

Q1604 Which of the following do you feel have been the 3 most significant international events of 2008?

17 Dec 2008
 Table 1

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
The stock exchange/banking/financial crisis	4433 86%	858 77%	951 92% BDF	851 85% B	870 92% BDF	903 84% B
The election of Barack Obama in the United States	4139 80%	809 73%	860 83% B	819 82% B	771 81% B	881 82% B
The Olympic Games in China	1959 38%	453 41% CD	353 34%	331 33%	414 44% CD	409 38%
The conflict between China and Tibet	1230 24%	157 14%	326 32% BEF	312 31% BEF	153 16%	281 26% BE
The conflict between Russia and Georgia	956 19%	222 20% E	189 18% E	188 19% E	127 13%	230 21% E
Evolution of the situation in Iraq	663 13%	240 22% CDEF	80 8%	121 12% C	113 12% C	110 10%
France as president of Europe	227 4%	29 3%	112 11% BDEF	21 2%	45 5% DF	20 2%
Other	349 7%	66 6%	56 5%	55 6%	91 10% BCD	81 8%
Not sure	213 4%	99 9% CDEF	15 1%	24 2%	37 4% C	38 4% C
Sigma	14168 274%	2932 264%	2941 284%	2722 273%	2621 276%	2952 275%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1606 And among these events, which one has been the most significant for you personally in 2008?
 Base: All EU Adults Who Have Identified At Least One Event As Being The Most Significant For Them Personally In 2008

17 Dec 2008
 Table 2

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	4994	1046	1018	974	921	1035
Weighted Base	4932	1005	1017	970	908	1033
The stock exchange/banking/financial crisis	3060 62%	670 67% CDF	583 57% F	562 58% F	737 81% BCDF	508 49%
The election of Barack Obama in the United-States	1244 25%	172 17% E	302 30% BE	298 31% BE	110 12%	362 35% BE
The Olympic Games in China	311 6%	99 10% CDE	43 4%	46 5%	42 5%	80 8% CDE
The conflict between China and Tibet	147 3%	17 2% BDEF	58 6%	30 3% E	9 1%	33 3% E
The conflict between Russia and Georgia	79 2%	12 1%	19 2%	13 1%	5 1%	30 3% E
Evolution of the situation in Iraq	71 1%	29 3% CE	2 *	21 2% CE	5 1%	15 1% C
France as president of Europe	20 *	6 1%	9 1% D	-	*	5 *
Sigma	4932 100%	1005 100%	1017 100%	970 100%	908 100%	1033 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1607 Regarding your personal situation, would you say that 2008 has been...

17 Dec 2008
 Table 3

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
Positive (NET)	1411 27%	297 27%	263 25%	232 23%	238 25%	380 35%
(5) A very positive year	278 5%	65 6%	50 5%	44 4%	49 5%	70 6%
(4) A somewhat positive year	1133 22%	232 21%	213 21%	188 19%	189 20%	310 29%
(3) A neither positive nor negative year	1801 35%	377 34%	375 36%	340 34%	352 37%	356 33%
Negative (NET)	1953 38%	437 39%	396 38%	424 43%	358 38%	338 31%
(2) A somewhat negative year	1276 25%	284 26%	242 23%	276 28%	247 26%	227 21%
(1) A very negative year	677 13%	152 14%	154 15%	148 15%	112 12%	111 10%
Mean	2.82	2.80	2.77	2.70	2.81	3.00
Std. Dev.	1.08	1.10	1.08	1.07	1.05	1.08
Std. Err.	0.02	0.03	0.03	0.03	0.03	0.03
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1610_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Presents

17 Dec 2008
 Table 4

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
(3) Higher	460 9%	95 9%	136 13% BDE	65 7%	60 6%	105 10% DE
(2) Similar	2263 44%	519 47% CD	414 40%	347 35%	417 44% D	566 53% BCDE
(1) Lower	2188 42%	437 39% F	460 44% F	543 54% BCEF	408 43% F	339 32%
Does not apply	254 5%	60 5% C	24 2%	41 4%	64 7% C	64 6% C
Mean	1.65	1.67 D	1.68 D	1.50	1.61 D	1.77 BCDE
Std. Dev.	0.64	0.63	0.70	0.62	0.61	0.62
Std. Err.	0.01	0.02	0.02	0.02	0.02	0.02
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1610_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Food and drink

17 Dec 2008
 Table 5

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
(3) Higher	470 9%	120 11% DE	93 9%	71 7%	56 6%	129 12% DE
(2) Similar	3075 60%	656 59%	576 56%	619 62% CE	517 54%	707 66% BCE
(1) Lower	1397 27%	286 26% F	314 30% F	275 28% F	328 35% BDF	194 18%
Does not apply	223 4%	49 4%	51 5%	31 3%	48 5%	44 4%
Mean	1.81	1.84 E	1.78 E	1.79 E	1.70	1.94 BCDE
Std. Dev.	0.59	0.60	0.60	0.56	0.58	0.56
Std. Err.	0.01	0.02	0.02	0.02	0.02	0.02
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1610_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Outings

17 Dec 2008
 Table 6

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
(3) Higher	473 9%	110 10% E	77 7%	85 9% E	44 5%	156 14% BCDE
(2) Similar	2180 42%	465 42%	374 36%	421 42% C	383 40%	538 50% BCDE
(1) Lower	1915 37%	435 39% F	377 36% F	423 42% CF	377 40% F	304 28%
Does not apply	597 12%	101 9%	206 20% BDF	68 7%	145 15% BDF	77 7%
Mean	1.68	1.68 E	1.64	1.64	1.59	1.85 BCDE
Std. Dev.	0.65	0.66	0.65	0.64	0.59	0.66
Std. Err.	0.01	0.02	0.02	0.02	0.02	0.02
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1610_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Decorations

17 Dec 2008
 Table 7

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
(3) Higher	248 5%	51 5%	44 4%	44 4%	42 4%	67 6%
(2) Similar	1709 33%	399 36% CE	305 30%	307 31% E	238 25%	460 43% BCDE
(1) Lower	2099 41%	443 40% F	460 45% F	466 47% BEF	377 40% F	353 33%
Does not apply	1109 21%	218 20%	225 22%	180 18%	292 31% BCDF	194 18%
Mean	1.54	1.56	1.49	1.48	1.49	1.67 BCDE
Std. Dev.	0.61	0.60	0.60	0.60	0.62	0.61
Std. Err.	0.01	0.02	0.02	0.02	0.02	0.02
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1610_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Clothing

17 Dec 2008
 Table 8

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
(3) Higher	370 7%	66 6%	39 4%	72 7% C	63 7% C	130 12% BCDE
(2) Similar	2189 42%	507 46% CD	321 31%	365 37%	383 40% C	612 57% BCDE
(1) Lower	2037 39%	453 41% F	414 40% F	484 49% BCEF	397 42% F	290 27%
Does not apply	569 11%	85 8% F	260 25% BDEF	76 8% F	107 11% DF	42 4%
Mean	1.64	1.62 C	1.52	1.55	1.60 C	1.84 BCDE
Std. Dev.	0.63	0.60	0.59	0.64	0.62	0.62
Std. Err.	0.01	0.02	0.02	0.02	0.02	0.02
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1610_6 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Beauty / wellness (hairstresser, beauty care ...)

17 Dec 2008
 Table 9

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
(3) Higher	272 5%	43 4%	52 5%	44 4%	43 4%	90 8% BCDE
(2) Similar	2203 43%	459 41% E	404 39%	415 42% E	331 35%	594 55% BCDE
(1) Lower	1738 34%	391 35% F	351 34% F	390 39% F	351 37% F	255 24%
Does not apply	951 18%	218 20% DF	227 22% DF	147 15%	224 24% DF	135 13%
Mean	1.65	1.61	1.63	1.59	1.57	1.82 BCDE
Std. Dev.	0.60	0.58	0.60	0.59	0.60	0.58
Std. Err.	0.01	0.02	0.02	0.02	0.02	0.02
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1610_7 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Weekends and travel

17 Dec 2008
 Table 10

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
(3) Higher	490 9%	94 8%	85 8%	91 9%	57 6%	164 15%
(2) Similar	1785 35%	461 42% CDE	246 24%	312 31% C	287 30% C	479 45% CDE
(1) Lower	1704 33%	382 34% F	330 32%	378 38% CF	309 33%	306 28%
Does not apply	1185 23%	174 16%	374 36% BDF	215 22% BF	296 31% BDF	126 12%
Mean	1.70	1.69	1.63	1.63	1.61	1.85 BCDE
Std. Dev.	0.68	0.64	0.70	0.68	0.64	0.69
Std. Err.	0.01	0.02	0.03	0.02	0.02	0.02
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1610_8 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Transports

17 Dec 2008
 Table 11

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
(3) Higher	406 8%	133 12% DEF	91 9% F	66 7%	55 6%	61 6%
(2) Similar	2259 44%	556 50% CDE	358 35%	436 44% C	391 41% C	518 48% CE
(1) Lower	1517 29%	284 26%	285 28%	349 35% BCF	310 33% BF	288 27%
Does not apply	984 19%	137 12%	300 29% BDEF	145 15%	194 20% BD	207 19% BD
Mean	1.73	1.84 CDEF	1.73	1.67	1.66	1.74
Std. Dev.	0.62	0.64	0.67	0.61	0.61	0.58
Std. Err.	0.01	0.02	0.02	0.02	0.02	0.02
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1610_9 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Your overall budget for the holidays

17 Dec 2008
 Table 12

Base: All EU Adults (Half Of Sample)

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	2589	529	530	491	484	555
Weighted Base	2589	533	552	492	472	540
(3) Higher	213 8%	45 8%	44 8%	33 7%	27 6%	63 12% DE
(2) Similar	996 38%	224 42% D	209 38%	158 32%	177 37%	228 42% D
(1) Lower	1141 44%	195 37%	273 49% BF	266 54% BF	225 48% BF	182 34%
Does not apply	239 9%	68 13% CD	26 5%	35 7%	44 9% C	66 12% CD
Mean	1.60	1.68 DE	1.57	1.49	1.54	1.75 CDE
Std. Dev.	0.65	0.64	0.64	0.63	0.61	0.68
Std. Err.	0.01	0.03	0.03	0.03	0.03	0.03
Sigma	2589 100%	533 100%	552 100%	492 100%	472 100%	540 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1610 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 GRID SUMMARY TABLE

17 Dec 2008
 Table 13

Base: All EU Adults

This Question Was Weighted To The General Population

	Presents	Food and drink	Outings	Decorations	Clothing	Beauty / wellness	Weekends and travel	Transports	Overall holiday budget
Unweighted Base	5165	5165	5165	5165	5165	5165	5165	5165	2589
Weighted Base	5165	5165	5165	5165	5165	5165	5165	5165	2589
(3) Higher	460 9%	470 9%	473 9%	248 5%	370 7%	272 5%	490 9%	406 8%	213 8%
(2) Similar	2263 44%	3075 60%	2180 42%	1709 33%	2189 42%	2203 43%	1785 35%	2259 44%	996 38%
(1) Lower	2188 42%	1397 27%	1915 37%	2099 41%	2037 39%	1738 34%	1704 33%	1517 29%	1141 44%
Does not apply	254 5%	223 4%	597 12%	1109 21%	569 11%	951 18%	1185 23%	984 19%	239 9%
Mean	1.65	1.81	1.68	1.54	1.64	1.65	1.70	1.73	1.60
Std. Dev.	0.64	0.59	0.65	0.61	0.63	0.60	0.68	0.62	0.65
Std. Err.	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
Sigma	5165 100%	5165 100%	5165 100%	5165 100%	5165 100%	5165 100%	5165 100%	5165 100%	2589 100%

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Q1615 In your opinion, what impact will the election of Barack Obama have for the United States?

17 Dec 2008
 Table 14

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
Positive (NET)	3579 69%	679 61%	808 78%	696 70%	631 66%	766 71%
(5) A very positive impact	1095 21%	278 25%	183 18%	241 24%	198 21%	195 18%
(4) A somewhat positive impact	2484 48%	401 36%	625 60%	455 46%	433 46%	571 53%
(3) An equally positive and negative impact	799 15%	195 18%	97 9%	175 18%	148 16%	183 17%
Negative (NET)	194 4%	56 5%	28 3%	29 3%	36 4%	45 4%
(2) A somewhat negative impact	123 2%	30 3%	23 2%	15 2%	25 3%	30 3%
(1) A very negative impact	71 1%	26 2%	6 1%	13 1%	11 1%	16 1%
It would not have any impact	143 3%	19 2%	44 4%	35 4%	27 3%	18 2%
Not sure	450 9%	163 15%	56 5%	62 6%	107 11%	62 6%
Mean	3.96	3.94	4.03	3.99	3.96	3.90
Std. Dev.	0.81	0.94	0.67	0.82	0.82	0.80
Std. Err.	0.01	0.03	0.02	0.03	0.03	0.03
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1620 In your opinion, what impact will the election of Barack Obama have for your own country ?

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 Table 15

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
Positive (NET)	2484 48%	461 41%	506 49% B	462 46% BCDF	541 57%	514 48% B
(5) A very positive impact	383 7%	77 7%	54 5%	95 10% CF	99 10% BCF	57 5%
(4) A somewhat positive impact	2101 41%	384 35%	452 44% BD	367 37%	441 46% BD	457 43% BD
(3) An equally positive and negative impact	1034 20%	224 20% E	174 17%	197 20% E	138 15%	300 28% BCDE
Negative (NET)	240 5%	74 7% CD	39 4%	28 3%	42 4%	58 5% D
(2) A somewhat negative impact	188 4%	59 5% CD	29 3%	16 2%	33 4% D	51 5% D
(1) A very negative impact	52 1%	15 1%	10 1%	12 1%	8 1%	7 1%
It would not have any impact	697 14%	97 9%	215 21% BEF	169 17% BEF	114 12%	102 10%
Not sure	710 14%	255 23% CDEF	100 10%	140 14% CF	114 12%	100 9%
Mean	3.69	3.59	3.71 BF	3.75 BF	3.82 BF	3.58
Std. Dev.	0.78	0.85	0.72	0.78	0.77	0.73
Std. Err.	0.01	0.03	0.03	0.03	0.03	0.02
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1625 Regarding the economic status of your country, would you say that you are today ... ?

17 Dec 2008
 Table 16

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
Optimistic (NET)	1441 28%	329 30% C	175 17% C	260 26% C	280 30% C	396 37% BCDE
(4) Very optimistic	122 2%	42 4% C	5 *	20 2% C	23 2% C	32 3% C
(3) Somewhat optimistic	1319 26%	287 26% C	170 16%	240 24% C	258 27% C	364 34% BCDE
Pessimistic (NET)	3724 72%	782 70% F	859 83% BDEF	737 74% F	669 70% F	678 63%
(2) Somewhat pessimistic	2748 53%	622 56% E	596 58% E	533 53% E	434 46%	563 52% E
(1) Very pessimistic	976 19%	159 14%	263 25% BF	204 20% BF	235 25% BF	116 11%
Mean	2.11	2.19 CDE	1.92	2.08 C	2.07 C	2.29 BCDE
Std. Dev.	0.73	0.72	0.66	0.72	0.78	0.69
Std. Err.	0.01	0.02	0.02	0.02	0.03	0.02
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1630 And more specifically regarding your own economic situation, would you say that you are today ...?

17 Dec 2008
 Table 17

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
Optimistic (NET)	2139 41%	467 42%	378 37%	383 38%	390 41%	521 48%
(4) Very optimistic	203 4%	48 4% D	27 3%	18 2%	38 4% D	72 7% CD
(3) Somewhat optimistic	1936 37%	419 38%	351 34%	365 37%	352 37%	449 42% C
Pessimistic (NET)	3026 59%	644 58% F	656 63% F	614 62% F	559 59% F	553 52%
(2) Somewhat pessimistic	2339 45%	497 45%	520 50% EF	491 49% EF	381 40%	449 42%
(1) Very pessimistic	687 13%	147 13%	136 13%	123 12%	178 19% BCDF	104 10%
Mean	2.32	2.33	2.26	2.28	2.26	2.45 BCDE
Std. Dev.	0.75	0.76	0.71	0.70	0.81	0.76
Std. Err.	0.01	0.02	0.02	0.02	0.03	0.02
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1635 If it was possible for you to change anything in 2009, which of these would you like to change?

17 Dec 2008
 Table 18

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
Your political leaders	1981 38%	422 38% CF	329 32%	558 56% BCEF	372 39% CF	300 28%
Your head of state / government	1939 38%	351 32%	460 44% BEF	393 39% B	320 34%	414 39% B
Your physical appearance / look	1561 30%	416 37% CDEF	301 29%	246 25%	283 30%	315 29%
Your job	1453 28%	331 30%	288 28%	276 28%	234 25%	325 30% E
Your car	1371 27%	259 23%	302 29% B	298 30% B	243 26%	270 25%
Your house	1363 26%	350 31% DF	332 32% DF	204 20%	269 28% DF	208 19%
Your age	1034 20%	263 24% EF	205 20%	201 20%	164 17%	201 19%
The country you live in	1002 19%	265 24% CE	108 10% E	275 28% CE	56 6%	298 28% CE
Your neighbours	617 12%	143 13% C	78 8%	140 14% C	116 12% C	140 13% C
Your boss	605 12%	128 12%	121 12%	125 13% E	83 9%	148 14% E
Your co-workers	405 8%	65 6%	88 9%	102 10% BE	61 6%	89 8%
Your spouse	333 6%	76 7%	95 9% DE	50 5%	46 5%	66 6%
Your friends	257 5%	71 6% DE	47 5%	34 3%	23 2%	83 8% CDE
Your parents	154 3%	23 2%	17 2%	37 4% C	23 2%	54 5% BCE

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F
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Q1635 If it was possible for you to change anything in 2009, which of these would you like to change?

17 Dec 2008
 Table 18

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Weighted Base	5165	1111	1034	997	949	1074
Your child/children	133 3%	29 3% D	17 2%	6 1%	18 2%	63 6% BCDE
None of the above	644 12%	113 10%	132 13%	89 9%	139 15% BD	171 16% BD
Sigma	14854 288%	3304 297%	2919 282%	3035 305%	2449 258%	3147 293%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1640 Would you be willing to be contacted by a journalist concerning the subjects of this section of the survey?

17 Dec 2008
 Table 19

Base: All EU Adults

This Question Was Weighted To The General Population

	Average for 5 Countries (A)	Country				
		Great Britain (B)	France (C)	Italy (D)	Spain (E)	Germany (F)
Unweighted Base	5165	1111	1034	997	949	1074
Weighted Base	5165	1111	1034	997	949	1074
Yes	1772 34%	359 32%	400 39% BDF	317 32%	399 42% BDF	299 28%
No	3393 66%	752 68% CE	634 61%	680 68% CE	550 58%	776 72% CE
Sigma	5165 100%	1111 100%	1034 100%	997 100%	949 100%	1074 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F
 Overlap formulae used.

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Q1604_1 Which of the following do you feel have been the 3 most significant international events of 2008?

17 Dec 2008
 Table 20

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
The stock exchange/banking/financial crisis	858 77%	444 80%	413 74%	132 70%	196 73%	212 83% D	160 76%	158 84% D	282 78%	278 74%	297 80%	277 74%	581 79%	101 60%	270 74% N	353 88% NO
The election of Barack Obama in the United States	809 73%	397 72%	412 74%	136 72%	181 67%	191 75%	159 75%	143 76%	244 68%	280 74%	285 77%	269 71%	541 74%	101 61%	262 72%	328 82% NO
The Olympic Games in China	453 41%	212 38%	241 43%	80 42%	113 42%	105 41%	77 37%	77 41%	140 39%	162 43%	151 40%	172 46%	281 38%	78 47%	145 40%	162 40%
Evolution of the situation in Iraq	240 22%	123 22%	117 21%	42 22%	50 19%	44 17%	60 29%	43 23%	80 22%	79 21%	81 22%	85 23%	154 21%	32 19%	70 19%	107 27%
The conflict between Russia and Georgia	222 20%	130 23%	92 17%	36 19%	55 21%	43 17%	48 23%	40 21%	73 20%	72 19%	77 21%	73 19%	149 20%	33 20%	74 20%	88 22%
The conflict between China and Tibet	157 14%	64 12%	93 17%	26 14%	29 11%	53 21% EG	22 11%	27 14%	56 15%	47 13%	54 14%	44 12%	114 15%	20 12%	59 16%	46 11%
France as president of Europe	29 3%	10 2%	20 4%	8 4%	8 3%	5 2%	7 3%	2 1%	3 1%	14 4%	13 3%	16 4%	14 2%	4 3%	9 2%	6 2%
Other	66 6%	38 7%	28 5%	4 2%	25 9% D	22 9% D	9 4%	6 3%	29 8%	18 5%	19 5%	26 7%	40 5%	6 4%	23 6%	18 4%
Not sure	99 9%	38 7%	61 11%	17 9%	35 13%	16 6%	17 8%	14 7%	34 9%	35 9%	30 8%	40 11%	59 8%	29 17% OP	27 7%	21 5%
Sigma	2932 264%	1455 263%	1477 265%	480 254%	692 257%	692 272%	559 265%	510 271%	940 260%	987 262%	1006 270%	1000 266%	1932 263%	404 243%	940 258%	1128 281%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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FIELD PERIOD: 26th NOVEMBER - 8th DECEMBER 2008

Q1604_2 Which of the following do you feel have been the 3 most significant international events of 2008?

17 Dec 2008
 Table 21

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
The stock exchange/banking/financial crisis	951 92%	485 93%	466 91%	161 89%	240 95%	219 88%	164 95%	167 94%	192 95%	217 88%	177 89%	75 95%	194 93%	93 97%	4 100%	283 89%	668 93%	281 92%	392 93%	88 97%
The election of Barack Obama in the United States	860 83%	427 82%	433 84%	151 83%	213 84%	194 78%	153 88%	148 83%	180 89%	201 82%	164 82%	74 93% N	169 81%	73 77%	-	265 84%	595 83%	246 80%	364 86%	81 89%
The Olympic Games in China	353 34%	175 34%	178 35%	75 41%	93 37%	77 31%	56 32%	51 29%	74 36% M	102 41% M	63 32%	34 44% M	46 22%	34 36%	-	103 33%	250 35%	82 27%	160 38% R	23 26%
The conflict between China and Tibet	326 32%	136 26%	190 37% B	70 39%	88 35%	69 28%	48 28%	51 29%	56 28%	63 26%	59 30%	28 36%	89 43% J	31 33%	-	103 32%	224 31%	118 39% T	127 30%	18 20%
The conflict between Russia and Georgia	189 18%	118 23% C	70 14%	30 16%	49 19%	52 21%	33 19%	25 14%	37 18%	36 15%	44 22%	11 14%	41 20%	15 16%	4 100%	76 24% Q	112 16%	46 15%	82 19%	24 26%
France as president of Europe	112 11%	41 8%	71 14% B	22 12%	21 8%	38 15% G	10 6%	21 12%	13 7%	42 17% I	22 11%	3 4%	19 9%	8 8%	4 100%	36 11%	76 11%	42 14%	35 8%	9 10%
Evolution of the situation in Iraq	80 8%	38 7%	42 8%	13 7%	19 8%	15 6%	16 9%	18 10%	20 10%	19 8%	12 6%	6 8%	16 8%	7 7%	-	23 7%	57 8%	18 6%	32 8%	11 12%
Other	56 5%	34 6%	22 4%	10 6%	10 4%	19 7%	7 4%	10 6%	7 4%	17 7%	15 7%	2 2%	9 4%	6 6%	-	10 3%	46 6%	19 6%	27 6%	3 3%
Not sure	15 1%	5 1%	10 2%	2 1%	2 1%	7 3%	1 *	3 2%	3 1%	5 2%	2 1%	* *	4 2%	1 1%	-	4 1%	11 2%	2 1%	2 1%	-
Sigma	2941 284%	1458 281%	1483 288%	535 294%	735 291%	689 276%	489 282%	494 278%	581 287%	701 285%	558 280%	234 298%	587 282%	268 281%	13 300%	902 285%	2039 284%	852 278%	1222 289%	258 284%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1604_3 Which of the following do you feel have been the 3 most significant international events of 2008?

17 Dec 2008
 Table 22

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Total	Gender		Age					Region			Presence of children in household		Income		
		Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
The stock exchange/banking/financial crisis	851 85%	434 88%	417 83%	140 82%	192 82%	177 83%	181 92% DEF	161 90%	472 88%	133 82%	246 82%	248 82%	603 87%	198 82%	316 88%	87 87%
The election of Barack Obama in the United States	819 82%	397 80%	422 84%	140 82%	193 82%	169 79%	162 82%	154 86%	454 85% J	117 72%	248 83%	249 82%	570 82%	189 79%	301 84%	85 84%
The Olympic Games in China	331 33%	157 32%	174 35%	70 41% G	78 33%	62 29%	55 28%	66 37%	166 31%	52 32%	113 38%	101 33%	229 33%	75 31%	126 35%	28 28%
The conflict between China and Tibet	312 31%	149 30%	164 33%	54 32%	73 31%	71 33%	73 37% H	40 22%	182 34% K	56 34%	74 25%	95 31%	218 31%	72 30%	111 31%	32 32%
The conflict between Russia and Georgia	188 19%	98 20%	90 18%	35 21%	50 21%	36 17%	34 17%	32 18%	102 19%	27 17%	58 19%	57 19%	131 19%	41 17%	66 18%	29 29%
Evolution of the situation in Iraq	121 12%	52 11%	69 14%	21 12%	32 14%	24 11%	25 13%	20 11%	65 12%	18 11%	39 13%	49 16%	72 10%	30 13%	33 9%	13 13%
France as president of Europe	21 2%	11 2%	10 2%	3 2%	12 5% F	1 *	3 1%	2 1%	8 2%	2 2%	10 3%	6 2%	14 2%	9 4%	8 2%	1 1%
Other	55 6%	38 8% C	18 4%	8 5%	14 6%	19 9%	8 4%	6 4%	29 5%	14 9%	13 4%	15 5%	41 6%	19 8%	17 5%	3 3%
Not sure	24 2%	7 1%	17 3%	3 2%	3 1%	8 4%	5 2%	5 3%	11 2%	9 6% K	4 1%	9 3%	15 2%	4 2%	11 3%	1 1%
Sigma	2722 273%	1342 272%	1380 274%	475 279%	647 275%	568 265%	545 276%	487 271%	1489 279%	428 264%	805 268%	829 273%	1893 273%	638 265%	989 277%	278 276%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1604_4 Which of the following do you feel have been the 3 most significant international events of 2008?

17 Dec 2008
 Table 23

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
The stock exchange/banking/financial crisis	870 92%	432 92%	438 91%	166 90%	215 94% G	175 91%	140 84%	173 99% DFG	84 98% K	125 89%	181 87%	189 93%	114 93%	128 98% K	50 84%	274 90%	596 93%	229 92%	357 94%	73 91%
The election of Barack Obama in the United States	771 81%	360 77%	411 86% B	129 69%	193 84% D	156 81%	142 85% D	150 86% D	72 84%	117 84%	173 83%	156 77%	105 86%	105 80%	42 71%	252 82%	519 81%	211 84%	317 83%	60 75%
The Olympic Games in China	414 44%	205 44%	209 43%	77 41%	127 55% GH	87 45%	52 31%	71 41%	42 49%	73 52% K	71 34%	94 47%	62 50% K	48 37%	24 40%	145 47%	269 42%	115 46%	175 46%	34 42%
The conflict between China and Tibet	153 16%	83 18%	70 15%	40 22%	31 13%	31 16%	22 13%	29 17%	15 18%	11 8%	33 16%	38 19%	24 20% J	29 23% J	3 5%	31 10%	123 19% P	45 18%	59 15%	20 25%
The conflict between Russia and Georgia	127 13%	83 18% C	44 9%	30 16%	21 9%	31 16%	25 15%	20 12%	10 11%	16 11%	31 15%	26 13%	15 12%	18 14%	13 22%	31 10%	96 15%	29 12%	46 12%	11 13%
Evolution of the situation in Iraq	113 12%	43 9%	70 15%	15 8%	15 7%	17 9%	35 21% DEF	30 17% E	9 10%	15 10%	24 12%	22 11%	13 10%	26 20%	5 8%	27 9%	86 13%	29 12%	48 13%	11 13%
France as president of Europe	45 5%	20 4%	25 5%	8 4%	7 3%	11 6%	9 5%	11 6%	1 1%	12 8%	10 5%	8 4%	3 2%	9 7%	3 5%	14 5%	31 5%	7 3%	29 8%	3 4%
Other	91 10%	47 10%	44 9%	18 10%	23 10%	23 12%	14 9%	12 7%	9 10%	9 7%	29 14%	19 9%	11 9%	7 5%	8 13%	37 12%	54 8%	21 8%	30 8%	15 18% S
Not sure	37 4%	13 3%	24 5%	12 7% H	10 4%	4 2%	10 6% H	*	1 1%	4 3%	17 8% N	8 4%	6 5%	-	*	15 5%	22 3%	9 4%	10 3%	2 2%
Sigma	2621 276%	1286 274%	1335 278%	496 267%	643 281%	535 277%	450 271%	497 284%	242 283%	382 272%	567 274%	561 277%	352 287%	369 282%	148 248%	825 270%	1795 279%	693 278%	1071 281%	228 284%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1604_5 Which of the following do you feel have been the 3 most significant international events of 2008?

17 Dec 2008
 Table 24

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
The stock exchange/banking/financial crisis	903 84%	467 86%	436 82%	138 84%	212 79%	191 87%	203 88% E	159 85%	548 85%	66 78%	47 79%	153 81%	89 92% JK	215 83%	689 85%	259 80%	315 86%	164 91% P
The election of Barack Obama in the United States	881 82%	422 78%	459 86% B	125 76%	217 80%	189 86%	204 88% DH	146 78%	522 81%	67 79%	48 80%	167 89% I	76 79%	211 81%	670 82%	260 81%	304 83%	152 85%
The Olympic Games in China	409 38%	193 36%	215 40%	52 32%	107 39%	72 33%	92 40%	86 46% DF	232 36%	32 38%	21 36%	88 47% I	35 36%	93 36%	315 39%	126 39%	135 37%	68 38%
The conflict between China and Tibet	281 26%	119 22%	162 30% B	44 27%	71 26%	59 26%	51 22%	56 30%	173 27% J	13 15%	17 29%	47 25%	30 31% J	58 22%	223 27%	84 26%	108 29%	47 26%
The conflict between Russia and Georgia	230 21%	147 27% C	83 16%	41 25%	47 18%	48 22%	46 20%	48 26%	139 22%	10 12%	14 23%	32 17%	35 36% IJL	42 16%	187 23%	70 22%	73 20%	38 21%
Evolution of the situation in Iraq	110 10%	56 10%	54 10%	7 4%	37 14% D	25 11% D	27 11% D	14 8%	69 11%	9 11%	13 21% ILM	14 7%	5 5%	32 12%	78 10%	36 11%	38 10%	11 6%
France as president of Europe	20 2%	11 2%	9 2%	1 1%	2 1%	3 1%	6 2%	8 4%	15 2%	3 4%	1 2%	1 *	-	3 1%	18 2%	7 2%	4 1%	3 2%
Other	81 8%	55 10% C	26 5%	16 9%	25 9%	20 9%	13 6%	7 4%	49 8%	7 8%	3 6%	17 9%	5 6%	29 11% O	52 6%	30 9%	21 6%	14 8%
Not sure	38 4%	15 3%	23 4%	11 7% G	15 5%	5 2%	4 2%	4 2%	23 4%	9 11% IKL	1 2%	2 1%	3 3%	17 6% O	21 3%	11 3%	5 1%	6 3%
Sigma	2952 275%	1485 274%	1467 275%	435 265%	734 271%	612 277%	645 278%	527 282%	1770 274%	216 256%	167 276%	520 277%	279 289%	700 269%	2252 277%	884 275%	1002 274%	504 280%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1606 1 And among these events, which one has been the most significant for you personally in 2008?

