

2012 Holiday Season: People are developing holiday spending plans and intend to stick to them according to Northwestern Mutual poll

MILWAUKEE ([BUSINESS WIRE](#)), November 29, 2011 - 'Tis the season for planned holiday spending according to a poll from Northwestern Mutual, a leading financial security company, which finds that 52% of people will create a spending plan for their gift buying this holiday season and they intend to stick with those plans.

Rebekah Barsch is Northwestern Mutual vice president - financial planning and product delivery. (Photo: Business Wire)

"Holiday time is filled with many kinds of indulgences, but overspending on gift giving causes a financial hangover that can last well into the New Year and beyond," said Rebekah Barsch, Northwestern Mutual vice president - financial planning and product delivery. "The past few years have forced us to learn some hard financial lessons about being over leveraged and it's encouraging that so many Americans recognize the importance of planning and are budgeting their resources to keep holiday spending in check."

The poll, conducted via [Northwestern Mutual's Facebook page](#), has received responses from over 4,600 people and asked about people's planned approach to holiday season spending and their expectations for sticking with their plans:

More than half (52%) of respondents said they would set a plan for buying gifts and stick with it
16% indicated they set a plan, but rarely stick with their plans
15% are not sure how they will approach the holiday season, but said they rarely set a plan for gift giving
Only 17% do not intend to set plan and will purchase gifts for friends and family as they see fit.

"It is easy to get caught up in the excitement of the holiday season and lose sight of the impact that overspending can have on your long term financial security," said Barsch. "Starting the New Year with a mountain of debt can be debilitating. Taking a few steps to outline a plan for what you want to spend now, can allow you to fully participate in the giving season without it being at your own expense."

About Northwestern Mutual

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Further information can be found at <http://www.northwesternmutual.com>.

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