					9	iena R	esearch	ı Institu	ıte - 11	/16/08	- 11/18/	08 623	compl	etes +/- 3	3.9%						
As the holiday season b	egins wo	ıld you	say yo	u are ve	ry excit	ed, son	newha	t excite	d, not v	very exc	ited or i	not at a	II excit	ed about	the up	coming	holiday sea	ison?			
			Party	,	Gor	nder		Region			Age			Relig	zion			Income			ren in IH
			Tarty	Ind/	Gei	luci		Region			75C			I INCHE	1 I			\$50,000 to	I	<u>'</u>	 I
	Total	Dem	Rep	Other	М	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$100,000	>\$100,000	Yes	No
Very excited	24%	20%	33%	31%	20%	28%	19%	27%	27%	32%	23%	18%	27%	23%	26%	21%	20%	20%	35%	29%	21%
Somewhat excited	39%	38%	36%	36%	38%	39%	33%	41%	42%	40%	41%	34%	43%	36%	40%	33%	30%	47%	40%	44%	35%
Not very excited	25%	28%	24%	16%	29%	21%	31%	23%	20%	19%	26%	29%	22%	32%	20%	30%	30%	25%	18%	20%	28%
Not at all excited	12%	14%	6%	17%	14%	10%	15%	9%	11%	8%	10%	18%	9%	9%	13%	16%	19%	8%	7%	6%	16%
Don't know	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Compared to past years	, do you į	lan to	spend	more mo	oney or	holida	y gifts,	less m	oney o	r about	the sam	e?		•		-	•		•		
											about the same.									Child	ren in
			Party		Ger	Gender		Region			Age			Religion				Income			
				Ind/												\$50,000 to					
	Total	Dem	Rep	Other	М	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$100,000	>\$100,000	Yes	No
More	5%	3%	8%	9%	5%	4%	3%	2%	8%	12%	1%	3%	7%	1%	4%	4%	7%	4%	2%	8%	3%
Less	53%	58%	49%	53%	52%	55%	59%	51%	49%	46%	60%	50%	54%	45%	50%	56%	53%	57%	49%	50%	55%
Same	41%	38%	44%	37%	43%	39%	37%	46%	42%	41%	37%	46%	38%	53%	46%	39%	38%	39%	48%	41%	41%
Don't know	1%	1%	0%	2%	0%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Are you buying gifts for	more, fe	ver or t	the san	ne numb	er of ir	ndividu	als as la	ast year	·?												
																				Child	ren in
			Party	,	Ger	nder		Region	1		Age			Relig	gion			Income		Н	IH
				Ind/														\$50,000 to			
	Total	Dem	Rep	Other	М	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$100,000	>\$100,000	Yes	No
More	10%	7%	15%	15%	9%	10%	9%	3%	15%	16%	6%	9%	10%	3%	11%	10%	10%	14%	5%	7%	11%
	29%	31%	17%	30%	31%	28%	38%	29%	21%	31%	32%	24%	27%	25%	24%	37%	33%	28%	28%	30%	28%
Fewer														_							T
Fewer Same	60%	60%	68%	53%	59%	61%	53%	66%	64%	54%	61%	64%	63%	71%	64%	50%	56%	57%	66%	63%	59%
		60% 1%	68% 0%	53% 1%	59% 1%	61% 1%	53% 1%	66% 2%	64% 0%	54% 0%	61% 1%	64% 2%	63% 0%	71% 1%	64% 0%	50% 2%	56% 1%	57% 1%	66% 1%	63% 0%	59% 2%
Same	60%																				

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																				Child	lren ir
			Party		Ger	nder		Region	1		Age			Reli	gion			Income		۲	Н
				Ind/														\$50,000 to			1
	Total	Dem	Rep	Other	М	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$100,000	>\$100,000	Yes	No
More	7%	6%	7%	9%	8%	6%	6%	3%	11%	11%	7%	4%	8%	3%	9%	6%	8%	6%	7%	11%	4%
Less	42%	47%	35%	40%	40%	43%	50%	39%	35%	37%	46%	40%	39%	37%	36%	52%	46%	45%	37%	43%	419
Same	48%	43%	55%	49%	50%	47%	42%	54%	52%	49%	46%	53%	51%	55%	54%	38%	41%	47%	55%	46%	509
Don't know	3%	3%	3%	2%	2%	3%	2%	4%	2%	3%	2%	3%	3%	5%	0%	3%	4%	3%	1%	1%	4%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Compared to last hol	iday season,	would	you sa	y that y	ou are	better o	off, wo	rse off	or abou	ıt the sa	me rega	arding	your pe	ersonal fi	nances	?					