Base: All GB Adults 16-64 Who Have Identified At Least One Event AS Being The Most Significant For Them Personally In 2008

17 Dec 2008
 Table 25

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1046	520	526	159	240	237	200	210	325	325	396	331	715	123	345	415
Weighted Base	1005	512	493	172*	228	237	193*	174*	324	338	343	331	675	137*	334	379
The stock exchange/banking/financial crisis	670 67%	354 69%	316 64%	86 50%	147 64% D	176 74% D	130 67% D	131 75% D	211 65%	214 63%	246 72%	207 63%	463 69%	58 43%	219 66% N	288 76% NO
The election of Barack Obama in the United-States	172 17%	77 15%	94 19%	43 25%	34 15%	34 14%	35 18%	26 15%	67 21%	51 15%	54 16%	51 16%	120 18%	38 28% OP	48 14%	58 15%
The Olympic Games in China	99 10%	48 9%	51 10%	25 14% F	28 12%	13 5%	21 11%	14 8%	28 9%	44 13%	27 8%	44 13%	55 8%	30 22% P	39 12% P	17 4%
Evolution of the situation in Iraq	29 3%	14 3%	15 3%	9 5%	10 4%	5 2%	4 2%	1 *	8 2%	14 4%	7 2%	16 5%	13 2%	3 2%	12 4%	10 3%
The conflict between China and Tibet	17 2%	7 1%	10 2%	3 2%	4 2%	6 3%	2 1%	2 1%	7 2%	7 2%	2 1%	5 1%	12 2%	3 2%	10 3%	2 1%
The conflict between Russia and Georgia	12 1%	8 2%	4 1%	4 2%	3 1%	3 1%	2 1%	1 *	5 1%	4 1%	3 1%	4 1%	8 1%	4 3%	4 1%	3 1%
France as president of Europe	6 1%	3 1%	3 1%	3 2%	3 1%	* *	- -	- -	- -	4 1%	2 1%	3 1%	3 *	- -	3 1%	* *
Sigma	1005 100%	512 100%	493 100%	172 100%	228 100%	237 100%	193 100%	174 100%	324 100%	338 100%	343 100%	331 100%	675 100%	137 100%	334 100%	379 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

Q1606 2 And among these events, which one has been the most significant for you personally in 2008?

Base: All French Adults 16-64 Who Have Identified At Least One Event As Being The Most Significant For Them Personally In 2008

17 Dec 2008
 Table 26

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1018	498	520	180	233	249	177	179	287	211	150	66	211	92	1	305	713	270	450	120
Weighted Base	1017	514	502	180*	250	241	171*	174*	200	241	196*	79*	203*	94*	4**	312	705	303	420	91*
The stock exchange/banking/financial crisis	583 57%	336 65% C	247 49%	95 53%	142 57%	140 58%	101 59%	106 61%	118 59%	137 57%	111 57%	48 62%	111 55%	57 60%	-	174 56%	409 58%	165 54%	241 57%	70 78% RS
The election of Barack Obama in the United-States	302 30%	114 22%	189 38% B	50 28%	79 31%	76 31%	52 30%	46 26%	67 34% L	68 28%	64 33% L	11 14%	62 30%	31 32%	-	94 30%	208 30%	95 31%	128 30%	18 19%
The conflict between China and Tibet	58 6%	21 4%	37 7%	11 6%	21 9%	8 3%	8 5%	10 6%	6 3%	18 7%	8 4%	10 13% I	13 6%	3 3%	-	22 7%	36 5%	23 7%	21 5%	1 1%
The Olympic Games in China	43 4%	23 4%	20 4%	16 9% E	4 2%	7 3%	5 3%	10 6%	5 3%	11 5%	5 3%	8 10%	11 6%	2 2%	-	9 3%	34 5%	12 4%	15 4%	* *
The conflict between Russia and Georgia	19 2%	17 3% C	2 *	7 4%	1 *	3 1%	6 3%	2 1%	2 1%	5 2%	5 3%	1 1%	5 2%	1 2%	-	9 3%	9 1%	2 1%	11 3%	1 1%
France as president of Europe	9 1%	3 1%	6 1%	-	2 1%	7 3%	-	-	1 *	2 1%	1 *	-	1 1%	-	4 100%	2 1%	7 1%	6 2%	3 1%	-
Evolution of the situation in Iraq	2 *	1 *	1 *	-	* *	2 1%	-	* *	1 *	-	1 1%	-	-	1 1%	-	2 *	1 *	* *	2 *	-
Sigma	1017 100%	514 100%	502 100%	180 100%	250 100%	241 100%	171 100%	174 100%	200 100%	241 100%	196 100%	79 100%	203 100%	94 100%	4 100%	312 100%	705 100%	303 100%	420 100%	91 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1606 3 And among these events, which one has been the most significant for you personally in 2008?

Base: All Italian Adults 18-64 Who Have Identified At Least One Event As Being The Most Significant For Them Personally In 2008

17 Dec 2008
 Table 27

This Question Was Weighted To The General Population

	Total	Gender		Age					Region			Presence of children in household		Income		
		Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted Base	974	493	481	176	204	209	197	188	622	151	201	264	710	186	383	133
Weighted Base	970	484	485	167*	230	206	192	175	523	152*	295	294	676	236	346	99*
The stock exchange/banking/financial crisis	562 58%	307 63% C	255 53%	93 56%	133 58%	116 57%	126 66%	93 53%	319 61% J	74 49%	168 57%	153 52%	408 60%	132 56%	191 55%	67 67%
The election of Barack Obama in the United-States	298 31%	130 27%	168 35% B	47 28%	74 32%	60 29%	40 21%	77 44% DFG	145 28%	57 37%	97 33%	95 32%	203 30%	69 29%	118 34% P	21 21%
The Olympic Games in China	46 5%	18 4%	28 6%	16 9% H	13 6% H	7 3%	9 5%	1 1%	18 3%	7 4%	21 7%	15 5%	31 5%	18 8%	14 4%	5 5%
The conflict between China and Tibet	30 3%	12 3%	18 4%	5 3%	5 2%	11 5%	8 4%	1 1%	19 4%	6 4%	6 2%	7 2%	23 3%	7 3%	11 3%	3 3%
Evolution of the situation in Iraq	21 2%	10 2%	11 2%	1 1%	3 1%	10 5%	5 2%	2 1%	14 3%	6 4% K	1 *	14 5% M	6 1%	5 2%	7 2%	1 1%
The conflict between Russia and Georgia	13 1%	7 1%	6 1%	5 3%	3 1%	2 1%	3 2%	1 *	8 1%	3 2%	3 1%	9 3% M	4 1%	4 2%	4 1%	2 2%
France as president of Europe	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	970 100%	484 100%	485 100%	167 100%	230 100%	206 100%	192 100%	175 100%	523 100%	152 100%	295 100%	294 100%	676 100%	236 100%	346 100%	99 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1606 4 And among these events, which one has been the most significant for you personally in 2008?

Base: All Spanish Adults 16-64 Who Have Identified At Least One Event As Being The Most Significant For Them Personally in 2008

17 Dec 2008
 Table 28

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	921	472	449	188	185	186	173	189	76	131	237	213	107	101	56	286	635	213	364	121
Weighted Base	908	451	457	173*	219*	185*	156*	175	85*	136*	190	194*	116*	131*	55**	287	621	240	368	79*
The stock exchange/banking/financial crisis	737 81%	365 81%	372 81%	143 83% G	184 84% G	152 82% G	108 69%	150 86% G	72 85%	105 77%	157 82%	160 82%	95 82%	102 78%	46 83%	240 84%	497 80%	188 78%	298 81%	63 80%
The election of Barack Obama in the United-States	110 12%	43 10%	67 15%	10 6%	27 12%	19 10%	33 21% DF	20 11%	7 9%	23 17%	20 11%	20 10%	14 12%	19 14%	6 11%	30 11%	79 13%	34 14%	52 14%	6 7%
The Olympic Games in China	42 5%	28 6%	14 3%	14 8% H	6 3%	10 5%	10 7%	3 2%	5 6%	5 4%	10 5%	11 6%	3 3%	6 4%	2 3%	12 4%	31 5%	14 6%	14 4%	5 6%
The conflict between China and Tibet	9 1%	8 2%	1 *	5 3%	1 1%	1 *	1 *	1 *	-	2 1%	2 1%	2 1%	-	1 1%	1 2%	3 1%	6 1%	2 1%	* *	4 4% S
The conflict between Russia and Georgia	5 1%	4 1%	1 *	-	1 *	* *	3 2%	1 1%	-	1 1%	-	1 *	2 2%	1 1%	-	-	5 1%	-	1 *	1 1%
Evolution of the situation in Iraq	5 1%	3 1%	2 *	1 *	1 *	3 1%	* *	-	-	-	1 1%	-	2 1%	2 2%	-	2 1%	3 *	2 1%	2 1%	* *
France as president of Europe	* *	* *	-	-	-	-	* *	-	-	* *	-	-	-	-	-	-	* *	-	-	-
Sigma	908 100%	451 100%	457 100%	173 100%	219 100%	185 100%	156 100%	175 100%	85 100%	136 100%	190 100%	194 100%	116 100%	131 100%	55 100%	287 100%	621 100%	240 100%	368 100%	79 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1606 5 And among these events, which one has been the most significant for you personally in 2008?
 Base: All German Adults 16-64 Who Have Identified At Least One Event As Being The Most Significant For Them Personally In 2008

17 Dec 2008
 Table 29

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1035	515	520	155	252	240	217	171	579	84	89	172	111	253	782	331	371	163
Weighted Base	1033	525	508	152*	256	216	227	182	620	75*	59*	185	94*	243	790	310	359	174*
The stock exchange/banking/financial crisis	508 49%	291 56% C	217 43%	64 42%	124 48%	112 52%	121 53%	88 48%	304 49%	37 49%	30 51%	91 49%	46 49%	124 51%	384 49%	129 42%	180 50%	112 64% PQ
The election of Barack Obama in the United-States	362 35%	151 29%	211 42% B	64 42% E	66 26%	75 35%	81 36%	77 42% E	220 35%	29 39%	22 37%	59 32%	32 34%	75 31%	287 36%	123 40%	118 33%	51 29%
The Olympic Games in China	80 8%	36 7%	44 9%	6 4% DGH	34 13%	20 9%	11 5%	10 5%	43 7%	8 11%	4 7%	22 12%	3 3%	17 7%	63 8%	25 8% R	38 10% R	*
The conflict between China and Tibet	33 3%	12 2%	21 4%	8 5%	13 5%	3 2%	7 3%	2 1%	20 3%	-	1 2%	9 5%	3 3%	9 4%	24 3%	13 4%	8 2%	8 5%
The conflict between Russia and Georgia	30 3%	19 4%	10 2%	10 7% G	9 4%	6 3%	2 1%	3 2%	18 3%	-	2 3%	1 *	10 10% IJL	10 4%	20 3%	12 4%	9 2%	2 1%
Evolution of the situation in Iraq	15 1%	11 2%	4 1%	-	9 4% F	*	5 2%	* *	11 2%	* 1%	* *	3 2%	-	5 2%	10 1%	7 2%	7 2%	-
France as president of Europe	5 *	4 1%	1 *	-	1 1%	-	1 *	3 1%	5 1%	-	-	-	-	3 1%	2 *	1 *	-	-
Sigma	1033 100%	525 100%	508 100%	152 100%	256 100%	216 100%	227 100%	182 100%	620 100%	75 100%	59 100%	185 100%	94 100%	243 100%	790 100%	310 100%	359 100%	174 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1607_1 Regarding your personal situation, would you say that 2008 has been...

17 Dec 2008
 Table 30

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
Positive (NET)	297 27%	144 26%	153 27%	61 32% G	82 30%	59 23%	40 19%	54 29%	90 25%	115 30%	92 25%	103 27%	194 26%	47 28%	91 25%	131 33%
(5) A very positive year	65 6%	25 5%	40 7%	17 9% G	20 7%	14 5%	4 2%	11 6%	21 6%	23 6%	21 6%	29 8%	36 5%	11 7%	22 6%	27 7%
(4) A somewhat positive year	232 21%	119 21%	113 20%	44 23%	62 23%	46 18%	37 17%	43 23%	69 19%	92 24%	71 19%	75 20%	157 21%	36 22%	70 19%	104 26%
(3) A neither positive nor negative year	377 34%	187 34%	191 34%	68 36%	83 31%	92 36%	69 33%	66 35%	134 37%	118 31%	126 34%	113 30%	264 36%	62 37%	122 33%	115 29%
Negative (NET)	437 39%	223 40%	214 38%	60 32%	104 39%	103 40%	102 48% D	68 36%	138 38%	144 38%	155 42%	160 42%	277 38%	57 34%	151 42%	155 39%
(2) A somewhat negative year	284 26%	141 25%	143 26%	45 24%	78 29%	59 23%	58 28%	44 23%	88 24%	93 25%	104 28%	115 31%	169 23%	23 14%	89 24%	122 30% N
(1) A very negative year	152 14%	82 15%	71 13%	15 8%	26 10%	43 17%	43 21% DE	24 13%	50 14%	51 14%	51 14%	45 12%	107 15%	34 21% P	63 17% P	33 8%
Mean	2.80	2.76	2.83	3.01 FG	2.89 G	2.71	2.52	2.86 G	2.79	2.85	2.75	2.81	2.79	2.80	2.72	2.92
Std. Dev.	1.10	1.09	1.11	1.08	1.09	1.11	1.06	1.09	1.08	1.12	1.09	1.12	1.09	1.19	1.13	1.08
Std. Err.	0.03	0.05	0.05	0.08	0.07	0.07	0.07	0.07	0.06	0.06	0.05	0.06	0.04	0.10	0.06	0.05
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1607_2 Regarding your personal situation, would you say that 2008 has been...

17 Dec 2008
 Table 31

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
Positive (NET)	263 25%	127 24%	136 26%	87 48% FGH	92 36% FGH	51 21% H	19 11%	13 7%	60 30%	65 26%	51 26%	11 14%	52 25%	24 25%	-	86 27%	177 25%	75 25%	102 24%	26 29%
(5) A very positive year	50 5%	23 4%	27 5%	16 9% FG	21 8% FG	5 2%	3 2%	5 3%	15 7%	11 5%	9 5%	2 2%	9 4%	4 4%	-	22 7%	28 4%	16 5%	20 5%	5 6%
(4) A somewhat positive year	213 21%	104 20%	109 21%	71 39% FGH	71 28% GH	46 19% H	17 10%	8 5%	45 22%	53 22%	42 21%	9 12%	43 21%	20 21%	-	64 20%	149 21%	60 19%	82 19%	20 22%
(3) A neither positive nor negative year	375 36%	198 38%	177 34%	48 26%	82 32%	86 34%	72 42% D	87 49% DEF	71 35%	89 36%	71 36%	36 46%	74 36%	30 31%	4 100%	112 35%	264 37%	92 30%	167 39%	41 45%
Negative (NET)	396 38%	194 37%	201 39%	46 25%	79 31%	112 45% DE	81 47% DE	78 44% D	72 35%	92 37%	77 39%	31 39%	82 39%	42 44%	-	119 38%	277 39%	138 45% T	155 37%	24 27%
(2) A somewhat negative year	242 23%	121 23%	121 24%	30 16%	44 18%	75 30% DE	50 29%	44 25%	46 23%	62 25%	47 23%	17 22%	41 20%	28 30%	-	71 23%	171 24%	65 21%	109 26%	13 15%
(1) A very negative year	154 15%	73 14%	80 16%	17 9%	35 14%	37 15%	32 18%	34 19%	25 13%	30 12%	31 15%	13 17%	41 20%	14 14%	-	48 15%	106 15%	73 24% S	46 11%	11 12%
Mean	2.77	2.77	2.77	3.22 FGH	3.00 FGH	2.63	2.48	2.47	2.89	2.81	2.76	2.60	2.70	2.71	3.00	2.82	2.75	2.61	2.81	2.96
Std. Dev.	1.08	1.06	1.11	1.11	1.16	1.01	0.95	0.94	1.11	1.05	1.09	0.99	1.13	1.08	0.00	1.13	1.06	1.19	1.02	1.05
Std. Err.	0.03	0.05	0.05	0.08	0.08	0.06	0.07	0.07	0.07	0.07	0.09	0.12	0.08	0.11	0.00	0.06	0.04	0.07	0.05	0.10
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

Q1607_3 Regarding your personal situation, would you say that 2008 has been...

17 Dec 2008
 Table 32

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Total	Gender		Age					Region			Presence of children in household		Income		
		Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
Positive (NET)	232 23%	124 25%	109 22%	57 33% GH	73 31% GH	50 23%	29 15%	25 14%	123 23%	42 26%	68 23%	56 18%	177 26%	45 19%	91 25%	31 31%
(5) A very positive year	44 4%	21 4%	23 5%	15 9% GH	16 7% GH	12 6% GH	1 *	-	25 5%	7 4%	13 4%	11 4%	33 5%	11 4%	16 5%	4 4%
(4) A somewhat positive year	188 19%	103 21%	85 17%	41 24%	57 24%	37 17%	28 14%	25 14%	98 18%	35 22%	55 18%	44 15%	144 21%	34 14%	75 21%	27 26% N
(3) A neither positive nor negative year	340 34%	166 34%	175 35%	50 29%	62 26%	73 34%	85 43% DE	72 40% E	199 37%	50 31%	91 30%	112 37%	228 33%	78 32%	121 34%	33 32%
Negative (NET)	424 43%	205 41%	219 44%	64 38%	100 43%	92 43%	84 43%	83 46%	212 40%	70 43%	141 47%	136 45%	288 42%	118 49%	145 41%	37 37%
(2) A somewhat negative year	276 28%	142 29%	133 27%	45 26%	66 28%	69 32%	46 23%	51 28%	148 28%	43 26%	85 28%	88 29%	188 27%	72 30%	93 26%	24 24%
(1) A very negative year	148 15%	62 13%	86 17%	20 11%	35 15%	23 11%	38 19%	32 18%	64 12%	27 17%	56 19%	48 16%	100 14%	46 19%	52 15%	13 13%
Mean	2.70	2.75	2.66	2.93 GH	2.80 GH	2.75	2.53	2.50	2.76	2.70	2.61	2.62	2.74	2.55	2.75	2.85
Std. Dev.	1.07	1.05	1.09	1.15	1.16	1.05	0.97	0.94	1.04	1.11	1.11	1.03	1.09	1.09	1.08	1.09
Std. Err.	0.03	0.05	0.05	0.09	0.08	0.07	0.07	0.07	0.04	0.09	0.08	0.06	0.04	0.08	0.05	0.09
Sigma	997 100%	494 100%	503 100%	170 100%	235 100%	214 100%	197 100%	179 100%	534 100%	163 100%	300 100%	304 100%	693 100%	241 100%	357 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 Tel: 0208 263 5382

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Q1607_4 Regarding your personal situation, would you say that 2008 has been...

17 Dec 2008
 Table 33

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region					Presence of children in household		Income					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
Positive (NET)	238 25%	116 25%	123 26%	50 27%	71 31% H	47 24%	38 23%	32 18%	31 36%	35 25%	56 27%	46 23%	29 23%	24 18%	18 31%	74 24%	164 26%	62 25%	90 24%	38 47% RS
(5) A very positive year	49 5%	21 5%	28 6%	7 4%	25 11% GH	12 6%	4 3%	2 1%	4 5%	8 5%	11 5%	13 7%	3 2%	5 4%	5 9%	18 6%	31 5%	6 3%	18 5%	13 16% RS
(4) A somewhat positive year	189 20%	94 20%	95 20%	43 23%	47 20%	35 18%	33 20%	31 18%	26 31%	27 19%	45 22%	33 16%	26 21%	19 15%	13 22%	56 18%	134 21%	55 22%	72 19%	26 32% S
(3) A neither positive nor negative year	352 37%	164 35%	188 39%	71 38%	83 36%	69 36%	61 37%	68 39%	37 44%	66 47% K	61 29%	84 42%	44 36%	42 32%	17 29%	131 43%	221 34%	88 35%	136 36%	18 23%
Negative (NET)	358 38%	188 40%	170 35%	65 35%	75 33%	77 40%	67 40%	75 43%	17 20%	40 28%	91 44% IJ	72 35%	50 40% I	65 50% IJ	24 40%	100 33%	258 40%	100 40%	155 41%	24 30%
(2) A somewhat negative year	247 26%	142 30% C	105 22%	47 25%	50 22%	52 27%	45 27%	53 30%	13 15%	32 23%	57 27%	47 23%	35 28%	50 38% I	13 21%	64 21%	183 28%	76 30%	110 29%	15 18%
(1) A very negative year	112 12%	47 10%	65 14%	17 9%	25 11%	25 13%	22 13%	22 13%	4 5%	8 6%	34 16% J	25 12%	15 12%	15 12%	11 19%	36 12%	75 12%	24 10%	46 12%	9 11%
Mean	2.81	2.79	2.82	2.86	2.98 H	2.78	2.72	2.63	3.16 KMN	2.96 N	2.72	2.82	2.73	2.60	2.81	2.86	2.78	2.78	2.76	3.22 RS
Std. Dev.	1.05	1.02	1.08	1.00	1.14	1.08	1.02	0.95	0.92	0.93	1.13	1.06	1.00	1.00	1.23	1.04	1.05	0.98	1.05	1.25
Std. Err.	0.03	0.05	0.05	0.07	0.08	0.08	0.08	0.07	0.10	0.08	0.07	0.07	0.10	0.10	0.16	0.06	0.04	0.07	0.05	0.11
Sigma	949 100%	469 100%	480 100%	186 100%	229 100%	193 100%	166 100%	175 100%	86 100%	140 100%	207 100%	203 100%	123 100%	131 100%	60 100%	306 100%	643 100%	249 100%	381 100%	80 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1607_5 Regarding your personal situation, would you say that 2008 has been...

17 Dec 2008
 Table 34

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
Positive (NET)	380 35%	198 37%	182 34%	86 52% FGH	112 41% GH	75 34% H	66 28%	41 22%	238 37% J	20 24%	23 38%	59 31%	40 41% J	95 37%	285 35%	95 29%	132 36%	75 42% P
(5) A very positive year	70 6%	32 6%	37 7%	14 9%	26 10%	10 4%	12 5%	8 4%	34 5%	4 5%	7 11%	17 9%	8 8%	22 8%	48 6%	16 5%	27 7%	17 9%
(4) A somewhat positive year	310 29%	166 31%	144 27%	72 44% FGH	86 32% H	66 30% H	54 23%	33 17%	204 32% J	16 19%	16 27%	42 22%	32 33%	73 28%	237 29%	79 24%	105 29%	58 32%
(3) A neither positive nor negative year	356 33%	189 35%	167 31%	34 21%	86 32%	83 37% D	72 31%	81 43% DG	203 32%	34 40%	22 36%	61 33%	35 37%	76 29%	279 34%	103 32%	126 34%	63 35%
Negative (NET)	338 31%	154 28%	184 35%	44 27%	72 27%	63 29%	94 41% DEF	65 35%	203 32%	31 36%	15 26%	68 36%	21 22%	88 34%	250 31%	124 39% QR	109 30%	42 23%
(2) A somewhat negative year	227 21%	101 19%	126 24%	34 21%	50 18%	36 16%	60 26% F	47 25%	136 21%	18 22%	11 19%	49 26% M	12 12%	56 22%	170 21%	76 24%	87 24%	30 17%
(1) A very negative year	111 10%	53 10%	59 11%	10 6%	22 8%	27 12%	34 15% D	18 10%	67 10%	12 14%	4 7%	19 10%	9 10%	32 12%	80 10%	48 15% QR	22 6%	12 7%
Mean	3.00	3.04	2.96	3.28 FGH	3.16 GH	2.98	2.78	2.81	3.00	2.78	3.17 J	2.94	3.17 J	2.99	3.00	2.81	3.08 P	3.21 P
Std. Dev.	1.08	1.06	1.11	1.08	1.09	1.07	1.12	0.98	1.08	1.06	1.07	1.12	1.07	1.15	1.06	1.11	1.03	1.04
Std. Err.	0.03	0.05	0.05	0.08	0.07	0.07	0.07	0.07	0.04	0.11	0.11	0.08	0.10	0.07	0.04	0.06	0.05	0.08
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1610_1_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Presents

17 Dec 2008
 Table 35

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
(3) Higher	95 9%	35 6%	60 11%	27 14% GH	29 11%	21 8%	9 4%	8 4%	40 11%	30 8%	25 7%	46 12% M	49 7%	17 10%	36 10%	31 8%
(2) Similar	519 47%	268 48%	251 45%	82 44%	121 45%	118 46%	105 50%	93 49%	185 51%	162 43%	171 46%	172 46%	347 47%	74 45%	155 43%	207 51%
(1) Lower	437 39%	217 39%	220 39%	57 30%	108 40%	106 42%	92 44%	75 40%	122 34%	149 40%	165 44%	137 37%	300 41%	61 36%	162 44%	148 37%
Does not apply	60 5%	33 6%	27 5%	22 12% EFG	11 4%	9 4%	5 2%	12 6%	14 4%	35 9% K	11 3%	21 6%	39 5%	15 9%	12 3%	17 4%
Mean	1.67	1.65	1.70	1.82 GH	1.69	1.65	1.60	1.62	1.76 K	1.65	1.61	1.74	1.64	1.71	1.64	1.70
Std. Dev.	0.63	0.60	0.66	0.69	0.66	0.63	0.58	0.58	0.64	0.64	0.61	0.67	0.61	0.66	0.66	0.61
Std. Err.	0.02	0.03	0.03	0.06	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.02	0.06	0.03	0.03
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 cgerlotto@harrisinteracrive.com OR ikranitis@harrisinteractive.com
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Q1610_2_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Food and drink

17 Dec 2008
 Table 36

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
(3) Higher	120 11%	50 9%	70 13%	28 15%	29 11%	26 10%	24 11%	13 7%	32 9%	49 13%	39 11%	44 12%	77 10%	17 10%	44 12%	49 12%
(2) Similar	656 59%	328 59%	329 59%	99 53%	163 61%	144 57%	121 57%	128 68% D	243 67% K	216 57%	198 53%	216 57%	440 60%	102 61%	196 54%	247 61%
(1) Lower	286 26%	146 26%	139 25%	39 21%	70 26%	76 30%	63 30%	37 20%	79 22%	84 22%	122 33% J	96 26%	189 26%	41 25%	112 31%	90 22%
Does not apply	49 4%	29 5%	20 4%	22 12% EFG	6 2%	8 3%	3 1%	10 5%	8 2%	28 7% I	14 4%	20 5%	29 4%	6 4%	13 4%	16 4%
Mean	1.84	1.82	1.87	1.94	1.84	1.80	1.81	1.86	1.87	1.90	1.77	1.85	1.84	1.85	1.81	1.90
Std. Dev.	0.60	0.58	0.61	0.63	0.60	0.61	0.62	0.51	0.54	0.61	0.63	0.61	0.59	0.58	0.64	0.59
Std. Err.	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.02	0.05	0.03	0.03
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1610_3_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Outings

17 Dec 2008
 Table 37

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
(3) Higher	110 10%	48 9%	62 11%	19 10%	43 16% FH	19 7%	23 11%	8 4%	37 10%	40 11%	33 9%	45 12%	66 9%	22 13%	37 10%	37 9%
(2) Similar	465 42%	246 45%	218 39%	77 41%	92 34%	97 38%	89 42%	109 58% DEFG	159 44%	170 45%	135 36%	133 35%	331 45% L	70 42%	143 39%	173 43%
(1) Lower	435 39%	210 38%	225 40%	67 35%	121 45% H	111 44% H	82 39%	54 29%	144 40%	116 31%	175 47% J	166 44%	269 37%	45 27%	157 43% N	169 42% N
Does not apply	101 9%	49 9%	52 9%	27 14% E	12 5%	27 10%	18 8%	18 9%	21 6%	50 13% I	30 8%	33 9%	68 9%	30 18% OP	28 8%	24 6%
Mean	1.68	1.68	1.68	1.70	1.69	1.59	1.69	1.73	1.69	1.77 K	1.59	1.65	1.70	1.83	1.64	1.65
Std. Dev.	0.66	0.64	0.68	0.66	0.74	0.64	0.67	0.54	0.66	0.65	0.66	0.70	0.64	0.68	0.67	0.65
Std. Err.	0.02	0.03	0.03	0.05	0.05	0.04	0.05	0.04	0.04	0.04	0.03	0.04	0.02	0.06	0.04	0.03
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 Tel: 0208 263 5382

Q1610_4_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Decorations

17 Dec 2008
 Table 38

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
(3) Higher	51 5%	17 3%	34 6%	14 7% GH	18 7% GH	16 6% G	1 *	2 1%	22 6%	16 4%	13 3%	28 7% M	23 3%	9 5%	15 4%	18 5%
(2) Similar	399 36%	202 36%	197 35%	64 34%	92 34%	97 38%	71 34%	75 40%	153 42% K	130 35%	116 31%	128 34%	271 37%	50 30%	106 29%	170 42% O
(1) Lower	443 40%	226 41%	217 39%	68 36%	115 43%	91 36%	101 48%	68 36%	137 38%	159 42%	146 39%	162 43%	281 38%	64 38%	168 46%	156 39%
Does not apply	218 20%	108 20%	110 20%	43 23%	44 16%	50 20%	38 18%	43 23%	50 14%	71 19%	97 26% I	58 15%	160 22%	43 26% P	76 21%	57 14%
Mean	1.56	1.53	1.59	1.63 G	1.57	1.64 G	1.42	1.54	1.63	1.53	1.51	1.58	1.55	1.55	1.47	1.60 O
Std. Dev.	0.60	0.57	0.63	0.66	0.64	0.63	0.50	0.52	0.61	0.60	0.58	0.65	0.57	0.63	0.59	0.59
Std. Err.	0.02	0.03	0.03	0.06	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.02	0.06	0.03	0.03
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1610_5_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Clothing

17 Dec 2008
 Table 39

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
(3) Higher	66 6%	31 6%	36 6%	25 13% GH	19 7% G	17 7% G	2 1%	3 2%	26 7%	16 4%	25 7%	36 10% M	30 4%	11 7%	23 6%	20 5%
(2) Similar	507 46%	261 47%	246 44%	76 40%	127 47%	118 46%	98 46%	88 47%	182 50%	172 46%	152 41%	165 44%	342 47%	66 40%	158 43%	205 51%
(1) Lower	453 41%	217 39%	236 42%	59 31%	114 42%	95 38%	101 48% D	83 44%	140 39%	148 39%	164 44%	146 39%	306 42%	68 41%	159 44%	156 39%
Does not apply	85 8%	45 8%	40 7%	29 15% EG	9 3%	24 10% E	10 5%	13 7%	13 4%	40 11% I	32 9%	29 8%	56 8%	21 13% P	25 7%	21 5%
Mean	1.62	1.63	1.61	1.79 GH	1.64	1.66	1.51	1.55	1.67	1.61	1.59	1.68	1.59	1.61	1.60	1.64
Std. Dev.	0.60	0.60	0.61	0.70	0.62	0.61	0.52	0.54	0.61	0.58	0.62	0.65	0.58	0.63	0.61	0.58
Std. Err.	0.02	0.03	0.03	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.02	0.06	0.03	0.03
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1610_6_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Beauty / wellness (hairstyler, beauty care ...)

