

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	14.6	14.6
Between \$100 and \$500	47.2	61.9
More than \$500 but Less Than \$1,000	20.8	82.6
\$1,000 or More	13.9	96.5
Not Sure/Don't Know	3.5	100.0

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

	Percent (%)	Cumulative (%)
More Than Last Year	12.5	12.5
Same as Last Year	48.8	61.3
Less Than Last Year	35.2	96.4
Don't Holiday Shop	1.7	98.2
Not Sure/Don't Know	1.8	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 2020 Virginia Holiday Spending Report
Frequencies

Do you set a specific budget for your holiday shopping?

	Percent (%)	Cumulative (%)
Yes	44.6	44.6
No	52.6	97.2
Not Sure/Don't Know	2.8	100.0

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?

	Percent (%)	Cumulative (%)
Cash	66.5	66.5
Credit Card	22.2	88.7
Cash & Credit Card	7.5	96.2
Not Sure/Don't Know	3.8	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	55.1	55.1
Some	30.7	85.8
Most	7.0	92.8
All	3.0	95.8
Not Sure/Don't Know	4.2	100.0

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