

# Holiday Spending Report

Conducted by:

**ROANOKE COLLEGE**<sup>®</sup>  
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	24.2	24.2
Between \$100-\$500	43.3	67.5
Between \$500-\$1,000	20.9	88.4
\$1,000 or more	11.3	99.7
Not sure/Don't know	0.3	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	20.5	20.5
Spend the same	43.4	63.9
Spend less	36.1	100.0
Not sure/Don't know	0.0	100.0

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

	Percent (%)	Cumulative (%)
Inflation/higher costs	36.3	36.3
Personal finances/Changes in employment status	21.5	57.7
Feeling more generous	25.6	83.4
More gift options	3.6	87.0
Other	11.5	98.5
Not sure/Don't know	1.5	100.0

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

	Percent (%)	Cumulative (%)
Inflation/higher costs	49.0	49.0
Personal finances/Changes in employment status	30.8	79.8
Feeling less generous	2.8	82.5
Fewer gift options	2.5	85.0
Other	14.9	99.9
Not sure/Don't know	0.1	100.0

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

Gifts	\$562.12
Non-gift purchases, including clothing for family and self, home furnishings, and holiday decorations	\$221.71
Experiences, including entertainment at home and socializing away from home, such as restaurants and concert tickets	\$251.35

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	25.5	25.5
Around the same time	59.3	84.8
Later	13.5	98.2
Not sure/Don't know	1.7	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	67.7	67.7
The same	25.6	93.4
Lower	6.3	99.6
Not sure/Don't know	0.4	100.0

---

Overall, what percentage of your holiday shopping will likely be online?	55.57%
--	--------

---