

List of Tables

Q1. How many people do you plan to buy holiday gifts for this year?	2
Q2. Who do you buy gifts for? Please choose all that apply.	3
Q3. Overall, how much do you plan to spend on holiday gifts for others this year?	4
Q4. What kind of gifts do you prefer to give?	5
Q5. What kind of gifts do you prefer to receive?	6
Q6. Do you buy gifts for yourself during the holiday season?	7
Q7. How much do you plan to spend on holiday presents for yourself this year?	8
Survey Methodology	9
About College Pulse	10

Holiday Gifts poll

December 2019 - 2001 US college students



Q1. How many people do you plan to buy holiday gifts for this year?

		Financial Aid			Gender			Political Leaning		
	Total	No	Yes	Other	Female	Male	Non Binary	Democrat	Independent	Republican
0	13%	13%	13%	13%	9%	18%	13%	13%	16%	6%
1-5	57%	57%	57%	57%	56%	60%	54%	57%	57%	61%
6-10	24%	24%	24%	22%	27%	19%	26%	26%	22%	26%
11-15	4%	4%	4%	9%	5%	2%	5%	3%	3%	5%
16+	2%	2%	2%	0%	2%	1%	2%	1%	2%	2%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%
(Unweighted N)	(1985)	(627)	(1336)	(22)	(960)	(940)	(85)	(641)	(1034)	(306)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
0	13%	6%	32%	25%	15%	29%	13%	29%
1-5	57%	58%	55%	57%	59%	38%	61%	46%
6-10	24%	28%	11%	16%	20%	20%	22%	26%
11-15	4%	5%	2%	1%	4%	13%	1%	0%
16+	2%	2%	1%	1%	2%	0%	4%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	101%	100%	100%	100%	101%	101%
(Unweighted N)	(1985)	(1349)	(215)	(116)	(150)	(11)	(117)	(26)

Q2. Who do you buy gifts for? Please choose all that apply.

		Financial Aid			Gender			Political Leaning		
	Total	No	Yes	Other	Female	Male	Non Binary	Democrat	Independent	Republican
Family members	88%	85%	88%	90%	91%	84%	85%	87%	87%	92%
Friends	58%	55%	58%	41%	65%	46%	70%	63%	56%	53%
Significant others	46%	42%	46%	55%	48%	42%	55%	45%	45%	51%
Coworkers	7%	7%	7%	4%	8%	6%	4%	5%	7%	8%
None	5%	8%	5%	10%	4%	7%	3%	5%	7%	2%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(1976)	(623)	(1331)	(22)	(958)	(932)	(86)	(637)	(1031)	(304)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Family members	88%	93%	64%	81%	85%	100%	92%	80%
Friends	58%	61%	54%	53%	56%	61%	60%	39%
Significant others	46%	49%	36%	36%	45%	33%	49%	49%
Coworkers	7%	7%	4%	8%	8%	23%	8%	0%
None	5%	2%	16%	9%	7%	0%	4%	12%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(1976)	(1344)	(214)	(115)	(149)	(11)	(117)	(25)

Q3. Overall, how much do you plan to spend on holiday gifts for others this year?

		Financial Aid			Gender			Political Leaning		
	Total	No	Yes	Other	Female	Male	Non Binary	Democrat	Independent	Republican
\$0	11%	11%	11%	13%	7%	16%	10%	9%	13%	5%
\$1-25	12%	10%	12%	32%	11%	13%	7%	14%	10%	10%
\$26-50	18%	14%	19%	0%	18%	18%	24%	17%	19%	18%
\$51-75	12%	13%	12%	11%	12%	12%	14%	13%	12%	12%
\$76-\$100	17%	19%	17%	13%	19%	15%	20%	17%	16%	20%
\$101+	30%	32%	30%	32%	33%	26%	25%	29%	29%	35%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	101%	101%	100%	100%	100%	99%	99%	100%
(Unweighted N)	(1982)	(626)	(1334)	(22)	(960)	(937)	(85)	(641)	(1031)	(306)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
\$0	11%	6%	23%	17%	13%	29%	11%	26%
\$1-25	12%	9%	18%	16%	14%	5%	11%	13%
\$26-50	18%	18%	22%	25%	18%	4%	10%	12%
\$51-75	12%	13%	16%	8%	12%	0%	12%	13%
\$76-\$100	17%	21%	12%	12%	14%	0%	18%	9%
\$101+	30%	33%	10%	23%	30%	61%	37%	27%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	101%	101%	99%	99%	100%
(Unweighted N)	(1982)	(1348)	(215)	(115)	(150)	(11)	(117)	(25)

Q4. What kind of gifts do you prefer to give?

