



American Pulse Survey 5 (11.20.07)

	All Adults 18+	Male	Female	18 - 34	35 - 54	55+
Be honest... would you rather give or receive this Holiday Season?						
Give	69.4%	61.9%	76.6%	56.0%	73.0%	78.7%
Receive	23.1%	27.8%	18.7%	36.5%	20.1%	13.2%
I don't participate in gift giving/receiving during the Holidays	7.4%	10.3%	4.8%	7.5%	6.9%	8.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

When shopping during the Holidays, how do you feel when store employees wish you a "Merry Christmas"?

I like it because it is the Christmas season	70.9%	63.6%	77.9%	61.5%	72.9%	78.3%
I don't like it because it offends me or others who don't celebrate Christmas	2.1%	2.4%	1.9%	3.0%	2.1%	1.4%
It doesn't affect me	22.8%	28.5%	17.5%	30.7%	21.9%	16.0%
I don't shop during the Holidays	4.1%	5.5%	2.7%	4.9%	3.2%	4.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Should shopping malls, stores, parks, etc. be allowed to display the Christian Nativity Scene during the Christmas season?

Yes	92.6%	91.2%	94.0%	87.9%	94.2%	95.5%
No	7.4%	8.8%	6.0%	12.1%	5.8%	4.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Which of the following statements do you agree with most?

I'd rather receive a gift personally selected for me	47.9%	44.6%	50.9%	43.3%	46.1%	54.9%
I'd rather receive a gift card which allows me to choose a gift	29.6%	28.1%	31.1%	28.0%	32.6%	27.6%
I'd rather receive cash as a gift	22.5%	27.3%	18.0%	28.7%	21.4%	17.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Did you get a gift of clothing last Holiday season that you didn't like or didn't wear? If so, how many?

0	37.2%	41.1%	33.6%	30.9%	37.1%	44.0%
1	13.9%	13.0%	14.7%	17.5%	15.1%	8.5%
2	10.6%	11.8%	9.5%	14.7%	10.6%	6.5%
3	4.2%	5.3%	3.1%	6.1%	4.4%	1.9%
4	1.0%	1.2%	0.9%	1.2%	1.1%	0.7%
5 or more	1.2%	1.4%	1.0%	2.5%	0.6%	0.6%
I didn't receive any gifts of clothing	31.9%	26.2%	37.2%	27.0%	31.1%	37.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Of those who received gifts of clothing...

0	54.6%	55.7%	53.4%	42.4%	53.8%	70.8%
1	20.4%	17.6%	23.4%	24.0%	22.0%	13.6%
2	15.6%	16.0%	15.2%	20.2%	15.4%	10.4%
3	6.2%	7.2%	5.0%	8.4%	6.4%	3.1%
4	1.5%	1.6%	1.4%	1.6%	1.6%	1.1%
5 or more	1.7%	1.9%	1.6%	3.4%	0.8%	1.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Regarding the Holiday gift-giving season, please select all that apply:

Gift cards are a smart gift alternative for people I don't know well	76.7%	73.3%	80.0%	79.1%	79.3%	70.9%
I've "re-gifted" gift cards received	9.8%	8.6%	11.0%	10.8%	11.2%	6.9%
I've "re-gifted" gifts received	20.9%	14.9%	26.6%	23.3%	22.2%	16.8%
I hate to return gifts because it's a hassle	43.1%	41.3%	44.9%	42.8%	43.6%	42.8%
I like to exchange gifts for things I'd rather have	21.1%	18.6%	23.5%	26.0%	21.4%	15.9%
I've received gift cards that I've never redeemed	12.6%	13.7%	11.6%	11.8%	14.9%	10.6%
I've received gift cards that I've only partially redeemed	15.0%	16.1%	13.9%	18.2%	15.7%	10.8%
I think Santa Claus should be portrayed as thinner and healthier to set a better example for children	2.6%	3.1%	2.2%	3.4%	2.3%	2.3%
I don't participate in gift giving/receiving during the Holidays	6.9%	10.2%	3.7%	6.4%	6.9%	7.3%

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

Of those who participate in gift giving/receiving during the Holidays...

Gift cards are a smart gift alternative for people I don't know well	82.4%	81.6%	83.1%	84.5%	85.2%	76.5%
I've "re-gifted" gift cards received	10.5%	9.5%	11.4%	11.6%	12.0%	7.5%
I've "re-gifted" gifts received	22.5%	16.6%	27.6%	24.9%	23.9%	18.1%
I hate to return gifts because it's a hassle	46.3%	46.0%	46.6%	45.8%	46.9%	46.2%
I like to exchange gifts for things I'd rather have	22.7%	20.8%	24.4%	27.8%	23.0%	17.1%
I've received gift cards that I've never redeemed	13.5%	15.2%	12.0%	12.6%	16.0%	11.4%
I've received gift cards that I've only partially redeemed	16.1%	18.0%	14.5%	19.4%	16.9%	11.6%
I think Santa Claus should be portrayed as thinner and healthier to set a better example for children	2.8%	3.4%	2.3%	3.6%	2.4%	2.5%

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

How is your Holiday shopping being affected by the current economic crisis with sub-prime mortgages and increasing gas prices? (Please select all that apply)

I'll be looking for sales more	51.3%	45.2%	57.1%	53.3%	53.9%	45.9%
I'll be spending less this year than in Holidays past	54.2%	48.9%	59.2%	50.8%	59.6%	50.7%
I'll take advantage of deep discounts on Black Friday (day after Thanksgiving)	21.7%	21.5%	21.8%	27.9%	22.1%	14.7%
I'll look for more deals online	29.8%	28.7%	30.9%	34.2%	30.9%	23.9%
The current economy will not affect my Holiday shopping (spend the same)	18.6%	21.3%	16.0%	14.9%	16.5%	25.1%
I will spend more	2.0%	2.8%	1.3%	3.8%	1.4%	1.0%
I don't Holiday shop	8.4%	11.2%	5.7%	8.4%	7.0%	10.0%

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

Of those who Holiday shop...

I'll be looking for sales more	56.0%	50.8%	60.5%	58.2%	57.9%	51.0%
I'll be spending less this year than in Holidays past	59.1%	55.1%	62.8%	55.5%	64.1%	56.3%

Source: BIGresearch	Category	1	2	3	4	5	6
I'll take advantage of deep discounts on Black Friday (day after Thanksgiving)		23.7%	24.2%	23.2%	30.5%	23.7%	16.4%
I'll look for more deals online		32.6%	32.3%	32.8%	37.3%	33.3%	26.6%
The current economy will not affect my Holiday shopping (spend the same)		20.3%	24.0%	17.0%	16.3%	17.7%	27.9%
I will spend more		2.2%	3.2%	1.4%	4.1%	1.6%	1.1%

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

Compared to one year ago, do you feel that it has become harder to pay your monthly bills?

Yes, I feel that I am living paycheck to paycheck	47.7%	43.4%	51.7%	53.0%	53.3%	34.9%
I've noticed it's been harder to pay bills so I've cut out some "extras"	28.3%	28.1%	28.5%	22.0%	28.4%	34.9%
No, it hasn't become any harder for me	24.0%	28.4%	19.8%	25.0%	18.3%	30.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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