

## Holiday spending will hold steady

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Colorado shoppers plan to spend about the same amount on holiday shopping this year as last, according to the 2010 AAA Colorado Show Your Card and Save Holiday Shopping Survey. When asked about spending expectations, 53 percent plan to spend about the same as 2009, 38 percent plan to spend less and only eight percent plan to spend more than last year.

Shoppers said they will visit both websites and local stores to make holiday purchases. More than 71 percent of those surveyed will do a combination of online and local shopping with 24 percent shopping only in stores and five percent doing all their shopping online.

Sales and discounts are the most important factor in deciding where to shop for 53 percent of survey respondents. Another 46 percent found sales and discounts helpful when deciding where to shop. Gift cards continue to be a popular present choice for friends and family. More than 76 percent of those surveyed are considering a gift card purchase.

Holiday shoppers will also spend more time in the kitchen than dining out. At least one major holiday meal will be prepared at home by 87 percent of respondents. A restaurant meal is part of the holiday dining plan for 24 percent.

The AAA Colorado Show Your Card and Save Holiday Shopping Survey was completed by members Nov. 1-19. The AAA Show Your Card and Save discount program offers members savings at more than 164,000 locations nationwide or online. Savings are in many different areas including travel and entertainment, dining, lodging, health, service, automotive and shopping.