



Holiday Shopping
 November 6-10, 2011

With the holiday season – and the holiday shopping season – fast approaching, few Americans plan to spend more money on gifts this holiday season compared to last year. Just 9% say they will spend more, while 49% will spend the same amount and 41% will spend less.

Holiday Spending Now vs. Last Year

Will spend more	9%
Will spend less	41
About the same	49

Few Americans of any income group plan to spend more this year, but those earning less are more likely to spend less. Nearly half (47%) of all Americans making under \$50,000 a year plan to spend less, compared to 37% of those earning between \$50,000 and \$100,000 and 31% of those earning over \$100,000 a year.

Holiday Spending Now vs. Last Year

	All	<\$50K	\$50K-\$100K	Over \$100K
Will spend more	9%	12%	4%	11%
Will spend less	41	47	37	31
About the same	49	40	58	59

By a wide margin, most Americans plan to do most of their shopping in-person as opposed to online. Seven in 10 Americans will do most of their shopping in person; just 16% will do most of it online – though this percentage rises to 33% among those making over \$100,000 a year.

How Will You do Most of Your Holiday Shopping?

	All	<\$50K	\$50K-\$100K	Over \$100K
In person	69%	75%	66%	53%
Online	16	10	19	33

This poll was conducted by telephone from November 6-10, 2011 among 1,182 adults nationwide. Phone numbers were dialed from samples of both standard land-line and cell phones. The error due to sampling for results based on the entire sample could be plus or minus three percentage points. The error for subgroups may be higher. This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

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q79 Compared to last year, will you spend more money on gifts this holiday season, less money, or about the same amount?

	***** TOTAL RESPONDENTS *****			
	**** ANNUAL INCOME ****			
	Total	<\$50K	\$50K-\$100K	\$100K+
	%	%	%	%
More	9	12	4	11
Less	41	47	37	31
Same	49	40	58	59
DK/NA	1	1	1	0

q80 This year do you plan to do most of your holiday shopping online or do you plan to do most of your holiday shopping by going to stores in person?

Online	16	10	19	33
In person	69	75	66	53
Equal (Vol.)	8	7	10	9
DK/NA	7	8	5	5

Total Respondents: 1182