

CNBC Holiday Central Survey

So far this holiday season have you spent:

More than planned	13%
About the same as planned	45%
Less than planned	36%
Not sure	6%

How much are you planning to spend on holiday shopping?

< \$200	23%
\$200-\$499	22%
\$500-\$999	28%
\$1,000 or more	30%
Not sure	6%
Mean	\$738

Current state of the economy?

Excellent	4%
Good	22%
Only Fair	39%
Poor	33%
Not Sure	2%

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Excellent	4%
Good	22%
Only Fair	39%
Poor	33%
Not Sure	2%

What impact does your opinion of the economy have on how much you'll spend this holiday?

Will spend more	4%
Will spend less	35%
No impact	59%
Not sure	2%

How do holiday sales impact your shopping habits?

Help me decide where to shop	18%
Help me decide what to buy	4%
Help me decide where to shop & what to buy	49%
Do not affect shopping habits	28%
Not sure	1%

Where/How have you done most of your holiday shopping?

Big box stores	44%
Department stores	27%
Online	22%
Locally-owned, non-chain stores	14%
Chain stores	11%
Mail-order catalogs	7%
Luxury stores	2%
Other	7%
Not sure	2%

What have you purchased as holiday gifts so far?

Clothing/Accessories	36%
Toys	23%
Electronics	18%
Books, CDs, Movies, Videogames	16%
Gift cards	14%
Housewares	8%
Food & alcohol	5%
Tools	2%
Other	9%
Not sure	5%

How long will it take to pay off holiday shopping-related debt?

One month or less	29%
2-3 months	13%
4-6 months	5%
7-12 months	3%
More than a year	2%
Will not have debt	46%
Not sure	2%

Do you plan to buy a video game console this year?

Yes	14%
No	84%
Not sure	2%

Which video game console do you plan to buy?

Nintendo Wii	8%
Sony Playstation3	2%
Microsoft Xbox 360	1%
Other	3%

Are you more or less likely to purchase Chinese-made goods?

More likely	2%
Less likely	46%
No difference	48%
Depends/Not sure	4%

Are you more or less likely to purchase South Korean-made goods?

More likely	2%
Less likely	26%
No difference	66%
Depends/Not sure	6%

Home value expectations over next year?

	Dec.	Oct.	March
Stay the Same	41%	40%	37%
Increase -- 1% - 9%	13%	14%	21%
Increase -- 10% or more	11%	14%	16%
Increase -- not sure how much	4%	5%	3%
Decrease	13%	9%	7%
Do Not Own Home	18%	18%	16%
Mean Increase expected	2.2%	3.1%	4.0%

Home value expectations over next year?

	Dec.	Oct.	Mar.
Stay the Same	41%	40%	37%
Increase – not sure how much	28%	33%	40%
Decrease	13%	9%	7%

When the value of your home or stock portfolio *rises* do you:

	Dec.	Oct.
Spend more	11%	7%
Spend less	9%	8%
Doesn't have an effect	72%	70%
Not sure or N/A	8%	19%

Wage expectations over next year?

	Dec.	Oct.	June	March
Increase	56%	53%	50%	55%
Decrease	2%	4%	2%	4%
Stay the same	42%	43%	48%	41%
Mean increase	5.3%	6.1%	5.7%	7.3%

Cost of living expectations over next year?

	Dec.	Oct.	June	March
Increase	80%	79%	80%	82%
Decrease	2%	1%	1%	1%
Stay the same	18%	20%	19%	17%
Mean increase	6.4%	6.9%	7.1%	8.8%

Are you drinking more or less Starbucks this year?

More than a year ago	5%
Same amount	16%
Less than a year ago	11%
Don't drink Starbucks	68%