17 Dec 2008
 Table 40

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
(3) Higher	43 4%	16 3%	27 5%	13 7% G	15 6%	10 4%	2 1%	3 2%	21 6%	12 3%	9 2%	21 6%	22 3%	13 8%	8 2%	14 3%
(2) Similar	459 41%	201 36%	258 46% B	82 43%	116 43%	111 44%	73 35%	76 40%	160 44%	143 38%	156 42%	159 42%	299 41%	70 42%	131 36%	186 46% O
(1) Lower	391 35%	193 35%	198 36%	55 29%	106 39%	89 35%	82 39%	59 31%	114 31%	141 37%	136 37%	129 34%	263 36%	50 30%	145 40%	135 34%
Does not apply	218 20%	144 26% C	74 13%	40 21%	32 12%	44 17%	53 25% E	50 27% E	67 18%	81 21%	71 19%	67 18%	151 21%	34 21%	81 22%	67 17%
Mean	1.61	1.57	1.65	1.72 G	1.62	1.63	1.49	1.59	1.69	1.56	1.58	1.65	1.59	1.72 O	1.52	1.64
Std. Dev.	0.58	0.57	0.58	0.61	0.60	0.58	0.52	0.53	0.60	0.57	0.55	0.60	0.56	0.63	0.56	0.56
Std. Err.	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.02	0.06	0.03	0.03
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1610_7_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Weekends and travel

17 Dec 2008
 Table 41

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
(3) Higher	94 8%	52 9%	42 8%	29 15% GH	30 11% H	20 8%	10 5%	5 3%	35 10%	30 8%	29 8%	34 9%	61 8%	15 9%	34 9%	35 9%
(2) Similar	461 42%	239 43%	222 40%	71 37%	96 36%	107 42%	97 46%	90 48%	160 44%	157 42%	144 39%	145 39%	316 43%	66 40%	127 35%	193 48% O
(1) Lower	382 34%	192 35%	189 34%	56 30%	107 40%	101 40%	64 30%	54 29%	118 33%	114 30%	150 40% J	141 38%	240 33%	39 23%	140 38% N	143 36%
Does not apply	174 16%	70 13%	104 19%	33 18%	36 13%	25 10%	40 19%	39 21% F	49 13%	75 20%	50 13%	56 15%	117 16%	47 28% P	64 17% P	31 8%
Mean	1.69	1.71	1.68	1.82	1.67	1.65	1.69	1.67	1.73	1.72	1.63	1.66	1.71	1.80	1.65	1.71
Std. Dev.	0.64	0.65	0.64	0.72	0.69	0.64	0.58	0.54	0.65	0.63	0.64	0.66	0.64	0.64	0.68	0.63
Std. Err.	0.02	0.03	0.03	0.06	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.02	0.06	0.04	0.03
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 Tel: 0208 263 5382

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Q1610_8_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Transports

17 Dec 2008
 Table 42

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
(3) Higher	133 12%	64 11%	70 13%	32 17% H	37 14% H	41 16% H	18 8%	6 3%	39 11%	34 9%	60 16% J	59 16%	75 10%	15 9%	61 17%	41 10%
(2) Similar	556 50%	282 51%	274 49%	80 42%	134 50%	115 45%	109 52%	118 63% DF	202 56% K	192 51%	162 44%	171 46%	385 52%	85 51%	149 41%	230 57% O
(1) Lower	284 26%	151 27%	133 24%	49 26%	70 26%	69 27%	63 30% H	33 17%	89 25%	85 23%	110 30%	96 26%	188 26%	34 21%	115 31%	97 24%
Does not apply	137 12%	56 10%	81 14%	28 15%	27 10%	29 12%	21 10%	32 17%	32 9%	65 17% I	40 11%	50 13%	87 12%	32 19% P	39 11%	34 8%
Mean	1.84	1.82	1.87	1.89	1.86	1.88	1.76	1.83	1.85	1.84	1.85	1.89	1.82	1.86	1.84	1.85
Std. Dev.	0.64	0.63	0.64	0.70	0.65	0.69	0.61	0.47	0.61	0.60	0.70	0.68	0.61	0.59	0.72	0.59
Std. Err.	0.02	0.03	0.03	0.06	0.04	0.05	0.04	0.03	0.03	0.03	0.04	0.04	0.02	0.06	0.04	0.03
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1610_9_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Your overall budget for the holidays

17 Dec 2008
 Table 43

Base: All GB Adults 16-64 (Half Of Sample)

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	529	257	272	78	120	128	96	107	155	169	205	163	366	63	176	200
Weighted Base	533	258	275	92*	125*	129*	96*	91*	163*	185*	185*	169*	364	74*	163*	192*
(3) Higher	45 8%	17 6%	29 10%	5 5%	8 6%	22 17%	4 5%	6 7%	15 9%	12 7%	18 10%	22 13%	23 6%	4 5%	22 13%	17 9%
(2) Similar	224 42%	111 43%	114 41%	42 46%	49 39%	40 31%	50 52%	43 47%	82 50%	83 45%	60 33%	61 36%	164 45%	22 29%	59 36%	95 49%
(1) Lower	195 37%	85 33%	110 40%	21 23%	56 45%	56 43%	37 38%	26 28%	50 31%	57 31%	88 48%	65 38%	130 36%	24 32%	67 41%	62 32%
Does not apply	68 13%	45 18%	23 8%	24 26%	13 10%	11 8%	5 5%	16 18%	17 10%	33 18%	18 10%	21 13%	47 13%	25 33%	16 10%	18 9%
Mean	1.68	1.68	1.68	1.76	1.57	1.72	1.65	1.74	1.76	1.70	1.58	1.71	1.66	1.60	1.69	1.74
Std. Dev.	0.64	0.61	0.67	0.57	0.62	0.77	0.57	0.60	0.62	0.61	0.68	0.71	0.61	0.64	0.71	0.63
Std. Err.	0.03	0.04	0.04	0.07	0.06	0.07	0.06	0.06	0.05	0.05	0.05	0.06	0.03	0.09	0.06	0.05
Sigma	533 100%	258 100%	275 100%	92 100%	125 100%	129 100%	96 100%	91 100%	163 100%	185 100%	185 100%	169 100%	364 100%	74 100%	163 100%	192 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1610_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 GRID SUMMARY TABLE

17 Dec 2008
 Table 44

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Presents	Food and drink	Outings	Decorations	Clothing	Beauty / wellness	Weekends and travel	Transports	Overall holiday budget
Unweighted Base	1111	1111	1111	1111	1111	1111	1111	1111	529
Weighted Base	1111	1111	1111	1111	1111	1111	1111	1111	533
(3) Higher	95 9%	120 11%	110 10%	51 5%	66 6%	43 4%	94 8%	133 12%	45 8%
(2) Similar	519 47%	656 59%	465 42%	399 36%	507 46%	459 41%	461 42%	556 50%	224 42%
(1) Lower	437 39%	286 26%	435 39%	443 40%	453 41%	391 35%	382 34%	284 26%	195 37%
Does not apply	60 5%	49 4%	101 9%	218 20%	85 8%	218 20%	174 16%	137 12%	68 13%
Mean	1.67	1.84	1.68	1.56	1.62	1.61	1.69	1.84	1.68
Std. Dev.	0.63	0.60	0.66	0.60	0.60	0.58	0.64	0.64	0.64
Std. Err.	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03
Sigma	1111 100%	1111 100%	1111 100%	1111 100%	1111 100%	1111 100%	1111 100%	1111 100%	533 100%

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Q1610_1_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Presents

17 Dec 2008
 Table 45

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
(3) Higher	136 13%	59 11%	77 15%	46 25% EGH	33 13% H	39 16% H	12 7%	6 3%	27 13%	30 12%	34 17%	5 7%	28 14%	12 12%	-	45 14%	91 13%	61 20% ST	39 9%	4 4%
(2) Similar	414 40%	228 44%	186 36%	80 44%	108 43%	90 36%	65 38%	71 40%	95 47% K	99 40%	63 32%	37 47%	74 35%	46 49%	-	125 40%	289 40%	92 30%	181 43% R	54 59% RS
(1) Lower	460 44%	217 42%	242 47%	50 28%	105 41% D	120 48% D	90 52% D	95 53% D	76 38%	115 47%	98 49%	32 41%	99 48%	35 37%	4 100%	140 44%	319 45%	142 46%	197 47%	33 36%
Does not apply	24 2%	15 3%	9 2%	6 3%	7 3%	*	5 3%	6 3%	4 2%	2 1%	5 3%	4 5%	7 3%	2 2%	-	6 2%	18 3%	11 3%	6 1%	*
Mean	1.68	1.69	1.67	1.97 EFGH	1.71 H	1.68 H	1.53	1.48	1.75	1.65	1.67	1.64	1.65	1.75	1.00	1.69	1.67	1.73	1.62	1.68
Std. Dev.	0.70	0.67	0.73	0.74	0.69	0.73	0.63	0.56	0.68	0.69	0.76	0.61	0.71	0.67	0.00	0.71	0.69	0.78	0.65	0.55
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.04	0.04	0.05	0.06	0.08	0.05	0.07	0.00	0.04	0.03	0.05	0.03	0.05
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1610_2_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Food and drink

17 Dec 2008
 Table 46

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
(3) Higher	93 9%	45 9%	49 9%	13 7%	35 14% GH	33 13% GH	7 4%	5 3%	15 7%	18 8%	20 10%	5 6%	30 14%	5 5%	-	40 13%	53 7%	42 14% S	30 7%	4 5%
(2) Similar	576 56%	305 59%	271 53%	118 65% F	145 57%	120 48%	89 52%	105 59%	120 59%	146 59%	108 54%	52 67% M	98 47%	52 55%	-	160 51%	416 58%	135 44%	257 61% R	70 77% RS
(1) Lower	314 30%	137 26%	177 34%	32 18%	63 25%	89 36% D	72 42% DE	57 32% D	56 28%	69 28%	58 29%	20 25%	71 34%	36 38%	4 100%	104 33%	210 29%	115 38% T	121 28%	15 17%
Does not apply	51 5%	33 6%	18 4%	19 11% FG	11 4%	7 3%	4 2%	10 6%	12 6%	13 5%	13 7%	2 3%	9 5%	2 2%	-	13 4%	38 5%	13 4%	16 4%	1 2%
Mean	1.78	1.81	1.74	1.88 GH	1.88 GH	1.77	1.61	1.69	1.79	1.78	1.79	1.80	1.79	1.67	1.00	1.79	1.77	1.75	1.78	1.88
Std. Dev.	0.60	0.58	0.62	0.51	0.62	0.67	0.57	0.53	0.57	0.57	0.62	0.53	0.68	0.58	0.00	0.66	0.58	0.69	0.57	0.46
Std. Err.	0.02	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.07	0.05	0.06	0.00	0.04	0.02	0.04	0.03	0.04
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Tel: 0208 263 5382

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Q1610_3_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Outings

17 Dec 2008
 Table 47

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
(3) Higher	77 7%	43 8%	34 7%	21 11% GH	27 11% GH	26 10% GH	3 2%	1 1%	23 11%	11 4%	21 11%	1 1%	14 7%	7 8%	-	24 8%	53 7%	39 13% ST	27 6%	1 1%
(2) Similar	374 36%	226 43% C	148 29%	93 51% FGH	108 43% F	64 26%	52 30%	55 31%	86 43% N	94 38%	71 36%	30 38%	68 33%	25 26%	-	112 35%	262 37%	82 27%	161 38% R	53 58% RS
(1) Lower	377 36%	163 31%	215 42% B	45 25%	74 29%	108 43% DE	77 45% DE	73 41% D	63 31%	77 31%	90 45% I	31 39%	81 39%	32 33%	4 100%	125 39%	253 35%	128 42%	146 34%	30 32%
Does not apply	206 20%	88 17%	118 23%	22 12%	44 17%	51 21%	40 23%	49 27% D	30 15%	64 26% IK	18 9%	17 21%	45 22% K	32 33% IK	-	57 18%	149 21%	57 19%	90 21% T	7 8%
Mean	1.64	1.72 C	1.55	1.85 FGH	1.77 GH	1.58	1.45	1.44	1.76	1.64	1.62	1.52	1.59	1.62	1.00	1.61	1.65	1.64	1.64	1.66
Std. Dev.	0.65	0.63	0.65	0.63	0.66	0.71	0.55	0.51	0.67	0.60	0.68	0.54	0.65	0.69	0.00	0.65	0.65	0.74	0.63	0.50
Std. Err.	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.04	0.04	0.05	0.06	0.07	0.05	0.08	0.00	0.04	0.03	0.05	0.03	0.05
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1610_4_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Decorations

17 Dec 2008
 Table 48

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
(3) Higher	44 4%	14 3%	31 6%	7 4%	12 5%	15 6% G	* *	10 6% G	20 10% JMN	7 3%	10 5%	4 5%	3 1%	* *	-	12 4%	32 4%	16 5%	18 4%	5 5%
(2) Similar	305 30%	180 35% C	125 24%	48 26%	87 35%	68 27%	53 31%	49 27%	67 33%	64 26%	59 29%	23 29%	64 31%	29 30%	-	95 30%	210 29%	85 28%	132 31%	34 38%
(1) Lower	460 45%	204 39%	256 50% B	66 36%	105 41%	128 51% D	79 46%	83 47%	83 41%	104 42%	86 43%	40 51%	99 47%	44 46%	4 100%	160 51%	300 42%	117 38%	199 47%	42 47%
Does not apply	225 22%	122 23%	103 20%	62 34% EFH	49 19%	38 15%	40 23%	36 20%	32 16%	71 29% I	44 22%	12 15%	42 20%	23 24%	-	48 15%	176 25% P	88 29% ST	74 17%	9 10%
Mean	1.49	1.52	1.45	1.51	1.55	1.47	1.41	1.48	1.63 JM	1.44	1.51	1.46	1.42	1.40	1.00	1.45	1.51	1.54	1.48	1.54
Std. Dev.	0.60	0.56	0.63	0.60	0.61	0.63	0.50	0.63	0.69	0.57	0.62	0.61	0.53	0.50	0.00	0.58	0.61	0.63	0.60	0.61
Std. Err.	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.05	0.04	0.04	0.06	0.08	0.04	0.06	0.00	0.04	0.03	0.05	0.03	0.06
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1610_5_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Clothing

17 Dec 2008
 Table 49

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
(3) Higher	39 4%	16 3%	23 4%	13 7% GH	13 5% GH	13 5% GH	* *	* *	14 7%	4 2%	6 3%	1 1%	12 6%	2 2%	-	16 5%	23 3%	13 4%	13 3%	2 2%
(2) Similar	321 31%	192 37% C	129 25%	71 39% F	93 37%	65 26%	46 26%	46 26%	70 34%	74 30%	64 32%	17 22%	63 30%	33 34%	-	91 29%	230 32%	87 29%	141 33%	39 43% R
(1) Lower	414 40%	174 33%	240 47% B	47 26% D	104 41% D	113 45% D	75 43% D	76 43% D	75 37%	107 43%	83 41%	45 57% IM	65 31%	36 38%	4 100%	144 45%	271 38%	122 40%	179 42%	37 41%
Does not apply	260 25%	137 26%	123 24%	50 28%	43 17%	58 23%	53 30% E	56 31% E	44 22%	60 25%	47 23%	16 21%	68 33%	24 26%	-	66 21%	193 27%	84 27%	91 21%	13 14%
Mean	1.52	1.59 C	1.44	1.74 FGH	1.57 G	1.47	1.38	1.38	1.61	1.45	1.50	1.30	1.62	1.52	1.00	1.49	1.53	1.51	1.50	1.55
Std. Dev.	0.59	0.57	0.60	0.63	0.61	0.62	0.49	0.49	0.64	0.54	0.57	0.48	0.64	0.56	0.00	0.62	0.58	0.60	0.57	0.54
Std. Err.	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.07	0.05	0.06	0.00	0.04	0.02	0.04	0.03	0.05
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Tel: 0208 263 5382

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Q1610_6_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Beauty / wellness (hairstyler, beauty care ...)

17 Dec 2008
 Table 50

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
(3) Higher	52 5%	18 4%	34 7%	26 14% EFGH	9 3%	15 6% H	3 2%	*	16 8%	17 7%	12 6%	1 1%	6 3%	*	-	20 6%	32 5%	20 6%	19 5%	1 1%
(2) Similar	404 39%	220 42%	184 36%	83 46% G	115 45% G	88 35%	48 28%	71 40%	86 43%	95 39%	80 40%	29 37%	84 40%	30 31%	-	114 36%	290 40%	117 38%	173 41%	46 50%
(1) Lower	351 34%	147 28%	204 40% B	36 20% D	81 32% D	90 36% D	75 44% D	68 38% D	53 26%	86 35%	68 34%	35 44% I	65 31%	40 42%	4 100%	117 37%	234 33%	102 33%	148 35%	32 35%
Does not apply	227 22%	134 26% C	93 18%	37 21%	48 19%	56 23%	47 27%	38 21%	46 23%	48 19%	40 20%	14 18%	53 26%	25 27%	-	65 21%	162 23%	68 22%	84 20%	12 14%
Mean	1.63	1.67	1.60	1.93 EFGH	1.65 G	1.61	1.42	1.51	1.77 N	1.65	1.65	1.47	1.62	1.44	1.00	1.61	1.64	1.66	1.62	1.61
Std. Dev.	0.60	0.56	0.63	0.65	0.56	0.63	0.54	0.50	0.63	0.63	0.62	0.52	0.56	0.51	0.00	0.63	0.59	0.63	0.59	0.52
Std. Err.	0.02	0.03	0.03	0.05	0.04	0.04	0.05	0.04	0.04	0.05	0.06	0.07	0.04	0.06	0.00	0.04	0.02	0.04	0.03	0.05
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Tel: 0208 263 5382

Q1610_7_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Weekends and travel

17 Dec 2008
 Table 51

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
(3) Higher	85 8%	31 6%	54 10%	21 12% H	18 7%	33 13% GH	8 4%	4 3%	26 13% JL	10 4%	28 14% JL	1 1%	13 6%	6 7%	-	28 9%	57 8%	30 10%	30 7%	7 8%
(2) Similar	246 24%	157 30% C	89 17%	52 29% F	77 30% F	40 16%	38 22%	39 22%	59 29%	60 25%	40 20%	25 32%	40 19%	22 23%	-	74 24%	171 24%	60 20%	107 25%	37 41% RS
(1) Lower	330 32%	173 33%	157 31%	39 22%	76 30%	88 35% D	48 28%	79 44% DEG	59 29%	73 30%	68 34%	21 27%	77 37%	27 28%	4 100%	99 31%	231 32%	97 32%	135 32%	40 44%
Does not apply	374 36%	160 31%	214 42% B	69 38%	82 32%	88 35% EH	80 46% EH	55 31%	59 29%	102 41%	63 32%	32 41%	78 37%	40 42%	-	116 36%	259 36%	119 39% T	151 36% T	7 7%
Mean	1.63	1.61	1.66	1.84 GH	1.66 H	1.66 H	1.57	1.39	1.77 M	1.56	1.71	1.57	1.50	1.62	1.00	1.65	1.62	1.64	1.61	1.61
Std. Dev.	0.70	0.64	0.77	0.72	0.66	0.80	0.64	0.56	0.74	0.63	0.79	0.54	0.67	0.68	0.00	0.71	0.70	0.74	0.68	0.64
Std. Err.	0.03	0.03	0.04	0.06	0.05	0.06	0.06	0.05	0.05	0.05	0.08	0.08	0.05	0.09	0.00	0.05	0.03	0.06	0.04	0.06
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Tel: 0208 263 5382

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Q1610_8_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Transports

17 Dec 2008
 Table 52

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
(3) Higher	91 9%	45 9%	46 9%	28 15% EH	16 6%	31 12% H	13 8%	3 1%	17 8%	17 7%	16 8%	8 10%	17 8%	15 15%	-	32 10%	58 8%	51 17% S	21 5%	7 8%
(2) Similar	358 35%	203 39% C	155 30%	72 40%	104 41%	74 30%	54 31%	55 31%	82 40%	83 34%	73 36%	32 41%	61 29%	27 29%	-	115 36%	244 34%	85 28%	157 37%	53 58% RS
(1) Lower	285 28%	148 28%	137 27%	26 14%	70 28% D	82 33% D	49 29% D	58 33% D	61 30%	67 27%	66 33%	14 17%	52 25%	21 22%	4 100%	77 24%	208 29%	88 29%	125 29%	19 21%
Does not apply	300 29%	124 24%	176 34% B	55 30%	63 25%	63 25%	57 33%	62 35%	43 21%	78 32%	44 22%	25 31%	78 37% IK	32 34%	-	93 29%	208 29%	82 27% T	121 29% T	12 13%
Mean	1.73	1.74	1.73	2.01 EFGH	1.72 H	1.73	1.69	1.52	1.73	1.70	1.68	1.90	1.73	1.90	1.00	1.80	1.71	1.84 S	1.66	1.85
Std. Dev.	0.67	0.65	0.68	0.66	0.61	0.73	0.67	0.54	0.64	0.65	0.66	0.64	0.68	0.75	0.00	0.67	0.66	0.77	0.60	0.56
Std. Err.	0.02	0.03	0.03	0.06	0.04	0.05	0.06	0.05	0.04	0.05	0.06	0.09	0.05	0.09	0.00	0.04	0.03	0.05	0.03	0.06
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Tel: 0208 263 5382

Q1610_9_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Your overall budget for the holidays

17 Dec 2008
 Table 53

Base: All French Adults 16-64 (Half Of Sample)

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	530	265	265	100	123	133	89	85	146	113	79	41	99	51	1	171	359	138	234	62
Weighted Base	552	279	273	112*	128*	144*	90*	79*	97*	133*	120*	39**	104*	54**	4**	182*	370	169*	226	41**
(3) Higher	44 8%	22 8%	23 8%	19 17% GH	9 7%	15 10% G	-	1 2%	13 13%	6 4%	13 11%	2 5%	6 6%	5 10%	-	15 8%	29 8%	23 14% S	10 4%	1 2%
(2) Similar	209 38%	114 41%	95 35%	47 42% H	58 46% H	51 35%	38 43% H	14 18%	41 42%	65 49% M	41 34%	16 42%	27 26%	18 34%	-	66 36%	142 38%	52 30%	102 45%	27 66%
(1) Lower	273 49%	129 46%	144 53%	35 32%	60 47%	73 51%	45 50%	60 76% DEFG	41 42%	53 40%	66 55%	18 45%	61 59%	30 56%	4 100%	93 51%	180 49%	85 50%	111 49%	12 31%
Does not apply	26 5%	14 5%	12 4%	11 10% E	* *	5 3%	6 7%	3 4%	3 3%	9 7%	1 1%	3 8%	10 9%	-	-	8 4%	19 5%	9 5%	3 1%	* 1%
Mean	1.57	1.59	1.54	1.83 GH	1.61 H	1.58 H	1.46 H	1.22	1.70 M	1.62	1.55	1.57	1.42	1.53	1.00	1.56	1.57	1.61	1.54	1.71
Std. Dev.	0.64	0.64	0.65	0.72	0.62	0.68	0.50	0.46	0.69	0.58	0.68	0.61	0.61	0.67	0.00	0.65	0.64	0.73	0.58	0.50
Std. Err.	0.03	0.04	0.04	0.07	0.06	0.06	0.05	0.05	0.06	0.06	0.08	0.10	0.06	0.09	0.00	0.05	0.03	0.06	0.04	0.06
Sigma	552 100%	279 100%	273 100%	112 100%	128 100%	144 100%	90 100%	79 100%	97 100%	133 100%	120 100%	39 100%	104 100%	54 100%	4 100%	182 100%	370 100%	169 100%	226 100%	41 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1610_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 GRID SUMMARY TABLE

17 Dec 2008
 Table 54

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Presents	Food and drink	Outings	Decorations	Clothing	Beauty / wellness	Weekends and travel	Transports	Overall holiday budget
Unweighted Base	1034	1034	1034	1034	1034	1034	1034	1034	530
Weighted Base	1034	1034	1034	1034	1034	1034	1034	1034	552
(3) Higher	136 13%	93 9%	77 7%	44 4%	39 4%	52 5%	85 8%	91 9%	44 8%
(2) Similar	414 40%	576 56%	374 36%	305 30%	321 31%	404 39%	246 24%	358 35%	209 38%
(1) Lower	460 44%	314 30%	377 36%	460 45%	414 40%	351 34%	330 32%	285 28%	273 49%
Does not apply	24 2%	51 5%	206 20%	225 22%	260 25%	227 22%	374 36%	300 29%	26 5%
Mean	1.68	1.78	1.64	1.49	1.52	1.63	1.63	1.73	1.57
Std. Dev.	0.70	0.60	0.65	0.60	0.59	0.60	0.70	0.67	0.64
Std. Err.	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.03
Sigma	1034 100%	1034 100%	1034 100%	1034 100%	1034 100%	1034 100%	1034 100%	1034 100%	552 100%

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Q1610_1_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Presents

17 Dec 2008
 Table 55

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender		Age					Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
(3) Higher	65 7%	31 6%	35 7%	20 12% GH	21 9% G	13 6%	4 2%	7 4%	34 6%	7 5%	24 8%	26 8%	40 6%	25 11%	18 5%	8 8%
(2) Similar	347 35%	190 38%	157 31%	79 46% EFGH	77 33%	67 31%	65 33%	59 33%	184 34%	44 27%	118 39%	95 31%	252 36%	71 29%	118 33%	46 46% NO
(1) Lower	543 54%	259 52%	284 57%	66 39%	132 56% D	125 58% D	111 56% D	109 61% D	300 56%	98 60%	145 48%	158 52%	385 56%	130 54%	207 58%	45 45%
Does not apply	41 4%	15 3%	27 5%	6 4%	5 2%	10 5%	17 9% EH	3 2%	16 3%	13 8% I	12 4%	26 8% M	16 2%	15 6%	14 4%	1 1%
Mean	1.50	1.52	1.48	1.72 EFGH	1.52	1.45	1.41	1.42	1.49	1.40	1.58 J	1.52	1.49	1.54	1.45	1.63 O
Std. Dev.	0.62	0.61	0.63	0.67	0.66	0.61	0.54	0.57	0.62	0.58	0.64	0.66	0.61	0.69	0.59	0.63
Std. Err.	0.02	0.03	0.03	0.05	0.05	0.04	0.04	0.04	0.02	0.05	0.05	0.04	0.02	0.05	0.03	0.05
Sigma	997 100%	494 100%	503 100%	170 100%	235 100%	214 100%	197 100%	179 100%	534 100%	163 100%	300 100%	304 100%	693 100%	241 100%	357 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 Tel: 0208 263 5382

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Q1610_2_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Food and drink

17 Dec 2008
 Table 56

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
(3) Higher	71 7%	27 6%	44 9%	16 10% G	26 11% G	12 6%	6 3%	11 6%	33 6%	8 5%	31 10%	18 6%	53 8%	23 10%	17 5%	6 6%
(2) Similar	619 62%	328 66% C	291 58%	104 61%	139 59%	142 66%	122 62%	112 62%	356 67% K	109 67% K	154 51%	195 64%	424 61%	138 57%	241 68%	66 65%
(1) Lower	275 28%	126 25%	150 30%	39 23%	64 27%	55 26%	60 30%	57 32%	130 24%	39 24%	107 36% I	73 24%	202 29%	76 31%	85 24%	28 28%
Does not apply	31 3%	13 3%	18 4%	11 6% H	6 2%	5 2%	10 5% H	* *	16 3%	7 4%	8 3%	17 6% M	14 2%	4 2%	14 4%	1 1%
Mean	1.79	1.80	1.78	1.86	1.83	1.79	1.71	1.74	1.81	1.80	1.74	1.81	1.78	1.78	1.80	1.78
Std. Dev.	0.56	0.53	0.59	0.57	0.61	0.53	0.52	0.56	0.53	0.51	0.64	0.53	0.57	0.61	0.51	0.54
Std. Err.	0.02	0.02	0.03	0.04	0.04	0.04	0.04	0.04	0.02	0.04	0.04	0.03	0.02	0.04	0.03	0.05
Sigma	997 100%	494 100%	503 100%	170 100%	235 100%	214 100%	197 100%	179 100%	534 100%	163 100%	300 100%	304 100%	693 100%	241 100%	357 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 Tel: 0208 263 5382

Q1610_3_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Outings

17 Dec 2008
 Table 57

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender		Age					Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
(3) Higher	85 9%	41 8%	44 9%	34 20% EFGH	22 9% G	10 5%	5 3%	14 8%	39 7%	12 8%	34 11%	28 9%	57 8%	19 8%	31 9%	9 9%
(2) Similar	421 42%	220 45%	201 40%	72 42%	103 44%	97 45%	79 40%	69 39%	244 46% J	54 33%	123 41%	116 38%	305 44%	85 35%	140 39%	51 51% N
(1) Lower	423 42%	212 43%	210 42%	61 36%	104 44%	84 39%	91 46%	82 46%	212 40%	82 51%	128 43%	130 43%	292 42%	120 50%	156 44%	37 37%
Does not apply	68 7%	20 4%	47 9% B	3 2%	5 2%	23 11% DE	22 11% DE	14 8% DE	39 7%	14 9%	15 5%	29 10%	38 6%	17 7%	30 8%	3 3%
Mean	1.64	1.64	1.63	1.84 EFGH	1.64	1.61	1.51	1.59	1.65	1.53	1.67	1.63	1.64	1.55	1.62	1.71
Std. Dev.	0.64	0.64	0.65	0.74	0.65	0.58	0.56	0.64	0.62	0.65	0.68	0.66	0.64	0.65	0.66	0.63
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.04	0.04	0.05	0.03	0.05	0.05	0.04	0.02	0.05	0.03	0.05
Sigma	997 100%	494 100%	503 100%	170 100%	235 100%	214 100%	197 100%	179 100%	534 100%	163 100%	300 100%	304 100%	693 100%	241 100%	357 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 Tel: 0208 263 5382

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Q1610_4_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Decorations

17 Dec 2008
 Table 58

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender		Age					Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
(3) Higher	44 4%	24 5%	20 4%	16 9% FG	12 5% G	6 3%	2 1%	8 5%	23 4%	4 2%	17 6%	10 3%	34 5%	8 3%	19 5%	6 6%
(2) Similar	307 31%	169 34%	137 27%	42 25%	68 29%	79 37%	67 34%	51 28%	175 33%	54 33%	78 26%	99 33%	207 30%	76 32%	98 27%	36 36%
(1) Lower	466 47%	216 44%	249 50%	71 42%	114 49%	102 48%	86 43%	92 52%	233 44%	79 49%	153 51%	141 47%	324 47%	109 45%	177 50%	48 48%
Does not apply	180 18%	84 17%	96 19%	41 24% F	40 17%	27 13%	43 22%	28 16%	103 19%	26 16%	52 17%	53 17%	127 18%	48 20%	63 18%	10 10%
Mean	1.48	1.53	1.44	1.58	1.47	1.49	1.45	1.44	1.51	1.45	1.45	1.48	1.49	1.48	1.46	1.54
Std. Dev.	0.60	0.61	0.59	0.70	0.61	0.56	0.52	0.60	0.60	0.55	0.62	0.58	0.61	0.58	0.62	0.63
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.04	0.04	0.05	0.03	0.05	0.05	0.04	0.02	0.05	0.03	0.06
Sigma	997 100%	494 100%	503 100%	170 100%	235 100%	214 100%	197 100%	179 100%	534 100%	163 100%	300 100%	304 100%	693 100%	241 100%	357 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

Q1610_5_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Clothing

17 Dec 2008
 Table 59

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender		Age					Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
(3) Higher	72 7%	39 8%	33 7%	28 16% FGH	25 11% GH	13 6%	3 1%	3 2%	27 5%	8 5%	37 12% I	20 7%	52 7%	22 9%	18 5%	11 11%
(2) Similar	365 37%	209 42% C	157 31%	58 34%	86 37%	83 39%	70 35%	69 38%	213 40% K	63 39%	89 30%	104 34%	261 38%	76 31%	114 32%	49 48% NO
(1) Lower	484 49%	213 43%	271 54% B	66 39%	112 48%	107 50%	104 53% D	95 53% D	257 48%	81 50%	146 49%	150 49%	334 48%	126 52%	197 55% P	40 40%
Does not apply	76 8%	33 7%	42 8%	19 11%	12 5%	12 5%	21 10%	12 7%	37 7%	11 7%	27 9%	29 10%	47 7%	17 7%	28 8% P	1 1%
Mean	1.55	1.62 C	1.48	1.75 FGH	1.61 G	1.54	1.43	1.45	1.54	1.52	1.60	1.53	1.56	1.53	1.46	1.71 O
Std. Dev.	0.64	0.64	0.63	0.75	0.68	0.62	0.53	0.53	0.60	0.60	0.72	0.63	0.64	0.67	0.60	0.66
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.04	0.04	0.04	0.02	0.05	0.05	0.04	0.02	0.05	0.03	0.06
Sigma	997 100%	494 100%	503 100%	170 100%	235 100%	214 100%	197 100%	179 100%	534 100%	163 100%	300 100%	304 100%	693 100%	241 100%	357 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1610_6_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Beauty / wellness (hairstyler, beauty care ...)