		Financial Aid			Gender			Political Leaning		
	Total	No	Yes	Other	Female	Male	Non Binary	Democrat	Independent	Republican
Homemade gifts	19%	15%	20%	14%	23%	12%	39%	22%	18%	19%
Store-bought gifts	60%	61%	60%	58%	59%	62%	47%	62%	59%	59%
Experiences	14%	18%	14%	10%	14%	15%	11%	12%	15%	15%
No gifts	6%	7%	6%	18%	4%	11%	3%	4%	8%	7%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1979)	(625)	(1332)	(22)	(958)	(936)	(85)	(640)	(1029)	(306)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Homemade gifts	19%	20%	16%	12%	19%	31%	23%	26%
Store-bought gifts	60%	60%	56%	70%	57%	59%	55%	49%
Experiences	14%	15%	13%	7%	15%	10%	19%	20%
No gifts	6%	4%	15%	11%	8%	0%	3%	4%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	99%	99%	100%	100%	99%	100%	100%	99%
(Unweighted N)	(1979)	(1347)	(215)	(114)	(150)	(11)	(116)	(25)

Q5. What kind of gifts do you prefer to receive?

		Financial Aid			Gender			Political Leaning		
	Total	No	Yes	Other	Female	Male	Non Binary	Democrat	Independent	Republican
Homemade gifts	13%	11%	13%	7%	13%	11%	20%	15%	12%	12%
Store-bought gifts	57%	56%	57%	36%	57%	58%	42%	57%	56%	59%
Experiences	23%	24%	22%	47%	25%	19%	24%	23%	22%	22%
No gifts	8%	9%	8%	10%	6%	11%	14%	5%	10%	7%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	100%	101%	99%	100%	100%	100%	100%
(Unweighted N)	(1974)	(622)	(1330)	(22)	(958)	(931)	(85)	(637)	(1028)	(306)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Homemade gifts	13%	13%	14%	8%	16%	15%	9%	8%
Store-bought gifts	57%	55%	49%	64%	57%	74%	53%	62%
Experiences	23%	25%	20%	16%	19%	10%	31%	22%
No gifts	8%	7%	17%	11%	9%	0%	7%	8%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	99%	101%	99%	100%	100%
(Unweighted N)	(1974)	(1341)	(215)	(115)	(150)	(11)	(116)	(25)

Q6. Do you buy gifts for yourself during the holiday season?

		Financial Aid			Gender			Political Leaning		
	Total	No	Yes	Other	Female	Male	Non Binary	Democrat	Independent	Republican
Yes	42%	41%	43%	17%	46%	35%	61%	44%	43%	35%
No	58%	59%	57%	83%	54%	65%	39%	56%	57%	65%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1996)	(629)	(1345)	(22)	(965)	(945)	(86)	(646)	(1037)	(308)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes	42%	40%	46%	42%	47%	73%	42%	41%
No	58%	60%	54%	58%	53%	27%	58%	59%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1996)	(1354)	(218)	(118)	(151)	(11)	(117)	(26)

Q7. How much do you plan to spend on holiday presents for yourself this year?

		Financial Aid		Gender			Political Leaning		
	Total	No	Yes	Female	Male	Non Binary	Democrat	Independent	Republican
\$1-25	31%	25%	32%	30%	30%	43%	32%	31%	28%
\$26-50	28%	25%	29%	34%	20%	18%	24%	30%	25%
\$51-75	12%	18%	11%	12%	13%	4%	15%	11%	10%
\$76-\$100	10%	6%	10%	10%	9%	7%	12%	7%	13%
\$101+	20%	27%	18%	14%	28%	28%	17%	21%	24%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	101%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(818)	(249)	(565)	(446)	(327)	(45)	(275)	(434)	(107)

		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
\$1-25	31%	30%	36%	31%	34%	25%	41%
\$26-50	28%	29%	27%	25%	27%	25%	31%
\$51-75	12%	14%	15%	10%	12%	10%	0%
\$76-\$100	10%	7%	5%	21%	12%	15%	0%
\$101+	20%	21%	18%	13%	15%	25%	29%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	101%	101%	101%	100%	100%	100%	101%
(Unweighted N)	(818)	(528)	(100)	(49)	(71)	(51)	(11)

Holiday Gifts poll

December 2019 - 2001 US college students



Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 2001 undergraduate students who are currently enrolled in the U.S.

The initial sample was drawn from College Pulse's Undergraduate Student Panel that includes over 240,000 verified students representing more than 800 different colleges and universities in all 50 states. Panel members are recruited by a number of methods to help ensure diversity in the panel population, including web advertising, permission-based email campaigns, and partnerships with university organizations.

To reduce the effects of any non-response bias, a post-stratification adjustment was applied based on demographic distributions from the 2017 Current Population Survey (CPS). The post-stratification weight rebalanced the sample based on the following benchmarks: age, race and ethnicity, and gender. The sample weighting was accomplished using an iterative proportional fitting (IPF) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results.

The margin of error for this survey is $\pm 2.5\%$. Margins of error are typically calculated on probability-based samples and are not technically correct for non-probability online samples. We supply them here to provide a general assessment of error ranges that may be associated with the data.

Holiday Gifts poll

December 2019 - 2001 US college students



About College Pulse

College Pulse is an online survey and analytics company dedicated to understanding the attitudes, preferences, and behaviors of today's college students. College Pulse offers custom data-driven marketing and research solutions, utilizing its unique Undergraduate Student Panel that includes 240,000 undergraduate college student respondents from more than 800 four-year colleges and universities in all 50 states.

For more information, visit <https://collegepulse.com>