



## American Pulse Survey 6 (12.20.07)

### American Pulse

	All Adults 18+	Male	Female	18 - 34	35 - 54	55+
<b>Regarding your Holiday shopping budget, are you...</b>						
Over spending	20.8%	18.2%	23.3%	25.5%	21.6%	15.0%
Staying on budget	45.9%	43.6%	48.1%	43.9%	43.8%	50.7%
Staying under budget	18.5%	18.1%	18.9%	15.7%	20.1%	19.3%
I don't Holiday shop	14.8%	20.1%	9.7%	14.9%	14.5%	15.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Of those who Holiday shop...</b>						
<b>Regarding your Holiday shopping budget, are you...</b>						
Over spending	24.4%	22.8%	25.8%	30.0%	25.2%	17.6%
Staying on budget	53.8%	54.6%	53.2%	51.5%	51.2%	59.6%
Staying under budget	21.7%	22.6%	21.0%	18.5%	23.5%	22.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Do you think today's children are spoiled by the Holiday gifts they receive?</b>						
Yes	75.4%	70.2%	80.3%	68.0%	78.2%	79.4%
No	15.1%	18.0%	12.3%	21.4%	13.6%	10.6%
I don't know	9.5%	11.8%	7.3%	10.6%	8.2%	10.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Have you ever "camped out" in front of a store in order to buy a Holiday gift?</b>						
Yes	8.9%	8.1%	9.6%	12.7%	8.1%	5.9%
No	85.4%	83.6%	87.0%	80.2%	86.8%	89.0%
I don't Holiday shop	5.7%	8.2%	3.3%	7.1%	5.1%	5.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**American Pulse**

	<b>All Adults</b>					
	<b>18+</b>	<b>Male</b>	<b>Female</b>	<b>18 - 34</b>	<b>35 - 54</b>	<b>55+</b>
<b>Of those who Holiday shop...</b>						
<b>Have you ever "camped out" in front of a store in order to buy a Holiday gift?</b>						
Yes	9.4%	8.9%	10.0%	13.7%	8.6%	6.2%
No	90.6%	91.1%	90.0%	86.3%	91.4%	93.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Do you feel Holiday parties are appropriate in schools?</b>						
Yes, children should be able to have Holiday celebrations	82.9%	77.0%	88.5%	77.1%	86.1%	84.8%
No, it's offensive to children who don't celebrate	7.9%	10.5%	5.5%	10.4%	6.6%	7.2%
I don't know	9.1%	12.5%	5.9%	12.5%	7.3%	8.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Which do you think is more "green" and better for the environment?</b>						
Having an artificial Christmas tree	43.3%	35.7%	50.6%	43.7%	41.6%	45.3%
Having a live Christmas tree	19.3%	19.1%	19.5%	17.4%	19.7%	20.8%
I don't care, the "green" movement doesn't affect my Christmas traditions	29.9%	35.1%	25.0%	28.5%	33.1%	27.2%
I don't celebrate Christmas	7.5%	10.1%	4.9%	10.4%	5.7%	6.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Does it bother you to see Christmas spelled as Xmas?</b>						
Yes	36.8%	33.5%	40.0%	24.8%	37.7%	48.2%
No	57.6%	58.7%	56.6%	66.3%	58.4%	47.6%
I don't celebrate Christmas	5.5%	7.8%	3.4%	8.9%	3.9%	4.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Will you and your family attend religious services this Holiday season?</b>						
Yes, we regularly attend religious services	32.4%	30.1%	34.6%	25.7%	29.9%	42.6%
Yes, we attend religious services during the Holidays	16.3%	16.2%	16.3%	17.0%	16.6%	15.0%
No	51.3%	53.6%	49.1%	57.3%	53.4%	42.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Does it bother you when you give a gift to someone and they don't say thank you?</b>						
Yes	61.2%	54.5%	67.5%	59.0%	62.6%	61.6%
No	32.6%	38.6%	27.0%	33.5%	31.3%	33.3%

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	<b>All Adults</b>					
	<b>18+</b>	<b>Male</b>	<b>Female</b>	<b>18 - 34</b>	<b>35 - 54</b>	<b>55+</b>
I don't know	6.2%	6.9%	5.5%	7.5%	6.0%	5.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Do you have a New Year's resolution?**

Yes	34.8%	31.8%	37.7%	41.4%	34.6%	28.4%
No	65.2%	68.2%	62.3%	58.6%	65.4%	71.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**What is your New Year's resolution?**

Lose weight	11.4%	8.8%	13.8%	13.9%	10.7%	9.5%
Improve health/self	5.5%	4.1%	6.8%	5.1%	5.4%	6.0%
Stop smoking	3.4%	3.6%	3.1%	4.4%	4.0%	1.5%
Money management	1.4%	1.1%	1.7%	2.2%	1.3%	0.8%
Career success	0.9%	0.7%	1.0%	1.2%	1.0%	0.3%
Educational advancement	0.6%	0.7%	0.4%	1.2%	0.4%	0.0%
Relationship success	0.5%	0.6%	0.3%	0.7%	0.3%	0.4%
Religious goals	0.5%	0.4%	0.5%	0.0%	0.7%	0.7%
Help others	0.3%	0.3%	0.3%	0.1%	0.5%	0.3%
Organization	0.3%	0.3%	0.2%	0.5%	0.1%	0.3%
Other	8.5%	9.0%	8.1%	9.5%	8.5%	7.5%
No Preference	67.0%	70.3%	63.7%	61.2%	67.1%	72.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Those with a resolution...****What is your New Year's resolution?**

Lose weight	34.4%	29.7%	38.0%	36.0%	32.6%	34.8%
Improve health/self	16.6%	13.8%	18.8%	13.1%	16.5%	22.0%
Stop smoking	10.1%	12.1%	8.6%	11.3%	12.0%	5.5%
Money management	4.3%	3.9%	4.7%	5.6%	4.0%	3.0%
Career success	2.6%	2.3%	2.9%	3.0%	3.1%	1.3%
Educational advancement	1.7%	2.5%	1.0%	3.2%	1.2%	0.1%
Relationship success	1.4%	2.2%	0.8%	1.8%	1.0%	1.3%
Religious goals	1.4%	1.3%	1.4%	0.0%	2.0%	2.4%
Help others	0.9%	1.1%	0.9%	0.2%	1.5%	1.2%
Organization	0.8%	1.0%	0.6%	1.2%	0.2%	0.9%
Other	25.8%	30.2%	22.3%	24.5%	25.8%	27.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Red indicates numbers used in associated press release.**

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<b>All Adults</b>					
<b>18+</b>	<b>Male</b>	<b>Female</b>	<b>18 - 34</b>	<b>35 - 54</b>	<b>55+</b>

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