17 Dec 2008
 Table 60

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender		Age					Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
(3) Higher	44 4%	15 3%	29 6%	11 6% G	19 8% GH	9 4%	2 1%	4 2%	23 4%	3 2%	18 6%	8 3%	37 5%	5 2%	12 3%	7 7%
(2) Similar	415 42%	207 42%	209 42%	74 43%	90 39%	96 45%	78 40%	77 43%	232 43%	69 42%	115 38%	130 43%	286 41%	87 36%	141 39%	55 55% NO
(1) Lower	390 39%	179 36%	211 42%	63 37%	104 44%	77 36%	75 38%	70 39%	194 36%	62 38%	134 45%	113 37%	278 40%	103 43%	154 43% P	30 30%
Does not apply	147 15%	93 19% C	54 11%	23 14%	21 9%	32 15%	42 21% E	28 16%	85 16%	30 18%	32 11%	54 18%	93 13%	46 19%	51 14%	9 8%
Mean	1.59	1.59	1.59	1.64	1.60	1.63	1.53	1.56	1.62	1.55	1.57	1.58	1.60	1.50	1.54	1.75 NO
Std. Dev.	0.59	0.57	0.61	0.61	0.65	0.58	0.53	0.54	0.58	0.54	0.62	0.55	0.60	0.55	0.57	0.59
Std. Err.	0.02	0.03	0.03	0.05	0.05	0.04	0.04	0.04	0.03	0.05	0.05	0.04	0.02	0.05	0.03	0.05
Sigma	997 100%	494 100%	503 100%	170 100%	235 100%	214 100%	197 100%	179 100%	534 100%	163 100%	300 100%	304 100%	693 100%	241 100%	357 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1610_7_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Weekends and travel

17 Dec 2008
 Table 61

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender			Age				Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
(3) Higher	91 9%	55 11%	37 7%	29 17% FGH	35 15% FGH	12 6%	4 2%	11 6%	47 9%	21 13%	23 8%	18 6%	73 11%	9 4%	43 12% N	14 14% N
(2) Similar	312 31%	150 30%	163 32%	47 27%	61 26%	71 33%	78 40% E	55 31%	193 36% J	35 22%	84 28%	85 28%	227 33%	71 29%	101 28%	34 34%
(1) Lower	378 38%	193 39%	185 37%	57 34%	99 42%	84 39%	72 36%	65 36%	192 36%	65 40%	121 40%	124 41%	254 37%	94 39%	136 38%	40 40%
Does not apply	215 22%	97 20%	119 24%	38 22%	39 17%	46 22%	44 22%	49 27% E	101 19%	42 26%	73 24%	77 25%	139 20%	67 28% P	76 21%	13 13%
Mean	1.63	1.65	1.61	1.79 FG	1.67	1.57	1.56	1.59	1.67	1.64	1.57	1.54	1.67	1.51	1.67	1.70
Std. Dev.	0.68	0.71	0.65	0.78	0.76	0.63	0.55	0.64	0.67	0.76	0.67	0.64	0.70	0.60	0.73	0.73
Std. Err.	0.02	0.04	0.03	0.06	0.06	0.05	0.04	0.05	0.03	0.07	0.05	0.04	0.03	0.05	0.04	0.07
Sigma	997 100%	494 100%	503 100%	170 100%	235 100%	214 100%	197 100%	179 100%	534 100%	163 100%	300 100%	304 100%	693 100%	241 100%	357 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1610_8_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Transports

17 Dec 2008
 Table 62

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender		Age					Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
(3) Higher	66 7%	42 8%	25 5%	18 11% H	21 9%	10 5%	11 5%	6 4%	40 8%	7 4%	19 6%	17 6%	49 7%	11 5%	26 7%	12 12%
(2) Similar	436 44%	228 46%	207 41%	70 41%	99 42%	108 51%	88 45%	70 39%	255 48% K	74 46%	107 36%	118 39%	318 46%	93 39%	159 45%	40 39%
(1) Lower	349 35%	163 33%	186 37%	56 33%	89 38%	71 33%	70 36%	63 35%	166 31%	54 33%	129 43% I	115 38%	235 34%	97 40%	120 34%	30 30%
Does not apply	145 15%	61 12%	84 17%	26 16%	26 11%	25 12%	28 14%	39 22% EF	73 14%	28 17%	45 15%	54 18%	91 13%	39 16%	52 14%	19 19%
Mean	1.67	1.72	1.61	1.74	1.67	1.68	1.65	1.59	1.73 K	1.65	1.57	1.61	1.69	1.58	1.69	1.77
Std. Dev.	0.61	0.63	0.60	0.67	0.65	0.57	0.60	0.58	0.61	0.57	0.63	0.61	0.61	0.60	0.62	0.68
Std. Err.	0.02	0.03	0.03	0.05	0.05	0.04	0.05	0.05	0.03	0.05	0.05	0.04	0.02	0.05	0.03	0.06
Sigma	997 100%	494 100%	503 100%	170 100%	235 100%	214 100%	197 100%	179 100%	534 100%	163 100%	300 100%	304 100%	693 100%	241 100%	357 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1610_9_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Your overall budget for the holidays

17 Dec 2008
 Table 63

Base: All Italian Adults 18-64 (Half Of Sample)

This Question Was Weighted To The General Population

	Gender		Age					Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	491	235	256	89	107	112	96	87	300	77	114	131	360	110	183	64
Weighted Base	492	226	266	86*	109*	116*	102*	78*	252	80*	160*	154*	338	138*	169	44*
(3) Higher	33 7%	13 6%	20 7%	12 14% G	11 10% G	6 5%	1 1%	3 4%	15 6%	5 6%	12 8%	9 6%	24 7%	13 9%	6 4%	1 3%
(2) Similar	158 32%	92 41% C	65 25%	26 31%	27 25%	49 43% E	29 28%	26 33%	88 35%	17 22%	52 33%	53 35%	104 31%	41 30%	44 26%	22 51% NO
(1) Lower	266 54%	107 48%	159 60% B	44 52%	62 57%	55 48%	58 57%	46 59%	126 50%	50 63%	90 56%	75 49%	191 57%	66 48%	108 64% NP	20 45%
Does not apply	35 7%	13 6%	22 8%	3 4%	8 8%	5 4%	15 14%	3 4%	22 9%	7 9%	5 3%	16 11%	19 5%	18 13%	10 6%	1 2%
Mean	1.49	1.56	1.43	1.60 G	1.49	1.55	1.35	1.43	1.52	1.38	1.50	1.52	1.48	1.55	1.36	1.58 O
Std. Dev.	0.63	0.61	0.64	0.73	0.69	0.60	0.51	0.57	0.62	0.62	0.64	0.62	0.63	0.68	0.56	0.56
Std. Err.	0.03	0.04	0.04	0.08	0.07	0.06	0.05	0.06	0.04	0.07	0.06	0.06	0.03	0.07	0.04	0.07
Sigma	492 100%	226 100%	266 100%	86 100%	109 100%	116 100%	102 100%	78 100%	252 100%	80 100%	160 100%	154 100%	338 100%	138 100%	169 100%	44 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1610_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 GRID SUMMARY TABLE

17 Dec 2008
 Table 64

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Presents	Food and drink	Outings	Decorations	Clothing	Beauty / wellness	Weekends and travel	Transports	Overall holiday budget
Unweighted Base	997	997	997	997	997	997	997	997	491
Weighted Base	997	997	997	997	997	997	997	997	492
(3) Higher	65 7%	71 7%	85 9%	44 4%	72 7%	44 4%	91 9%	66 7%	33 7%
(2) Similar	347 35%	619 62%	421 42%	307 31%	365 37%	415 42%	312 31%	436 44%	158 32%
(1) Lower	543 54%	275 28%	423 42%	466 47%	484 49%	390 39%	378 38%	349 35%	266 54%
Does not apply	41 4%	31 3%	68 7%	180 18%	76 8%	147 15%	215 22%	145 15%	35 7%
Mean	1.50	1.79	1.64	1.48	1.55	1.59	1.63	1.67	1.49
Std. Dev.	0.62	0.56	0.64	0.60	0.64	0.59	0.68	0.61	0.63
Std. Err.	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03
Sigma	997 100%	997 100%	997 100%	997 100%	997 100%	997 100%	997 100%	997 100%	492 100%

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Q1610_1_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Presents

17 Dec 2008
 Table 65

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
(3) Higher	60 6%	38 8%	22 5%	24 13% FG	14 6%	8 4%	6 4%	9 5%	6 7%	12 8%	11 5%	14 7%	4 3%	6 5%	6 10%	27 9%	33 5%	18 7%	21 6%	7 8%
(2) Similar	417 44%	197 42%	220 46%	83 45%	87 38%	86 44%	80 48%	80 46%	54 63% LM	64 46%	94 45%	84 41%	41 34%	62 48%	18 30%	112 37%	304 47% P	106 42%	153 40%	41 52%
(1) Lower	408 43%	196 42%	213 44%	56 30%	118 52% D	94 49% D	67 40%	73 42%	24 28%	56 40%	80 39%	96 48% I	66 53% I	56 43%	31 51%	143 47%	265 41%	97 39%	191 50%	30 37%
Does not apply	64 7%	39 8%	26 5%	23 12% EF	10 4%	5 3%	13 8%	13 8%	2 2%	9 6%	22 11%	8 4%	12 10%	6 5%	5 8%	23 7%	41 6%	29 11% S	16 4%	2 3%
Mean	1.61	1.63	1.58	1.80 EFGH	1.52	1.54	1.60	1.60	1.79 M	1.67 M	1.63 M	1.58	1.44	1.60	1.56	1.59	1.61	1.64	1.54	1.70
Std. Dev.	0.61	0.64	0.58	0.67	0.61	0.58	0.57	0.59	0.56	0.64	0.60	0.63	0.56	0.59	0.70	0.66	0.59	0.63	0.60	0.62
Std. Err.	0.02	0.03	0.03	0.05	0.05	0.04	0.04	0.04	0.07	0.06	0.04	0.04	0.06	0.06	0.09	0.04	0.02	0.04	0.03	0.06
Sigma	949 100%	469 100%	480 100%	186 100%	229 100%	193 100%	166 100%	175 100%	86 100%	140 100%	207 100%	203 100%	123 100%	131 100%	60 100%	306 100%	643 100%	249 100%	381 100%	80 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1610_2_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Food and drink

17 Dec 2008
 Table 66

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
(3) Higher	56 6%	32 7%	24 5%	16 9%	19 8%	8 4%	6 3%	7 4%	3 3%	4 3%	12 6%	16 8%	6 5%	10 8%	6 10%	15 5%	42 6%	16 6%	17 4%	4 5%
(2) Similar	517 54%	244 52%	273 57%	96 52%	107 47%	108 56%	106 64% E	99 57%	68 79% JKLMN	83 59%	121 58%	105 52%	58 47%	66 50%	16 27%	151 50%	366 57%	129 52%	200 52%	61 76% RS
(1) Lower	328 35%	168 36%	160 33%	58 31%	95 41%	72 38%	50 30%	53 30%	13 15%	51 36% I	60 29%	75 37% I	51 41% I	51 39% I	27 45%	114 37%	214 33%	86 34% T	157 41% T	15 18%
Does not apply	48 5%	25 5%	23 5%	15 8%	8 3%	4 2%	5 3%	15 9% F	2 2%	2 1%	14 7%	7 4%	8 6%	4 3%	10 18%	25 8% Q	22 3%	19 8% S	8 2%	1 1%
Mean	1.70	1.69	1.70	1.76	1.66	1.66	1.73	1.71	1.88 JM	1.66	1.75	1.70	1.61	1.67	1.57	1.64	1.72	1.70	1.63	1.87 S
Std. Dev.	0.58	0.60	0.56	0.61	0.63	0.56	0.52	0.54	0.42	0.53	0.56	0.61	0.59	0.62	0.70	0.58	0.58	0.59	0.57	0.47
Std. Err.	0.02	0.03	0.03	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.04	0.04	0.06	0.06	0.10	0.03	0.02	0.04	0.03	0.04
Sigma	949 100%	469 100%	480 100%	186 100%	229 100%	193 100%	166 100%	175 100%	86 100%	140 100%	207 100%	203 100%	123 100%	131 100%	60 100%	306 100%	643 100%	249 100%	381 100%	80 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1610_3_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Outings

17 Dec 2008
 Table 67

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region					Presence of children in household		Income					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Islands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
(3) Higher	44 5%	27 6%	17 4%	18 10% H	15 7% H	5 3%	5 3%	1 1%	3 4%	14 10%	7 3%	9 5%	3 3%	6 5%	2 3%	11 4%	33 5%	17 7%	10 3%	7 8% S
(2) Similar	383 40%	190 41%	192 40%	85 46%	81 35%	87 45%	68 41%	62 36%	59 68% JKLMN	64 46%	77 37%	74 36%	42 35%	53 41%	14 24%	114 37%	269 42%	95 38%	142 37%	40 50%
(1) Lower	377 40%	189 40%	188 39%	62 33%	104 45%	88 45%	64 39%	60 34%	16 18%	53 38% I	69 33%	94 47% IK	57 47% I	59 45% I	29 49%	128 42%	249 39%	91 36%	175 46%	26 32%
Does not apply	145 15%	62 13%	83 17%	21 12%	30 13%	13 7%	29 18% F	52 30% DEF	8 10%	9 7%	54 26% IJLN	26 13%	20 16%	12 9%	15 25%	52 17%	92 14%	46 18%	55 14%	7 9%
Mean	1.59	1.60	1.57	1.73 FH	1.55	1.54	1.57	1.52	1.84 KLMN	1.70 M	1.59	1.52	1.47	1.56	1.39	1.54	1.61	1.64	1.49	1.74 S
Std. Dev.	0.59	0.61	0.58	0.64	0.63	0.56	0.56	0.52	0.47	0.65	0.58	0.60	0.56	0.60	0.57	0.58	0.60	0.63	0.56	0.62
Std. Err.	0.02	0.03	0.03	0.05	0.05	0.04	0.05	0.04	0.06	0.06	0.04	0.04	0.06	0.06	0.08	0.04	0.02	0.05	0.03	0.06
Sigma	949 100%	469 100%	480 100%	186 100%	229 100%	193 100%	166 100%	175 100%	86 100%	140 100%	207 100%	203 100%	123 100%	131 100%	60 100%	306 100%	643 100%	249 100%	381 100%	80 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1610_4_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Decorations

17 Dec 2008
 Table 68

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Islands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
(3) Higher	42 4%	16 3%	26 5%	11 6%	13 6%	10 5%	5 3%	2 1%	3 3%	6 4%	13 6%	8 4%	2 1%	7 6%	4 7%	12 4%	31 5%	6 2%	17 4%	7 8%
(2) Similar	238 25%	133 28%	105 22%	48 26%	56 24%	43 22%	54 33%	37 21%	40 46%	36 25%	48 23%	51 25%	26 21%	32 24%	6 10%	78 26%	159 25%	65 26%	88 23%	26 32%
(1) Lower	377 40%	163 35%	214 45%	56 30%	101 44%	100 52%	60 36%	61 35%	28 33%	62 44%	63 30%	82 41%	63 52%	56 43%	23 39%	126 41%	251 39%	96 39%	173 45%	31 39%
Does not apply	292 31%	156 33%	136 28%	70 38%	60 26%	40 21%	47 28%	75 43%	15 18%	37 26%	84 41%	61 30%	32 26%	36 27%	27 45%	90 29%	202 31%	82 33%	103 27%	17 21%
Mean	1.49	1.53	1.46	1.61	1.48	1.41	1.54	1.42	1.64	1.46	1.59 M	1.47	1.32	1.49	1.42	1.47	1.50	1.46	1.44	1.61
Std. Dev.	0.62	0.59	0.63	0.66	0.64	0.61	0.58	0.54	0.56	0.60	0.67	0.60	0.51	0.64	0.70	0.60	0.62	0.57	0.61	0.67
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.07	0.06	0.05	0.05	0.06	0.07	0.11	0.04	0.03	0.05	0.04	0.07
Sigma	949 100%	469 100%	480 100%	186 100%	229 100%	193 100%	166 100%	175 100%	86 100%	140 100%	207 100%	203 100%	123 100%	131 100%	60 100%	306 100%	643 100%	249 100%	381 100%	80 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1610_5_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Clothing

17 Dec 2008
 Table 69

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North Central	North-east	Central	Central Coast	South	Islands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
(3) Higher	63 7%	31 7%	31 6%	25 13% GH	15 6%	14 7%	5 3%	4 2%	11 13%	7 5%	20 10%	13 7%	3 2%	5 4%	4 6%	24 8%	39 6%	12 5%	20 5%	13 16% RS
(2) Similar	383 40%	204 44%	179 37%	77 41%	91 40%	76 39%	80 48%	60 34%	55 65% JKLM	60 43%	69 33%	83 41%	38 31%	58 44%	19 32%	117 38%	266 41%	91 36%	164 43%	36 44%
(1) Lower	397 42%	186 40%	210 44%	64 34%	109 47%	90 47%	65 39%	69 39%	14 16%	65 46% 	85 41% 	82 41% 	66 54% 	57 43% 	27 46%	123 40%	273 42%	112 45%	173 45%	27 33%
Does not apply	107 11%	46 10%	61 13%	20 11%	15 6%	12 6%	17 10%	43 25% DEFG	6 7%	9 6%	32 16%	24 12%	15 12%	12 9%	10 16%	41 13%	66 10%	34 14% S	25 7%	6 7%
Mean	1.60	1.63	1.57	1.76 EH	1.56	1.58	1.60	1.51	1.96 JKLMN	1.56	1.63 M	1.61 M	1.41	1.56	1.53	1.63	1.59	1.53	1.57	1.82 RS
Std. Dev.	0.62	0.62	0.63	0.70	0.62	0.64	0.55	0.56	0.56	0.59	0.68	0.62	0.55	0.57	0.64	0.65	0.61	0.60	0.60	0.71
Std. Err.	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.04	0.07	0.05	0.05	0.04	0.05	0.06	0.09	0.04	0.03	0.04	0.03	0.07
Sigma	949 100%	469 100%	480 100%	186 100%	229 100%	193 100%	166 100%	175 100%	86 100%	140 100%	207 100%	203 100%	123 100%	131 100%	60 100%	306 100%	643 100%	249 100%	381 100%	80 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1610_6_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Beauty / wellness (hairstyler, beauty care ...)

17 Dec 2008
 Table 70

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Islands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
(3) Higher	43 4%	20 4%	23 5%	19 10% GH	8 4%	9 5%	3 2%	4 2%	5 6%	5 3%	6 3%	11 6%	4 3%	7 5%	4 7%	15 5%	28 4%	14 6%	14 4%	2 3%
(2) Similar	331 35%	160 34%	172 36%	60 32%	82 36%	58 30%	74 45% F	57 32%	46 54% KLMN	58 42%	66 32%	67 33%	39 32%	38 29%	17 28%	107 35%	225 35%	77 31%	135 35%	37 46%
(1) Lower	351 37%	165 35%	186 39%	49 26%	96 42% D	96 50% DG	49 29%	62 35%	23 27%	51 36%	75 36%	75 37%	53 43%	55 42%	19 32%	106 35%	245 38%	91 37%	162 43%	29 36%
Does not apply	224 24%	124 27%	100 21%	59 32% EF	43 19%	30 16%	40 24%	53 30% F	11 13%	26 19%	60 29% I	49 24%	27 22%	32 24%	20 33%	78 26%	146 23%	67 27%	70 18%	12 15%
Mean	1.57	1.58	1.57	1.76 EFH	1.53	1.47	1.64	1.53	1.76 M	1.60	1.53	1.59	1.48	1.52	1.63	1.60	1.56	1.58	1.52	1.61
Std. Dev.	0.60	0.60	0.60	0.69	0.58	0.60	0.53	0.56	0.57	0.57	0.58	0.63	0.58	0.63	0.68	0.61	0.60	0.63	0.58	0.56
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.05	0.07	0.05	0.04	0.05	0.06	0.07	0.10	0.04	0.03	0.05	0.03	0.05
Sigma	949 100%	469 100%	480 100%	186 100%	229 100%	193 100%	166 100%	175 100%	86 100%	140 100%	207 100%	203 100%	123 100%	131 100%	60 100%	306 100%	643 100%	249 100%	381 100%	80 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1610_7_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Weekends and travel

17 Dec 2008
 Table 71

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Islands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
(3) Higher	57 6%	27 6%	30 6%	17 9%	14 6%	13 7%	6 4%	6 4%	7 8%	11 8%	16 8%	7 4%	2 2%	9 7%	4 6%	20 6%	37 6%	11 4%	19 5%	9 12%
(2) Similar	287 30%	153 33%	134 28%	51 28%	67 29%	58 30%	68 41% H	42 24%	45 52% JKLMN	42 30%	54 26%	65 32%	37 30%	38 29%	6 10%	86 28%	200 31%	70 28%	107 28%	32 40%
(1) Lower	309 33%	162 35%	147 31%	55 30%	89 39%	74 38%	47 28%	45 26%	13 15%	51 37% I	52 25%	73 36% I	46 38% I	57 43% IK	16 27%	82 27%	227 35%	79 32%	141 37%	26 32%
Does not apply	296 31%	127 27%	170 35%	62 33%	60 26%	48 25%	45 27%	82 47% DEFG	20 24%	36 25%	86 41% JLN	57 28%	37 30%	27 21%	34 56%	117 38% Q	179 28%	90 36% T	114 30%	14 17%
Mean	1.61	1.60	1.62	1.69	1.56	1.59	1.67	1.58	1.91	1.62	1.70	1.55	1.49	1.54	1.52	1.67	1.59	1.58	1.54	1.76
Std. Dev.	0.64	0.63	0.66	0.71	0.64	0.65	0.57	0.62	0.56	0.67	0.69	0.59	0.56	0.66	0.74	0.66	0.63	0.62	0.63	0.69
Std. Err.	0.02	0.03	0.04	0.06	0.05	0.05	0.05	0.06	0.08	0.07	0.05	0.05	0.06	0.07	0.13	0.05	0.03	0.05	0.04	0.07
Sigma	949 100%	469 100%	480 100%	186 100%	229 100%	193 100%	166 100%	175 100%	86 100%	140 100%	207 100%	203 100%	123 100%	131 100%	60 100%	306 100%	643 100%	249 100%	381 100%	80 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1610_8_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Transports

17 Dec 2008
 Table 72

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
(3) Higher	55 6%	29 6%	25 5%	25 13% FGH	13 6%	7 4%	6 4%	4 2%	4 4%	5 4%	12 6%	19 10%	5 4%	9 7%	1 2%	9 3%	46 7%	16 6%	14 4%	7 9%
(2) Similar	391 41%	200 43%	191 40%	78 42%	83 36%	81 42%	88 53% EH	61 35%	53 62% KMN	64 46%	73 35%	91 45%	41 33%	53 40%	17 29%	121 40%	270 42%	90 36%	157 41%	45 56% R
(1) Lower	310 33%	154 33%	156 32%	47 25%	96 42% DGH	77 40% DG	40 24%	49 28%	15 17%	51 36% I	56 27%	59 29%	50 41% I	60 46% IKL	18 30%	108 35%	202 31%	87 35%	141 37%	20 25%
Does not apply	194 20%	85 18%	109 23%	36 19%	38 16%	27 14%	31 19%	62 35% DEFG	14 17%	20 15%	67 32% JLN	34 17%	26 21% N	9 7%	24 40%	68 22%	126 20%	56 23%	69 18%	8 10%
Mean	1.66	1.68	1.65	1.85 EFH	1.57	1.58	1.75	1.60	1.84 M	1.62	1.68	1.77 M	1.53	1.58	1.54	1.58	1.70	1.63	1.59	1.82 S
Std. Dev.	0.61	0.61	0.60	0.68	0.62	0.58	0.53	0.55	0.49	0.57	0.62	0.64	0.60	0.63	0.56	0.56	0.62	0.63	0.58	0.59
Std. Err.	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.05	0.06	0.05	0.05	0.05	0.06	0.06	0.09	0.04	0.03	0.05	0.03	0.06
Sigma	949 100%	469 100%	480 100%	186 100%	229 100%	193 100%	166 100%	175 100%	86 100%	140 100%	207 100%	203 100%	123 100%	131 100%	60 100%	306 100%	643 100%	249 100%	381 100%	80 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Tel: 0208 263 5382

Q1610_9_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Your overall budget for the holidays

17 Dec 2008
 Table 73

Base: All Spanish Adults 16-64 (Half Of Sample)

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Islands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	484	251	233	106	99	87	90	102	44	68	127	107	57	57	24	150	334	105	194	57
Weighted Base	472	247	226	92*	122*	85*	82*	91*	48**	61*	109*	101*	66*	70*	18**	153*	319	106*	201*	37**
(3) Higher	27 6%	16 6%	11 5%	11 12%	5 4%	3 3%	6 8%	3 3%	5 10%	3 5%	8 7%	4 4%	3 5%	3 4%	1 7%	9 6%	18 6%	9 8%	9 4%	1 4%
(2) Similar	177 37%	92 37%	85 38%	35 38%	41 34%	33 39%	32 39%	36 39%	32 67%	26 42%	40 37%	37 37%	17 26%	19 28%	5 27%	55 36%	122 38%	33 31%	69 34%	20 55%
(1) Lower	225 48%	108 44%	117 52%	33 36%	59 48%	45 53%	36 44%	52 57% D	10 21%	28 46%	44 40%	46 45%	45 68% KL	45 64% K	7 38%	75 49%	150 47%	52 49%	107 53%	15 40%
Does not apply	44 9%	31 13%	13 6%	13 15% H	17 14% H	4 5%	8 9%	1 2%	1 2%	4 7%	16 15% M	14 14%	1 1%	3 4%	5 29%	15 10%	29 9%	12 11%	16 8%	* 1%
Mean	1.54	1.57	1.50	1.71 H	1.48	1.48	1.60	1.45	1.88	1.56	1.61	1.52	1.36	1.38	1.56	1.53	1.54	1.54	1.47	1.64
Std. Dev.	0.61	0.63	0.60	0.69	0.59	0.56	0.64	0.56	0.55	0.60	0.65	0.59	0.57	0.57	0.68	0.62	0.61	0.66	0.59	0.56
Std. Err.	0.03	0.04	0.04	0.07	0.06	0.06	0.07	0.06	0.09	0.07	0.06	0.06	0.08	0.08	0.15	0.05	0.03	0.07	0.04	0.08
Sigma	472 100%	247 100%	226 100%	92 100%	122 100%	85 100%	82 100%	91 100%	48 100%	61 100%	109 100%	101 100%	66 100%	70 100%	18 100%	153 100%	319 100%	106 100%	201 100%	37 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1610_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 GRID SUMMARY TABLE

17 Dec 2008
 Table 74

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Presents	Food and drink	Outings	Decorations	Clothing	Beauty / wellness	Weekends and travel	Transports	Overall holiday budget
Unweighted Base	949	949	949	949	949	949	949	949	484
Weighted Base	949	949	949	949	949	949	949	949	472
(3) Higher	60 6%	56 6%	44 5%	42 4%	63 7%	43 4%	57 6%	55 6%	27 6%
(2) Similar	417 44%	517 54%	383 40%	238 25%	383 40%	331 35%	287 30%	391 41%	177 37%
(1) Lower	408 43%	328 35%	377 40%	377 40%	397 42%	351 37%	309 33%	310 33%	225 48%
Does not apply	64 7%	48 5%	145 15%	292 31%	107 11%	224 24%	296 31%	194 20%	44 9%
Mean	1.61	1.70	1.59	1.49	1.60	1.57	1.61	1.66	1.54
Std. Dev.	0.61	0.58	0.59	0.62	0.62	0.60	0.64	0.61	0.61
Std. Err.	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03
Sigma	949 100%	949 100%	949 100%	949 100%	949 100%	949 100%	949 100%	949 100%	472 100%

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Q1610_1_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Presents

17 Dec 2008
 Table 75

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region					Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
(3) Higher	105 10%	58 11%	46 9%	36 22% FGH	36 13% GH	20 9% G	5 2%	7 4%	64 10%	5 6%	6 9%	25 13%	5 6%	29 11%	75 9%	30 9%	29 8%	18 10%
(2) Similar	566 53%	298 55%	268 50%	99 60%	149 55%	107 49%	113 49%	98 52%	338 52%	46 55%	26 43%	99 53%	58 60%	128 49%	438 54%	155 48%	201 55%	114 63% P
(1) Lower	339 32%	142 26%	197 37% B	23 14%	68 25% D	76 35% D	96 42% DE	76 41% DE	214 33%	25 30%	22 36%	52 28%	27 28%	86 33%	253 31%	105 33%	129 35% R	42 23%
Does not apply	64 6%	43 8% C	21 4%	6 4%	18 7%	17 8%	17 7%	6 3%	30 5%	8 10%	7 12% I	12 6%	6 6%	17 6%	47 6%	31 10% QR	7 2%	6 3%
Mean	1.77	1.83 C	1.70	2.08 EFGH	1.88 FGH	1.72 G	1.58	1.61	1.76	1.74	1.70	1.85	1.76	1.77	1.77	1.74	1.72	1.86
Std. Dev.	0.62	0.61	0.62	0.61	0.63	0.63	0.54	0.56	0.63	0.57	0.66	0.64	0.55	0.65	0.61	0.63	0.60	0.57
Std. Err.	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.03	0.06	0.07	0.05	0.05	0.04	0.02	0.04	0.03	0.05
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1610_2_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Food and drink

17 Dec 2008
 Table 76

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
(3) Higher	129 12%	69 13%	60 11%	34 21% FGH	51 19% FGH	21 9% H	19 8% H	4 2%	79 12%	5 6%	9 15%	25 13%	11 11%	40 15%	89 11%	33 10%	51 14%	20 11%
(2) Similar	707 66%	363 67%	344 64%	102 62%	173 64%	137 62%	160 69%	135 72%	413 64%	62 74% K	34 56%	130 69%	67 70%	155 60%	551 68%	198 62%	245 67%	134 74% P
(1) Lower	194 18%	84 15%	110 21%	19 12%	34 12%	52 24% DE	43 19%	45 24% DE	127 20%	10 12%	14 24%	27 15%	15 16%	51 20%	143 18%	75 23% R	61 17%	23 13%
Does not apply	44 4%	25 5%	19 4%	8 5%	12 5%	11 5%	10 4%	3 1%	26 4%	7 8%	3 6%	5 3%	3 3%	14 5%	30 4%	15 5%	9 2%	3 1%
Mean	1.94	1.97	1.90	2.10 FGH	2.07 FGH	1.85	1.89	1.78	1.92	1.93	1.90	1.99	1.95	1.95	1.93	1.86	1.97 P	1.98
Std. Dev.	0.56	0.54	0.57	0.58	0.57	0.57	0.52	0.47	0.57	0.44	0.64	0.54	0.53	0.61	0.54	0.58	0.56	0.50
Std. Err.	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.02	0.05	0.07	0.04	0.05	0.04	0.02	0.03	0.03	0.04
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1610_3_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Outings

17 Dec 2008
 Table 77

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region					Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
(3) Higher	156 14%	83 15%	72 14%	47 28% EFGH	46 17% GH	34 15% G	14 6%	16 8%	100 16% J	4 5%	7 11%	25 13%	19 20% J	47 18%	108 13%	45 14%	56 15%	30 17%
(2) Similar	538 50%	300 55% C	238 45%	79 48%	148 55%	100 45%	113 49%	98 52%	313 48%	45 53%	32 54%	96 51%	52 53%	114 44%	424 52%	139 43%	182 50%	113 63% PQ
(1) Lower	304 28%	109 20%	195 37% B	28 17%	58 22%	68 31% D	82 35% DE	67 36% DE	193 30%	25 29%	18 30%	48 25%	20 21%	74 28%	230 28%	96 30% R	115 31% R	32 18%
Does not apply	77 7%	49 9% C	28 5%	11 7%	18 7%	19 9%	23 10% H	6 3%	39 6%	10 12%	3 5%	19 10%	6 6%	25 10%	52 6%	42 13% QR	13 3%	5 3%
Mean	1.85	1.95 C	1.76	2.12 FGH	1.95 GH	1.83 G	1.68	1.71	1.85	1.73	1.80	1.86	1.99 J	1.89	1.84	1.82	1.83	1.99 P
Std. Dev.	0.66	0.62	0.69	0.69	0.64	0.69	0.60	0.62	0.68	0.57	0.64	0.64	0.66	0.71	0.65	0.69	0.68	0.60
Std. Err.	0.02	0.03	0.03	0.06	0.04	0.05	0.04	0.05	0.03	0.06	0.07	0.05	0.06	0.05	0.02	0.04	0.04	0.05
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1610_4_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Decorations

17 Dec 2008
 Table 78

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
(3) Higher	67 6%	34 6%	33 6%	22 13% FGH	28 10% GH	11 5%	4 2%	3 2%	43 7%	2 2%	4 7%	16 8%	2 2%	20 8%	47 6%	20 6%	24 6%	6 3%
(2) Similar	460 43%	237 44%	223 42%	91 56% FGH	145 54% FGH	86 39%	79 34%	59 31%	278 43%	37 43%	21 34%	77 41%	48 50%	116 45%	344 42%	122 38%	162 44%	100 56% PQ
(1) Lower	353 33%	145 27%	208 39% B	32 20%	62 23%	72 33% D	99 43% DE	88 47% DEF	215 33%	29 34%	20 33%	58 31%	31 32%	88 34%	265 33%	118 37% R	133 36% R	35 20%
Does not apply	194 18%	126 23% C	69 13%	19 11%	35 13%	52 24% DE	51 22% DE	38 20%	109 17%	17 21%	16 26%	36 19%	16 16%	36 14%	158 19%	62 19%	48 13%	38 21%
Mean	1.67	1.73 C	1.62	1.93 FGH	1.85 FGH	1.64 GH	1.48	1.43	1.68	1.59	1.65	1.72	1.65	1.70	1.67	1.62	1.66	1.79 P
Std. Dev.	0.61	0.60	0.62	0.61	0.60	0.60	0.54	0.53	0.62	0.54	0.66	0.64	0.53	0.63	0.60	0.62	0.61	0.50
Std. Err.	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.03	0.06	0.08	0.05	0.06	0.04	0.02	0.04	0.03	0.04
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1610_5_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Clothing

17 Dec 2008
 Table 79

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region					Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
(3) Higher	130 12%	71 13%	58 11%	48 29% EFGH	44 16% GH	24 11% H	11 5%	3 1%	73 11%	10 11%	8 13%	30 16%	9 9%	44 17% O	86 11%	52 16% Q	34 9%	21 11%
(2) Similar	612 57%	328 61%	284 53%	91 55%	164 61%	119 54%	131 56%	108 58%	379 59%	43 51%	32 54%	101 54%	57 59%	125 48%	488 60% N	148 46%	229 62% P	122 68% P
(1) Lower	290 27%	118 22%	172 32% B	20 12%	49 18%	67 30% DE	81 35% DE	73 39% DE	173 27%	24 28%	18 29%	48 25%	28 29%	77 30%	213 26%	98 30%	99 27%	37 21%
Does not apply	42 4%	24 4%	18 3%	6 4%	13 5%	11 5%	9 4%	3 2%	19 3%	8 10% I	3 5%	9 5%	3 3%	15 6%	27 3%	23 7% QR	4 1%	* *
Mean	1.84	1.91 C	1.78	2.18 EFGH	1.98 FGH	1.79 H	1.69	1.62	1.84	1.81	1.83	1.90	1.80	1.86	1.84	1.85	1.82	1.91
Std. Dev.	0.62	0.60	0.63	0.63	0.60	0.63	0.56	0.51	0.61	0.64	0.64	0.65	0.60	0.69	0.60	0.69	0.58	0.56
Std. Err.	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.03	0.07	0.07	0.05	0.06	0.04	0.02	0.04	0.03	0.04
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1610_6_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Beauty / wellness (hairstresser, beauty care ...)