																				Child	ren i
			Party	1	Ger	nder		Region	1		Age			Reli	gion			Income		H	HH_
				Ind/														\$50,000 to			
	Total	Dem	Rep	Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$100,000	>\$100,000	Yes	No
Better off	14%	12%	8%	18%	15%	13%	15%	9%	16%	27%	11%	6%	12%	8%	15%	18%	15%	14%	17%	19%	109
Worse off	45%	46%	37%	52%	45%	45%	47%	50%	39%	37%	49%	46%	42%	62%	38%	49%	51%	42%	38%	35%	519
Same	40%	41%	55%	29%	39%	42%	36%	41%	44%	35%	40%	47%	45%	29%	47%	32%	34%	45%	45%	46%	379
Don't know	1%	1%	0%	0%	1%	0%	2%	0%	0%	2%	0%	1%	0%	1%	0%	2%	0%	0%	0%	0%	1%
Refused	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%
What is the total amo	ount of mon	ey you	plan to	spend	on gifts	during	this ho	liday s	eason?												
																				Child	
			Party		Ger	nder		Region	1		Age			Reli	gion			Income		Н	IH
				Ind/														\$50,000 to			
	Total	Dem	Rep	Other	М	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$100,000	>\$100,000	Yes	No
\$0-\$299	25%	31%	15%	20%	23%	27%	36%	18%	19%	38%	14%	24%	14%	27%	17%	46%	42%	15%	13%	21%	289
\$300-\$399	10%	9%	7%	8%	11%	9%	13%	7%	8%	13%	9%	8%	6%	24%	10%	10%	11%	14%	6%	11%	9%
\$400-\$499	9%	4%	12%	15%	10%	8%	4%	8%	14%	12%	8%	8%	9%	13%	13%	4%	10%	9%	8%	7%	109
\$500-\$599	11%	11%	13%	10%	13%	9%	10%	10%	12%	8%	14%	11%	14%	11%	11%	7%	9%	13%	13%	11%	119
\$600-\$699	4%	5%	5%	2%	4%	3%	2%	2%	6%	3%	5%	3%	3%	0%	8%	2%	1%	3%	7%	6%	2%
\$700-\$799	4%	3%	5%	8%	2%	6%	2%	6%	4%	4%	6%	1%	6%	4%	2%	3%	2%	6%	4%	5%	3%
\$800-\$899	3%	1%	4%	2%	1%	4%	2%	2%	4%	2%	4%	1%	5%	0%	2%	1%	2%	2%	4%	4%	2%
\$900-\$999	3%	3%	2%	5%	4%	2%	2%	3%	3%	3%	3%	3%	4%	0%	4%	2%	1%	4%	4%	5%	29
\$1,000+	20%	20%	25%	21%	22%	19%	18%	30%	17%	11%	27%	23%	28%	10%	18%	15%	10%	26%	34%	23%	199
Don't know/Refused	12%	11%	13%	9%	10%	13%	10%	15%	12%	5%	11%	18%	11%	11%	14%	10%	12%	8%	7%	8%	149

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What percentage of yo	ur holiday	shopp	ing is d	one onli	ne?																
