

THE ROANOKE COLLEGE POLL

Holiday Spending Report

Conducted by:

ROANOKE COLLEGE
Institute for Policy and Opinion Research

FREQUENCIES

And regarding the upcoming holiday shopping season (Christmas, Hanukkah, or Kwanzaa), which of the following categories best describes how much you plan to spend on holiday gifts for others this year?

	Percent (%)	Cumulative (%)
Less than \$100	20.2	20.2
Between \$100 and \$500	49.6	69.8
More than \$500 but Less Than \$1,000	16.3	86.1
\$1,000 or More	11.9	98.0
Not Sure/Don't Know	2.0	100.0

Do you intend on spending more, the same, or less than you did last year?

	Percent (%)	Cumulative (%)
More Than Last Year	17.7	17.7
Same as Last Year	45.5	63.2
Less Than Last Year	33.8	97.0
Don't Holiday Shop	2.1	99.1
Not Sure/Don't Know	0.9	100.0

Questions and comments should be directed to Dr. Alice Louise Kassens, John S. Shannon Professor of Economics, Roanoke College and Senior Analyst, IPOR kassens@roanoke.edu. All frequencies are weighted. Weighted values are used in the associated release.

November 2021 Virginia Holiday Spending Report
Frequencies

Do you set a specific budget for your holiday shopping?

	Percent (%)	Cumulative (%)
Yes	49.0	49.0
No	50.1	99.1
Not Sure/Don't Know	1.0	100.0

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

	Percent (%)	Cumulative (%)
None	49.9	49.9
Some	36.0	85.9
Most	9.9	95.8
All	2.4	98.2
Not Sure/Don't Know	1.8	100.0

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