17 Dec 2008
 Table 80

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
(3) Higher	90 8%	41 8%	49 9%	30 18% FGH	29 11% H	16 7% H	14 6% H	2 1%	45 7%	5 6%	5 9%	21 11%	15 15% I	31 12% O	59 7%	30 9%	34 9%	8 4%
(2) Similar	594 55%	312 58%	282 53%	99 60%	160 59% G	118 54%	110 47%	107 57%	356 55%	45 53%	25 42%	118 63% K	49 51%	125 48%	469 58% N	154 48%	204 56%	125 69% PQ
(1) Lower	255 24%	104 19%	151 28% B	25 15%	51 19%	53 24%	73 32% DE	52 28% D	168 26% L	17 20%	17 28%	30 16%	23 24%	69 27%	185 23%	78 24%	95 26%	30 16%
Does not apply	135 13%	84 16% C	51 10%	11 7%	30 11%	34 16% D	34 15%	26 14%	76 12%	18 21% L	13 21% IL	19 10%	10 10%	34 13%	101 12%	60 19% QR	33 9%	18 10%
Mean	1.82	1.86	1.79	2.03 FGH	1.91 GH	1.80	1.70	1.69	1.78	1.83	1.75	1.95 J	1.90	1.83	1.82	1.82	1.82	1.87
Std. Dev.	0.58	0.55	0.61	0.60	0.57	0.57	0.59	0.49	0.57	0.55	0.64	0.55	0.66	0.65	0.56	0.62	0.60	0.46
Std. Err.	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.02	0.06	0.08	0.04	0.06	0.04	0.02	0.04	0.03	0.04
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1610_7_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Weekends and travel

17 Dec 2008
 Table 81

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region					Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
(3) Higher	164 15%	101 19% C	63 12% EFGH	48 29%	41 15%	36 16%	23 10%	16 9%	107 17%	7 8%	7 11%	26 14%	18 18%	38 15%	126 15%	49 15%	54 15%	35 19%
(2) Similar	479 45%	264 49% C	214 40%	75 46%	139 51%	91 41%	98 42%	76 41%	279 43%	37 43%	28 47%	91 48%	44 46%	102 39%	376 46%	111 34%	169 46% P	106 59% PQ
(1) Lower	306 28%	123 23%	183 34% B	29 18%	60 22%	67 30% D	75 32% DE	76 41% DE	194 30%	24 28%	20 33%	44 23%	24 25%	82 32%	224 27%	100 31% R	112 31% R	31 17%
Does not apply	126 12%	53 10%	72 14%	13 8%	31 11%	27 12%	37 16%	18 10%	65 10%	18 21% I	5 9%	27 14%	10 11%	38 14%	88 11%	61 19% QR	31 8%	8 4%
Mean	1.85	1.96 C	1.74	2.12 EFGH	1.92 GH	1.84 H	1.74	1.64	1.85	1.75	1.76	1.89	1.92	1.80	1.86	1.80	1.82	2.02 PQ
Std. Dev.	0.69	0.68	0.68	0.70	0.64	0.71	0.66	0.65	0.70	0.63	0.66	0.65	0.70	0.71	0.68	0.73	0.68	0.62
Std. Err.	0.02	0.03	0.03	0.06	0.04	0.05	0.05	0.05	0.03	0.07	0.07	0.05	0.07	0.05	0.03	0.04	0.04	0.05
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1610_8_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Transports

17 Dec 2008
 Table 82

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
(3) Higher	61 6%	35 6%	26 5%	20 12% GH	15 5% G	21 10% GH	2 1%	2 1%	37 6%	3 4%	4 7%	12 7%	4 4%	27 11% O	33 4%	14 4%	20 5%	14 8%
(2) Similar	518 48%	299 55% C	219 41%	89 54% G	152 56% FG	98 45%	94 40%	85 46%	315 49% J	30 35%	26 42%	96 51% J	52 54% J	110 42%	408 50%	126 39%	200 55% P	111 62% P
(1) Lower	288 27%	120 22%	169 32% B	31 19%	59 22%	59 26%	84 36% DE	57 30%	173 27%	23 28%	22 36%	44 24%	25 26%	74 28%	215 26%	94 29%	98 27%	38 21%
Does not apply	207 19%	87 16%	120 23% B	24 15%	45 17%	43 19%	52 22%	43 23%	119 19%	28 34% IKLM	9 15%	35 19%	16 16%	49 19%	158 19%	88 27% QR	48 13%	16 9%
Mean	1.74	1.81 C	1.65	1.93 GH	1.80 GH	1.79 GH	1.55	1.62	1.74	1.64	1.66	1.79	1.73	1.78	1.72	1.65	1.75	1.85 P
Std. Dev.	0.58	0.55	0.59	0.60	0.54	0.64	0.53	0.51	0.58	0.59	0.63	0.58	0.54	0.66	0.55	0.59	0.56	0.55
Std. Err.	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.03	0.07	0.07	0.05	0.06	0.04	0.02	0.04	0.03	0.04
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1610_9_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 Your overall budget for the holidays

17 Dec 2008
 Table 83

Base: All German Adults 16-64 (Half Of Sample)

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	555	277	278	86	144	134	111	80	318	46	44	102	45	138	417	172	198	90
Weighted Base	540	281	259	76*	142*	117*	117*	88*	332	40*	25*	104*	39**	137*	403	156	196	94*
(3) Higher	63 12%	35 12%	29 11%	10 14%	24 17% G	14 12%	7 6%	8 10%	47 14%	1 4%	2 8%	9 8%	4 10%	12 9%	51 13%	15 10%	21 11%	17 19%
(2) Similar	228 42%	123 44%	105 41%	44 58% GH	61 43%	52 45%	40 34%	30 35%	133 40%	20 51%	13 51%	41 39%	21 53%	52 38%	176 44%	57 37%	88 45%	47 50%
(1) Lower	182 34%	90 32%	92 36%	11 15%	42 30% D	36 31% D	56 48% DEF	37 42% D	117 35%	13 33%	7 27%	34 33%	12 30%	53 39%	130 32%	48 31%	68 35%	28 30%
Does not apply	66 12%	32 12%	33 13%	10 13%	14 10%	15 13%	15 12%	12 14%	34 10%	5 12%	4 15%	20 19%	3 7%	20 14%	46 11%	36 23% QR	19 10%	2 2%
Mean	1.75	1.78	1.72	1.98 GH	1.85 G	1.79 G	1.52	1.62	1.77	1.67	1.77	1.70	1.78	1.65	1.78	1.73	1.73	1.89
Std. Dev.	0.68	0.67	0.68	0.58	0.71	0.67	0.62	0.68	0.71	0.56	0.61	0.65	0.63	0.66	0.68	0.67	0.66	0.70
Std. Err.	0.03	0.04	0.04	0.07	0.06	0.06	0.06	0.08	0.04	0.09	0.10	0.07	0.10	0.06	0.04	0.06	0.05	0.07
Sigma	540 100%	281 100%	259 100%	76 100%	142 100%	117 100%	117 100%	88 100%	332 100%	40 100%	25 100%	104 100%	39 100%	137 100%	403 100%	156 100%	196 100%	94 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1610_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...?
 GRID SUMMARY TABLE

17 Dec 2008
 Table 84

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Presents	Food and drink	Outings	Decorations	Clothing	Beauty / wellness	Weekends and travel	Transports	Overall holiday budget
Unweighted Base	1074	1074	1074	1074	1074	1074	1074	1074	555
Weighted Base	1074	1074	1074	1074	1074	1074	1074	1074	540
(3) Higher	105 10%	129 12%	156 14%	67 6%	130 12%	90 8%	164 15%	61 6%	63 12%
(2) Similar	566 53%	707 66%	538 50%	460 43%	612 57%	594 55%	479 45%	518 48%	228 42%
(1) Lower	339 32%	194 18%	304 28%	353 33%	290 27%	255 24%	306 28%	288 27%	182 34%
Does not apply	64 6%	44 4%	77 7%	194 18%	42 4%	135 13%	126 12%	207 19%	66 12%
Mean	1.77	1.94	1.85	1.67	1.84	1.82	1.85	1.74	1.75
Std. Dev.	0.62	0.56	0.66	0.61	0.62	0.58	0.69	0.58	0.68
Std. Err.	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03
Sigma	1074 100%	1074 100%	1074 100%	1074 100%	1074 100%	1074 100%	1074 100%	1074 100%	540 100%

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Q1615_1 In your opinion, what impact will the election of Barack Obama have for the United States?

17 Dec 2008
 Table 85

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
Positive (NET)	679 61%	339 61%	340 61%	130 69% E	149 55%	149 59%	137 65%	114 60%	222 61%	221 59%	235 63%	219 58%	460 63%	78 47%	217 59%	284 71% NO
(5) A very positive impact	278 25%	126 23%	153 27%	71 38% EFGH	60 22%	56 22%	50 24%	40 21%	84 23%	82 22%	112 30%	82 22%	196 27%	37 22%	92 25%	100 25%
(4) A somewhat positive impact	401 36%	213 39%	188 34%	59 31%	88 33%	93 37%	87 41%	73 39%	138 38%	139 37%	123 33%	137 36%	264 36%	41 25%	125 34%	184 46% NO
(3) An equally positive and negative impact	195 18%	108 20%	87 16%	22 11%	40 15%	60 23% D	38 18%	37 19%	70 19%	62 16%	63 17%	68 18%	127 17%	34 21%	76 21%	65 16%
Negative (NET)	56 5%	46 8% C	10 2%	8 4%	13 5%	11 4%	12 6%	11 6%	15 4%	21 5%	20 5%	17 4%	39 5%	16 10%	20 5%	18 4%
(2) A somewhat negative impact	30 3%	24 4% C	6 1%	4 2%	4 2%	10 4%	6 3%	4 2%	5 2%	10 3%	14 4%	10 3%	20 3%	3 2%	11 3%	14 4%
(1) A very negative impact	26 2%	21 4% C	4 1%	4 2%	9 3%	1 *	6 3%	7 4%	10 3%	10 3%	6 2%	7 2%	19 3%	13 8% P	9 2%	4 1%
It would not have any impact	19 2%	10 2%	9 2%	1 *	12 5%	2 1%	2 1%	2 1%	6 2%	9 2%	4 1%	12 3%	8 1%	1 1%	6 2%	1 *
Not sure	163 15%	51 9%	112 20% B	29 15%	55 21% G	32 13%	22 10%	24 13%	48 13%	64 17%	50 14%	60 16%	102 14%	37 22% P	47 13%	34 9%
Mean	3.94	3.81	4.10 B	4.19 FH	3.93	3.88	3.91	3.84	3.92	3.90	4.01	3.91	3.96	3.67	3.90	3.99 N
Std. Dev.	0.94	1.01	0.82	0.93	0.99	0.86	0.93	0.97	0.92	0.95	0.94	0.91	0.96	1.21	0.96	0.83
Std. Err.	0.03	0.05	0.04	0.08	0.07	0.06	0.07	0.07	0.05	0.06	0.05	0.05	0.04	0.11	0.05	0.04
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

Q1615_2 In your opinion, what impact will the election of Barack Obama have for the United States?

17 Dec 2008
 Table 86

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
Positive (NET)	808 78%	388 75%	420 82%	150 82%	212 84% F	183 73%	130 75%	134 75%	159 79%	191 78%	164 82%	60 76%	166 80%	68 71%	-	261 82%	548 76%	229 75%	337 80%	83 91% R
(5) A very positive impact	183 18%	81 16%	103 20%	42 23% H	45 18%	50 20%	28 16%	18 10%	40 20%	39 16%	33 17%	17 22%	39 19%	15 16%	-	72 23%	111 15%	62 20%	72 17%	12 13%
(4) A somewhat positive impact	625 60%	307 59%	318 62%	108 59%	167 66% F	133 53%	102 59%	116 65%	119 59%	152 62%	131 65%	43 55%	127 61%	53 56%	-	189 60%	436 61%	167 55%	265 63%	71 78% RS
(3) An equally positive and negative impact	97 9%	57 11%	40 8%	10 6%	15 6%	26 10%	21 12%	25 14%	20 10%	26 11%	13 7%	10 12%	12 6%	17 17% M	-	18 6%	79 11%	38 12%	38 9%	5 5%
Negative (NET)	28 3%	18 3%	11 2%	5 3%	2 1%	10 4%	3 2%	8 5%	2 1%	5 2%	8 4%	* *	7 3%	2 2%	4 100%	4 1%	24 3%	13 4%	11 3%	-
(2) A somewhat negative impact	23 2%	17 3%	5 1%	1 *	1 *	10 4%	3 2%	8 5% E	2 1%	1 1%	8 4%	* *	7 3%	-	4 100%	3 1%	20 3%	12 4%	6 1%	-
(1) A very negative impact	6 1%	* *	5 1%	4 2%	2 1%	* *	* *	-	-	4 2%	-	-	* *	2 2%	-	2 *	4 1%	* *	6 1%	-
It would not have any impact	44 4%	32 6% C	12 2%	10 6%	7 3%	8 3%	13 8%	5 3%	6 3%	9 4%	5 2%	6 8%	13 6%	5 5%	-	14 5%	29 4%	18 6%	15 4%	-
Not sure	56 5%	24 5%	32 6%	7 4%	16 6%	22 9%	7 4%	5 3%	16 8%	14 6%	10 5%	2 3%	10 5%	4 5%	-	20 6%	37 5%	9 3%	22 5%	3 4%
Mean	4.03	3.97	4.08	4.11 H	4.10 H	4.01	4.01	3.86	4.09	3.99	4.02	4.10	4.07	3.92	2.00	4.16 Q	3.97	4.00	4.02	4.08
Std. Dev.	0.67	0.68	0.67	0.73	0.58	0.74	0.63	0.66	0.61	0.69	0.66	0.62	0.65	0.73	0.00	0.62	0.69	0.74	0.69	0.43
Std. Err.	0.02	0.03	0.03	0.06	0.04	0.05	0.05	0.05	0.04	0.05	0.06	0.08	0.05	0.08	0.00	0.04	0.03	0.05	0.03	0.04
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1615_3 In your opinion, what impact will the election of Barack Obama have for the United States?

17 Dec 2008
 Table 87

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender		Age					Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
Positive (NET)	696 70%	329 67%	367 73%	124 73%	167 71%	135 63%	136 69%	134 75%	378 71%	105 65%	213 71%	210 69%	486 70%	164 68%	252 70%	77 77%
(5) A very positive impact	241 24%	105 21%	136 27%	47 27%	65 28%	55 26%	37 19%	38 21%	149 28% K	35 21%	57 19%	89 29%	152 22%	54 22%	87 24%	22 21%
(4) A somewhat positive impact	455 46%	223 45%	231 46%	77 45%	102 43%	80 37%	99 50% F	97 54% F	229 43%	70 43%	156 52%	120 40%	334 48%	111 46%	165 46%	56 55%
(3) An equally positive and negative impact	175 18%	97 20%	78 15%	26 15%	41 18%	47 22%	35 18%	27 15%	99 19%	28 17%	48 16%	48 16%	127 18%	43 18%	59 17%	15 15%
Negative (NET)	29 3%	24 5% C	5 1%	4 2%	7 3%	6 3%	10 5%	2 1%	16 3%	6 3%	8 3%	8 3%	21 3%	8 3%	8 2%	2 2%
(2) A somewhat negative impact	15 2%	12 2%	4 1%	2 1%	5 2%	2 1%	6 3%	1 *	10 2%	*	5 2%	6 2%	10 1%	4 2%	4 1%	1 1%
(1) A very negative impact	13 1%	12 3% C	1 *	2 1%	1 1%	4 2%	5 2%	1 *	6 1%	5 3%	2 1%	3 1%	11 2%	3 1%	4 1%	1 1%
It would not have any impact	35 4%	27 5% C	8 2%	6 3%	8 3%	9 4%	6 3%	6 3%	17 3%	7 4%	11 4%	12 4%	23 3%	7 3%	16 4%	7 7%
Not sure	62 6%	17 3%	45 9% B	12 7%	12 5%	17 8%	10 5%	11 6%	24 5%	18 11% I	20 7%	26 9%	36 5%	19 8% P	22 6% P	-
Mean	3.99	3.88	4.11 B	4.08	4.04	3.95	3.87	4.04	4.03	3.93	3.97	4.09	3.96	3.96	4.02	4.03
Std. Dev.	0.82	0.89	0.72	0.79	0.81	0.89	0.86	0.68	0.83	0.90	0.74	0.83	0.81	0.82	0.79	0.71
Std. Err.	0.03	0.04	0.03	0.06	0.06	0.06	0.06	0.05	0.03	0.08	0.05	0.05	0.03	0.06	0.04	0.06
Sigma	997 100%	494 100%	503 100%	170 100%	235 100%	214 100%	197 100%	179 100%	534 100%	163 100%	300 100%	304 100%	693 100%	241 100%	357 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1615_4 In your opinion, what impact will the election of Barack Obama have for the United States?

17 Dec 2008
 Table 88

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
Positive (NET)	631 66%	306 65%	325 68%	106 57%	144 63%	122 63%	114 69%	144 82%	48 56%	90 64%	143 69%	137 68%	87 71%	92 71%	34 56%	196 64%	435 68%	163 65%	282 74%	48 60%
(5) A very positive impact	198 21%	84 18%	114 24%	46 25%	48 21%	34 18%	36 22%	34 19%	19 22%	19 14%	44 21%	42 21%	33 27%	24 18%	17 29%	70 23%	128 20%	53 21%	86 22%	17 21%
(4) A somewhat positive impact	433 46%	222 47%	211 44%	60 32%	96 42%	87 45%	78 47%	111 63%	29 34%	70 50%	99 48%	95 47%	54 44%	69 52%	16 27%	126 41%	307 48%	110 44%	196 51%	31 39%
(3) An equally positive and negative impact	148 16%	63 13%	86 18%	35 19%	40 17%	32 16%	29 17%	12 7%	30 35%	33 24%	24 11%	27 14%	20 16%	13 10%	1 2%	48 16%	100 16%	48 19%	38 10%	20 25%
Negative (NET)	36 4%	26 6%	9 2%	10 6%	6 3%	8 4%	4 2%	7 4%	3 4%	4 3%	9 4%	6 3%	5 4%	7 5%	1 2%	7 2%	28 4%	11 4%	13 3%	2 2%
(2) A somewhat negative impact	25 3%	18 4%	7 1%	4 2%	4 2%	8 4%	2 1%	6 4%	3 4%	4 3%	7 3%	3 2%	5 4%	2 2%	1 1%	6 2%	19 3%	8 3%	11 3%	1 1%
(1) A very negative impact	11 1%	8 2%	3 1%	6 3%	2 1%	* *	1 1%	1 1%	- -	* *	2 1%	3 2%	- -	5 4%	* 1%	1 *	10 1%	3 1%	1 *	1 1%
It would not have any impact	27 3%	22 5%	5 1%	2 1%	9 4%	12 6%	2 2%	1 1%	1 1%	4 3%	4 2%	6 3%	* *	6 5%	5 9%	7 2%	20 3%	3 1%	13 3%	2 3%
Not sure	107 11%	52 11%	55 11%	31 17%	30 13%	19 10%	17 10%	10 6%	3 4%	9 7%	27 13%	26 13%	11 9%	12 9%	18 31%	47 16%	60 9%	25 10%	36 9%	8 10%
Mean	3.96	3.90	4.02	3.89	3.97	3.91	3.99	4.03	3.78	3.82	4.00	3.99	4.03	3.93	4.37	4.03	3.93	3.92	4.06	3.89
Std. Dev.	0.82	0.86	0.77	1.00	0.80	0.79	0.77	0.70	0.85	0.73	0.80	0.80	0.81	0.89	0.76	0.78	0.83	0.84	0.73	0.84
Std. Err.	0.03	0.04	0.04	0.08	0.06	0.06	0.06	0.05	0.10	0.07	0.05	0.06	0.08	0.09	0.11	0.05	0.03	0.06	0.04	0.08
Sigma	949	469	480	186	229	193	166	175	86	140	207	203	123	131	60	306	643	249	381	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Tel: 0208 263 5382

Q1615_5 In your opinion, what impact will the election of Barack Obama have for the United States?

17 Dec 2008
 Table 89

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
Positive (NET)	766 71%	375 69%	390 73%	126 76%	185 68%	154 70%	169 73%	133 71%	468 72%	53 63%	42 70%	140 74%	64 66%	182 70%	583 72%	239 74%	255 70%	136 76%
(5) A very positive impact	195 18%	98 18%	97 18%	46 28% EFG	33 12%	36 16%	39 17%	40 22% E	116 18%	12 14%	15 24%	40 21%	12 13%	46 18%	149 18%	69 21%	68 19%	26 14%
(4) A somewhat positive impact	571 53%	278 51%	294 55%	79 48%	151 56%	118 53%	130 56%	93 50%	352 55%	41 49%	28 46%	100 53%	51 53%	137 53%	434 53%	170 53%	187 51%	110 61%
(3) An equally positive and negative impact	183 17%	102 19%	81 15%	14 8%	53 20% D	41 18% D	40 17% D	35 19% D	100 16%	16 19%	13 21%	30 16%	23 24%	39 15%	144 18%	53 17%	66 18%	34 19%
Negative (NET)	45 4%	31 6%	15 3%	14 8%	10 4%	6 3%	9 4%	7 4%	29 4%	4 5%	3 4%	6 3%	4 4%	12 5%	33 4%	10 3%	16 5%	5 3%
(2) A somewhat negative impact	30 3%	16 3%	13 3%	8 5%	7 3%	6 3%	5 2%	4 2%	23 3%	2 2%	2 3%	3 1%	1 1%	8 3%	22 3%	7 2%	8 2%	4 3%
(1) A very negative impact	16 1%	14 3% C	2 *	6 4% F	3 1%	-	4 2%	3 1%	6 1%	2 3%	1 2%	4 2%	3 3%	4 2%	11 1%	3 1%	8 2%	1 1%
It would not have any impact	18 2%	8 2%	9 2%	2 1%	4 2%	7 3%	4 2%	1 1%	12 2%	2 3%	-	3 1%	1 1%	6 2%	12 1%	5 2%	10 3%	1 *
Not sure	62 6%	25 5%	37 7%	10 6%	18 7%	14 6%	10 4%	10 6%	37 6%	9 11%	3 4%	9 5%	5 5%	20 8%	41 5%	14 4%	19 5%	4 2%
Mean	3.90	3.84	3.97	3.99	3.83	3.91	3.89	3.94	3.92	3.79	3.92	3.96	3.77	3.91	3.90	3.97	3.88	3.89
Std. Dev.	0.80	0.87	0.71	0.98	0.74	0.71	0.78	0.81	0.78	0.86	0.87	0.80	0.81	0.81	0.79	0.77	0.84	0.70
Std. Err.	0.03	0.04	0.03	0.08	0.05	0.05	0.05	0.06	0.03	0.10	0.09	0.06	0.08	0.05	0.03	0.04	0.04	0.05
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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 cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

Q1620_1 In your opinion, what impact will the election of Barack Obama have for your own country ?

17 Dec 2008
 Table 90

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
Positive (NET)	461 41%	237 43%	224 40%	90 47%	107 40%	108 42%	79 37%	77 41%	146 40%	150 40%	165 44%	137 36%	324 44%	59 36%	142 39%	194 48%
(5) A very positive impact	77 7%	35 6%	41 7%	23 12% EH	9 3%	22 9%	15 7%	7 4%	27 7%	25 7%	24 6%	19 5%	57 8%	15 9%	21 6%	29 7%
(4) A somewhat positive impact	384 35%	202 36%	182 33%	67 35%	98 37%	86 34%	64 30%	70 37%	119 33%	125 33%	141 38%	117 31%	267 36%	44 26%	121 33%	164 41% N
(3) An equally positive and negative impact	224 20%	129 23%	95 17%	25 13%	36 13%	60 24% E	54 26% DE	50 26% DE	80 22%	65 17%	79 21%	79 21%	145 20%	24 14%	79 22%	98 24%
Negative (NET)	74 7%	48 9%	26 5%	15 8%	9 3%	20 8%	9 4%	21 11% E	23 6%	26 7%	25 7%	22 6%	52 7%	23 14% P	29 8%	15 4%
(2) A somewhat negative impact	59 5%	33 6%	26 5%	14 7%	8 3%	11 5%	7 3%	18 9%	18 5%	22 6%	19 5%	21 6%	38 5%	19 11% P	20 5%	14 3%
(1) A very negative impact	15 1%	15 3% C	* *	1 *	* *	9 3% E	2 1%	3 2%	5 1%	4 1%	6 2%	1 *	14 2%	4 2%	9 2%	1 *
It would not have any impact	97 9%	50 9%	47 8%	21 11%	38 14% FH	11 4%	20 10%	7 4%	34 9%	42 11%	22 6%	44 12%	53 7%	11 7%	30 8%	22 5%
Not sure	255 23%	90 16%	165 30% B	39 21%	80 30% H	55 22%	48 23%	33 18%	80 22%	94 25%	82 22%	95 25%	161 22%	49 29%	85 23%	73 18%
Mean	3.59	3.51	3.69 B	3.75 H	3.71 H	3.54	3.59	3.41	3.58	3.60	3.59	3.56	3.60	3.45	3.50	3.67
Std. Dev.	0.85	0.89	0.78	0.90	0.67	0.95	0.80	0.84	0.86	0.86	0.83	0.78	0.88	1.06	0.89	0.73
Std. Err.	0.03	0.04	0.04	0.08	0.05	0.07	0.06	0.06	0.05	0.06	0.05	0.05	0.04	0.11	0.06	0.04
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 Tel: 0208 263 5382

Q1620_2 In your opinion, what impact will the election of Barack Obama have for your own country ?

17 Dec 2008
 Table 91

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region						Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
Positive (NET)	506 49%	217 42%	289 56% B	66 36%	145 58% D	121 48%	82 47%	92 52% D	102 51%	109 44%	92 46%	41 51%	105 50%	58 60%	-	168 53%	338 47%	151 49%	217 51%	52 57%
(5) A very positive impact	54 5%	30 6%	24 5%	8 4%	7 3% DEGH	32 13%	4 2%	4 2%	11 5%	9 3%	8 4%	7 9%	12 6%	7 7%	-	25 8%	29 4%	20 7%	21 5%	1 1%
(4) A somewhat positive impact	452 44%	187 36%	265 52% B	59 32%	139 55% DF	89 36%	77 45%	88 50% D	92 45%	100 41%	84 42%	33 42%	92 44%	51 53%	-	143 45%	309 43%	131 43%	196 46%	51 56%
(3) An equally positive and negative impact	174 17%	86 17%	88 17%	31 17%	26 10%	42 17%	37 21% E	38 22% E	37 18%	45 18%	32 16%	12 15%	36 17%	13 14%	-	33 10%	142 20% P	56 18%	57 14%	24 26% S
Negative (NET)	39 4%	28 5%	11 2%	5 3%	4 2%	12 5%	6 3%	11 6%	3 2%	15 6%	14 7%	-	6 3%	2 2%	-	7 2%	32 4%	12 4%	20 5%	2 2%
(2) A somewhat negative impact	29 3%	27 5% C	2 *	1 1%	2 1%	8 3%	6 3%	11 6% DE	3 2%	7 3%	14 7%	-	5 2%	-	-	2 1%	27 4%	11 4%	11 3%	2 2%
(1) A very negative impact	10 1%	1 *	9 2%	4 2%	2 1%	5 2%	-	-	-	8 3%	-	-	1 *	2 2%	-	5 2%	5 1%	1 *	9 2%	-
It would not have any impact	215 21%	131 25% C	84 16%	48 27%	51 20%	53 21%	35 20%	28 16%	45 22%	50 20%	38 19%	21 26%	38 18%	18 19%	4 100%	80 25%	135 19%	61 20%	88 21%	10 11%
Not sure	100 10%	58 11%	42 8%	31 17% H	26 10%	22 9%	14 8%	8 4%	14 7%	27 11%	24 12%	5 7%	25 12%	5 5%	-	29 9%	71 10%	25 8%	41 10%	3 3%
Mean	3.71	3.66	3.75	3.63	3.83 H	3.77	3.64	3.60	3.77	3.56	3.63	3.91	3.76	3.85	-	3.87 Q	3.65	3.72	3.71	3.66
Std. Dev.	0.72	0.76	0.68	0.79	0.55	0.89	0.63	0.68	0.61	0.84	0.75	0.61	0.67	0.68	-	0.72	0.71	0.73	0.78	0.56
Std. Err.	0.03	0.04	0.03	0.07	0.04	0.07	0.06	0.06	0.04	0.07	0.07	0.09	0.05	0.09	-	0.05	0.03	0.05	0.04	0.06
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FIELD PERIOD: 26th NOVEMBER - 8th DECEMBER 2008

Q1620_3 In your opinion, what impact will the election of Barack Obama have for your own country ?

17 Dec 2008
 Table 92

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Total	Gender		Age					Region			Presence of children in household		Income		
		Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
Positive (NET)	462 46%	204 41%	259 52% B	85 50%	107 46%	102 47%	77 39%	92 51%	236 44%	66 40%	161 54%	145 48%	317 46%	120 50%	168 47%	41 41%
(5) A very positive impact	95 10%	40 8%	55 11%	24 14% GH	19 8%	35 16% EGH	8 4%	10 5%	39 7%	21 13%	35 12%	36 12%	59 9%	25 10%	26 7%	6 6%
(4) A somewhat positive impact	367 37%	163 33%	204 41%	61 36%	89 38%	67 31%	69 35%	82 46% F	197 37%	44 27%	126 42% J	109 36%	258 37%	95 40%	142 40%	35 35%
(3) An equally positive and negative impact	197 20%	112 23%	85 17%	27 16%	38 16%	49 23%	51 26%	32 18%	112 21%	30 18%	55 18%	56 18%	141 20%	45 19%	78 22%	27 27%
Negative (NET)	28 3%	21 4% C	7 1%	4 2%	11 5%	3 1%	8 4%	3 1%	13 2%	8 5%	7 2%	7 2%	21 3%	4 1%	8 2%	3 3%
(2) A somewhat negative impact	16 2%	10 2%	6 1%	3 2%	8 3%	* 3%	3 1%	2 1%	9 2%	1 1%	6 2%	3 1%	13 2%	3 1%	5 1%	2 2%
(1) A very negative impact	12 1%	11 2% C	1 *	1 *	3 1%	3 1%	5 2%	1 *	4 1%	7 4% IK	1 *	4 1%	8 1%	1 *	4 1%	2 2%
It would not have any impact	169 17%	113 23% C	56 11%	24 14%	45 19%	32 15%	33 17%	36 20%	103 19%	29 18%	37 12%	46 15%	123 18%	35 15%	62 17%	20 20%
Not sure	140 14%	44 9%	96 19% B	31 18%	34 15%	28 13%	30 15%	17 10%	70 13%	30 18%	40 13%	49 16%	90 13%	38 16%	41 11%	9 9%
Mean	3.75	3.63	3.87 B	3.90 G	3.72	3.85 G	3.53	3.78 G	3.72	3.69	3.84	3.82	3.72	3.83	3.72	3.59
Std. Dev.	0.78	0.85	0.69	0.77	0.82	0.83	0.79	0.63	0.73	1.03	0.73	0.80	0.78	0.71	0.73	0.78
Std. Err.	0.03	0.05	0.04	0.07	0.07	0.07	0.07	0.05	0.03	0.10	0.06	0.06	0.03	0.06	0.04	0.08
Sigma	997	494	503	170	235	214	197	179	534	163	300	304	693	241	357	101
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1620_4 In your opinion, what impact will the election of Barack Obama have for your own country ?

