

**November 2018 Virginia Holiday Spending Report**

*Institute for Policy and Opinion Research*

**FREQUENCIES**

Regarding the upcoming holiday shopping season (Christmas, Hanukkah, or Kwanza), do you intend on spending more, the same, or less than you did last year?

|  |  |  |
| --- | --- | --- |
|  | **%** | **Cumulative** |
| **More** | 0.165 | 0.165 |
| **Same** | 0.500 | 0.665 |
| **Less** | 0.315 | 0.979 |
| **Don't Holiday Shop** | 0.014 | 0.993 |
| **DK/NA** | 0.007 | 1.000 |

With regards to holiday spending, do you typically save up to pay with cash for gifts and not take on debt OR mostly use credit cards over cash, hoping to pay them off during the next year?

|  |  |  |
| --- | --- | --- |
|  | **%** | **Cumulative** |
| **Save Up Cash** | 0.652 | 0.652 |
| **Credit Cards** | 0.163 | 0.815 |
| **Both** | 0.158 | 0.973 |
| **Layaway** | 0.002 | 0.975 |
| **DK/NA** | 0.025 | 1.000 |

How much of your holiday spending do you plan on doing the day after Thanksgiving, also known as ‘Black Friday”?

|  |  |  |
| --- | --- | --- |
|  | **%** | **Cumulative** |
| **None** | 0.597 | 0.597 |
| **Some** | 0.294 | 0.891 |
| **Most** | 0.077 | 0.968 |
| **All** | 0.022 | 0.990 |
| **DK/NA** | 0.010 | 1.000 |