

Holiday Spending Report

Conducted by:

ROANOKE COLLEGE
Institute for Policy and Opinion Research

FREQUENCIES

And regarding the upcoming holiday shopping season, which of the following categories best describes how much you plan to spend on holiday gifts for others this year? Would you say:

	Percent (%)	Cumulative (%)
Less than \$100	23.4	23.4
Between \$100-\$500	42.0	65.4
Between \$500-\$1,000	24.0	89.4
\$1,000 or more	9.3	98.7
Not sure/Don't know	1.3	100.0

And regarding the upcoming holiday shopping season, how will your total holiday spending compare with last year's holiday season? Spend more, spend the same, or spend less?

	Percent (%)	Cumulative (%)
Spend more	22.7	22.7
Spend the same	42.2	64.9
Spend less	34.6	99.4
Not sure/Don't know	0.6	100.0

And what is the main reason that you plan to spend more this year?

	Percent (%)	Cumulative (%)
Inflation/higher costs	52.8	52.8
Personal finances/Changes in employment status	19.3	72.1
Feeling more generous	11.3	83.4
More gift options	6.1	89.5
Other	9.1	98.6
Not sure/Don't know	1.4	100.0

And what is the main reason that you plan to spend less this year?

	Percent (%)	Cumulative (%)
Inflation/higher costs	53.4	53.4
Personal finances/Changes in employment status	26.9	80.3
Feeling less generous	1.6	81.9
Fewer gift options	5.3	87.3
Other	12.6	99.8
Not sure/Don't know	0.2	100.0

How much do you expect you will spend during the holiday season on each of the following items:

Gifts	\$439.36
Non-gift purchases, including clothing for family and self, home furnishings, and holiday decorations	\$206.35
Experiences, including entertainment at home and socializing away from home, such as restaurants and concert tickets	\$260.57

Have you or are you likely to start your holiday shopping earlier this year compared to last year, around the same time, or later?

	Percent (%)	Cumulative (%)
Earlier	34.0	34.0
Around the same time	51.7	85.7
Later	9.8	95.5
Not sure/Don't know	4.5	100.0

And how do you expect product prices to be this upcoming holiday season compared to last year's holiday season? Higher, the same, or lower?

	Percent (%)	Cumulative (%)
Higher	75.0	75.0
The same	18.8	93.8
Lower	4.0	97.9
Not sure/Don't know	2.1	100.0