17 Dec 2008
 Table 93

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region					Presence of children in household		Income					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
Positive (NET)	541 57%	274 59%	266 55%	91 49%	128 56%	115 60%	96 58%	109 63%	34 40%	89 64%	121 58%	117 58%	73 60%	77 59%	30 51%	162 53%	378 59%	146 59%	246 65%	41 51%
(5) A very positive impact	99 10%	38 8%	62 13%	25 13%	29 13%	19 10%	10 6%	16 9%	9 10%	9 6%	18 9%	19 9%	25 21%	7 5%	12 21%	32 11%	67 10%	30 12%	45 12%	8 9%
(4) A somewhat positive impact	441 46%	237 51%	205 43%	67 36%	99 43%	96 50%	86 52% D	93 53% D	25 29%	80 57% IM	102 49% I	98 48% I	48 39%	70 53% I	18 30%	130 42%	311 48%	116 46%	201 53%	33 41%
(3) An equally positive and negative impact	138 15%	71 15%	67 14%	26 14%	44 19%	21 11%	27 16%	21 12%	29 34% JKLN	10 12% MN	30 15%	27 13%	22 18%	17 13%	2 4%	51 17%	87 13%	44 17%	47 12%	10 13%
Negative (NET)	42 4%	23 5%	19 4%	10 5%	7 3%	8 4%	10 6%	7 4%	10 12% MN	11 8% M	8 4%	9 4%	1 1%	2 1%	1 2%	4 1%	38 6% P	13 5%	11 3%	11 14% S
(2) A somewhat negative impact	33 4%	16 3%	17 4%	6 3%	5 2%	7 4%	10 6%	6 3%	10 12% KLMN	9 7%	5 2%	6 3%	1 *	2 1%	1 2%	2 1%	31 5% P	11 4%	9 2%	8 10% S
(1) A very negative impact	8 1%	6 1%	2 *	4 2%	1 1%	1 *	1 *	2 1%	-	2 2%	3 1%	3 2%	* *	-	-	1 *	7 1%	3 1%	2 *	3 4% S
It would not have any impact	114 12%	55 12%	59 12%	24 13%	31 13%	24 12%	15 9%	21 12%	11 12%	11 8%	28 14%	20 10%	13 11%	22 17%	9 16%	34 11%	81 13%	24 10%	39 10%	11 14%
Not sure	114 12%	46 10%	69 14%	34 19% E	20 9%	25 13%	18 11%	16 9%	2 2%	18 13%	21 10%	30 15% I	13 11%	14 11%	17 28%	55 18% Q	59 9%	22 9%	39 10%	7 9%
Mean	3.82	3.77	3.87	3.80	3.84	3.87	3.72	3.85	3.44	3.76	3.81 I	3.81 I	4.02 I	3.86 I	4.24	3.88	3.79	3.79	3.92 I	3.55
Std. Dev.	0.77	0.76	0.77	0.91	0.76	0.71	0.73	0.72	0.88	0.80	0.74	0.78	0.74	0.55	0.72	0.68	0.80	0.81	0.68	1.02
Std. Err.	0.03	0.04	0.04	0.08	0.06	0.06	0.06	0.06	0.11	0.08	0.05	0.06	0.08	0.06	0.12	0.05	0.04	0.06	0.04	0.10
Sigma	949 100%	469 100%	480 100%	186 100%	229 100%	193 100%	166 100%	175 100%	86 100%	140 100%	207 100%	203 100%	123 100%	131 100%	60 100%	306 100%	643 100%	249 100%	381 100%	80 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1620_5 In your opinion, what impact will the election of Barack Obama have for your own country ?

17 Dec 2008
 Table 94

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
Positive (NET)	514 48%	256 47%	259 48%	69 42%	121 45%	116 52%	120 52%	89 48%	331 51% J	30 35%	28 47%	85 45%	40 42%	120 46%	394 48%	145 45%	184 50%	91 51%
(5) A very positive impact	57 5%	36 7%	21 4%	8 5%	10 4%	16 7%	11 5%	13 7%	34 5%	3 3%	3 4%	10 6%	7 8%	12 5%	45 6%	17 5%	25 7%	4 2%
(4) A somewhat positive impact	457 43%	220 41%	237 44%	61 37%	110 41%	100 45%	110 47%	76 41%	297 46% J	27 32%	25 42%	74 40%	33 34%	108 42%	349 43%	128 40%	160 44%	87 48%
(3) An equally positive and negative impact	300 28%	148 27%	152 28%	44 27%	71 26%	58 26%	62 27%	64 35%	168 26%	29 35%	16 27%	48 26%	38 39% I	70 27%	230 28%	93 29%	98 27%	50 28%
Negative (NET)	58 5%	40 7% C	18 3%	11 7%	18 7%	9 4%	8 4%	11 6%	25 4%	5 6%	7 11% I	18 10% I	3 3%	12 5%	46 6%	18 6%	13 3%	15 8%
(2) A somewhat negative impact	51 5%	33 6%	18 3%	8 5%	15 5%	9 4%	8 4%	11 6%	22 3%	3 3%	6 9% I	18 9% I	3 3%	12 5%	39 5%	15 5%	10 3%	14 8%
(1) A very negative impact	7 1%	7 1% C	-	4 2%	3 1%	-	-	-	3 *	2 3%	1 2%	* *	-	-	7 1%	4 1%	2 1%	1 1%
It would not have any impact	102 10%	60 11%	42 8%	18 11%	34 13% H	18 8%	24 10%	8 4%	66 10%	4 5%	3 5%	25 13%	5 5%	25 10%	77 9%	31 10%	39 11%	19 10%
Not sure	100 9%	37 7%	63 12% B	22 13%	27 10%	20 9%	18 8%	14 7%	54 8%	16 19% IL	6 10%	12 7%	11 11%	32 12%	68 8%	34 11% R	32 9%	6 3%
Mean	3.58	3.55	3.61	3.50	3.53	3.66	3.64	3.55	3.64 J	3.39	3.45	3.51	3.56	3.59	3.58	3.54	3.66	3.52
Std. Dev.	0.73	0.81	0.65	0.83	0.76	0.70	0.65	0.73	0.69	0.80	0.84	0.80	0.71	0.70	0.75	0.76	0.71	0.72
Std. Err.	0.02	0.04	0.03	0.07	0.05	0.05	0.05	0.06	0.03	0.10	0.09	0.07	0.07	0.05	0.03	0.05	0.04	0.06
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1625 Regarding the economic status of your country, would you say that you are today ... ?

17 Dec 2008
 Table 95

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
Optimistic (NET)	329 30%	167 30%	163 29%	66 35%	101 38% FG	61 24%	50 24%	51 27%	104 29%	116 31%	110 29%	130 35%	199 27%	48 29%	116 32%	97 24%
(4) Very optimistic	42 4%	22 4%	20 4%	18 9% FGH	11 4%	4 1%	4 2%	5 2%	17 5%	17 5%	7 2%	21 6%	21 3%	4 2%	19 5% P	6 1%
(3) Somewhat optimistic	287 26%	145 26%	142 26%	48 25%	90 33%	58 23%	46 22%	46 25%	87 24%	98 26%	102 27%	109 29%	178 24%	44 26%	97 27%	92 23%
Pessimistic (NET)	782 70%	387 70%	395 71%	123 65%	168 62%	193 76% E	161 76% E	137 73%	258 71%	261 69%	263 71%	246 65%	536 73%	119 71%	249 68%	304 76%
(2) Somewhat pessimistic	622 56%	299 54%	324 58%	103 55%	137 51%	160 63%	120 57%	102 54%	202 56%	215 57%	206 55%	208 55%	415 56%	94 57%	193 53%	250 62%
(1) Very pessimistic	159 14%	88 16%	71 13%	20 11%	31 11%	33 13%	40 19%	35 19%	56 15%	46 12%	58 15%	39 10%	121 16%	24 15%	56 15%	54 14%
Mean	2.19	2.18	2.20	2.34 FGH	2.30 FG	2.13	2.07	2.11	2.18	2.23	2.16	2.30 M	2.14	2.16	2.22	2.12
Std. Dev.	0.72	0.74	0.70	0.79	0.73	0.63	0.70	0.72	0.74	0.72	0.70	0.73	0.71	0.69	0.76	0.64
Std. Err.	0.02	0.03	0.03	0.06	0.04	0.04	0.05	0.05	0.04	0.04	0.03	0.04	0.03	0.06	0.04	0.03
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1625 Regarding the economic status of your country, would you say that you are today ... ?

17 Dec 2008
 Table 96

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
Optimistic (NET)	175 17%	125 24% C	50 10%	42 23% F	60 24% FGH	31 12%	22 13%	21 12%	42 21%	45 18%	37 19%	8 11%	24 11%	18 19%	-	46 14%	130 18%	62 20%	66 16%	13 15%
(4) Very optimistic	5 *	3 1%	2 *	2 1%	* *	2 1%	-	1 1%	3 1%	2 1%	-	-	* *	-	-	1 *	4 1%	3 1%	2 1%	-
(3) Somewhat optimistic	170 16%	122 23% C	48 9%	40 22%	60 24% FGH	29 12%	22 13%	20 11%	39 19%	43 18%	37 19%	8 11%	24 11%	18 19%	-	45 14%	125 17%	59 19%	64 15%	13 15%
Pessimistic (NET)	859 83%	395 76%	464 90% B	140 77%	192 76%	219 88% DE	151 87% E	157 88% E	160 79%	200 82%	162 81%	70 89%	184 89%	77 81%	4 100%	271 86%	588 82%	244 80%	357 84%	78 85%
(2) Somewhat pessimistic	596 58%	272 52%	325 63% B	92 51%	136 54%	144 58%	108 62%	116 65%	117 58%	143 58%	118 59%	51 65%	115 55%	52 54%	-	168 53%	429 60%	147 48%	263 62% R	58 64% R
(1) Very pessimistic	263 25%	123 24%	139 27%	48 27%	56 22%	75 30%	43 25%	41 23%	43 21%	57 23%	44 22%	20 25%	69 33% I	25 27%	4 100%	103 33% Q	159 22%	97 32% S	94 22%	19 21%
Mean	1.92	2.01 C	1.83	1.97	2.02 F	1.83	1.88	1.89	2.01 M	1.96	1.97	1.86	1.78	1.92	1.00	1.82	1.96 P	1.89	1.94	1.93
Std. Dev.	0.66	0.70	0.59	0.73	0.68	0.65	0.60	0.60	0.68	0.66	0.64	0.58	0.64	0.68	0.00	0.67	0.65	0.73	0.63	0.60
Std. Err.	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.07	0.04	0.07	0.00	0.04	0.02	0.04	0.03	0.05
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

Q1625 Regarding the economic status of your country, would you say that you are today ... ?

17 Dec 2008
 Table 97

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender		Age					Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
Optimistic (NET)	260 26%	163 33% C	97 19%	53 31% E	45 19%	68 32% E	50 25%	43 24%	116 22%	43 26%	101 34% I	84 28%	175 25%	68 28%	77 22%	35 34% O
(4) Very optimistic	20 2%	11 2%	9 2%	14 8% EFGH	*	5 2%	1 *	*	7 1%	2 1%	12 4% M	12 4%	8 1%	1 *	4 1%	6 6% NO
(3) Somewhat optimistic	240 24%	152 31% C	88 17%	39 23%	45 19%	64 30%	50 25%	43 24%	110 21%	41 25%	89 30% I	72 24%	167 24%	67 28%	73 20%	28 28%
Pessimistic (NET)	737 74%	331 67%	406 81% B	118 69%	190 81% DF	146 68%	147 75%	136 76%	418 78% K	120 74%	199 66%	219 72%	518 75%	173 72%	280 78% P	66 66%
(2) Somewhat pessimistic	533 53%	237 48%	296 59% B	81 47%	124 53%	113 53%	106 54%	109 61% D	308 58%	76 47%	149 50%	163 54%	370 53%	120 50%	205 57%	48 48%
(1) Very pessimistic	204 20%	94 19%	110 22%	37 22%	66 28% FH	33 15%	41 21%	27 15%	110 21%	44 27%	50 17%	57 19%	147 21%	53 22%	75 21%	18 18%
Mean	2.08	2.16 C	1.99	2.18 E	1.91	2.19 E	2.05	2.09 E	2.03	2.00	2.21 J	2.13	2.05	2.07	2.02	2.23 O
Std. Dev.	0.72	0.75	0.68	0.86	0.69	0.71	0.69	0.62	0.68	0.75	0.76	0.75	0.71	0.72	0.68	0.81
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.04	0.03	0.06	0.05	0.05	0.03	0.05	0.03	0.07
Sigma	997 100%	494 100%	503 100%	170 100%	235 100%	214 100%	197 100%	179 100%	534 100%	163 100%	300 100%	304 100%	693 100%	241 100%	357 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

Q1625 Regarding the economic status of your country, would you say that you are today ... ?

17 Dec 2008
 Table 98

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Islands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
Optimistic (NET)	280 30%	139 30%	142 29%	55 29%	66 29%	58 30%	44 26%	58 33%	26 30%	41 29%	55 27%	65 32%	41 34%	32 24%	20 33%	97 32%	184 29%	66 27%	108 28%	34 42% R
(4) Very optimistic	23 2%	13 3%	10 2%	5 3%	11 5%	4 2%	2 1%	1 1%	1 1%	2 2%	7 3%	6 3%	-	5 4%	2 3%	11 4%	12 2%	5 2%	9 2%	3 4%
(3) Somewhat optimistic	258 27%	126 27%	132 27%	50 27%	56 24%	54 28%	41 25%	57 32%	25 29%	39 28%	48 23%	59 29%	41 34%	26 20%	18 30%	86 28%	172 27%	61 24%	99 26%	30 38%
Pessimistic (NET)	669 70%	330 70%	339 71%	131 71%	163 71%	135 70%	123 74%	117 67%	60 70%	99 71%	152 73%	137 68%	81 66%	99 76%	40 67%	209 68%	460 71%	183 73% T	273 72%	47 58%
(2) Somewhat pessimistic	434 46%	220 47%	214 44%	83 45%	97 42%	98 51%	84 50%	72 41%	49 57% LM	78 56% LM	107 51%	77 38%	45 36%	58 44%	21 35%	113 37%	320 50% P	130 52% T	171 45%	25 31%
(1) Very pessimistic	235 25%	110 23%	125 26%	48 26%	66 29%	37 19%	39 24%	45 26%	11 13%	21 15%	46 22%	60 30% IJ	37 30% J	42 32% IJ	19 32%	95 31% Q	140 22%	53 21%	103 27%	22 27%
Mean	2.07	2.09	2.06	2.06	2.05	2.13	2.04	2.08	2.18	2.16	2.08	2.06	2.04	1.96	2.05	2.04	2.09	2.07	2.04	2.19
Std. Dev.	0.78	0.78	0.79	0.79	0.85	0.73	0.74	0.78	0.66	0.68	0.76	0.84	0.80	0.83	0.86	0.86	0.74	0.74	0.79	0.88
Std. Err.	0.03	0.04	0.04	0.06	0.06	0.05	0.06	0.06	0.07	0.06	0.05	0.06	0.08	0.08	0.11	0.05	0.03	0.05	0.04	0.08
Sigma	949 100%	469 100%	480 100%	186 100%	229 100%	193 100%	166 100%	175 100%	86 100%	140 100%	207 100%	203 100%	123 100%	131 100%	60 100%	306 100%	643 100%	249 100%	381 100%	80 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

Q1625 Regarding the economic status of your country, would you say that you are today ... ?

17 Dec 2008
 Table 99

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
Optimistic (NET)	396 37%	220 41% C	177 33%	60 36%	121 45%	76 34%	78 34%	61 33%	250 39%	27 32%	24 40%	61 32%	34 35%	89 34%	307 38%	113 35%	142 39%	73 40%
(4) Very optimistic	32 3%	6 1%	26 5% B	7 5% F	14 5% F	-	8 3% F	3 2%	21 3%	7 9% KLM	-	3 2%	1 1%	9 3%	23 3%	14 4%	7 2%	2 1%
(3) Somewhat optimistic	364 34%	213 39% C	150 28%	52 32%	107 40%	76 34%	71 31%	58 31%	229 35%	20 24%	24 40% J	58 31%	33 35%	80 31%	284 35%	99 31%	135 37%	71 40%
Pessimistic (NET)	678 63%	322 59%	357 67% B	104 64%	150 55%	145 66%	153 66%	125 67%	395 61%	57 68%	36 60%	127 68%	62 65%	172 66%	507 62%	209 65%	224 61%	107 60%
(2) Somewhat pessimistic	563 52%	258 48%	305 57% B	88 54%	119 44%	124 56% E	128 55% E	103 55%	335 52%	44 53%	29 49%	103 55%	51 53%	140 54%	423 52%	166 51%	187 51%	95 53%
(1) Very pessimistic	116 11%	64 12%	52 10%	16 10%	31 11%	21 9%	25 11%	22 12%	60 9%	13 15%	7 12%	24 13%	12 12%	32 12%	84 10%	44 14%	38 10%	12 7%
Mean	2.29	2.30	2.28	2.31	2.38	2.25	2.26	2.22	2.33	2.25	2.28	2.21	2.24	2.25	2.30	2.26	2.30	2.35
Std. Dev.	0.69	0.69	0.70	0.71	0.76	0.61	0.69	0.67	0.69	0.82	0.67	0.67	0.66	0.71	0.69	0.74	0.68	0.62
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.04	0.05	0.05	0.03	0.09	0.07	0.05	0.06	0.04	0.02	0.04	0.03	0.05
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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 cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

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Q1630_1 And more specifically regarding your own economic situation, would you say that you are today ...?

17 Dec 2008
 Table 100

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
Optimistic (NET)	467 42%	246 45%	221 40%	83 44%	144 54% FGH	98 38%	67 32%	75 40%	169 47%	144 38%	154 41%	162 43%	305 42%	53 32%	145 40%	184 46% N
(4) Very optimistic	48 4%	30 5%	18 3%	24 13% EFGH	9 3%	4 1%	2 1%	4 2%	19 5%	13 3%	16 4%	23 6%	25 3%	3 2%	17 5%	17 4%
(3) Somewhat optimistic	419 38%	216 39%	203 36%	60 31% DFG	135 50%	88 35%	65 31%	71 38%	150 41%	131 35%	138 37%	139 37%	280 38%	50 30%	128 35%	167 42%
Pessimistic (NET)	644 58%	307 55%	337 60%	106 56%	125 46%	157 62% E	143 68% E	113 60% E	192 53%	233 62%	219 59%	214 57%	429 58%	113 68% P	220 60%	218 54%
(2) Somewhat pessimistic	497 45%	233 42%	264 47%	85 45%	95 35%	110 43%	111 53% E	96 51% E	148 41%	192 51%	156 42%	173 46%	324 44%	75 45%	168 46%	182 45%
(1) Very pessimistic	147 13%	74 13%	73 13%	21 11%	29 11%	46 18%	33 15%	18 9%	44 12%	40 11%	62 17%	41 11%	106 14%	38 23% P	51 14%	36 9%
Mean	2.33	2.37	2.30	2.45 G	2.46 FG	2.24	2.18	2.33	2.40	2.31	2.29	2.38	2.31	2.11	2.30	2.41 N
Std. Dev.	0.76	0.78	0.73	0.85	0.73	0.79	0.69	0.67	0.77	0.70	0.79	0.76	0.76	0.78	0.77	0.71
Std. Err.	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.07	0.04	0.03
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 cgerlotto@harrisinteracrive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

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Q1630_2 And more specifically regarding your own economic situation, would you say that you are today ...?

17 Dec 2008
 Table 101

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
Optimistic (NET)	378 37%	209 40%	169 33%	103 57% FGH	126 50% FGH	65 26%	48 27%	36 20%	91 45% LM	94 38%	81 41%	18 22%	56 27%	38 39%	-	115 36%	263 37%	98 32%	167 39%	39 43%
(4) Very optimistic	27 3%	19 4%	8 2%	13 7% FH	6 2%	4 2%	3 2%	*	9 5%	3 1%	9 5%	*	3 2%	1 1%	-	7 2%	20 3%	6 2%	14 3%	1 2%
(3) Somewhat optimistic	351 34%	190 37%	161 31%	90 50% FGH	120 47% FGH	61 25%	44 26%	36 20%	82 40% LM	91 37%	72 36%	18 22%	53 25%	36 38%	-	107 34%	244 34%	92 30%	153 36%	38 42%
Pessimistic (NET)	656 63%	311 60%	345 67%	78 43%	127 50%	184 74% DE	126 73% DE	141 80% DE	111 55%	152 62%	118 59%	61 78% I	152 73% I	58 61%	4 100%	202 64%	454 63%	208 68%	256 61%	52 57%
(2) Somewhat pessimistic	520 50%	254 49%	266 52%	58 32%	108 43%	135 54% D	95 55% D	125 70% DEFG	97 48%	124 51%	100 50%	44 56%	114 55%	41 43%	-	156 49%	364 51%	136 44%	222 52%	48 53%
(1) Very pessimistic	136 13%	57 11%	79 15%	21 11%	19 7%	49 20% EH	31 18% E	16 9%	14 7%	27 11%	18 9%	17 22% I	38 18% I	17 17% I	4 100%	46 14%	90 13%	72 24% ST	35 8%	3 4%
Mean	2.26	2.33 C	2.19	2.53 FGH	2.45 FGH	2.08	2.12	2.11	2.43 LM	2.29 L	2.36 LM	2.01	2.10	2.23	1.00	2.24	2.27	2.10	2.34 R	2.41 R
Std. Dev.	0.71	0.72	0.70	0.79	0.67	0.71	0.71	0.54	0.69	0.67	0.72	0.68	0.70	0.75	0.00	0.72	0.71	0.78	0.67	0.59
Std. Err.	0.02	0.03	0.03	0.06	0.04	0.04	0.05	0.04	0.04	0.05	0.06	0.08	0.05	0.08	0.00	0.04	0.03	0.05	0.03	0.05
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

Q1630_3 And more specifically regarding your own economic situation, would you say that you are today ...?

17 Dec 2008
 Table 102

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender		Age					Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
Optimistic (NET)	383 38%	222 45% C	161 32%	74 44%	101 43%	83 39%	66 33%	59 33%	201 38%	58 35%	124 41%	121 40%	262 38%	83 35%	130 36%	57 57% NO
(4) Very optimistic	18 2%	14 3%	4 1%	9 5% GH	4 2%	4 2%	1 1%	- -	7 1%	2 1%	9 3%	6 2%	12 2%	1 *	5 1%	1 1%
(3) Somewhat optimistic	365 37%	208 42% C	157 31%	65 38%	97 41%	79 37%	65 33%	59 33%	194 36%	56 34%	115 38%	114 38%	250 36%	82 34%	125 35%	56 56% NO
Pessimistic (NET)	614 62%	272 55%	342 68% B	96 56%	134 57%	132 61%	131 67%	120 67%	333 62%	105 65%	176 59%	183 60%	431 62%	158 65% P	227 64% P	43 43%
(2) Somewhat pessimistic	491 49%	220 45%	271 54% B	73 43%	99 42%	109 51%	99 50%	111 62% DE	272 51%	77 48%	142 47%	137 45%	354 51%	124 51% P	179 50% P	33 33%
(1) Very pessimistic	123 12%	52 10%	71 14%	24 14% H	35 15% H	22 10%	32 16% H	9 5%	61 11%	27 17%	34 11%	46 15%	77 11%	34 14%	48 13%	10 10%
Mean	2.28	2.37 C	2.19	2.35	2.30	2.30	2.18	2.28	2.27	2.20	2.33	2.27	2.28	2.21	2.24	2.48 NO
Std. Dev.	0.70	0.71	0.67	0.79	0.74	0.67	0.70	0.55	0.67	0.73	0.72	0.74	0.68	0.68	0.69	0.70
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.04	0.03	0.06	0.05	0.04	0.03	0.05	0.04	0.06
Sigma	997 100%	494 100%	503 100%	170 100%	235 100%	214 100%	197 100%	179 100%	534 100%	163 100%	300 100%	304 100%	693 100%	241 100%	357 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1630_4 And more specifically regarding your own economic situation, would you say that you are today ...?

17 Dec 2008
 Table 103

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
Optimistic (NET)	390 41%	198 42%	192 40%	64 35%	89 39%	88 45%	73 44%	76 43%	54 64% JKMN	59 42%	85 41%	94 47% N	42 34%	35 27%	20 34%	110 36%	280 43%	97 39%	150 39%	45 56% RS
(4) Very optimistic	38 4%	18 4%	20 4%	6 3%	20 9% H	6 3%	4 3%	1 1%	3 4%	6 4%	12 6%	5 3%	2 2%	10 8%	-	19 6%	20 3%	4 2%	17 4%	9 11% R
(3) Somewhat optimistic	352 37%	180 38%	172 36%	58 31%	69 30%	81 42%	69 41%	75 43%	51 60% JKMN	53 38% N	73 35% N	89 44% N	39 32%	25 19%	20 34%	92 30%	260 40% P	93 37%	134 35%	36 45%
Pessimistic (NET)	559 59%	271 58%	288 60%	121 65%	140 61%	105 55%	93 56%	99 57%	31 36%	81 58% I	122 59% I	108 53% I	81 66% I	95 73% IL	39 66%	195 64%	364 57%	152 61% T	231 61% T	35 44%
(2) Somewhat pessimistic	381 40%	187 40%	195 41%	81 44%	78 34%	86 45%	62 37%	74 42%	25 29%	56 40%	80 39%	67 33%	47 39%	77 59% IJKLM	29 48%	128 42%	253 39%	105 42%	170 44% T	23 29%
(1) Very pessimistic	178 19%	84 18%	94 19%	40 22% F	62 27% FH	19 10%	31 19%	25 14%	6 7%	25 18%	42 20%	42 21%	34 28% I	18 14%	11 18%	67 22%	111 17%	48 19%	61 16%	12 15%
Mean	2.26	2.28	2.25	2.16	2.20	2.39 D	2.28	2.30	2.61 JKLMN	2.28	2.26	2.28	2.08	2.21	2.16	2.20	2.29	2.21	2.28	2.52 R
Std. Dev.	0.81	0.80	0.81	0.80	0.94	0.71	0.80	0.71	0.68	0.81	0.85	0.82	0.82	0.78	0.71	0.85	0.78	0.77	0.78	0.88
Std. Err.	0.03	0.04	0.04	0.06	0.07	0.05	0.06	0.05	0.08	0.07	0.05	0.06	0.08	0.08	0.09	0.05	0.03	0.05	0.04	0.08
Sigma	949 100%	469 100%	480 100%	186 100%	229 100%	193 100%	166 100%	175 100%	86 100%	140 100%	207 100%	203 100%	123 100%	131 100%	60 100%	306 100%	643 100%	249 100%	381 100%	80 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1630_5 And more specifically regarding your own economic situation, would you say that you are today ...?

Base: All German Adults 16-64

17 Dec 2008
 Table 104

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
Optimistic (NET)	521 48%	285 53% C	236 44%	103 63% FGH	139 51% G	104 47%	92 40%	83 45%	317 49%	41 49%	29 48%	84 45%	49 51%	116 45%	405 50%	145 45%	182 50%	90 50%
(4) Very optimistic	72 7%	39 7%	32 6%	18 11% GH	28 10% GH	12 6%	10 4%	4 2%	48 7%	12 14% KLM	1 2%	9 5%	1 1%	25 9%	47 6%	20 6%	21 6%	7 4%
(3) Somewhat optimistic	449 42%	246 45%	203 38%	85 52% G	111 41%	92 41%	83 36%	80 43%	269 42%	29 34%	28 46%	75 40%	48 50%	92 35%	358 44% N	125 39%	162 44%	84 46%
Pessimistic (NET)	553 52%	256 47%	297 56% B	62 37%	132 49%	117 53% D	140 60% DE	103 55% D	328 51%	43 51%	32 52%	103 55%	47 49%	144 55%	409 50%	177 55%	184 50%	89 50%
(2) Somewhat pessimistic	449 42%	204 38%	245 46% B	48 29%	103 38%	99 45% D	111 48% D	87 47% D	264 41%	33 40%	26 43%	87 46%	39 40%	119 46%	330 40%	125 39%	151 41%	84 47%
(1) Very pessimistic	104 10%	52 10%	52 10%	13 8%	29 11%	18 8%	28 12%	16 9%	64 10%	10 12%	6 10%	16 9%	9 9%	25 9%	80 10%	52 16% QR	32 9%	6 3%
Mean	2.45	2.50	2.40	2.66 FGH	2.51 G	2.44	2.32	2.38	2.47	2.51	2.40	2.41	2.43	2.45	2.46	2.35	2.47	2.51
Std. Dev.	0.76	0.77	0.75	0.78	0.82	0.72	0.74	0.67	0.77	0.88	0.69	0.72	0.67	0.79	0.75	0.82	0.74	0.62
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.03	0.09	0.07	0.05	0.06	0.05	0.03	0.04	0.04	0.05
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1635_1 If it was possible for you to change anything in 2009, which of these would you like to change?

17 Dec 2008
 Table 105

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
Your political leaders	422 38%	240 43% C	182 33%	64 34%	75 28%	99 39%	76 36%	108 58% DEFG	134 37%	129 34%	159 43%	101 27%	321 44% L	55 33%	141 39%	171 43%
Your physical appearance / look	416 37%	157 28%	259 46% B	79 42%	110 41%	109 43% H	64 30%	54 29%	132 37%	153 41%	130 35%	166 44% M	249 34%	57 34%	137 38%	154 38%
Your head of state / government	351 32%	191 34%	160 29%	56 29%	74 28%	90 35%	57 27%	75 40%	108 30%	109 29%	134 36%	104 28%	247 34%	37 22%	105 29%	148 37% N
Your house	350 31%	163 30%	187 33%	53 28%	112 42% DGH	92 36% H	54 26%	39 21%	110 31%	114 30%	125 34%	145 38% M	205 28%	57 34%	138 38% P	111 28%
Your job	331 30%	175 32%	156 28%	59 31% H	110 41% GH	89 35% H	51 24% H	21 11%	96 26%	96 26%	139 37% IJ	132 35%	199 27%	42 25%	128 35%	109 27%
The country you live in	265 24%	151 27%	113 20%	36 19%	48 18%	54 21%	79 37% DEF	47 25%	77 21%	100 27%	87 23%	80 21%	184 25%	42 25%	81 22%	111 28%
Your age	263 24%	128 23%	134 24%	34 18%	48 18%	64 25%	59 28%	31 31% DE	107 30% K	80 21%	75 20%	88 23%	175 24%	53 32%	88 24%	89 22%
Your car	259 23%	146 26%	113 20%	41 22%	84 31% GH	64 25%	35 17%	33 18%	87 24%	74 20%	98 26%	106 28%	153 21%	23 14%	100 27% N	112 28% N
Your neighbours	143 13%	68 12%	76 14%	23 12%	40 15%	31 12%	27 13%	23 12%	54 15%	44 12%	45 12%	63 17%	80 11%	25 15%	58 16%	44 11%
Your boss	128 12%	71 13%	57 10%	28 15% H	38 14%	29 11%	22 11%	11 6%	41 11%	46 12%	41 11%	46 12%	83 11%	11 7%	45 12%	56 14%
Your spouse	76 7%	34 6%	43 8%	8 4%	26 10% H	17 7% H	24 12% H	1 1%	14 4%	39 10% I	24 6%	46 12% M	30 4%	8 5%	39 11% P	14 4%
Your friends	71 6%	31 6%	40 7% EFGH	33 17% H	21 8% H	9 4%	7 3%	1 1%	25 7%	19 5%	27 7%	37 10% M	35 5%	9 5%	27 7%	18 4%
Your co-workers	65 6%	28 5%	37 7%	20 11% F	20 7%	7 3%	11 5%	7 4%	19 5%	28 7%	18 5%	19 5%	46 6%	4 2%	24 7%	23 6%
Your child/children	29 3%	8 2%	20 4%	4 2%	10 4%	2 1%	8 4%	4 2%	10 3%	11 3%	8 2%	18 5% M	11 1%	11 7%	8 2%	9 2%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 Tel: 0208 263 5382

Q1635_1 If it was possible for you to change anything in 2009, which of these would you like to change?

17 Dec 2008
 Table 105

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
Your parents	23 2%	9 2%	15 3%	8 4%	3 1%	9 3%	3 1%	1 *	4 1%	10 3%	9 2%	12 3%	12 2%	6 4%	9 2%	4 1%
None of the above	113 10%	53 9%	60 11%	23 12%	24 9%	20 8%	23 11%	22 12%	34 9%	40 11%	39 10%	27 7%	86 12%	24 14%	36 10%	29 7%
Sigma	3304 297%	1652 299%	1653 296%	570 302%	844 314%	786 309%	600 285%	504 268%	1054 291%	1093 290%	1157 310%	1189 316%	2115 288%	466 280%	1163 319%	1201 299%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1635_2 If it was possible for you to change anything in 2009, which of these would you like to change?

