

NORC AmeriSpeak Omnibus Survey: 1 in 3 Americans plan to spend less this holiday season

*Interview Dates:
November 19-23, 2020*

The results are based on a nationally representative sample of 1,027 English-speaking adults age 18 and over, conducted using an Omnibus survey of the AmeriSpeak® Panel, the probability-based panel of NORC at the University of Chicago. Of the 1,027 respondents, 108 completed the survey by phone and 919 via the web (margin of error +/- 4.24 percent). The poll and analysis were self-funded.

AmeriSpeak® is designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

NOTE: All results show percentages among respondents, unless otherwise labeled.

SPEND. This year, do you plan to spend more, less, or about the same as you usually spend on gifts for the holidays?

AmeriSpeak	Nov. 2020 (N=939)
A lot more	1
A little more	8
About the same as in past years	52
A little less	24
A lot less	12
Don't know	0
Skipped	1

AmeriSpeak	A lot less	A little less	About the same	A little more	A lot more	Don't know	Skipped
By Age							
Age 18-29 (N=194)	16	38	76	16	1	0	5
Age 30-44 (N=222)	11	18	38	10	2	0	0
Age 45-59 (N=243)	20	30	52	5	1	0	1
Age 60+ (N=279)	8	20	58	6	0	0	0

AmeriSpeak	A lot less	A little less	About the same	A little more	A lot more	Don't know	Skipped
By Race							
Black (N=114)	20	16	48	10	5	0	0
Hispanic (N=157)	12	35	45	6	1	0	0
Other, non-Hispanic (N=77)	13	14	53	12	0	0	8
White (N=591)	11	24	55	8	1	0	0

WHEN. As we head into the holiday season, many people are starting to think about holiday shopping. This year, do you think you will start shopping for holiday gifts earlier, later, or around the same time as you usually do?

AmeriSpeak	Nov. 2020 (N=939)
I will start shopping a lot earlier	17
I will start shopping a little earlier	19
I will start shopping around the same I have in previous years	42
I will start shopping a little later	5
I will start shopping a lot later	4
I haven't decided	14
Don't know	0
Skipped	1

WHERE. As you think about how you will shop for the holidays this year, compared to other years, do you think you would:

AmeriSpeak	Nov. 2020 (N=939)
Shop online for all purchases	18
Shop mostly online, but in stores for some purchases	44
Shop online and in stores about equally	19
Shop mostly in stores, but online for some purchases	10
Shop in person for all purchases	8
Don't know	1
Skipped	0

WHAT. People buy different types of holiday gifts. For each of the following, please indicate if you think you will spend more, less, about the same [among those who said they planned on spending about the same amount as in past years].

WHATA. Clothing and accessories (e.g., clothing, jewelry)

AmeriSpeak	Nov. 2020 (N=492)
I will spend more on this type of gift this year	7
I will spend about the same on this type of gift this year	65
I will spend less on this type of gift this year	18
I never buy this type of gift	9
Don't know	0
Skipped	1

WHATB. Electronics and accessories (e.g., computers, tablets, wearables)

AmeriSpeak	Nov. 2020 (N=467)
I will spend more on this type of gift this year	10
I will spend about the same on this type of gift this year	50
I will spend less on this type of gift this year	21
I never buy this type of gift	19
Don't know	0
Skipped	0

WHATC. Gift cards (e.g., Amazon, Google Play)

AmeriSpeak	Nov. 2020 (N=467)
I will spend more on this type of gift this year	9
I will spend about the same on this type of gift this year	61
I will spend less on this type of gift this year	15
I never buy this type of gift	16
Don't know	0
Skipped	0

WHATD. Home and kitchen (e.g., appliances, electronics, furniture)

AmeriSpeak	Nov. 2020 (N=467)
I will spend more on this type of gift this year	7
I will spend about the same on this type of gift this year	47
I will spend less on this type of gift this year	18
I never buy this type of gift	28
Don't know	0
Skipped	0

WHATE. Food and beverage (e.g., gift baskets, liquor)

AmeriSpeak	Nov. 2020 (N=467)
I will spend more on this type of gift this year	6
I will spend about the same on this type of gift this year	52
I will spend less on this type of gift this year	19
I never buy this type of gift	22
Don't know	0
Skipped	0

WHATF. Pet (e.g., food/treats, décor, supplies)

AmeriSpeak	Nov. 2020 (N=467)
I will spend more on this type of gift this year	4
I will spend about the same on this type of gift this year	39
I will spend less on this type of gift this year	17
I never buy this type of gift	40
Don't know	0
Skipped	0

WHATG. Toys and hobbies (e.g., books, board games, movies)

AmeriSpeak	Nov. 2020 (N=467)
I will spend more on this type of gift this year	10
I will spend about the same on this type of gift this year	62
I will spend less on this type of gift this year	19
I never buy this type of gift	9
Don't know	0
Skipped	0

