



## **Holiday Spending... It's Beginning to Look a Lot Like Last Year**

\*\*\* Complete Tables for Poll Appended \*\*\*

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Contact: Lee M. Miringoff  
Barbara L. Carvalho  
Mary E. Griffith  
Marist College  
845.575.5050

### **This Marist Poll Reports:**

The hope that an improving economy would spur holiday shopping does not seem to be materializing. A majority of Americans who buy holiday presents -- 52% -- believe they will spend about the same amount on their shopping as they did last year. Only 10% say they plan to spend more money this year, and nearly four in ten -- 38% -- think they will spend less. These results are almost identical to last year. When Marist reported this question in 2012, 51% said they would spend about the same amount as the year before, 12% said they were going to spend more on their gifts, and 37% reported they would shell out less.

Income matters. 45% of Americans who buy holiday gifts and have a household income less than \$50,000 plan to rein in their spending this year while 43% will try to match their expenditures in 2012. 11% of these families plan to spend more. Among holiday shoppers with income of \$50,000 or more, 32% plan to cut back their spending on gifts, and 58% expect to match last year's budget. Nine percent think they will spend more.

How do holiday shoppers plan to purchase their gifts? There has been an increase in the proportion who say they will buy all or most of their presents online. 19% report they will not stray from their computer or mobile device compared with 14% who did this last year. An additional 41% plan to purchase at least some of their gifts online similar to the 42% who did so in 2012. 40% of holiday shoppers will not buy any gifts virtually, down modestly from last year. Last December, 44% said it was strictly brick and mortar for them.

Regionally, there has been a sharp increase in the proportion of Northeastern shoppers who says they will make most or all of their purchases virtually. 28% report this to be the case this year compared with 19% last year. There has also been a bump in the South and Midwest of those who plan to do a lot of online shopping. 17% in the South and 16% of those in the Midwest plan to shop online. Last year, 12% and 11%, respectively, said the same. In the West, there has been little change. 18% think they will do most or all of their holiday shopping online. 16% reported this to be true last year.

There is an age gap. The proportion of younger shoppers who plan to make their purchases online is more than double the proportion of older shoppers. 27% of consumers under the age of 45 think they will shop mostly in cyberspace compared with 13% of those 45 and older. Last year, 20% of those under 45 said they would shop online compared with 11% of older consumers.

### **Cash is King, Says More than Six in Ten Holiday Shoppers**

63% of people who buy holiday presents say they will mostly pay for them in cash. 34% report they will use credit cards, and 3% are unsure. Regardless of region, income, level of education, age, race, or gender, at least a majority of holiday shoppers say they will tender cash to buy their holiday gifts. However, shoppers in the Northeast are the least likely to pay cash. 52% of Northeasterners plan to use this method of payment while 42% will use their credit cards.

## How the Survey was Conducted

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### **Nature of the Sample: Marist National Poll of 1,173 Adults**

This survey of 1,173 adults was conducted December 3<sup>rd</sup> through December 5<sup>th</sup>, 2013 by The Marist Poll. Adults 18 years of age and older residing in the continental United States were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. 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 from Survey Sampling International. 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  $\pm 2.9$  percentage points. There are 1128 adults who spend money on holiday shopping. The results for this subset are statistically significant within  $\pm 2.9$  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	41%
	45 or older	59%
Age	18 to 29	17%
	30 to 44	24%
	45 to 59	29%
	60 or older	30%
Race	White	68%
	African American	11%
	Latino	13%
	Other	7%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than \$50,000	49%
	\$50,000 or more	51%
Education	Not college graduate	62%
	College graduate	38%
Interview Type	Landline	67%
	Cell phone	33%

Marist Poll National Adults. Interviews conducted December 3rd through December 5th, 2013, n=1173 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

		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		10%	38%	52%
Region	Northeast	12%	39%	49%
	Midwest	11%	34%	55%
	South	9%	41%	50%
	West	9%	36%	55%
Household Income	Less than \$50,000	11%	45%	43%
	\$50,000 or more	9%	32%	58%
Education	Not college graduate	11%	42%	48%
	College graduate	9%	33%	59%
Age	Under 45	14%	35%	51%
	45 or older	7%	40%	53%
Age	18 to 29	17%	34%	49%
	30 to 44	12%	35%	52%
	45 to 59	8%	43%	49%
	60 or older	5%	37%	58%
Race	White	8%	38%	54%
	Non-white	14%	40%	47%
Gender	Men	12%	32%	57%
	Women	8%	45%	48%
Interview Type	Landline	8%	39%	54%
	Cell phone	13%	38%	49%

Marist Poll National Adults who Spend Money on Holiday Shopping: Interviews conducted December 3rd through December 5th, 2013, n=1128 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

	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 %
2013	10%	38%	52%
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.

Marist Poll National Tables

		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		19%	41%	40%
Region	Northeast	28%	41%	31%
	Midwest	16%	44%	40%
	South	17%	38%	45%
	West	18%	41%	41%
Household Income	Less than \$50,000	12%	29%	58%
	\$50,000 or more	25%	51%	24%
Education	Not college graduate	14%	34%	52%
	College graduate	27%	51%	21%
Age	Under 45	27%	43%	30%
	45 or older	13%	38%	49%
Age	18 to 29	24%	39%	37%
	30 to 44	30%	46%	25%
	45 to 59	14%	45%	40%
	60 or older	12%	31%	57%
Race	White	19%	43%	38%
	Non-white	19%	33%	48%
Gender	Men	21%	41%	38%
	Women	17%	40%	43%
Interview Type	Landline	17%	41%	42%
	Cell phone	22%	40%	38%

Marist Poll National Adults who Spend Money on Holiday Shopping: Interviews conducted December 3rd through December 5th, 2013, n=1128 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

Marist Poll National Tables

	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 %
2013	19%	41%	40%
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%
<p>Marist Poll National Adults Who Spend Money on Holiday Shopping. Totals may not add to 100 due to rounding.</p>			



Marist Poll National Tables

		Adults Who Spend Money on Holiday Shopping		
		Do you plan to use mostly cash or mostly credit cards to pay for your holiday gifts?		
		Mostly cash	Mostly credit cards	Unsure
		Row %	Row %	Row %
Adults Who Spend Money on Holiday Shopping		63%	34%	3%
Region	Northeast	52%	42%	6%
	Midwest	71%	25%	4%
	South	69%	29%	2%
	West	54%	43%	3%
Household Income	Less than \$50,000	74%	23%	3%
	\$50,000 or more	55%	41%	3%
Education	Not college graduate	69%	27%	4%
	College graduate	53%	44%	3%
Age	Under 45	62%	36%	3%
	45 or older	64%	32%	4%
Age	18 to 29	62%	35%	3%
	30 to 44	62%	36%	2%
	45 to 59	65%	30%	4%
	60 or older	62%	34%	4%
Race	White	63%	34%	3%
	Non-white	63%	32%	5%
Gender	Men	61%	35%	4%
	Women	65%	32%	3%
Interview Type	Landline	63%	34%	4%
	Cell phone	63%	34%	3%

Marist Poll National Adults who Spend Money on Holiday Shopping: Interviews conducted December 3rd through December 5th, 2013, 2012, n=1128 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.