17 Dec 2008
 Table 106

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
Your head of state / government	460 44%	219 42%	241 47%	90 49%	105 42%	102 41%	88 51%	75 42%	75 37%	136 55% IKN	80 40%	34 43%	96 46%	35 37%	4 100%	129 41%	331 46%	153 50% T	191 45% T	26 29%
Your house	332 32%	136 26%	196 38% B	68 37% H	109 43% GH	82 33% H	45 26%	29 16%	68 33%	79 32%	58 29%	25 32%	78 37%	24 26%	-	101 32%	231 32%	113 37% T	126 30%	18 20%
Your political leaders	329 32%	158 30%	171 33%	65 36%	73 29%	74 30%	72 42% H	45 25%	67 33%	77 31%	45 23%	26 33%	79 38% K	34 36%	-	103 33%	226 31%	113 37%	135 32%	22 25%
Your car	302 29%	162 31%	140 27%	64 35% H	80 32%	71 29%	51 30%	35 20%	51 25%	67 27%	75 38% I	21 27%	68 33%	20 21%	-	86 27%	217 30%	99 32%	121 29%	22 24%
Your physical appearance / look	301 29%	97 19%	204 40% B	57 32%	77 31%	81 32%	49 28%	37 21%	51 25%	87 35%	46 23%	23 29%	64 31%	26 27%	4 100%	113 36% Q	188 26%	95 31% T	113 27%	15 16%
Your job	288 28%	133 26%	155 30%	38 21% H	106 42% DGH	88 35% DH	40 23% H	15 9%	54 27%	65 26%	70 35% L	10 13%	53 25%	32 34% L	4 100%	96 30%	192 27%	92 30%	113 27%	27 30%
Your age	205 20%	96 18%	109 21%	19 11%	31 12%	62 25% DE	48 28% DE	45 25% DE	36 18%	48 19%	37 18%	24 30%	43 20%	14 15%	4 100%	66 21%	139 19%	68 22%	81 19%	25 27%
Your boss	121 12%	44 8%	77 15% B	12 7%	45 18% DH	37 15% H	24 14% H	3 2%	16 8%	40 16%	18 9%	8 10%	24 11%	11 12%	4 100%	38 12%	83 12%	41 13%	56 13%	5 5%
The country you live in	108 10%	64 12%	43 8%	27 15% G	31 12% G	31 13% G	7 4%	12 7%	30 15%	23 9%	14 7%	3 4%	25 12%	9 9%	4 100%	36 12%	71 10%	38 13%	40 9%	5 5%
Your spouse	95 9%	32 6%	63 12% B	12 7%	30 12%	27 11%	11 6%	14 8%	14 7%	28 12%	16 8%	7 9%	25 12%	4 5%	-	19 6%	75 11%	29 10%	29 7%	10 11%
Your co-workers	88 9%	28 5%	60 12% B	10 5%	22 9% H	34 14% H	18 11% H	3 2%	12 6%	26 11%	22 11%	4 6%	14 7%	6 6%	4 100%	22 7%	66 9%	24 8%	45 11%	6 7%
Your neighbours	78 8%	27 5%	51 10%	11 6%	21 8%	21 9%	18 10%	7 4%	20 10% K	26 10% K	4 2%	4 5%	22 10% K	2 2%	-	31 10%	47 7%	25 8%	31 7%	4 5%
Your friends	47 5%	17 3%	29 6%	12 7%	17 7%	8 3%	6 3%	4 2%	10 5%	12 5%	10 5%	2 3%	7 3%	2 2%	4 100%	14 4%	33 5%	20 6%	20 5%	1 2%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1635_2 If it was possible for you to change anything in 2009, which of these would you like to change?

17 Dec 2008
 Table 106

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
Your parents	17 2%	5 1%	12 2%	3 2%	6 2%	3 1%	5 3%	-	5 2%	7 3%	3 1%	-	2 1%	1 1%	-	8 2%	10 1%	1 *	11 3%	* *
Your child/children	17 2%	5 1%	12 2%	1 1%	6 2%	5 2%	3 1%	2 1%	1 *	7 3%	-	1 1%	8 4%	1 1%	-	8 3%	9 1%	9 3%	3 1%	1 1%
None of the above	132 13%	85 16% C	47 9%	16 9%	28 11%	30 12%	16 9%	42 24% DEFG	31 15% J	17 7%	32 16%	12 15%	18 8%	23 24% JM	-	51 16%	81 11%	29 9%	67 16%	18 20% R
Sigma	2919 282%	1307 252%	1612 313%	506 278%	789 312%	756 303%	500 289%	368 207%	540 267%	743 302%	530 266%	203 258%	623 300%	246 258%	34 800%	922 291%	1997 278%	948 310%	1180 279%	206 227%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1635_3 If it was possible for you to change anything in 2009, which of these would you like to change?

17 Dec 2008
 Table 107

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender		Age					Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
Your political leaders	558 56%	266 54%	293 58%	95 56%	126 54%	124 58%	109 55%	104 58%	299 56%	94 58%	166 55%	154 51%	404 58%	131 54%	217 61%	51 50%
Your head of state / government	393 39%	193 39%	200 40%	80 47%	89 38%	77 36%	72 36%	74 41%	190 36%	76 47%	127 42%	108 36%	285 41%	83 34%	150 42%	43 43%
Your car	298 30%	162 33%	136 27%	44 26%	82 35%	69 32%	57 29%	46 26%	149 28%	50 31%	100 33%	100 33%	198 29%	78 32%	108 30%	33 33%
Your job	276 28%	133 27%	144 29%	45 26% H	79 33% H	81 38% GH	48 24% H	24 13%	133 25%	56 35%	87 29%	91 30%	185 27%	87 36%	92 26%	25 24%
The country you live in	275 28%	154 31%	121 24%	68 40% EFH	63 27%	48 22%	56 28%	39 22%	133 25%	51 31%	92 31%	85 28%	190 27%	71 29%	93 26%	29 29%
Your physical appearance / look	246 25%	102 21%	145 29% B	57 34% GH	64 27%	55 26%	36 18%	33 19%	128 24%	24 15%	94 31% J	79 26%	167 24%	72 30%	90 25%	18 18%
Your house	204 20%	86 17%	118 23%	21 12%	48 20%	61 28% DH	45 23% D	29 16%	122 23% J	18 11%	63 21%	75 25%	128 19%	58 24%	75 21%	17 17%
Your age	201 20%	117 24% C	84 17%	10 6%	34 15% D	45 21% D	42 21% D	71 39% DEFG	116 22%	25 15%	61 20%	60 20%	142 20%	51 21%	80 22%	26 26%
Your neighbours	140 14%	65 13%	75 15%	25 15%	34 14%	43 20% G	15 8%	23 13%	55 10%	23 14%	63 21% I	48 16%	92 13%	47 19%	41 12%	14 14%
Your boss	125 13%	73 15%	52 10%	6 4%	29 12% D	45 21% DH	31 15% D	15 8%	66 12%	24 15%	35 12%	39 13%	86 12%	32 13%	43 12%	10 10%
Your co-workers	102 10%	51 10%	51 10%	15 9%	14 6%	39 18% DEG	15 8%	18 10%	55 10%	11 7%	36 12%	34 11%	68 10%	27 11%	45 13%	12 12%
Your spouse	50 5%	24 5%	25 5%	7 4%	6 3%	18 8%	11 5%	8 4%	23 4%	11 7%	16 5%	26 9% M	24 3%	10 4%	23 6%	8 8%
Your parents	37 4%	9 2%	28 6% B	16 9% FGH	15 6% FH	1 *	4 2%	2 1%	17 3%	4 2%	16 5%	13 4%	24 3%	11 5%	12 3%	5 5%
Your friends	34 3%	11 2%	23 5%	14 8% FGH	11 5% H	5 2%	4 2%	1 *	15 3%	3 2%	16 5%	12 4%	22 3%	13 6%	11 3%	2 2%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 Tel: 0208 263 5382

Q1635_3 If it was possible for you to change anything in 2009, which of these would you like to change?

17 Dec 2008
 Table 107

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender			Age				Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
Your child/children	6 1%	4 1%	2 *	1 1%	* *	- -	3 1%	2 1%	3 *	3 2%	- -	2 1%	4 1%	- -	3 1%	* *
None of the above	89 9%	49 10%	41 8%	10 6%	14 6%	29 14%	22 11%	14 8%	53 10%	17 10%	20 7%	27 9%	62 9%	14 6%	23 6%	12 12%
Sigma	3035 305%	1498 303%	1537 306%	513 301%	709 302%	742 346%	569 288%	502 280%	1555 291%	489 301%	991 330%	954 314%	2081 300%	784 325%	1107 310%	306 304%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1635_4 If it was possible for you to change anything in 2009, which of these would you like to change?

17 Dec 2008
 Table 108

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
Your political leaders	372 39%	197 42%	175 36%	57 31%	77 34%	80 41%	76 46% D	82 47% D	24 28%	53 37%	68 33%	95 47% IK	45 37%	73 56% IJKM	15 25%	114 37%	257 40%	87 35%	167 44%	39 49%
Your head of state / government	320 34%	171 37%	149 31%	60 32%	71 31%	62 32%	58 35%	70 40%	15 18%	39 28%	45 21%	81 40% IK	47 34% IK	69 53% IJK	24 41%	103 34%	218 34%	80 32%	142 37%	31 38%
Your physical appearance / look	283 30%	123 26%	160 33%	74 40% FGH	93 41% FGH	49 25%	35 21%	32 18%	23 27%	50 36% N	64 31% N	60 29%	42 34% N	21 16%	24 40%	101 33%	182 28%	75 30%	115 30%	21 27%
Your house	269 28%	115 25%	154 32%	57 31%	80 35%	51 26%	38 23%	43 25%	24 28%	47 34%	64 31%	53 26%	32 26%	31 23%	18 30%	81 26%	188 29%	92 37% ST	94 25%	16 19%
Your car	243 26%	139 30% C	104 22%	59 32% H	70 30% H	51 26%	34 20%	30 17%	33 38% J	24 17%	49 24%	54 27%	30 25%	31 24%	21 35%	93 30%	150 23%	66 26%	98 26%	23 28%
Your job	234 25%	127 27%	107 22%	52 28% H	67 29% H	48 25%	43 26% H	24 14%	22 26%	27 19%	51 25%	48 24%	31 25%	44 34%	12 19%	70 23%	164 25%	76 30% T	95 25%	12 15%
Your age	164 17%	102 22% C	63 13%	9 5%	24 10%	39 20% D	35 21% DE	58 33% DEF	14 16%	21 15%	37 18%	37 18%	25 21%	20 15%	11 19%	45 15%	119 19%	49 20%	68 18%	15 19%
Your neighbours	116 12%	48 10%	68 14%	28 15%	35 15%	17 9%	23 14%	13 8%	9 11% M	24 17% M	30 15% M	29 14% M	2 1%	16 12% M	6 11%	40 13%	75 12%	34 14%	42 11%	5 6%
Your boss	83 9%	41 9%	42 9%	10 5%	19 8%	26 14%	14 9%	13 8%	9 10%	5 4%	17 8%	26 13% J	5 4%	16 13%	4 7%	28 9%	55 9%	24 10%	33 9%	4 5%
Your co-workers	61 6%	23 5%	38 8%	12 6%	13 6%	17 9%	13 8%	7 4%	2 3%	6 4%	9 4%	17 8%	11 9%	11 9%	5 8%	18 6%	43 7%	15 6%	30 8%	6 8%
The country you live in	56 6%	29 6%	27 6%	15 8%	10 4%	16 9%	6 3%	9 5%	2 2%	6 4%	20 9%	10 5%	3 3%	12 9%	4 6%	11 4%	45 7%	16 6%	25 7%	1 2%
Your spouse	46 5%	28 6%	18 4%	10 5%	21 9% H	9 5%	3 2%	3 2%	4 5%	4 3%	11 5%	7 3%	11 9%	7 5%	3 5%	9 3%	37 6%	19 8%	14 4%	2 3%
Your parents	23 2%	14 3%	9 2%	9 5% H	10 4%	2 1%	1 1%	* -	- -	- -	4 2%	6 3%	4 4%	8 6%	* 1%	14 4%	9 1%	9 3%	9 2%	- -

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1635_4 If it was possible for you to change anything in 2009, which of these would you like to change?

17 Dec 2008
 Table 108

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Islands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
Your friends	23 2%	12 3%	10 2%	11 6% F	5 2%	1 1%	3 2%	3 1%	2 3%	4 3%	4 2%	4 2%	5 4%	3 2%	1 1%	6 2%	17 3%	13 5% S	4 1%	*
Your child/children	18 2%	13 3%	5 1%	1 *	5 2%	3 1%	7 4%	3 1%	1 1%	1 1%	1 *	9 4% K	1 *	4 3%	2 3%	5 2%	13 2%	8 3%	3 1%	2 3%
None of the above	139 15%	56 12%	83 17%	23 12%	19 8%	38 20% E	28 17%	33 19% E	12 14%	29 21% L	39 19%	20 10%	14 11%	15 12%	9 16%	50 16%	90 14%	28 11%	48 13%	11 14%
Sigma	2449 258%	1239 264%	1211 252%	486 262%	616 269%	509 264%	416 251%	422 241%	196 229%	341 243%	511 247%	555 274%	307 250%	381 291%	159 267%	787 258%	1662 258%	690 277%	988 259%	189 235%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1635_5 If it was possible for you to change anything in 2009, which of these would you like to change?

17 Dec 2008
 Table 109

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
Your head of state / government	414 39%	230 42% C	184 35%	51 31%	95 35%	97 44% D	99 43%	72 39%	258 40%	25 29%	23 39%	70 37%	38 40%	107 41%	308 38%	122 38%	139 38%	76 42%
Your job	325 30%	160 30%	165 31%	47 29%	110 40% GH	67 30% H	65 28%	36 19%	182 28%	33 39%	24 40% I	55 29%	31 32%	82 31%	243 30%	134 42% QR	96 26%	36 20%
Your physical appearance / look	315 29%	121 22%	194 36% B	73 45% FGH	94 35% FG	52 24%	50 22%	45 24%	192 30%	26 31%	14 24%	55 29%	28 29%	81 31%	234 29%	108 34% R	106 29%	37 21%
Your political leaders	300 28%	173 32% C	127 24%	37 23%	61 23%	75 34% E	67 29%	59 32%	179 28%	20 23%	16 27%	55 29%	30 31%	78 30%	222 27%	92 29%	96 26%	56 31%
The country you live in	298 28%	152 28%	146 27%	53 32%	70 26%	68 31%	62 27%	46 25%	188 29%	18 21%	13 21%	49 26%	30 32%	82 31%	216 27%	100 31% R	103 28%	33 19%
Your car	270 25%	166 31% C	104 19% EFGH	64 39% C	67 25%	59 27%	45 19%	34 18%	167 26%	14 17%	14 23%	48 25%	27 28%	70 27%	199 24%	90 28%	98 27%	43 24%
Your house	208 19%	96 18%	112 21%	35 21%	64 24%	35 16%	35 15%	38 21%	137 21%	14 16%	11 19%	35 19%	11 11%	52 20%	156 19%	74 23% R	76 21% R	21 11%
Your age	201 19%	127 23% C	74 14%	37 22%	40 15%	46 21%	44 19%	34 18%	110 17%	12 14%	10 17%	52 28% IJ	17 18%	49 19%	152 19%	75 23% R	66 18%	24 14%
Your boss	148 14%	86 16%	63 12%	16 10%	35 13%	41 19% H	39 17%	17 9%	104 16%	7 8%	6 11%	19 10%	12 12%	33 13%	116 14%	37 11%	62 17%	21 12%
Your neighbours	140 13%	84 15%	56 10%	24 14%	43 16% H	30 14%	28 12%	14 8%	88 14%	10 12%	7 11%	27 14%	8 9%	27 11%	112 14%	47 15%	51 14%	20 11%
Your co-workers	89 8%	38 7%	51 10%	17 10%	30 11%	20 9%	15 7%	8 4%	60 9%	8 9%	3 5%	12 6%	7 7%	20 8%	69 8%	32 10%	27 7%	9 5%
Your friends	83 8%	56 10% C	27 5% FGH	29 18% FGH	26 10%	9 4%	10 5%	9 5%	49 8%	2 3%	4 6%	27 14% IJM	2 2%	15 6%	68 8%	48 15% QR	21 6%	8 4%
Your spouse	66 6%	29 5%	37 7%	13 8%	15 6%	15 7%	11 5%	12 6%	48 7%	5 5%	3 5%	8 5%	2 2%	29 11% O	37 5%	26 8%	19 5%	11 6%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1635_5 If it was possible for you to change anything in 2009, which of these would you like to change?

17 Dec 2008
 Table 109

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
Your child/children	63 6%	33 6%	30 6%	8 5%	23 8% G	12 6%	7 3%	14 7%	37 6%	5 6%	1 2%	17 9%	3 3%	17 7%	46 6%	30 9% R	23 6%	4 2%
Your parents	54 5%	28 5%	26 5%	12 7% G	17 6%	14 6% G	4 2%	8 4%	30 5%	1 1%	2 3%	15 8%	6 7%	18 7%	36 4%	33 10% QR	8 2%	6 3%
None of the above	171 16%	76 14%	95 18%	16 10%	34 12%	26 12%	45 19% D	51 27% DEF	98 15%	15 18%	9 15%	30 16%	19 19%	30 11%	141 17%	37 12%	54 15%	37 21% P
Sigma	3147 293%	1655 306%	1492 280%	532 324%	823 304%	666 301%	627 271%	499 267%	1928 299%	213 252%	162 268%	572 305%	271 281%	791 304%	2356 289%	1085 337%	1047 286%	441 245%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Q1640_1 Would you be willing to be contacted by a journalist concerning the subjects of this section of the survey?

17 Dec 2008
 Table 110

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	1111	544	567	168	263	254	210	216	346	347	418	360	751	139	365	430
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
Yes	359 32%	200 36%	159 28%	62 33%	86 32%	61 24%	80 38% F	70 37% F	106 29%	123 33%	129 35%	102 27%	257 35%	58 35%	108 30%	162 40% O
No	752 68%	353 64%	399 72%	127 67%	183 68%	193 76% GH	131 62%	118 63%	256 71%	254 67%	243 65%	274 73%	478 65%	109 65%	257 70% P	240 60%
Sigma	1111 100%	553 100%	558 100%	189 100%	269 100%	254 100%	211 100%	188 100%	362 100%	377 100%	373 100%	376 100%	735 100%	166 100%	365 100%	402 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1640_2 Would you be willing to be contacted by a journalist concerning the subjects of this section of the survey?

17 Dec 2008
 Table 111

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
Yes	400 39%	209 40%	191 37%	66 36%	119 47% H	106 43% H	67 39% H	41 23%	75 37%	95 39%	97 49% LM	22 28%	68 32%	43 46%	-	148 47% Q	251 35%	130 42%	176 42%	32 35%
No	634 61%	311 60%	323 63%	115 64%	134 53%	143 57%	106 61%	136 77% EFG	127 63%	151 61%	103 51%	57 72% K	141 68% K	52 54%	4 100%	168 53%	466 65% P	176 58%	247 58%	59 65%
Sigma	1034 100%	520 100%	514 100%	182 100%	253 100%	249 100%	173 100%	177 100%	202 100%	246 100%	200 100%	79 100%	208 100%	95 100%	4 100%	317 100%	718 100%	306 100%	423 100%	91 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1640_3 Would you be willing to be contacted by a journalist concerning the subjects of this section of the survey?

17 Dec 2008
 Table 112

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Total	Gender		Age				Region			Presence of children in household		Income			
		Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
Yes	317 32%	172 35%	145 29%	45 27%	81 34%	67 31%	61 31%	63 35%	149 28%	62 38%	106 35%	96 32%	221 32%	87 36%	129 36%	31 31%
No	680 68%	322 65%	358 71%	125 73%	154 66%	147 69%	137 69%	116 65%	385 72%	100 62%	194 65%	208 68%	472 68%	154 64%	228 64%	70 69%
Sigma	997 100%	494 100%	503 100%	170 100%	235 100%	214 100%	197 100%	179 100%	534 100%	163 100%	300 100%	304 100%	693 100%	241 100%	357 100%	101 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Q1640_4 Would you be willing to be contacted by a journalist concerning the subjects of this section of the survey?

17 Dec 2008
 Table 113

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Is-lands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
Yes	399 42%	202 43%	197 41%	66 36%	80 35%	89 46%	87 52% DE	78 44%	28 33%	54 39%	86 42%	96 47%	49 40%	53 41%	32 54%	108 35%	290 45%	123 49%	166 43%	40 50%
No	550 58%	266 57%	284 59%	119 64% G	150 65% G	104 54%	79 48%	98 56%	58 67%	86 61%	121 58%	107 53%	74 60%	77 59%	27 46%	197 65%	353 55%	126 51%	216 57%	40 50%
Sigma	949 100%	469 100%	480 100%	186 100%	229 100%	193 100%	166 100%	175 100%	86 100%	140 100%	207 100%	203 100%	123 100%	131 100%	60 100%	306 100%	643 100%	249 100%	381 100%	80 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1640_5 Would you be willing to be contacted by a journalist concerning the subjects of this section of the survey?

17 Dec 2008
 Table 114

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1074	534	540	164	263	248	222	177	601	91	91	176	115	266	808	343	379	167
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
Yes	299 28%	164 30%	134 25%	41 25%	70 26%	48 22%	69 30%	69 37% F	174 27%	21 25%	21 34%	54 29%	29 30%	69 27%	229 28%	99 31%	116 32%	55 31%
No	776 72%	377 70%	399 75%	123 75%	200 74%	173 78% H	162 70%	117 63%	472 73%	63 75%	40 66%	133 71%	68 70%	191 73%	585 72%	222 69%	250 68%	124 69%
Sigma	1074 100%	541 100%	533 100%	164 100%	270 100%	221 100%	232 100%	187 100%	645 100%	84 100%	60 100%	188 100%	96 100%	260 100%	814 100%	322 100%	366 100%	180 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Analysis of Sample - Great Britain

17 Dec 2008
 Table 115

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region			Presence of children in household		Income			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	2046	932	1114	183	384	415	280	784	637	651	758	546	1500	281	714	736
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
Gender																
Male	553 50%	553 100% C	-	94 50%	136 51%	126 50%	104 49%	93 50%	179 50%	178 47%	196 53%	148 39%	405 55% L	62 37%	195 53% N	226 56% N
Female	558 50%	-	558 100% B	95 50%	133 49%	128 50%	107 51%	95 50%	183 50%	198 53%	177 47%	228 61% M	330 45%	104 63% OP	170 47%	176 44%
Age																
16-24	189 17%	94 17%	95 17% EFGH	189 100%	-	-	-	-	56 16%	73 19%	59 16%	64 17%	125 17%	28 17%	57 16%	43 11%
25-34	269 24%	136 25%	133 24%	-	269 100% DFGH	-	-	-	99 27% J	69 18%	101 27%	125 33% M	144 20%	32 19%	107 29%	86 21%
35-44	254 23%	126 23%	128 23%	-	-	254 100% DEGH	-	-	80 22%	71 19%	103 28%	117 31% M	137 19%	32 19%	97 27%	98 25%
45-54	211 19%	104 19%	107 19%	-	-	-	211 100% DEFH	-	56 15%	86 23%	69 18%	60 16%	151 21%	34 20%	58 16%	101 25% O
55-64	188 17%	93 17%	95 17%	-	-	-	-	188 100% DEFG	70 19% K	77 20% K	41 11%	10 3%	178 24% L	40 24% O	47 13%	73 18%
Region																
North	362 33%	179 32%	183 33%	56 30%	99 37%	80 32%	56 27%	70 37%	362 100% JK	-	-	123 33%	239 32%	66 40%	107 29%	125 31%
Midlands	377 34%	178 32%	198 36%	73 39% E	69 26%	71 28%	86 41% EF	77 41% E	-	377 100% IK	-	130 34%	247 34%	71 42%	118 32%	125 31%
South	373 34%	196 35%	177 32%	59 31%	101 37% H	103 41% H	69 33%	41 22%	-	-	373 100% IJ	123 33%	249 34%	30 18%	140 38% N	152 38% N
Presence of children in household																
Yes	376 34%	148 27%	228 41% B	64 34% H	125 47% GH	117 46% GH	60 28% H	10 5%	123 34%	130 34%	123 33%	376 100% M	-	38 23%	126 35%	140 35%
No	735 66%	405 73% C	330 59%	125 66%	144 53%	137 54%	151 72% EF	178 95% DEFG	239 66%	247 66%	249 67%	-	735 100% L	129 77%	239 65%	262 65%
Income																

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 Tel: 0208 263 5382

Analysis of Sample - Great Britain

17 Dec 2008
 Table 115

Base: All GB Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region			Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Midlands	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Base	1111	553	558	189*	269	254	211*	188*	362	377	373	376	735	166*	365	402
Low	166 15%	62 11%	104 19% B	28 15%	32 12%	32 13%	34 16%	40 21%	66 18% K	71 19% K	30 8%	38 10%	129 17% L	166 100% OP	-	-
Middle	365 33%	195 35%	170 30%	57 30%	107 40% H	97 38% H	58 27%	47 25%	107 30%	118 31%	140 38%	126 33%	239 33%	-	365 100% NP	-
Upper	402 36%	226 41% C	176 31%	43 23%	86 32%	98 39% D	101 48% DE	73 39% D	125 35%	125 33%	152 41%	140 37%	262 36%	-	-	402 100% NO

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Analysis of Sample - France

17 Dec 2008
 Table 116

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region						Presence of children in household		Income				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1034	503	531	181	236	255	180	182	291	215	152	67	215	93	1	310	724	273	455	120
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
Gender																				
Male	520 50%	520 100%	-	93 51%	129 51%	123 49%	89 51%	86 49%	99 49%	120 49%	121 61%	40 51%	93 45%	47 49%	-	142 45%	378 53%	143 47%	246 58%	63 69%
Female	514 50%	-	514 100%	89 49%	123 49%	126 51%	85 49%	91 51%	104 51%	126 51%	78 39%	39 49%	115 55%	48 51%	4 100%	175 55%	340 47%	163 53%	177 42%	28 31%
Age																				
16-24	182 18%	93 18%	89 17%	182 100%	-	-	-	-	38 19%	50 20%	42 21%	11 14%	29 14%	12 13%	-	53 17%	129 18%	61 20%	43 10%	6 6%
25-34	253 24%	129 25%	123 24%	-	253 100%	-	-	-	60 29%	65 26%	59 30%	8 11%	37 18%	23 24%	-	60 19%	193 27%	81 27%	118 28%	21 23%
35-44	249 24%	123 24%	126 25%	-	-	249 100%	-	-	41 20%	62 25%	52 26%	16 21%	55 27%	18 19%	4 100%	133 42%	116 16%	87 29%	102 24%	22 24%
45-54	173 17%	89 17%	85 16%	-	-	-	173 100%	-	27 13%	46 19%	24 12%	21 27%	39 18%	16 17%	-	60 19%	113 16%	38 13%	89 21%	19 21%
55-64	177 17%	86 17%	91 18%	-	-	-	-	177 100%	37 18%	23 9%	22 11%	22 28%	48 23%	26 27%	-	11 3%	166 23%	38 12%	71 17%	24 26%
Region																				
Paris	202 20%	99 19%	104 20%	38 21%	60 24%	41 17%	27 16%	37 21%	202 100%	-	-	-	-	-	-	60 19%	143 20%	39 13%	80 19%	31 34%
North East	246 24%	120 23%	126 25%	50 28%	65 26%	62 25%	46 27%	23 13%	-	246 100%	-	-	-	-	-	70 22%	176 25%	82 27%	107 25%	12 13%
North West	200 19%	121 23%	78 15%	42 23%	59 24%	52 21%	24 14%	22 12%	-	-	200 100%	-	-	-	-	76 24%	124 17%	53 17%	94 22%	19 21%
Central	79 8%	40 8%	39 8%	11 6%	8 3%	16 7%	21 12%	22 12%	-	-	-	-	79 100%	-	-	24 8%	55 8%	26 9%	25 6%	8 9%
South East	208 20%	93 18%	115 22%	29 16%	37 15%	55 22%	39 22%	48 27%	-	-	-	-	208 100%	-	-	56 18%	152 21%	71 23%	67 16%	16 18%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Analysis of Sample - France

17 Dec 2008
 Table 116

Base: All French Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Paris	North East	North West	Central	South East	South West	Mediterranean	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted Base	1034	520	514	182*	253	249	173*	177*	202	246	200*	79*	208	95*	4**	317	718	306	423	91*
South West	95 9%	47 9%	48 9%	12 7%	23 9%	18 7%	16 9%	26 14%	-	-	-	-	-	95 100% IJKLM	-	31 10%	65 9%	30 10%	51 12%	5 6%
Mediterranean	4 *	-	4 1%	-	-	4 2%	-	-	-	-	-	-	-	-	4 100%	-	4 1%	4 1%	-	-
Presence of children in household																				
Yes	317 31%	142 27%	175 34%	53 29% H	60 24% H	133 53% DEGH	60 35% H	11 6%	60 30%	70 28%	76 38%	24 30%	56 27%	31 32%	-	317 100% Q	-	74 24%	156 37% R	31 34%
No	718 69%	378 73%	340 66%	129 71% F	193 76% F	116 47% F	113 65% F	166 94% DEFG	143 70%	176 72%	124 62%	55 70%	152 73%	65 68%	4 100%	-	718 100% P	232 76% S	267 63%	60 66%
Income																				
Low	306 30%	143 27%	163 32%	61 33%	81 32%	87 35% H	38 22%	38 21%	39 19%	82 33% I	53 27%	26 34%	71 34% I	30 31%	4 100%	74 23%	232 32% P	306 100% ST	-	-
Middle	423 41%	246 47% C	177 34%	43 24%	118 47% D	102 41% D	89 51% D	71 40% D	80 40%	107 43%	94 47% M	25 31%	67 32%	51 53% M	-	156 49% Q	267 37%	-	423 100% RT	-
Upper	91 9%	63 12% C	28 5%	6 3%	21 8%	22 9%	19 11% D	24 13% D	31 15% J	12 5%	19 9%	8 11%	16 8%	5 5%	-	31 10%	60 8%	-	-	91 100% RS

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Tel: 0208 263 5382

Analysis of Sample - Italy

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Gender		Age					Region			Presence of children in household		Income			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Base	997	502	495	181	209	215	200	192	633	159	205	270	727	190	391	136
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
Gender																
Male	494 50%	494 100%	- C	85 50%	119 50%	107 50%	97 49%	86 48%	258 48%	79 49%	156 52%	151 50%	343 49%	95 39%	195 55%	63 63%
Female	503 50%	-	503 100%	86 50%	116 50%	107 50%	100 51%	93 52%	276 52%	83 51%	144 48%	152 50%	350 51%	146 61%	162 45%	37 37%
Age																
18-24	170 17%	85 17%	86 17%	170 100%	-	-	-	-	69 13%	21 13%	80 27%	60 20%	110 16%	44 18%	51 14%	20 20%
25-34	235 24%	119 24%	116 23%	-	235 100%	-	-	-	114 21%	39 24%	83 27%	37 12%	197 28%	75 31%	71 20%	10 10%
35-44	214 22%	107 22%	107 21%	-	-	214 100%	-	-	116 22%	44 27%	54 18%	96 32%	118 17%	57 24%	77 22%	13 13%
45-54	197 20%	97 20%	100 20%	-	-	-	197 100%	-	129 24%	34 21%	34 11%	84 28%	114 16%	40 17%	85 24%	24 23%
55-64	179 18%	86 17%	93 19%	-	-	-	-	179 100%	107 20%	24 15%	49 16%	26 8%	154 22%	25 10%	72 20%	34 34%
Region																
North	534 54%	258 52%	276 55%	69 40%	114 48%	116 54%	129 65%	107 59%	534 100%	-	-	151 50%	383 55%	90 37%	213 60%	63 62%
Central	163 16%	79 16%	83 17%	21 12%	39 17%	44 21%	34 17%	24 13%	-	163 100%	-	41 14%	121 18%	48 20%	63 18%	13 12%
South	300 30%	156 32%	144 29%	80 47%	83 35%	54 25%	34 17%	49 27%	-	-	300 100%	111 37%	189 27%	104 43%	82 23%	25 25%
Presence of children in household																
Yes	304 30%	151 31%	152 30%	60 35%	37 16%	96 45%	84 42%	26 14%	151 28%	41 25%	111 37%	304 100%	-	74 31%	118 33%	31 31%
No	693 70%	343 69%	350 70%	110 65%	197 84%	118 55%	114 58%	154 86%	383 72%	121 75%	189 63%	-	693 100%	167 69%	239 67%	70 69%
Income																

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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 cgerlotto@harrisinteracive.com OR ikranitis@harrisinteractive.com
 Tel: 0208 263 5382

Analysis of Sample - Italy

17 Dec 2008
 Table 117

Base: All Italian Adults 18-64

This Question Was Weighted To The General Population

	Total	Gender		Age				Region			Presence of children in household		Income			
		Male	Female	18-24	25-34	35-44	45-54	55-64	North	Central	South	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Weighted Base	997	494	503	170	235	214	197	179	534	163*	300	304	693	241	357	101*
Low	241 24%	95 19%	146 29% B	44 26% H	75 32% GH	57 27% H	40 20%	25 14%	90 17%	48 29% I	104 35% I	74 24%	167 24%	241 100% OP	-	-
Middle	357 36%	195 39%	162 32%	51 30%	71 30%	77 36%	85 43% E	72 40%	213 40% K	63 39%	82 27%	118 39%	239 34%	-	357 100% NP	-
Upper	101 10%	63 13% C	37 7%	20 12% E	10 4%	13 6%	24 12% E	34 19% EF	63 12%	13 8%	25 8%	31 10%	70 10%	-	-	101 100% NO

