America's holiday gift list

New York, December 9, 2022— A new Maru Public Opinion poll released today finds that with Christmas and the seasonal holidays bearing down on Americans, the vast majority still have a lot of intended shopping to do.

While just one in ten (9%) claim they are done with nothing left in their total gift-giving budgets for 2022, and three in ten (29%) reveal they've not yet spent any of their budget, the average American consumer still has 71.9% of the total gift-giving budget to spend.

And of all the gifts they intend to purchase for others between now and Christmas/seasonal holidays, the following are those they think they will likely be buying:

- Gift Cards, **50%.**
- Clothing/Accessories, **42%.**
- Toys, **29%.**
- Food and Drink, **29%.**
- Health and beauty products (e.g., make-up, perfume, etc.), **21%.**
- Electronics (e.g., television, Tablets, DVD player, music players, video game consoles, etc.), **18%.**
- Wine and spirits, **17%.**
- Books or e-books, **17%.**
- Video games, **17%.**
- Footwear, **15%.**
- Jewelry, **14%.**
- Music or movies, **13%.**
- Computers and/or computer accessories, **10%.**
- Phones and/or phone accessories/E-book readers (Kobo, Kindle, etc.), **10%.**
- Tools and Home Improvement, **10%.**
- Household appliances like a vacuum/coffee maker, **10%.**
- Sports and Workout gear, **10%.**
- Baby items, **8%.**
- Home and Furniture, **8%.**
- Healthy living products like exercise equipment/protein supplements, **8%.**
- Athleisure, **6%.**
- Cannabis products (including CBD oils, CBD drinks, etc.), **5%.**
- A pet, **3%.**
- Automobile, **2%.**
- Other, **15%.**

Regarding where they will be acquiring their gifts this year, the majority (65%) of shoppers are doing it mainly online versus the one-third (35%) who say they will be stepping out to do it mainly in brick-and-mortar stores. In-person visits to retail outlets are most likely to be in the South (37%), followed by those in the Northeast (35%), and equally in the Midwest (33%) and in the West (33%).

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Methodology

These are some of the findings from a study released by Maru Public Opinion undertaken by its sample and data collection experts at Maru/Blue on December 1, 2022, among a random selection of 1,514 American adults who are Maru Springboard America online panelists. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender, and region to match the population according to US Census data which ensures the sample is representative of the entire adult population of the United States. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider Maru/Blue is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Maru Public Opinion is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

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