WHATH. Health and wellness (e.g., cosmetics, personal care, sporting goods)

AmeriSpeak	Nov. 2020 (N=467)
I will spend more on this type of gift this year	4
I will spend about the same on this type of gift this year	51
I will spend less on this type of gift this year	18
I never buy this type of gift	26
Don't know	0
Skipped	0

WHATI. Subscription services (e.g., Netflix, monthly gift boxes)

AmeriSpeak	Nov. 2020 (N=467)
I will spend more on this type of gift this year	1
I will spend about the same on this type of gift this year	24
I will spend less on this type of gift this year	19
I never buy this type of gift	56
Don't know	0
Skipped	0

WHERE. As you think about how you will shop for the holidays this year, compared to other years, do you think you would:

AmeriSpeak	Nov. 2020 (N=929)
Shop online for all purchases	18
Shop mostly online, but in stores for some purchases	44
Shop online and in stores about equally	19
Shop mostly in stores, but online for some purchases	10
Shop in person for all purchases	8
Don't know	1
Skipped	0

MORE. Are the following statements reasons why you will spend more on holiday shopping this year?

MOREA. I have more money to spend on gifts.

AmeriSpeak	Nov. 2020 (N=88)
Yes	62
No	38

MOREB. Since I won't be celebrating in person with friends and family, I plan to purchase gifts for them instead.

AmeriSpeak	Nov. 2020 (N=88)
Yes	33
No	67

MOREC. I want to make sure my friends and family have a nice holiday season in spite of the challenges of 2020.

AmeriSpeak	Nov. 2020 (N=88)
Yes	81
No	19

MORED. I will be shopping online, where things may cost more.

AmeriSpeak	Nov. 2020 (N=88)
Yes	34
No	66

MOREE. I won't be traveling, so will use the money I'd spend on travel to purchase gifts.

AmeriSpeak	Nov. 2020 (N=88)
Yes	42
No	58

MOREF. I want to support companies I care about, so will purchase gifts from them.

AmeriSpeak	Nov. 2020 (N=88)
Yes	62
No	37
Skipped	1

LESS. Are the following reasons why you will spend less on holiday shopping this year?

LESSA. I have less money to spend on gifts because I have been impacted financially by COVID-19.

AmeriSpeak	Nov. 2020 (N=343)
Yes	60
No	39
Skipped	1

LESSB. I will not be seeing people in person this year, so will not be purchasing gifts for people I am not seeing.

AmeriSpeak	Nov. 2020 (N=343)
Yes	55
No	44
Skipped	1

LESSC. I am focused more on the spirit of the holiday season, rather than gift giving this year.

AmeriSpeak	Nov. 2020 (N=343)
Yes	66
No	33
Skipped	1

LESSD. I have less money to spend on gifts because I have stocked up on household goods for myself.

AmeriSpeak	Nov. 2020 (N=343)
Yes	32
No	66
Skipped	1

LESSE. I plan on giving to charity this year instead of purchasing gifts.

AmeriSpeak	Nov. 2020 (N=343)
Yes	19
No	80
Don't know	0
Skipped	1

LESSF. I have fewer people I want to purchase gifts for this year.

AmeriSpeak	Nov. 2020 (N=343)
Yes	55
No	44
Skipped	1

LESSG. Shopping is harder for me this year, so I won't purchase as many gifts.

AmeriSpeak	Nov. 2020 (N=343)
Yes	60
No	40
Skipped	0

Demographics

GENDER

AmeriSpeak	Nov. 2020 (N=939)
Male	48
Female	52

AGE

AmeriSpeak	Nov. 2020 (N=939)
18-29	21
30-44	24
45-59	26
60+	30

RACE / ETHNICITY

AmeriSpeak	Nov. 2020 (N=939)
Black	12
Hispanic	17
Other, non-Hispanic	8
White	63

EDUCATION

AmeriSpeak	Nov. 2020 (N=939)
Less than HS	10
HS graduate or equivalent	28
Vocational/tech school/some college/associates	28
Bachelor's degree	21
Post grad study/professional degree	14

MARITAL STATUS

AmeriSpeak	Nov. 2020 (N=939)
Married	45
Widowed	4
Divorced	11
Separated	6
Never married	28
Living with partner	6

REGION

AmeriSpeak	Nov. 2020 (N=939)
Northeast	18
Midwest	20
South	39
West	23

EMPLOYMENT STATUS

AmeriSpeak	Nov. 2020 (N=939)
Working - as a paid employee	52
Working - self-employed	5
Not working - on temporary layoff from a job	1
Not working - looking for work	7
Not working - retired	22
Not working - disabled	7
Not working - other	7

HOUSEHOLD INCOME

AmeriSpeak	Nov. 2020 (N=939)
\$100,000 or more	23
\$30,000 to less than \$60,000	28
\$60,000 to less than \$100,000	24
Less than \$30,000	24