

Americans are planning to spend more on Christmas presents than in any year since the Great Recession

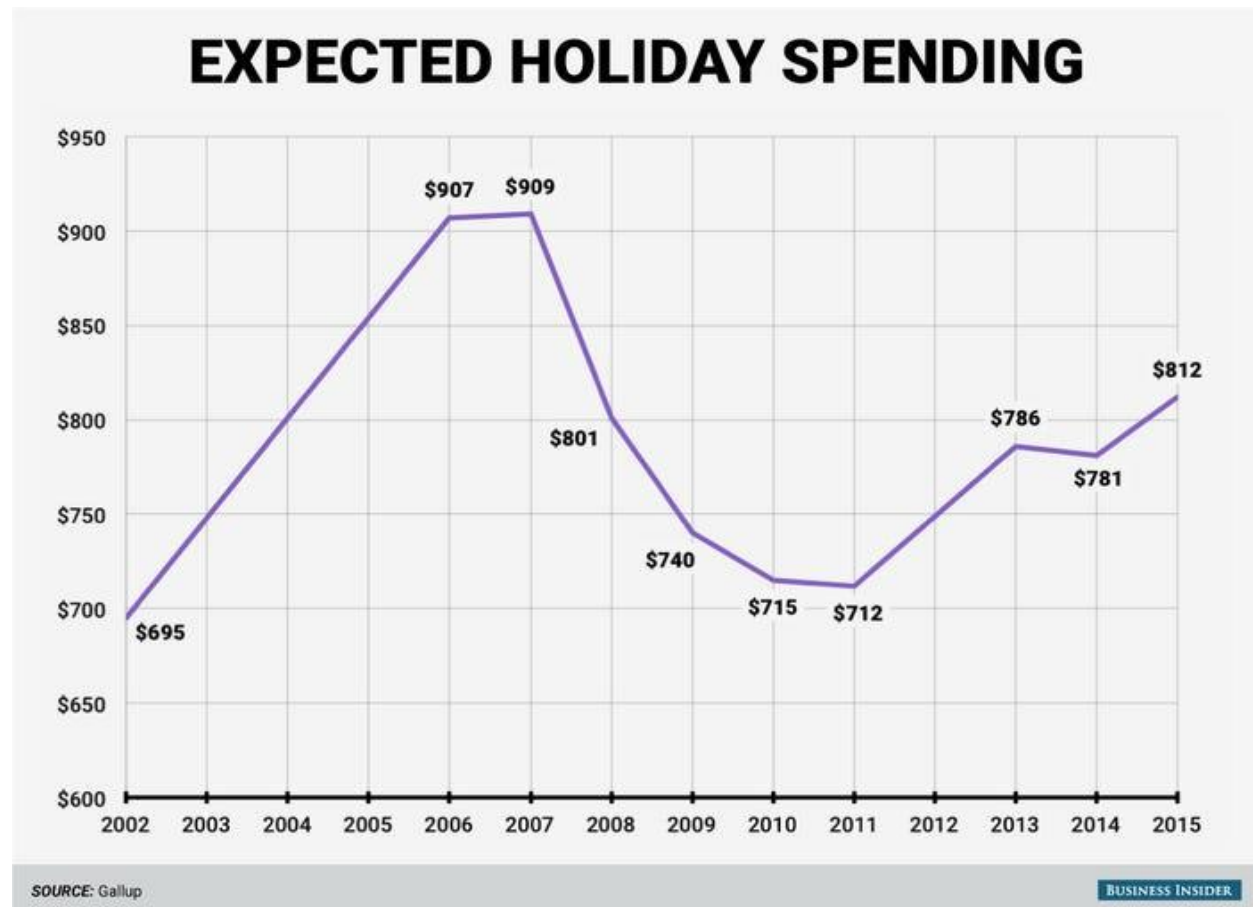
[Andy Kiersz](#)

Oct 22, 2015, 5:59 PM

During October, [Gallup runs a survey asking Americans about their Christmas spending plans](#). After hitting a peak of just over \$900 in 2006 and 2007, average spending intentions plummeted after the financial crisis of 2008 and the Great Recession, bottoming out at just above \$700 in 2010 and 2011.

That average intended spending level has since rebounded, hitting \$812 in 2015.

Gallup notes some caveats with this survey — in past years, follow up surveys in November have often seen big swings, frequently in a downward direction, from October expectations. Still, they write that "these findings point to improved holiday sales this year compared with 2014."



[Business Insider/Andy Kiersz, data from Gallup](#)