



HOLIDAY PLANS AND SPENDING SURVEY

METHODOLOGY

Sachs Media Group surveyed 1,157 Florida voters on November 17, 2020, on a variety of topics related to holiday plans, spending and their outlook for 2021. Results are representative of Florida voters in terms of age, race, gender, political affiliation, and region of the state, with a margin of error of +/- 2.2% at the 95% confidence level.

BACKGROUND

“MoneyWise Florida” is a statewide multimedia initiative sponsored by Suncoast Credit Union and anchored and partnered with respected key nonprofits and the State of Florida, including the Florida Department of Financial Services and CFO Jimmy Patronis; the Florida Bankers Association; the League of Southeastern Credit Unions; the Florida Insurance Council; the Florida Institute of CPAs; Florida Prosperity Partnership; and the Florida Alliance of Consumers & Taxpayers (FACT), among others.

KEY FINDINGS

From a financial perspective, are you and your family better off, worse off, or about the same since the start of COVID-19?

About the same	50%	
Worse off	41%	
Better off	9%	

Are you looking forward to the holiday season (Thanksgiving, Christmas, Hanukkah, New Years, etc.)?

Yes	64%	
No	36%	

When thinking about the upcoming holiday season, which of the following emotions do you feel?

Apprehensive or Worried (NET)	63%	
Worried	40%	
Apprehensive	39%	
Excited or Pleased (NET)	53%	
Excited	39%	
Pleased	24%	



Which of the following feels stressful to you about the upcoming holiday season?

Not being able to spend it with family	44%	
Spending it with family and someone getting sick	40%	
Money for gifts	35%	
Family, friends coming from high-COVID-19	19%	
None of these	19%	
Traveling by air	15%	
Challenges with taking time off from work	13%	
NOT being able to take time away from work 1	11%	
Something else	9%	

Do you plan to travel for the holidays this year?

No, I am staying home	63%	
Yes, by car	16%	
Not sure	12%	
Yes, by air	8%	

How do you plan to celebrate Thanksgiving this year?

With some extended family but not many	40%	
Alone, or only with the people who live in my home already	36%	
Not sure	14%	
With a house full of people	9%	

How do you intend to do your holiday gift shopping this year?

Some of both in person and online	39%	
Online	39%	
N/A - I do not plan to purchase holiday gifts this year	19%	
In person, at malls or stores	3%	

If not, why not?

We're tightening our belt	43%	
We're worried about another COVID surge impacting livelihood	30%	
I/my spouse lost our job	28%	
Another reason	22%	
The people in my life don't want or expect gifts	22%	
I make homemade things that don't require me to shop anywhere	3%	



Compared with last year, which better describes how you will do your holiday shopping this year?

About the SAME ratio of online shopping as last year	43%	
MORE online shopping than last year	43%	
LESS online shopping than last year	14%	

Compared with last year, do you think you will spend more or less on holiday gifts this year?

Less	54%	
About the same	41%	
More	6%	

How much do you think you will spend on gifts this year for yourself, family and friends?

Less than \$200	32%	
Between \$200-\$500	32%	
Between \$500-\$1,000	21%	
Over \$1,000 15%	15%	

Are you willing to go into some amount of debt, such as on credit cards, to pay for holiday gifts?

No	83%	
Yes	17%	

Thinking about 2021, what worries you most about your family and situation?

Getting COVID-19	53%	
Money matters, in general	44%	
Not being able to see family who live in other states	40%	
Not being able to save money	37%	
Not being able to take a vacation	33%	
Not being able to pay bills	30%	
Paying for my mortgage or rent	24%	
Losing my job	18%	
Losing my health insurance	18%	
None of these	16%	