



More than One in Ten Holiday Shoppers Spending More this Holiday Season

*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

While 51% of Americans who spend money on holiday shopping say they expect to dish out about the same amount of money as they did last year, there has been both an uptick in those who expect to spend more this holiday season and a decline in the proportion who say they will spend less. 12% of holiday shoppers plan to spend more money this year which is the highest in more than a decade. Last year, only 7% of holiday shoppers were poised to increase their spending. There has also been a slight decrease in the proportion of those who plan to spend less. 37% say they will decrease their expenditures on holiday shopping this year. In 2011, 42% of holiday shoppers planned to cut back on their holiday spending. At that time, 50% said they would spend about the same as they had the previous year.

Are holiday shoppers turning to the Internet to make their purchases? 44% say they don't expect to buy any of their presents online. 56%, however, will surf the web for holiday gifts, including 42% who will buy some of their holiday presents electronically and 14% who plan to do all or most of their shopping in cyberspace.

In December of 2010, 47% said they would not buy any holiday presents online. 53% reported they would shop online, including 42% who said some of their purchases would be done in this way and 11% who reported they would buy all or most of their gifts on the Internet.

Ho, Ho, Holiday Headaches: Crowds Top the List

Which aspect of the holiday season do Americans dislike most? 33% do not like the crowds. 18% are not fans of credit card debt. Finding the right gift is the biggest hassle for 15% while packing on the extra pounds is the hardest part for 12% of Americans. Eight

percent most dislike being in the company of certain relatives, and traveling is the most unpleasant aspect of the season for 5%. Eight percent are unsure.

Regardless of region, income, age, or gender, crowds are the biggest hassle of the holiday season.

How the Survey was Conducted

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

This survey of 1,246 adults was conducted December 4th through December 6th, 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 ± 2.8 percentage points. There are 1,214 adults who spend money on holiday shopping. The results for this subset are statistically significant within ± 2.8 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample

| | | National Adults |
|------------------|----------------------|-----------------|
| | | Col % |
| National Adults | | 100% |
| Gender | Men | 49% |
| | Women | 51% |
| Age | Under 45 | 37% |
| | 45 or older | 63% |
| Age | 18 to 29 | 17% |
| | 30 to 44 | 20% |
| | 45 to 59 | 32% |
| | 60 or older | 32% |
| Race | White | 70% |
| | African American | 11% |
| | Latino | 12% |
| | Other | 6% |
| Region | Northeast | 18% |
| | Midwest | 22% |
| | South | 37% |
| | West | 23% |
| Household Income | Less than \$50,000 | 50% |
| | \$50,000 or more | 50% |
| Education | Not college graduate | 62% |
| | College graduate | 38% |
| Interview Type | Landline | 74% |
| | Cell Phone | 26% |

Marist Poll National Adults. Interviews conducted December 4th through December 6th, 2012, N=1246 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

| | | 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.

| | 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.

| | | 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.

| | National Adults | | |
|---|--|-------|-------|
| | Do you plan to shop online for all, most, some, or none of your holiday gifts? | | |
| | All/Most | Some | None |
| | Row % | Row % | Row % |
| 2012 | 14% | 42% | 44% |
| 2010 | 11% | 42% | 47% |
| 2007 | 4% | 37% | 58% |
| 2004 | 4% | 24% | 72% |
| 2003 | 4% | 25% | 71% |
| 2002 | 2% | 24% | 74% |
| 2001 | 3% | 26% | 71% |
| 2000 | 2% | 35% | 63% |
| 1999 | 0% | 19% | 81% |
| Marist Poll National Adults Who Spend Money on Holiday Shopping. Totals may not add to 100 due to rounding. | | | |

| | | National Adults | | | | | | |
|------------------|----------------------|--|------------------|------------------------|----------------|-----------|-----------|--------|
| | | Which one of the following do you dislike most about the holiday season? | | | | | | |
| | | | | Being with certain | | | | |
| | | The crowds | Credit card debt | Finding the right gift | Gaining weight | relatives | Traveling | Unsure |
| | | Row % | Row % | Row % | Row % | Row % | Row % | Row % |
| National Adults | | 33% | 18% | 15% | 12% | 8% | 5% | 8% |
| Region | Northeast | 34% | 20% | 19% | 10% | 5% | 6% | 7% |
| | Midwest | 35% | 21% | 13% | 12% | 8% | 3% | 8% |
| | South | 31% | 16% | 15% | 12% | 11% | 6% | 9% |
| | West | 35% | 18% | 13% | 14% | 7% | 5% | 8% |
| Household Income | Less than \$50,000 | 31% | 20% | 15% | 12% | 9% | 6% | 8% |
| | \$50,000 or more | 36% | 17% | 15% | 12% | 8% | 5% | 7% |
| Education | Not college graduate | 31% | 20% | 14% | 12% | 8% | 5% | 9% |
| | College graduate | 36% | 15% | 16% | 13% | 7% | 6% | 6% |
| Age | Under 45 | 32% | 18% | 15% | 9% | 12% | 6% | 7% |
| | 45 or older | 34% | 19% | 14% | 13% | 6% | 4% | 8% |
| Age | 18 to 29 | 31% | 18% | 17% | 8% | 13% | 7% | 7% |
| | 30 to 44 | 33% | 17% | 14% | 10% | 11% | 6% | 8% |
| | 45 to 59 | 39% | 23% | 11% | 13% | 6% | 3% | 5% |
| | 60 or older | 30% | 15% | 18% | 13% | 7% | 6% | 11% |
| Race | White | 33% | 18% | 16% | 12% | 8% | 5% | 8% |
| | Non-white | 32% | 20% | 13% | 11% | 10% | 6% | 8% |
| Gender | Men | 31% | 19% | 15% | 11% | 9% | 7% | 8% |
| | Women | 35% | 17% | 15% | 13% | 7% | 3% | 9% |
| Interview Type | Landline | 33% | 18% | 13% | 14% | 8% | 5% | 9% |
| | Cell Phone | 32% | 18% | 19% | 8% | 9% | 6% | 8% |

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