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Press Release
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Alaskans' Christmas Spending Likely Slipping from Last Year's Levels

Roughly twice as many Alaskans say that they're going to spend less this year on Christmas than say they're going to spend more this year according to supplemental questions to Northern Economics' quarterly Alaska Confidence Review survey. More than 37 percent of respondents said that their household would be spending less this Christmas as compared to the 18.7 percent who said their household would be spending more this year. The portion that said they would spend less was just slightly smaller than the 42.4 percent who said their spending would say the same.

Table 1. Will Your Household Spend More or Less This Year on Christmas?

Spending Compared to Last Year	Percent Responding
Will Spend a Lot More	6.4
Will Spend a Little More	12.3
Same Amount as Last Year	42.4
Will Spend a Little Less	18.4
Will Spend a Lot Less	18.7
Not Sure	1.7

The news wasn't all bad for retailers—roughly 40 percent of respondents said that they would spend \$1,000 or more this year just on Christmas expenditures above and beyond their normal monthly spending. Nearly 18 percent of respondents were unsure how much they planned to spend and just 4.4 percent planned to spend nothing. The mean planned expenditure was \$1,275 while the median planned expenditure was \$750. The large difference between the mean and the median was generated by several individuals who planned to spend ten times the mean amount.

Table 2. How Much to Does Your Household Plan to Spend this Year on Christmas?

Planned to Spend	Percent Responding
Nothing	4.4
\$1-\$499	22.6
\$500-\$999	15.7
\$1,000-\$1,999	20.2
\$2,000 or More	19.3
Not Sure	17.9

The supplemental questions did not ask whether respondents planned to spend more at local retailers this year so the change in the overall amount spent statewide is unclear. If Alaskans shifted their Christmas spending to local retailers then these businesses could see higher sales even if total Christmas expenditures by Alaskans is less.

The data supporting Northern Economics' Alaska Confidence Review are generated via The Alaska Survey, a joint venture between Ivan Moore Research and Northwest Strategies. This quarterly statewide survey of more than 750 Alaskans is the first regularly conducted survey in Alaska to include a substantial sub-sample of respondents who only use cell phones.

For more information regarding the Alaska Confidence Review please contact Jonathan King, Northern Economics, Inc. at 907-274-5600.

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