Stockton Polling Institute
Holiday Shopping, Travel, and Recreation
Full Results
Oct 26-Nov 15, 2022

Q1 - Do you plan to travel this holiday season?

#	Answer	%	Count
1	Yes	27%	152
2	No	68%	388
3	Not sure	5%	29
4	Refuse	0%	1
	Total	100%	570

Q2 - Did you have to change your holiday travel plans this year for any reason, such as canceling a trip or choosing to drive instead of fly?

#	Answer	%	Count
1	Yes, plans changed	14%	81
2	No	83%	474
3	Not sure	2%	13
4	Refuse	0%	2
	Total	100%	570

Please answer yes or no to whether the following have impacted your decisions about traveling this season:

Q3 – Cost

#	Answer	%	Count
1	Yes	42%	237

#		Answer	%	Count
2		No	58%	328
3		Refuse	1%	4
		Total	100%	569

Q4 - Airline disruptions such as flight cancellations

#		Answer	%	Count
1		Yes	20%	113
2		No	79%	453
3		Refuse	1%	4
		Total	100%	569

Q5 - Health concerns due to COVID

#		Answer	%	Count
1		Yes	22%	125
2		No	78%	443
3		Refuse	0%	2
		Total	100%	570

Q6 - When did, or will, you start your holiday shopping, if at all?

#		Answer	%	Count
1		October or earlier	21%	118
2		Early November	22%	125
3		Late November	18%	104
4		Early December	12%	68
5		Late December	6%	34
6		Not doing any shopping	15%	84
7		Not sure	6%	35

8	Refuse	0%	1
	Total	100%	570

Q7 - Do you plan to spend more, less, or about the same on holiday expenses compared to last year?

#	Answer	%	Count
1	More	13%	72
2	Less	34%	196
3	About the same	46%	265
4	Not sure	6%	34
5	Refuse	1%	3
	Total	100%	570

Q8 - Will, or has, inflation had any impact on your spending this holiday season? If yes, would that be greatly or somewhat?

#	Answer	%	Count
1	Yes, greatly	39%	224
2	Yes, somewhat	27%	156
3	No	31%	179
4	Not sure	2%	11
5	Refuse	0%	0
	Total	100%	570

Q9 - Have you reduced your everyday spending in order to save up for holiday expenses, or have you not had to adjust your spending in preparation?

#	Answer	%	Count
1	Yes, reduced my everyday spending	47%	270
2	No	51%	290

#		Answer	%	Count
3		Not sure	2%	10
4		Refuse	0%	0
		Total	100%	570

Q10 - How would you describe your financial situation compared to this time last year? Would you say it's gotten better, worse, or that it's about the same?

#		Answer	%	Count
1		Better	15%	88
2		Worse	42%	238
3		About the same	41%	236
4		Not sure	1%	6
5		Refuse	0%	1
		Total	100%	570

Q11 - How do you plan to do most of your holiday shopping, if at all?

#		Answer	%	Count
1		Online on apps	11%	64
2		Online on websites	42%	239
3		In-person	30%	169
4		Not doing any shopping	11%	61
5		Not sure	6%	35
6		Refuse	0%	2
		Total	100%	570

Q12 - Have any gift items you've wanted to buy been out of stock in the last two months?

#	Answer	%	Count
1	Yes	21%	118
2	No	60%	341
3	Not sure/Haven't shopped	19%	109
4	Refuse	0%	2
	Total	100%	569

Q13 - Have you experienced any shipping delays in the last two months?

#	Answer	%	Count
1	Yes	33%	189
2	No	60%	341
3	Not sure/Haven't shopped	7%	39
4	Refuse	0%	2
	Total	100%	570

When it comes to recreational activities, please rate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

Q14 - There are adequate free recreational activities in my area.

#	Answer	%	Count
1	Strongly agree	28%	157
2	Somewhat agree	29%	165
3	Somewhat disagree	14%	82
4	Strongly disagree	17%	95
5	Not sure	12%	69
6	Refuse	0%	2
	Total	100%	570

Q15 - There are adequate affordable recreational activities in my area.

#	Answer	%	Count
1	Strongly agree	27%	151
2	Somewhat agree	35%	199
3	Somewhat disagree	13%	74
4	Strongly disagree	14%	80
5	Not sure	11%	64
6	Refuse	0%	2
	Total	100%	570

Q16 - There are adequate family-friendly recreational activities in my area.

#	Answer	%	Count
1	Strongly agree	34%	194
2	Somewhat agree	31%	175
3	Somewhat disagree	9%	49
4	Strongly disagree	11%	65
5	Not sure	15%	84
6	Refuse	0%	1
	Total	100%	570

Q17 - Have you had to forgo any recreational plans this season due to cost?

#	Answer	%	Count
1	Yes	33%	186
2	No	64%	366
3	Not sure	3%	16
4	Refuse	0%	2

	Total	100%	570

PHONE_TYPE - Phone type

#	Answer	%	Count
1	Landline	10%	55
2	Cell phone	90%	515
	Total	100%	570

AGE - Please select your age group:

#	Answer	%	Count
1	Younger than 18	0%	0
2	18-29	19%	108
3	30-49	32%	182
4	50-64	26%	148
5	65 and older	23%	131
6	Refuse	0%	0
	Total	100%	570

COUNTY – Recoded by region:

#	Answer	%	Count
1	North	50%	286
2	Central	33%	187
3	South	17%	97
4	Refuse	0%	0
	Total	100%	570

D1 - Are you Hispanic or Latino, or not?

#	Answer	%	Count
1	Yes, Hispanic or Latino	18%	102
2	No	78%	446
3	Refuse	4%	21

	Total	100%	569

D2 - Which of the following best describes your race:

#	Answer	%	Count
1	White (non-Hispanic)	59%	336
2	Black or African American	14%	77
3	Asian or Pacific Islander	5%	28
4	Native American	2%	11
5	Some other race alone	9%	53
6	More than one race	5%	27
7	Refuse	7%	38
	Total	100%	570

D3 - Which of the following best describes your highest level of education:

#	Answer	%	Count
1	Less than a four-year degree	54%	306
2	A four-year college degree or more	42%	241
3	Refuse	4%	24
	Total	100%	570

D4 - Which of the following general categories best represents your household income last year before taxes:

#	Answer	%	Count
1	Less than $25,000	12%	68
2	$25,000 to less than $50,000	14%	80
3	$50,000 to less than $100,000	20%	116
4	$100,000 to $150,000	18%	101
5	More than $150,000	19%	106
6	Refuse	17%	98

		Total	100%	570

D6 - Lastly, what is your gender?

#	Answer	%	Count
1	Man	46%	262
2	Woman	49%	281
3	Identify another way	1%	7
4	Refuse	4%	20
	Total	100%	570

Methodology

The poll of New Jersey adult residents was conducted by the Stockton Polling Institute of the William J. Hughes Center for Public Policy from Oct. 26-Nov. 15, 2022. Stockton University students texted cell phones with invitations to take the survey online and Opinion Services supplemented the dialing portion of the fieldwork, which consisted of cell and landline telephone calls. Overall, 90 percent of interviews were conducted on cell phones and 10 percent on landline phones. In terms of mode, 79 percent were reached via dialing and 21 percent were reached via text-to-web. A total of 570 New Jersey adult residents were interviewed. Both cell and landline samples consisted of random digit dialing (RDD) sample from MSG. Data are weighted based on U.S. Census Bureau American Community Survey data for New Jersey on variables of age, race, ethnicity, education level, sex, and region. The poll's margin of error is +/- 4.1 percentage points at a 95 percent confidence level. MOE is higher for subsets.