			Party	,	Ger	nder		Region	ı		Age			Reli	gion			Income			lren in 1H
	Total	Dem	Rep	Ind/ Other	М	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
0%	51%	51%	51%	52%	47%	56%	50%	43%	58%	47%	40%	68%	47%	40%	56%	56%	76%	45%	21%	38%	60%
25%	28%	29%	33%	25%	26%	30%	27%	35%	25%	32%	33%	20%	32%	40%	26%	21%	12%	37%	43%	38%	22%
50%	12%	12%	9%	17%	16%	9%	14%	13%	10%	13%	17%	6%	12%	17%	9%	13%	6%	13%	22%	15%	11%
75%	5%	8%	4%	3%	7%	3%	5%	6%	4%	2%	9%	4%	5%	0%	7%	5%	3%	6%	9%	5%	5%
100%	2%	0%	2%	3%	5%	0%	2%	2%	3%	7%	1%	1%	3%	2%	0%	4%	3%	0%	4%	4%	1%
Don't know	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Do you plan to purcha	se gift card	s as git	ts this I	holiday	season	?							I				I			Child	lren in
			Party		Ger	nder	Region			Age			Religion				Income				H
	-		l	Ind/	GC.	l l		l Cegion	1		7,50			I	I			\$50.000 to		-	!
	Total	Dem	Rep	Other	М	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$100,000	>\$100,000	Yes	No
Yes	46%	47%	47%	51%	43%	49%	37%	52%	51%	44%	57%	38%	55%	40%	46%	37%	40%	51%	54%	58%	38%
No	49%	50%	48%	42%	53%	44%	59%	39%	44%	53%	39%	54%	40%	50%	49%	58%	53%	48%	38%	39%	55%
Not sure	5%	3%	5%	7%	4%	6%	4%	9%	4%	3%	4%	9%	5%	10%	4%	4%	7%	1%	8%	3%	6%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Do you believe the cur	rent state	of the c	conom	y will h	ave a n	ositive	effect (n vour	holida	v snend	ing nlan	s a ne	gative (effect or	no effe	ct at all	<u> </u>				
Do you believe the cur	Tent state			.y vv	l vc a p	OSITIVE	CIICCE	ni youi	nona	y spena	ing pian	3, a nc	Bative	encer or	no cne	ct at an	<u> </u>			Child	lren in
			Party		Ger	nder		Region	ı		Age			Reli	gion			Income		Н	Н
	Total	Dam	Dan	Ind/		F	NIVC	Cuba	l locat	10.24	25.54	FF.	Cath	طمئيساما	Duck	Other	4¢50,000	\$50,000 to	>¢100.000	Vaa	Na
Positive	Total 9%	Dem 10%	Rep 7%	Other 6%	M 7%	10%	NYC 10%	Subs 7%	Upst 8%	18-34	35-54 10%	55+ 7%	Cath 7%	Jewish 1%	Prot 13%	Other 10%	<\$50,000	\$100,000 4%	> \$100,000	Yes 11%	No 7%
Negative	56%	58%	48%	58%	54%	57%	58%	62%	48%	54%	59%	52%	58%	68%	43%	56%	53%	62%	54%	54%	57%
No effect	35%	29%	45%	35%	38%	31%	30%	30%	42%	36%	29%	40%	35%	31%	42%	30%	34%	32%	35%	35%	34%
Not sure	1%	3%	0%	0%	1%	2%	1%	0%	2%	2%	1%	1%	0%	0%	1%	4%	1%	3%	0%	0%	2%
For each of the followi			, please	e tell me	wheth	er that	event	is havir	ng a po	sitive ef	fect upo	n your	holida	y spendii	ng plan	s, a neg	ative effect	or no effect a	at all.		
