,026 adults was conducted on November 8th through November 10th, 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 ± 3.0 percentage points. There are 1,008 adults who spend money on holiday shopping. The results for this subset are statistically significant within ± 3.0 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

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.