

Are Americans selfish or selfless when it comes to gift-giving?

By Herb Scribner, Deseret News

Americans are planning to spend their holiday bonuses on two things this year – family and themselves.

The National Retail Federation's latest consumer survey found that American holiday shoppers plan on spending about \$462.95 on family members this year, which is up from the \$458.75 they spent last year.

And Americans plan on spending a lot on themselves. The survey found that 55.8 percent of shoppers will spend an average of \$131.59 on themselves – up from \$126.37 in 2014, the NRF reported.

In fact, holiday shoppers plan to buy both themselves and their family members nongift items, too, the NRF reported.

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