The recent drop in the	price of ga	Isoline			l								l				I			Child	lren in
			Party		Ger	nder		Region			Age			Relig	gion			Income			нен III
			,	Ind/				J					<u> </u>		ĺ			\$50,000 to			T
	Total	Dem	Rep	Other	М	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$100,000	>\$100,000	Yes	No
Positive	51%	49%	49%	54%	52%	50%	43%	47%	61%	59%	51%	45%	50%	36%	59%	51%	52%	54%	46%	58%	47%
Negative	5%	4%	5%	5%	6%	4%	4%	5%	5%	5%	4%	6%	6%	9%	2%	5%	9%	2%	3%	5%	5%
No effect	43%	47%	45%	40%	42%	44%	53%	46%	33%	36%	45%	48%	43%	55%	39%	45%	38%	43%	52%	37%	48%
Not sure	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%	2%	0%	0%	1%	0%

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																				Child	ren in
			Party		Ger	nder		Region			Age			Relig	gion			Income		Н	ΙH
				Ind/														\$50,000 to			
	Total	Dem	Rep	Other	М	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$100,000	>\$100,000	Yes	No
Positive	33%	46%	15%	28%	34%	32%	41%	28%	28%	41%	29%	32%	32%	29%	32%	35%	39%	31%	30%	33%	33%
Negative	10%	4%	21%	10%	12%	8%	5%	12%	13%	10%	7%	12%	13%	2%	12%	6%	8%	8%	10%	11%	9%
No effect	53%	46%	57%	59%	51%	54%	50%	53%	55%	47%	60%	50%	50%	67%	52%	54%	46%	56%	59%	54%	52%
Not sure	4%	4%	7%	3%	3%	6%	3%	7%	4%	2%	3%	7%	4%	1%	5%	6%	6%	4%	1%	2%	6%
																				<u> </u>	
Home heating cost	ts									1			1							Child	
			Danta		C			Danian			۸			Dalia				Income			ren ir IH
			Party	Ind/	Ger	nder I	Region		Age		ı		Relig	Igion		\$50,000 to		I		IH I	
	Total	Dem	Bon	1	м	F	NYC	Cuba	Linet	10 24	25 54	EE.	Cath	lowish	Prot	Other	∠¢E0 000	\$100.000	>\$100.000	Yes	No
Positive	9%	7%	Rep 7%	Other 12%	11%	6%	9%	Subs 10%	Upst 7%	18-34 8%	35-54 10%	55+	Cath 10%	Jewish 6%	9%	7%	<\$50,000	9%	7%	11%	7%
Negative	41%	43%	36%	48%	35%	47%	34%	47%	43%	40%	41%	41%	38%	35%	43%	45%	43%	38%	38%	40%	41%
No effect	48%	48%	53%	38%	54%	43%	55%	39%	48%	50%	47%	48%	49%	53%	47%	48%	43%	52%	52%	47%	50%
INO CITECL	4070	4070					_		_											2%	2%
Not sure	2%	2%	4% he last	1%	0%	4%	2%	3%	2%	2%	2%	3%	3%	6%	2%	0%	2%	1%	3%	270	270
Not sure The declines on the			he last	two mo	nths					2%		3%	3%			0%	2%		3%	Child	ren in
Not sure				two mo	nths	der		Region		2%	Age	3%	3%	Relig		0%	2%	Income	3%	Child	
Not sure			he last	two mo	nths					18-34	Age	55+	Cath			Other	2% <\$50,000		>\$100,000	Child	ren in
Not sure	e Stock Market	over t	he last Party	two mo	nths Ger	nder		Region			Age			Relig	gion			Income \$50,000 to		Child H	ren in
Not sure The declines on the	e Stock Market	over t	he last Party Rep	two mo	nths Ger	nder F	NYC	Region	Upst	18-34	Age 35-54	55+	Cath	Reli _g	gion Prot	Other	<\$50,000	Income \$50,000 to \$100,000	>\$100,000	Child H Yes	ren in IH No 4%
Not sure The declines on the	e Stock Market Total 4%	Dem 3%	Party Rep 3%	two mo Ind/ Other 2%	nths Ger M 3%	nder F 5%	NYC 4%	Region Subs	Upst 3%	18-34 2%	Age 35-54 5%	55+ 5%	Cath 4%	Relig Jewish 3%	gion Prot 3%	Other	<\$50,000 7%	Income \$50,000 to \$100,000 4%	>\$100,000 1%	Child H Yes	ren in IH No 4%
