



American Pulse Survey 16 (10/17 - 10/21/08)

	Adults 18+	Males	Females	Republicans	Democrats	Independents	Registered Voters	McCain Voters	Obama Voters	Undecided Voters
Which of the following best describes your feelings about gift-giving during the upcoming December holiday season?										
Gifts just aren't in the budget this year.	10.7%	11.3%	10.2%	8.8%	11.9%	7.9%	10.0%	8.6%	11.6%	8.7%
I'm scared about how I'm going to pay for gifts this year.	9.7%	8.0%	11.3%	8.1%	11.5%	11.7%	10.3%	10.5%	10.9%	7.9%
I'm worried about disappointing my children this year because I'm on a tight budget.	6.0%	3.5%	8.4%	5.6%	6.6%	4.7%	5.8%	4.6%	6.4%	8.8%
I/our family is relying more on homemade gifts, rather than those that are store bought.	2.5%	1.3%	3.6%	2.9%	3.5%	2.0%	2.7%	3.2%	2.9%	2.1%
We've tightened our budget for gifts, but I'll make it work.	22.5%	19.7%	25.2%	22.9%	25.5%	24.2%	23.9%	21.7%	26.0%	24.2%
I celebrate the true "reason" for the season; gifts are really an afterthought. The holidays are a time to celebrate, regardless of how the economy is doing.	9.8%	9.3%	10.4%	12.6%	8.5%	11.8%	10.6%	12.9%	8.1%	12.1%
No change from previous years; my budget hasn't really been affected by the economy.	12.5%	11.6%	13.4%	14.6%	13.1%	12.1%	12.8%	14.1%	12.6%	12.5%
I don't celebrate or participate in the December holiday season.	15.1%	18.6%	11.7%	18.5%	12.7%	17.3%	16.6%	18.9%	14.0%	14.6%
Total	11.1%	16.7%	5.7%	6.0%	6.6%	8.3%	7.3%	5.5%	7.6%	9.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Of those who celebrate and/or participate in the December Holiday Season:

Which of the following best describes your feelings about gift-giving during the upcoming December holiday season?										
Gifts just aren't in the budget this year.	12.1%	13.5%	10.9%	9.3%	12.8%	8.6%	10.8%	9.1%	12.5%	9.6%
I'm scared about how I'm going to pay for gifts this year.	10.9%	9.7%	12.0%	8.7%	12.4%	12.8%	11.1%	11.1%	11.7%	8.6%
I'm worried about disappointing my children this year because I'm on a tight budget.	6.8%	4.1%	8.9%	5.9%	7.1%	5.1%	6.2%	4.8%	7.0%	9.7%
I/our family is relying more on homemade gifts, rather than those that are store bought.	2.8%	1.6%	3.8%	3.0%	3.7%	2.1%	3.0%	3.4%	3.2%	2.3%
We've tightened our budget for gifts, but I'll make it work.	25.3%	23.7%	26.7%	24.3%	27.3%	26.4%	25.8%	23.0%	28.1%	26.6%
I celebrate the true "reason" for the season; gifts are really an afterthought. The holidays are a time to celebrate, regardless of how the economy is doing.	11.1%	11.1%	11.0%	13.4%	9.1%	12.8%	11.5%	13.6%	8.8%	13.3%
No change from previous years; my budget hasn't really been affected by the economy.	14.1%	13.9%	14.2%	15.6%	14.0%	13.2%	13.8%	15.0%	13.6%	13.8%
Total	16.9%	22.4%	12.4%	19.7%	13.6%	18.8%	17.9%	20.0%	15.2%	16.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



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	Adults 18+	Males	Females	Republicans	Democrats	Independents	Registered Voters	McCain Voters	Obama Voters	Undecided Voters
Which one of the following best describes your feelings about the financial strength of your personal bank in light of the recent bank bailouts?										
Very Confident	18.2%	18.2%	18.3%	25.3%	18.5%	16.5%	20.2%	24.6%	18.7%	14.7%
Confident	43.3%	40.7%	45.7%	50.1%	42.3%	45.8%	45.8%	49.5%	43.6%	43.7%
Little Confidence	21.5%	21.1%	21.9%	15.7%	23.0%	22.8%	20.7%	17.3%	22.8%	24.2%
No Confidence	17.0%	20.0%	14.2%	8.9%	16.1%	14.9%	13.2%	8.6%	15.0%	17.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Which one of the following best describes your feelings about the ability of Washington officials to repair the U.S. economy?										
Very Confident	2.9%	3.0%	2.8%	4.8%	2.4%	1.7%	2.7%	4.7%	2.6%	0.2%
Confident	17.5%	19.3%	15.8%	20.9%	17.6%	16.2%	17.6%	19.0%	19.7%	15.6%
Little Confidence	48.8%	44.7%	52.7%	50.4%	49.9%	52.3%	50.8%	49.7%	50.9%	54.6%
No Confidence	30.8%	33.0%	28.7%	23.9%	30.1%	29.8%	28.8%	26.6%	26.8%	29.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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