



American Pulse Survey 17 (11.24.08)

	All Adults 18+	Men	Women	18 - 34	35 - 54	55+	HH Income Less Than \$50K	HH Income Greater Than \$50K
Do you believe it is proper for retailers to use the words “Christmas” or “Merry Christmas” in their stores and their advertising?								
Yes	87.9%	86.4%	89.4%	81.1%	88.8%	93.7%	85.4%	90.9%
No	7.0%	7.6%	6.3%	11.2%	6.3%	3.6%	7.7%	6.0%
I don't know	5.1%	6.0%	4.3%	7.7%	5.0%	2.7%	6.9%	3.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If each of the following were to greet you during the December Holiday season, would you prefer they use “Merry Christmas” or “Happy Holidays” or neither?								
Family								
Merry Christmas	83.6%	80.1%	87.0%	81.2%	83.9%	85.7%	82.3%	85.6%
Happy Holidays	10.2%	11.9%	8.5%	9.5%	10.8%	10.0%	10.5%	9.4%
Neither	6.2%	8.0%	4.5%	9.3%	5.3%	4.3%	7.3%	5.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Friends								
Merry Christmas	81.0%	78.1%	83.7%	77.6%	81.4%	83.9%	79.0%	83.4%
Happy Holidays	13.1%	14.0%	12.2%	13.6%	13.4%	12.2%	14.1%	11.8%
Neither	5.9%	7.9%	4.1%	8.8%	5.2%	4.0%	6.9%	4.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
People on the street								
Merry Christmas	66.1%	66.0%	66.3%	59.1%	66.0%	73.4%	64.4%	68.3%
Happy Holidays	25.9%	24.5%	27.3%	29.6%	26.6%	21.3%	26.3%	25.4%
Neither	7.9%	9.6%	6.4%	11.3%	7.3%	5.3%	9.2%	6.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Store employees								
Merry Christmas	65.3%	65.7%	64.9%	58.1%	65.0%	73.0%	63.8%	67.3%
Happy Holidays	27.4%	25.5%	29.2%	31.1%	28.5%	22.2%	27.7%	26.9%
Neither	7.3%	8.8%	5.9%	10.8%	6.5%	4.8%	8.5%	5.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
How is your Holiday shopping being affected by the current economic environment? (Check all that apply)								
I'll be looking for sales more than last year	51.2%	46.1%	56.1%	54.5%	54.0%	44.4%	51.6%	51.3%
I'll be spending less this year than in Holidays past	56.7%	48.4%	64.5%	47.8%	60.8%	60.5%	60.5%	53.2%
I'll take advantage of deep discounts on Black Friday (day after Thanksgiving)	22.8%	21.7%	23.9%	30.0%	22.6%	15.9%	22.5%	22.8%
I'll look for more deals online	31.8%	31.2%	32.3%	36.6%	33.6%	24.6%	28.4%	35.7%
The current economy will not affect my Holiday shopping (spend the same)	15.8%	18.8%	12.9%	14.9%	13.7%	19.4%	12.8%	19.5%
I will spend more	2.3%	2.5%	2.1%	4.0%	1.9%	1.0%	2.1%	2.6%
I don't celebrate the Holidays	6.5%	8.6%	4.5%	8.0%	5.7%	5.8%	7.9%	4.9%
<small>*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.</small>								
Which of the following statements do you agree with most?								
I'd rather receive a gift personally selected for me	39.5%	37.2%	41.8%	35.5%	38.6%	44.9%	35.7%	43.6%
I'd rather receive a gift card which allows me to choose a gift	32.7%	31.6%	33.8%	34.7%	32.5%	31.0%	32.7%	32.6%
I'd rather receive cash as a gift	27.7%	31.2%	24.4%	29.8%	29.0%	24.1%	31.6%	23.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
How likely are you to participate in a layaway program when shopping for gifts this holiday season?								
Very Likely	9.4%	7.5%	11.1%	12.0%	10.6%	5.0%	11.4%	7.3%
Somewhat Likely	9.7%	10.0%	9.5%	11.5%	12.0%	5.1%	9.7%	9.7%
Neutral/Not Sure	19.4%	20.3%	18.6%	24.9%	20.7%	12.3%	21.9%	16.6%
Not Very Likely	14.1%	13.4%	14.8%	12.5%	14.2%	15.7%	12.9%	15.5%
Not At All Likely	47.4%	48.9%	46.0%	39.2%	42.5%	61.9%	44.1%	51.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Regarding the Holiday gift-giving season... (Check all that apply)								
Gift cards are a smart gift alternative for people I don't know well	60.7%	53.7%	67.4%	59.2%	65.1%	56.7%	60.1%	62.2%
I've received gift cards that I've never redeemed	12.3%	10.9%	13.6%	12.1%	12.1%	12.6%	10.3%	14.8%
I've received gift cards that I've only partially redeemed	13.3%	13.7%	12.9%	15.7%	11.4%	13.3%	11.2%	15.6%
I've "re-gifted" gift cards received	13.8%	11.8%	15.7%	16.5%	14.2%	10.5%	11.8%	15.9%
I've "re-gifted" gifts received	15.8%	10.5%	20.9%	15.1%	16.8%	15.3%	14.0%	18.1%
I hate to return gifts because it's a hassle	36.4%	31.1%	41.3%	26.0%	40.2%	42.1%	35.0%	38.6%
I like to exchange gifts for things I'd rather have	18.9%	14.7%	22.9%	22.7%	17.5%	16.9%	18.2%	20.1%
I don't participate in gift giving/receiving during the Holidays	9.6%	13.3%	6.1%	10.4%	9.1%	9.3%	12.2%	7.0%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

This holiday season are you being more "green" in your purchases?

Yes, I plan to purchase "green" gifts for my friends and family	8.7%	9.6%	7.8%	11.7%	8.4%	5.9%	8.6%	8.7%
Yes, I plan to purchase "green" gifts if they are affordable	28.0%	24.7%	31.1%	28.9%	26.3%	29.3%	27.7%	28.1%
No, "green" gifts are too expensive	14.2%	12.2%	16.1%	15.4%	15.3%	11.7%	15.2%	13.2%
No, I don't plan on purchasing any "green" gifts for my friends and family	49.1%	53.5%	44.9%	44.1%	50.0%	53.1%	48.4%	50.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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