Not sure The declines on the Positive Negative	Total 4% 53%	Dem 3% 60%	Party Rep 3% 46%	Ind/ Other 2% 53%	M 3% 58%	F 5% 49%	NYC 4% 55%	Region Subs 6% 60%	Upst 3% 47%	18-34 2% 49%	Age 35-54 5% 53%	55+ 5% 56%	Cath 4% 57%	Relig Jewish 3% 58%	gion Prot 3% 47%	Other 4% 52%	<\$50,000 7% 45%	Income \$50,000 to \$100,000 4% 54%	> \$100,000 1% 54%	Child H Yes 4% 46%	ren in
Not sure The declines on the Positive Negative No effect Not sure	Total 4% 53% 40% 3%	Dem 3% 60% 35% 3%	Party Rep 3% 46% 48% 3%	Ind/ Other 2% 53% 44%	M 3% 58% 38%	F 5% 49% 43%	NYC 4% 55% 39%	Region Subs 6% 60% 34%	Upst 3% 47% 46%	18-34 2% 49% 44%	Age 35-54 5% 53% 41%	55+ 5% 56% 38%	Cath 4% 57% 38%	Relig Jewish 3% 58% 39%	Prot 3% 47% 46%	Other 4% 52% 40%	<\$50,000 7% 45% 45%	Income \$50,000 to \$100,000 4% 54% 39%	>\$100,000 1% 54% 44%	Yes 4% 46%	ren in IH No 4% 58% 37%
Not sure The declines on the Positive Negative No effect	Total 4% 53% 40% 3%	Dem 3% 60% 35% 3%	Party Rep 3% 46% 48% 3%	Ind/ Other 2% 53% 44%	M 3% 58% 38%	F 5% 49% 43%	NYC 4% 55% 39%	Region Subs 6% 60% 34%	Upst 3% 47% 46%	18-34 2% 49% 44%	Age 35-54 5% 53% 41%	55+ 5% 56% 38%	Cath 4% 57% 38%	Relig Jewish 3% 58% 39%	Prot 3% 47% 46%	Other 4% 52% 40%	<\$50,000 7% 45% 45%	Income \$50,000 to \$100,000 4% 54% 39%	>\$100,000 1% 54% 44%	Yes 4% 46% 46% 5%	ren in IH No 4% 58% 37% 1%
Not sure The declines on the Positive Negative No effect Not sure	Total 4% 53% 40% 3%	Dem 3% 60% 35% 3%	Rep 3% 46% 48% 3%	Ind/ Other 2% 53% 44% 0%	M 3% 58% 38% 1%	F 5% 49% 43% 4%	NYC 4% 55% 39% 2%	Subs 6% 60% 34% 1%	Upst 3% 47% 46% 4%	18-34 2% 49% 44%	Age 35-54 5% 53% 41% 1%	55+ 5% 56% 38%	Cath 4% 57% 38%	Relig Jewish 3% 58% 39% 0%	Prot 3% 47% 46% 5%	Other 4% 52% 40%	<\$50,000 7% 45% 45%	Income \$50,000 to \$100,000 4% 54% 39% 3%	>\$100,000 1% 54% 44%	Yes 4% 46% 5% Child	ren in No 4% 58% 37% 1%
Not sure The declines on the Positive Negative No effect Not sure	Total 4% 53% 40% 3%	Dem 3% 60% 35% 3%	Party Rep 3% 46% 48% 3%	Ind/ Other 2% 53% 44% 0%	M 3% 58% 38% 1%	F 5% 49% 43%	NYC 4% 55% 39% 2%	Region Subs 6% 60% 34%	Upst 3% 47% 46% 4%	18-34 2% 49% 44%	Age 35-54 5% 53% 41%	55+ 5% 56% 38%	Cath 4% 57% 38%	Relig Jewish 3% 58% 39%	Prot 3% 47% 46% 5%	Other 4% 52% 40%	<\$50,000 7% 45% 45%	Income \$50,000 to \$100,000 4% 54% 39% 3%	>\$100,000 1% 54% 44%	Yes 4% 46% 5% Child	ren ir IH No 4% 58% 37% 1%
Not sure The declines on the Positive Negative No effect Not sure	Total 4% 53% 40% 3%	Dem 3% 60% 35% 3%	Rep 3% 46% 48% 3% s plan	Ind/ Other 2% 53% 44% 0%	M 3% 58% 38% 1%	F 5% 49% 43% 4%	NYC 4% 55% 39% 2%	Subs 6% 60% 34% 1%	Upst 3% 47% 46% 4%	18-34 2% 49% 44% 5%	Age 35-54 5% 53% 41% 1%	55+ 5% 56% 38%	Cath 4% 57% 38%	Relig Jewish 3% 58% 39% 0%	Prot 3% 47% 46% 5%	Other 4% 52% 40%	<\$50,000 7% 45% 45%	Income \$50,000 to \$100,000 4% 54% 39% 3%	>\$100,000 1% 54% 44%	Yes 4% 46% 5% Child	ren ir IH No 4% 58% 37% 1%
Not sure The declines on the Positive Negative No effect Not sure	Total 4% 53% 40% 3% eral economic s	Dem 3% 60% 35% 3%	Rep 3% 46% 48% 3% plan	Ind/ Other 2% 53% 44% 0%	M 3% 58% 38% 1%	F 5% 49% 43% 4%	NYC 4% 55% 39% 2%	Region Subs 6% 60% 34% 1% Region	Upst 3% 47% 46% 4%	18-34 2% 49% 44% 5%	Age 35-54 5% 53% 41% 1%	55+ 5% 56% 38% 2%	Cath 4% 57% 38% 1%	Relig Jewish 3% 58% 39% 0%	Prot 3% 47% 46% 5%	Other 4% 52% 40% 4%	<\$50,000 7% 45% 45% 3%	Income \$50,000 to \$100,000 4% 54% 39% 3% Income \$50,000 to	>\$100,000 1% 54% 44% 0%	Yes 4% 46% 46% 5% Child	ren ir IH No 4% 58% 37% 1%
Not sure The declines on the Positive Negative No effect Not sure Talk of a new fede	Total 4% 53% 40% 3% eral economic s	Dem 3% 60% 35% 3%	Rep 3% 46% 48% 3% plan Party	two mo Ind/ Other 2% 53% 44% 0% Ind/ Other	mths Ger M 3% 58% 38% 1% Ger	F 5% 49% 43% 4%	NYC 4% 55% 39% 2%	Region Subs 6% 60% 34% 1% Region Subs	Upst 3% 47% 46% 4%	18-34 2% 49% 44% 5%	Age 35-54 5% 53% 41% 1% Age 35-54	55+ 5% 56% 38% 2%	Cath 4% 57% 38% 1%	Religion Service Religion Religion Jewish	9ion Prot 3% 47% 46% 5% gion Prot	Other 4% 52% 40% 4% Other	<\$50,000 7% 45% 45% 3% <\$50,000	Income \$50,000 to \$100,000 4% 54% 39% 3% 3% Income \$50,000 to \$100,000	>\$100,000 1% 54% 44% 0%	Yes 4% 46% 46% 5% Child	ren iri H No 4% 58% 37% 1% ren iri H No
Not sure The declines on the Positive Negative No effect Not sure Talk of a new fede	Total 4% 53% 40% 3% eral economic s	Dem 3% 60% 35% 3% timulus Dem 22%	Rep 3% 46% 48% 3% plan Party Rep 17%	Ind/ Other 2% 53% 44% 0% Ind/ Other 19%	M 3% 58% 38% 1% Ger M 20%	F 5% 49% 43% 4% hder F 22%	NYC 4% 55% 39% 2% NYC 23%	Region Subs 6% 60% 34% 1% Region Subs 21%	Upst 3% 47% 46% 4% Upst 19%	18-34 2% 49% 44% 5% 18-34 20%	Age 35-54 5% 53% 41% 1% Age 35-54 26%	55+ 5% 56% 38% 2% 55+ 17%	Cath 4% 57% 38% 1% Cath 23%	Religion Service Religion Religion Service Religion Servi	9ion Prot 3% 47% 46% 5% gion Prot 20%	Other 4% 52% 40% 4% Other 18%	<\$50,000 7% 45% 45% 3% <\$50,000 26%	Income \$50,000 to \$100,000 4% 54% 39% 3% Income \$50,000 to \$100,000 20%	>\$100,000 1% 54% 44% 0% >\$100,000 18%	Childi H Yes 4% 46% 46% 5% Childi H Yes 25%	ren ir IH No 4% 58% 37% 1% ren ir IH

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																				Child	ren in
			Party		Gen	ıder		Region			Age			Reli	gion			Income		Н	Н
				Ind/														\$50,000 to			
	Total	Dem	Rep	Other	М	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$100,000	>\$100,000	Yes	No
Positive	5%	4%	2%	2%	7%	3%	7%	3%	5%	6%	4%	5%	3%	8%	4%	7%	11%	1%	3%	5%	5%
Negative	41%	42%	44%	31%	44%	39%	42%	45%	38%	43%	39%	42%	46%	36%	37%	39%	41%	47%	34%	43%	40%
No effect	52%	52%	53%	64%	49%	56%	50%	50%	57%	51%	56%	52%	50%	56%	55%	54%	46%	51%	63%	52%	53%
Not sure	2%	2%	1%	2%	1%	3%	2%	3%	1%	0%	1%	2%	1%	0%	3%	0%	2%	1%	0%	0%	2%
This year will you be ma	king any	l donatio	ons of r	noney, f	ood or	gifts to	charit	able or	ganizat	ions tha	t focus	on the	needy	l during th	l ne holid	ay seas	on?				
																				Child	ren in
			Party		Gen	der		Region			Age			Reli	gion		Income		-	Н	Н
I				Ind/														\$50,000 to			
	Total	Dem	Rep	Other	М	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$100,000	>\$100,000	Yes	No
Yes	77%	76%	90%	75%	71%	83%	71%	82%	81%	69%	80%	82%	82%	87%	80%	65%	64%	85%	86%	75%	79%
No	21%	22%	10%	25%	29%	15%	28%	16%	18%	31%	18%	16%	18%	11%	18%	33%	36%	14%	14%	25%	19%
Refused	1%	2%	0%	0%	1%	2%	1%	2%	1%	0%	1%	2%	1%	2%	2%	2%	0%	1%	0%	0%	2%
Do you plan to voluntee	r anv of v	our tin	ne this	holiday s	season	for org	anizati	ons tha	t help	people (during th	ne holic	davs?								
	Τ,,												<u> </u>							Child	ren in
I			Party		Gen	ıder		Region			Age			Reli	gion			Income		Н	Н
				Ind/														\$50,000 to			
I	Total	Dem	Rep	Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$100,000	>\$100,000	Yes	No
Yes	37%	40%	41%	39%	33%	40%	36%	35%	38%	40%	42%	27%	40%	40%	40%	30%	31%	38%	42%	44%	32%
No	62%	59%	58%	60%	65%	59%	63%	63%	61%	60%	56%	71%	60%	60%	59%	68%	68%	60%	58%	56%	67%
Refused	1%	1%	1%	1%	1%	2%	1%	2%	1%	0%	2%	2%	0%	0%	1%	2%	1%	3%	0%	1%	2%
i																					
Of the fellowing what d					L	L - L - I!	.1			CDOTAT	ren1										
Of the following, what d	o you, pe	rsonall	y, enjo	y most a	bout t	he holi	day sea	son? [0	CHOICE	S ROTAT	red]		I							Child	ren in
Of the following, what c	o you, pe	rsonal		y most a		he holio nder				S ROTAT				Relia	gion			Income		Child H	
Of the following, what c	o you, pe	ersonall	y, enjo Party	y most a				son? [(S ROTAT	Age			Relig	gion			Income \$50,000 to			ren in H
	o you, pe	ersonall Dem								18-34		55+	Cath	Reli _į Jewish	gion Prot	Other	<\$50,000		>\$100,000		
	Total	Dem	Party Rep	Ind/ Other	Ger M	nder F	NYC	Region Subs	Upst	18-34	Age 35-54			Jewish	Prot		. ,	\$50,000 to \$100,000	. ,	Yes	H No
Spending time with family and friends			Party	Ind/	Ger	der		Region			Age	55+ 78%	Cath 73%			Other 77%	<\$ 50,000 72%	\$50,000 to	>\$100,000 76%	Н	Н
Spending time with family and friends	Total 74%	Dem 69%	Party Rep 80%	Ind/ Other 71%	Ger M 72%	F 76%	NYC 72%	Region Subs 75%	Upst 76%	18-34 70%	Age 35-54 75%	78%	73%	Jewish 73%	Prot 75%	77%	72%	\$50,000 to \$100,000 76%	76%	Yes 79%	No 71%
Of the following, what d Spending time with family and friends People being in the holiday spirit	Total	Dem	Party Rep	Ind/ Other	Ger M	nder F	NYC	Region Subs	Upst	18-34	Age 35-54			Jewish	Prot		. ,	\$50,000 to \$100,000	. ,	Yes	H No
Spending time with family and friends People being in the holiday spirit	Total 74% 6%	Dem 69% 7%	Rep 80%	Ind/ Other 71% 4%	M 72% 7%	F 76%	NYC 72% 5%	Subs 75% 10%	Upst 76% 5%	18-34 70% 5%	Age 35-54 75% 7%	78% 6%	73% 6%	Jewish 73% 15%	Prot 75% 3%	77% 6%	72% 7%	\$50,000 to \$100,000 76% 5%	76% 7%	Yes 79% 6%	No 71%
Spending time with family and friends People being in the holiday spirit	Total 74%	Dem 69% 7%	Party Rep 80%	Ind/ Other 71%	Ger M 72%	F 76%	NYC 72%	Region Subs 75%	Upst 76%	18-34 70%	Age 35-54 75%	78%	73%	Jewish 73%	Prot 75%	77%	72%	\$50,000 to \$100,000 76%	76%	Yes 79%	No 71%
Spending time with family and friends People being in the holiday spirit Religious services and	Total 74% 6%	Dem 69% 7%	Rep 80%	Ind/ Other 71% 4%	M 72% 7%	F 76%	NYC 72% 5%	Subs 75% 10%	Upst 76% 5%	18-34 70% 5%	Age 35-54 75% 7%	78% 6%	73% 6% 9% 2%	Jewish 73% 15%	Prot 75% 3%	77% 6%	72% 7%	\$50,000 to \$100,000 76% 5% 7% 4%	76% 7%	Yes 79% 6%	No 71%
Spending time with family and friends People being in the holiday spirit Religious services and events	Total 74% 6%	Dem 69% 7%	Party Rep 80% 8% 6%	Ind/ Other 71% 4%	Ger M 72% 7% 6%	76% 5%	NYC 72% 5% 9%	Subs 75% 10%	Upst 76% 5%	18-34 70% 5% 3%	Age 35-54 75% 7% 4%	78% 6% 10%	73% 6% 9%	Jewish 73% 15% 0%	Prot 75% 3% 9%	77% 6% 2%	72% 7% 9%	\$50,000 to \$100,000 76% 5% 7%	76% 7% 3%	Yes 79% 6% 1%	No 71% 6% 10%

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			Party		Gen	der		Region			Age			Relig	gion			Income			łH
		_	_	Ind/		_									_		4	\$50,000 to	_		
	Total	Dem	Rep	Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$100,000	>\$100,000	Yes	No
Overeating and gaining weight	11%	9%	14%	10%	8%	12%	11%	9%	11%	15%	7%	9%	11%	21%	11%	7%	11%	10%	10%	7%	13%
Going shopping	13%	14%	8%	18%	12%	14%	15%	14%	9%	13%	15%	9%	12%	8%	10%	17%	11%	17%	12%	16%	10%
The commercialization of	33%	32%	40%	32%	35%	31%	23%	38%	39%	14%	33%	49%	34%	32%	38%	27%	33%	30%	33%	25%	38%
the holiday	33%	3270	40%	3270	33%	31/0	25%	36%	39%	1470	33%	4970	34%	32/0	36%	2/70	33%	30%	33/0	25%	36%
Financial costs associated	16%	16%	12%	19%	16%	16%	19%	14%	14%	23%	17%	9%	14%	12%	13%	22%	20%	17%	12%	20%	13%
with it	10%	10%	12%	19%	10%	10%	19%	14%	14%	23%	1/%	9%	14%	1270	13%	22%	20%	17%	12%	20%	15%
How hectic it is	24%	22%	23%	19%	25%	23%	25%	22%	24%	32%	25%	17%	26%	19%	24%	23%	17%	25%	29%	29%	20%
Don't know/Refused	4%	6%	3%	1%	4%	4%	7%	4%	2%	3%	2%	7%	3%	8%	4%	4%	7%	1%	3%	2%	6%

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