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K - L/M - N/O/P
 Overlap formulae used. * small base

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Analysis of Sample - Spain

17 Dec 2008
 Table 118

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender		Age					Region					Presence of children in household		Income					
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North Central	Northeast	Central	Central Coast	South	Islands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	949	487	462	201	191	191	176	190	78	136	248	218	110	101	58	295	654	219	370	125
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
Gender																				
Male	469 49%	469 100% C	-	95 51%	112 49%	96 50%	82 49%	84 48%	38 44%	70 50%	88 42%	110 54%	57 46%	80 61% K	26 43%	128 42%	340 53% P	127 51%	186 49%	53 66% S
Female	480 51%	-	480 100% B	90 49%	118 51%	97 50%	84 51%	91 52%	48 56%	70 50%	120 58% N	93 46%	66 54%	51 39%	34 57%	177 58% Q	303 47%	122 49%	196 51% T	28 34%
Age																				
16-24	186 20%	95 20%	90 19% EFGH	186 100%	-	-	-	-	22 26%	28 20%	33 16%	40 20%	29 24%	22 17%	12 20%	65 21%	121 19%	45 18%	46 12%	13 16%
25-34	229 24%	112 24%	118 24%	-	229 100% DFGH	-	-	-	23 27%	40 28%	46 22%	58 29%	29 24%	25 19%	8 14%	59 19%	170 26%	62 25%	105 28%	22 28%
35-44	193 20%	96 20%	97 20%	-	-	193 100% DEGH	-	-	17 20%	23 17%	35 17%	32 16%	35 29%	32 25%	18 30%	84 27% Q	109 17%	57 23%	83 22%	13 16%
45-54	166 18%	82 18%	84 18%	-	-	-	166 100% DEFH	-	13 15%	29 20%	45 21%	39 19%	12 10%	22 17%	7 12%	71 23% Q	95 15%	38 15%	66 17%	18 22%
55-64	175 18%	84 18%	91 19%	-	-	-	-	175 100% DEFG	10 12%	21 15%	49 24%	34 17%	17 14%	29 22%	15 24%	27 9%	148 23% P	48 19%	81 21%	15 18%
Region																				
Northwest	86 9%	38 8%	48 10%	22 12%	23 10%	17 9%	13 8%	10 6% JKLMN	86 100%	-	-	-	-	-	-	14 5%	71 11% P	25 10%	32 8%	10 13%
North Central	140 15%	70 15%	70 15%	28 15%	40 17%	23 12%	29 17%	21 12%	-	140 100% IKLMN	-	-	-	-	-	36 12%	105 16%	51 20%	47 12%	17 22%
Northeast	207 22%	88 19%	120 25%	33 18%	46 20%	35 18%	45 27%	49 28%	-	-	207 100% IJLMN	-	-	-	-	61 20%	146 23%	40 16%	95 25%	18 22%
Central	203 21%	110 23%	93 19%	40 22%	58 25%	32 17%	39 23%	34 19%	-	-	-	203 100% IJKMN	-	-	-	71 23%	131 20%	35 14%	75 20%	24 29% R
Central Coast	123 13%	57 12%	66 14%	29 16%	29 13%	35 18% G	12 7%	17 10%	-	-	-	-	123 100% IJKLN	-	-	50 16%	73 11%	49 19% ST	33 9%	3 3%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Tel: 0208 263 5382

Analysis of Sample - Spain

17 Dec 2008
 Table 118

Base: All Spanish Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region							Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North-west	North-Central	North-east	Central	Central Coast	South	Islands	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted Base	949	469	480	186	229*	193*	166*	175	86*	140*	207	203	123*	131*	60**	306	643	249	381	80*
South	131 14%	80 17% C	51 11%	22 12%	25 11%	32 17%	22 13%	29 17%	-	-	-	-	-	131 100% JKLM	-	43 14%	88 14%	31 13%	71 19%	7 8%
Islands	60 6%	26 5%	34 7%	12 6%	8 4%	18 9%	7 4%	15 8%	-	-	-	-	-	-	60 100%	31 10% Q	29 4%	20 8%	27 7%	2 3%
Presence of children in household																				
Yes	306 32%	128 27%	177 37% B	65 35% H	59 26%	84 44% EH	71 43% EH	27 15%	14 17%	36 25%	61 29%	71 35% I	50 41% I	43 33%	31 52%	306 100% Q	-	64 26%	130 34%	20 25%
No	643 68%	340 73% C	303 63%	121 65%	170 74% FG	109 56%	95 57%	148 85% DFG	71 83% LM	105 75%	146 71%	131 65%	73 59%	88 67%	29 48%	-	643 100% P	185 74%	252 66%	60 75%
Income																				
Low	249 26%	127 27%	122 25%	45 24%	62 27%	57 30%	38 23%	48 28%	25 29%	51 36% KL	40 19%	35 17%	49 40% KL	31 24%	20 33%	64 21%	185 29%	249 100% ST	-	-
Middle	381 40%	186 40%	196 41%	46 25%	105 46% D	83 43% D	66 40% D	81 47% D	32 38%	47 34%	95 46% M	75 37%	33 27%	71 54% JLM	27 45%	130 42%	252 39%	-	381 100% RT	-
Upper	80 8%	53 11% C	28 6%	13 7%	22 10%	13 7%	18 11%	15 8%	10 12%	17 12% M	18 8%	24 12% M	3 2%	7 5%	2 4%	20 7%	60 9%	-	-	80 100% RS

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O - P/Q - R/S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Analysis of Sample - Germany

17 Dec 2008
 Table 119

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2038	1021	1017	291	524	421	444	358	1116	175	163	364	220	519	1519	680	722	251
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
Gender																		
Male	541 50%	541 100%	-	83 50%	138 51%	113 51%	118 51%	90 48%	319 49%	43 50%	34 56%	96 51%	49 51%	111 43%	430 53% N	142 44%	213 58% P	106 59% P
Female	533 50%	-	533 100% B	81 50%	133 49%	109 49%	114 49%	96 52%	326 51%	42 50%	27 44%	91 49%	47 49%	149 57% O	384 47%	180 56% QR	153 42%	74 41%
Age																		
16-24	164 15%	83 15%	81 15%	164 100% EFGH	-	-	-	-	84 13%	14 17%	6 10%	36 19%	25 26% IK	45 17%	119 15%	65 20% Q	37 10%	21 12%
25-34	270 25%	138 25%	133 25%	-	270 100% DFGH	-	-	-	152 24%	27 32%	21 35% IM	52 28%	17 18%	63 24%	208 26%	97 30% R	92 25%	35 19%
35-44	221 21%	113 21%	109 20%	-	-	221 100% DEGH	-	-	138 21%	19 22%	10 17%	34 18%	20 21%	88 34% O	133 16%	37 11%	84 23% P	51 29% P
45-54	232 22%	118 22%	114 21%	-	-	-	232 100% DEFH	-	154 24%	11 13%	14 23%	34 18%	18 18%	49 19%	183 22%	70 22%	81 22%	40 22%
55-64	187 17%	90 17%	96 18%	-	-	-	-	187 100% DEFG	117 18%	13 15%	9 15%	31 17%	16 17%	15 6%	171 21% N	54 17%	72 20%	33 18%
Region																		
North	645 60%	319 59%	326 61%	84 51%	152 56%	138 62%	154 67% D	117 63%	645 100% JKLM	-	-	-	-	158 61%	487 60%	159 49%	231 63% P	117 65% P
Central	84 8%	43 8%	42 8%	14 9%	27 10%	19 9%	11 5%	13 7%	-	84 100% IKLM	-	-	-	23 9%	61 8%	23 7%	31 9%	7 4%
South	60 6%	34 6%	27 5%	6 4%	21 8%	10 5%	14 6%	9 5%	-	-	60 100% IJLM	-	-	15 6%	46 6%	21 7%	18 5%	12 7%
East	188 17%	96 18%	91 17%	36 22%	52 19%	34 15%	34 15%	31 17%	-	-	-	188 100% IJKM	-	44 17%	144 18%	76 24%	60 16%	28 15%
West	96 9%	49 9%	47 9%	25 15% E	17 6%	20 9%	18 8%	16 9%	-	-	-	-	96 100% IJKL	20 8%	76 9%	42 13% Q	25 7%	17 9%

Presence of children in household

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Analysis of Sample - Germany

17 Dec 2008
 Table 119

Base: All German Adults 16-64

This Question Was Weighted To The General Population

	Gender			Age					Region					Presence of children in household		Income		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	North	Central	South	East	West	Yes	No	Low	Middle	Upper
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	1074	541	533	164*	270	221	232	187	645	84*	60*	188	96*	260	814	322	366	180
Yes	260 24%	111 21%	149 28% B	45 27% H	63 23% H	88 40% DEGH	49 21% H	15 8%	158 24%	23 27%	15 25%	44 23%	20 21%	260 100% O	- -	72 23%	79 22%	49 27%
No	814 76%	430 79% C	384 72%	119 73% F	208 77% F	133 60%	183 79% F	171 92% DEFG	487 76%	61 73%	46 75%	144 77%	76 79%	-	814 100% N	249 77%	287 78%	131 73%
Income Low	322 30%	142 26% B	180 34% B	65 39% F	97 36% F	37 17%	70 30% F	54 29% F	159 25%	23 27%	21 35%	76 41% I	42 44% I	72 28%	249 31%	322 100% QR	-	-
Middle	366 34%	213 39% C	153 29%	37 23%	92 34%	84 38% D	81 35% D	72 39% D	231 36%	31 37%	18 30%	60 32%	25 26%	79 31%	287 35%	-	366 100% PR	-
Upper	180 17%	106 20% C	74 14%	21 13%	35 13%	51 23% DE	40 17%	33 18%	117 18% J	7 8%	12 20% J	28 15%	17 17%	49 19%	131 16%	-	-	180 100% PQ

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O - P/Q/R
 Overlap formulae used. * small base

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Base: All GB Adults 16-64

CLASSIFICATION TABLES - GREAT BRITAIN (DEMOGRAPHIC)

17 Dec 2008
 Table 120

	Unweighted	Weighted
Unweighted Base	1111	1111
Weighted Base	1111	1111
GENDER -----		
Male	544 49%	553 50%
Female	567 51%	558 50%
AGE -----		
16-24	168 15%	189 17%
25-34	263 24%	269 24%
35-44	254 23%	254 23%
45-54	210 19%	211 19%
55-64	216 19%	188 17%
REGION -----		
North	346 31%	362 33%
Midlands	347 31%	377 34%
South	418 38%	373 34%

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Base: All GB Adults 16-64

CLASSIFICATION TABLES - GREAT BRITAIN (DEMOGRAPHIC)

17 Dec 2008
 Table 120

	Unweighted	Weighted
Weighted Base	1111	1111
<u>PRESENCE OF CHILDREN IN HOUSEHOLD</u>		
Yes	360 32%	376 34%
No	751 68%	735 66%
<u>INCOME</u>		
Low	139 13%	166 15%
Middle	365 33%	365 33%
Upper	430 39%	402 36%
Decline to answer/ Not Answered	177 16%	178 16%

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CLASSIFICATION TABLES - FRANCE (DEMOGRAPHIC)

17 Dec 2008
 Table 121

Base: All French Adults 16-64

	Unweighted	Weighted
Unweighted Base	1034	1034
Weighted Base	1034	1034
GENDER -----		
Male	503 49%	520 50%
Female	531 51%	514 50%
AGE -----		
16-24	181 18%	182 18%
25-34	236 23%	253 24%
35-44	255 25%	249 24%
45-54	180 17%	173 17%
55-64	182 18%	177 17%
REGION -----		
Paris	291 28%	202 20%
North East	215 21%	246 24%
North West	152 15%	200 19%
Central	67 6%	79 8%
South East	215 21%	208 20%
South West	93 9%	95 9%
Mediterranean	1 *	4 *

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CLASSIFICATION TABLES - FRANCE (DEMOGRAPHIC)

17 Dec 2008
 Table 121

Base: All French Adults 16-64

	Unweighted	Weighted
Weighted Base	1034	1034
PRESENCE OF CHILDREN IN HOUSEHOLD		
Yes	310 30%	317 31%
No	724 70%	718 69%
INCOME		
Low	273 26%	306 30%
Middle	455 44%	423 41%
Upper	120 12%	91 9%
Decline to answer/ Not Answered	186 18%	214 21%

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CLASSIFICATION TABLES - ITALY (DEMOGRAPHIC)

17 Dec 2008
 Table 122

Base: All Italian Adults 18-64

	Unweighted	Weighted
Unweighted Base	997	997
Weighted Base	997	997
GENDER -----		
Male	502 50%	494 50%
Female	495 50%	503 50%
AGE -----		
18-24	181 18%	170 17%
25-34	209 21%	235 24%
35-44	215 22%	214 22%
45-54	200 20%	197 20%
55-64	192 19%	179 18%
REGION -----		
North	633 63%	534 54%
Central	159 16%	163 16%
South	205 21%	300 30%

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CLASSIFICATION TABLES - ITALY (DEMOGRAPHIC)

17 Dec 2008
 Table 122

Base: All Italian Adults 18-64

	Unweighted	Weighted
Weighted Base	997	997
PRESENCE OF CHILDREN IN HOUSEHOLD		

Yes	270 27%	304 30%
No	727 73%	693 70%
INCOME		

Low	190 19%	241 24%
Middle	391 39%	357 36%
Upper	136 14%	101 10%
Decline to answer	280 28%	298 30%

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CLASSIFICATION TABLES - SPAIN (DEMOGRAPHIC)

17 Dec 2008
 Table 123

Base: All Spanish Adults 16-64

	Unweighted	Weighted
Unweighted Base	949	949
Weighted Base	949	949
GENDER -----		
Male	487 51%	469 49%
Female	462 49%	480 51%
AGE -----		
16-24	201 21%	186 20%
25-34	191 20%	229 24%
35-44	191 20%	193 20%
45-54	176 19%	166 18%
55-64	190 20%	175 18%
REGION -----		
Northwest	78 8%	86 9%
North Central	136 14%	140 15%
Northeast	248 26%	207 22%
Central	218 23%	203 21%
Central Coast	110 12%	123 13%
South	101 11%	131 14%
Islands	58 6%	60 6%

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CLASSIFICATION TABLES - SPAIN (DEMOGRAPHIC)

17 Dec 2008
 Table 123

Base: All Spanish Adults 16-64

	Unweighted	Weighted
Weighted Base	949	949
PRESENCE OF CHILDREN IN HOUSEHOLD		
Yes	295 31%	306 32%
No	654 69%	643 68%
INCOME		
Low	219 23%	249 26%
Middle	370 39%	381 40%
Upper	125 13%	80 8%
Decline to answer/ Not Answered	235 25%	238 25%

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CLASSIFICATION TABLES - GERMANY (DEMOGRAPHIC)

17 Dec 2008
 Table 124

Base: All German Adults 16-64

	Unweighted	Weighted
Unweighted Base	1074	1074
Weighted Base	1074	1074
GENDER -----		
Male	534 50%	541 50%
Female	540 50%	533 50%
AGE -----		
16-24	164 15%	164 15%
25-34	263 24%	270 25%
35-44	248 23%	221 21%
45-54	222 21%	232 22%
55-64	177 16%	187 17%
REGION -----		
North	601 56%	645 60%
Central	91 8%	84 8%
South	91 8%	60 6%
East	176 16%	188 17%
West	115 11%	96 9%

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CLASSIFICATION TABLES - GERMANY (DEMOGRAPHIC)

17 Dec 2008
 Table 124

Base: All German Adults 16-64

	Unweighted	Weighted
Weighted Base	1074	1074
<u>PRESENCE OF CHILDREN IN HOUSEHOLD</u>		
Yes	266 25%	260 24%
No	808 75%	814 76%
<u>INCOME</u>		
Low	343 32%	322 30%
Middle	379 35%	366 34%
Upper	167 16%	180 17%
Decline to answer/ Not Answered	185 17%	207 19%

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Base: All GB Adults 16-64

WEIGHTING VARIABLES - GREAT BRITAIN

17 Dec 2008
 Table 125

	Unweighted	Weighted
Unweighted Base	1111	1111
Weighted Base	1111	1111
<u>AGE CATEGORIES</u>		
16-24	168 15%	189 17%
25-34	263 24%	269 24%
35-44	254 23%	254 23%
45-54	210 19%	211 19%
55-64	216 19%	188 17%
<u>GENDER</u>		
Male	544 49%	553 50%
Female	567 51%	558 50%
<u>EDUCATION</u>		
GCSE/O-Level/CSE	233 21%	277 25%
Vocational qualifications	112 10%	87 8%
A-Level/Scottish Higher or equivalent	208 19%	166 15%
Bachelor Degree or equivalent	285 26%	186 17%
Master's/Ph.D or equivalent	109 10%	53 5%
Other	54 5%	132 12%
No formal qualifications	62 6%	142 13%

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WEIGHTING VARIABLES - GREAT BRITAIN

17 Dec 2008
 Table 125

Base: All GB Adults 16-64

	Unweighted	Weighted
Weighted Base	1111	1111
Still studying	48 4%	68 6%
<u>ITV REGION</u>		
Scottish TV/Grampian (Scotland)	103 9%	98 9%
Tyne Tees TV (North East)	52 5%	51 5%
Granada TV (North West)	116 10%	132 12%
Yorkshire TV (Yorkshire)	86 8%	90 8%
Central TV (Midlands)	167 15%	180 16%
ITV (Wales and West)	57 5%	54 5%
Anglia TV (East)	71 6%	106 10%
Carlton/LWT (London)	144 13%	143 13%
Meridian (South & South East)	202 18%	158 14%
West Country TV (South West)	111 10%	96 9%
Other Place	-	-
Unknown	2 *	2 *

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WEIGHTING VARIABLES - GREAT BRITAIN

17 Dec 2008
 Table 125

Base: All GB Adults 16-64

	Unweighted	Weighted
Weighted Base	1111	1111
<u>PROPENSITY QUINTILE</u>		
Quintile 1	365 33%	229 21%
Quintile 2	292 26%	215 19%
Quintile 3	177 16%	178 16%
Quintile 4	114 10%	205 18%
Quintile 5	63 6%	181 16%
Missing	100 9%	103 9%
<u>INTERNET USAGE PER WEEK</u>		
0-5 Hours Per Week	143 13%	304 27%
6-10 Hours Per Week	265 24%	312 28%
11-20 Hours Per Week	362 33%	283 25%
21+ Hours Per Week	341 31%	211 19%

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Base: All French Adults 16-64

WEIGHTING VARIABLES - FRANCE

17 Dec 2008
 Table 126

	Unweighted	Weighted
Unweighted Base	1034	1034
Weighted Base	1034	1034
<u>AGE CATEGORIES</u>		
16-24	181 18%	182 18%
25-34	236 23%	253 24%
35-44	255 25%	249 24%
45-54	180 17%	173 17%
55-64	182 18%	177 17%
<u>GENDER</u>		
Male	503 49%	520 50%
Female	531 51%	514 50%
<u>EDUCATION</u>		
CAP / BEP	129 12%	295 28%
Baccalaureat (All forms)	652 63%	529 51%
DESS/DEA/Mastere	160 15%	60 6%
Doctorat	35 3%	18 2%
Still studying	42 4%	91 9%
No degree	16 2%	43 4%

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Base: All French Adults 16-64

WEIGHTING VARIABLES - FRANCE

17 Dec 2008
 Table 126

	Unweighted	Weighted
Weighted Base	1034	1034
PROVINCE		

Alsace	31 3%	31 3%
Aquitaine	52 5%	49 5%
Auvergne	22 2%	23 2%
Basse-Normandie	16 2%	26 2%
Bourgogne	16 2%	30 3%
Bretagne	41 4%	53 5%
Centre	41 4%	45 4%
Champagne-Ardenne	15 1%	25 2%
Corse	1 *	4 *
Franche-Comte	21 2%	20 2%
Ile de France	294 28%	202 20%
Haute-Normandie	17 2%	29 3%
Languedoc-Roussillon	31 3%	35 3%
Limousin	5 *	12 1%
Lorraine	45 4%	42 4%
Midi-Pyrenees	42 4%	46 4%
Nord Pas-de-Calais	68 7%	66 6%
Pays de la Loire	50 5%	58 6%
Picardie	20 2%	34 3%
Poite-Charentes	17 2%	29 3%
Provence-Alpes-Cote-d'Azur	86 8%	77 7%

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Base: All French Adults 16-64

WEIGHTING VARIABLES - FRANCE

17 Dec 2008
 Table 126

	Unweighted	Weighted
Weighted Base	1034	1034
Rhone Alps	103 10%	98 10%
<u>PROPENSITY QUINTILE</u>		
Quintile 1	450 44%	271 26%
Quintile 2	217 21%	223 22%
Quintile 3	177 17%	209 20%
Quintile 4	115 11%	195 19%
Quintile 5	75 7%	136 13%
<u>INTERNET USAGE PER WEEK</u>		
0-5 Hours Per Week	125 12%	240 23%
6-10 Hours Per Week	209 20%	309 30%
11-20 Hours Per Week	360 35%	267 26%
21+ Hours Per Week	340 33%	217 21%

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Base: All Italian Adults 18-64

WEIGHTING VARIABLES - ITALY

17 Dec 2008
 Table 127

	Unweighted	Weighted
Unweighted Base	997	997
Weighted Base	997	997
<u>AGE CATEGORIES</u>		
18-24	181 18%	170 17%
25-34	209 21%	235 24%
35-44	215 22%	214 22%
45-54	200 20%	197 20%
55-64	192 19%	179 18%
<u>GENDER</u>		
Male	502 50%	494 50%
Female	495 50%	503 50%
<u>EDUCATION</u>		
A levels / other high school qualifications/ No Formal Qualifications	477 48%	647 65%
Some college, but no degree	147 15%	92 9%
1st and 2nd Level Degrees	238 24%	103 10%
Masters/PhD or equivalent	53 5%	41 4%
Still Studying	82 8%	114 11%

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Base: All Italian Adults 18-64

WEIGHTING VARIABLES - ITALY

17 Dec 2008
 Table 127

	Unweighted	Weighted
Weighted Base	997	997
REGION		

Abruzzo	14 1%	23 2%
Basilicata	7 1%	11 1%
Calabria	14 1%	29 3%
Campania	74 7%	94 9%
Emilia Romagna	77 8%	70 7%
Friuli Venezia Giulia	24 2%	21 2%
Lazio	104 10%	93 9%
Liguria	28 3%	29 3%
Lombardia	229 23%	161 16%
Marche	27 3%	26 3%
Molise	5 1%	6 1%
Piemonte	107 11%	76 8%
Puglia	50 5%	72 7%
Sardegna	27 3%	29 3%
Sicilia	45 5%	85 9%
Toscana	63 6%	62 6%
Trentino Alto Adige	14 1%	16 2%
Umbria	10 1%	15 1%
Valle d' Aosta	4 *	2 *
Veneto	74 7%	78 8%

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Base: All Italian Adults 18-64

WEIGHTING VARIABLES - ITALY

17 Dec 2008
 Table 127

	Unweighted	Weighted
Weighted Base	997	997
<u>PROPENSITY QUINTILE</u>		
Quintile 1	391 39%	220 22%
Quintile 2	197 20%	175 18%
Quintile 3	124 12%	175 18%
Quintile 4	109 11%	170 17%
Quintile 5	37 4%	116 12%
Missing	139 14%	141 14%
<u>INTERNET USAGE PER WEEK</u>		
0-5 Hours Per Week	190 19%	247 25%
6-10 Hours Per Week	252 25%	250 25%
11-20 Hours Per Week	240 24%	245 25%
21+ Hours Per Week	315 32%	255 26%

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Base: All Spanish Adults 16-64

WEIGHTING VARIABLES - SPAIN

17 Dec 2008
 Table 128

	Unweighted	Weighted
Unweighted Base	949	949
Weighted Base	949	949
<u>AGE CATEGORIES</u>		
16-24	201 21%	186 20%
25-34	191 20%	229 24%
35-44	191 20%	193 20%
45-54	176 19%	166 18%
55-64	190 20%	175 18%
<u>GENDER</u>		
Male	487 51%	469 49%
Female	462 49%	480 51%
<u>EDUCATION</u>		
No Formal Quals + Secundaria + Bachillerato	366 39%	553 58%
Estudios Universitarios no finalizados	144 15%	124 13%
Diplomatura/Licenciatura	328 35%	107 11%
Masters/PhD or equivalent	68 7%	57 6%
Still Studying	43 5%	108 11%

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Base: All Spanish Adults 16-64

WEIGHTING VARIABLES - SPAIN

17 Dec 2008
 Table 128

	Unweighted	Weighted
Weighted Base	949	949
REGION		

Alicante/Alacant	33 3%	38 4%
Asturias	18 2%	29 3%
Illes Balears	24 3%	20 2%
Barcelona	176 19%	117 12%
Cadiz	25 3%	29 3%
Coruna	6 1%	9 1%
Granada	8 1%	19 2%
Madrid	167 18%	126 13%
Malaga	17 2%	27 3%
Murcia	20 2%	28 3%
Las Palmas	18 2%	19 2%
Pontevedra	26 3%	19 2%
Santa Cruz de Tenerife	14 1%	19 2%
Sevilla	32 3%	36 4%
Valencia	53 6%	49 5%
Vizcaya	37 4%	30 3%
Zaragoza	16 2%	19 2%
ALL OTHERS	259 27%	316 33%

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Base: All Spanish Adults 16-64

WEIGHTING VARIABLES - SPAIN

17 Dec 2008
 Table 128

	Unweighted	Weighted
Weighted Base	949	949
<u>PROPENSITY QUINTILE</u>		
Quintile 1	388 41%	245 26%
Quintile 2	170 18%	112 12%
Quintile 3	152 16%	182 19%
Quintile 4	85 9%	158 17%
Quintile 5	68 7%	165 17%
Missing	86 9%	87 9%
<u>INTERNET USAGE PER WEEK</u>		
0-5 Hours Per Week	212 22%	281 30%
6-10 Hours Per Week	240 25%	236 25%
11-20 Hours Per Week	276 29%	242 25%
21+ Hours Per Week	221 23%	190 20%

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Base: All German Adults 16-64

WEIGHTING VARIABLES - GERMANY

17 Dec 2008
 Table 129

	Unweighted	Weighted
Unweighted Base	1074	1074
Weighted Base	1074	1074
<u>AGE CATEGORIES</u>		
16-24	164 15%	164 15%
25-34	263 24%	270 25%
35-44	248 23%	221 21%
45-54	222 21%	232 22%
55-64	177 16%	187 17%
<u>GENDER</u>		
Male	534 50%	541 50%
Female	540 50%	533 50%
<u>EDUCATION</u>		
Hauptschule	64 6%	96 9%
Mittlere Reife	138 13%	181 17%
Abitur	141 13%	171 16%
Fachhochschulabschluss	129 12%	104 10%
Hochschulabschluss	131 12%	129 12%
Promotion	22 2%	13 1%
Abgeschlossene Lehre	317 30%	279 26%
Meisterbrief	24 2%	50 5%

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Base: All German Adults 16-64

WEIGHTING VARIABLES - GERMANY

17 Dec 2008
 Table 129

	Unweighted	Weighted
Weighted Base	1074	1074
Andere Qualifikation	45 4%	30 3%
Student/in/Auszubildende/r	57 5%	19 2%
Keine abgeschlossene Qualifikation	6 1%	2 *
REGION -----		
Baden-Wurtemberg	118 11%	138 13%
Bayern	140 13%	156 15%
Berlin	71 7%	44 4%
Brandenburg	30 3%	32 3%
Bremen	9 1%	9 1%
Frankfurt	6 1%	5 *
Hamburg	42 4%	22 2%
Hessen	93 9%	75 7%
Mecklenburg-Vorpommern	16 1%	23 2%
Munich	2 *	4 *
Niedersachsen	99 9%	105 10%
Nordrhein-Westfalen	223 21%	237 22%
Rheinland-Pfalz	57 5%	53 5%
Saarland	7 1%	14 1%
Sachsen	53 5%	54 5%
Sachsen-Anhalt	24 2%	34 3%

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Base: All German Adults 16-64

WEIGHTING VARIABLES - GERMANY

17 Dec 2008
 Table 129

	Unweighted	Weighted
Weighted Base	1074	1074
Schleswig-Holstein	48 4%	37 3%
Thuringen	35 3%	32 3%
<u>PROPENSITY QUINTILE</u>		
Quintile 1	293 27%	191 18%
Quintile 2	219 20%	191 18%
Quintile 3	235 22%	191 18%
Quintile 4	124 12%	191 18%
Quintile 5	76 7%	184 17%
Missing	127 12%	127 12%
<u>INTERNET USAGE PER WEEK</u>		
0-5 Hours Per Week	149 14%	285 27%
6-10 Hours Per Week	256 24%	270 25%
11-20 Hours Per Week	353 33%	270 25%
21+ Hours Per Week	316 29%	249 23%

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Page	Table	Title
1	1	Q1604 Which of the following do you feel have been the 3 most significant international events of 2008? This Question Was Weighted To The General Population
2	2	Q1606 And among these events, which one has been the most significant for you personally in 2008? This Question Was Weighted To The General Population
3	3	Q1607 Regarding your personal situation, would you say that 2008 has been... This Question Was Weighted To The General Population
4	4	Q1610_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Presents This Question Was Weighted To The General Population
5	5	Q1610_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Food and drink This Question Was Weighted To The General Population
6	6	Q1610_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Outings This Question Was Weighted To The General Population
7	7	Q1610_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Decorations This Question Was Weighted To The General Population
8	8	Q1610_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Clothing This Question Was Weighted To The General Population
9	9	Q1610_6 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Beauty / wellness (hairdresser, beauty care ...) This Question Was Weighted To The General Population
10	10	Q1610_7 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Weekends and travel This Question Was Weighted To The General Population
11	11	Q1610_8 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Transports This Question Was Weighted To The General Population
12	12	Q1610_9 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Your overall budget for the holidays This Question Was Weighted To The General Population
13	13	Q1610 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? GRID SUMMARY TABLE This Question Was Weighted To The General Population
14	14	Q1615 In your opinion, what impact will the election of Barack Obama have for the United States? This Question Was Weighted To The General Population
15	15	Q1620 In your opinion, what impact will the election of Barack Obama have for your own country ? This Question Was Weighted To The General Population
16	16	Q1625 Regarding the economic status of your country, would you say that you are today ...? This Question Was Weighted To The General Population
17	17	Q1630 And more specifically regarding your own economic situation, would you say that you are today ...? This Question Was Weighted To The General Population
18	18	Q1635 If it was possible for you to change anything in 2009, which of these would you like to change? This Question Was Weighted To The General Population
20	19	Q1640 Would you be willing to be contacted by a journalist concerning the subjects of this section of the survey? This Question Was Weighted To The General Population
21	20	Q1604_1 Which of the following do you feel have been the 3 most significant international events of 2008? This Question Was Weighted To The General Population
22	21	Q1604_2 Which of the following do you feel have been the 3 most significant international events of 2008? This Question Was Weighted To The General Population
23	22	Q1604_3 Which of the following do you feel have been the 3 most significant international events of 2008? This Question Was Weighted To The General Population
24	23	Q1604_4 Which of the following do you feel have been the 3 most significant international events of 2008? This Question Was Weighted To The General Population

Page	Table	Title
25	24	Q1604_5 Which of the following do you feel have been the 3 most significant international events of 2008? This Question Was Weighted To The General Population
26	25	Q1606_1 And among these events, which one has been the most significant for you personally in 2008? This Question Was Weighted To The General Population
27	26	Q1606_2 And among these events, which one has been the most significant for you personally in 2008? This Question Was Weighted To The General Population
28	27	Q1606_3 And among these events, which one has been the most significant for you personally in 2008? This Question Was Weighted To The General Population
29	28	Q1606_4 And among these events, which one has been the most significant for you personally in 2008? This Question Was Weighted To The General Population
30	29	Q1606_5 And among these events, which one has been the most significant for you personally in 2008? This Question Was Weighted To The General Population
31	30	Q1607_1 Regarding your personal situation, would you say that 2008 has been... This Question Was Weighted To The General Population
32	31	Q1607_2 Regarding your personal situation, would you say that 2008 has been... This Question Was Weighted To The General Population
33	32	Q1607_3 Regarding your personal situation, would you say that 2008 has been... This Question Was Weighted To The General Population
34	33	Q1607_4 Regarding your personal situation, would you say that 2008 has been... This Question Was Weighted To The General Population
35	34	Q1607_5 Regarding your personal situation, would you say that 2008 has been... This Question Was Weighted To The General Population
36	35	Q1610_1_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Presents This Question Was Weighted To The General Population
37	36	Q1610_2_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Food and drink This Question Was Weighted To The General Population
38	37	Q1610_3_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Outings This Question Was Weighted To The General Population
39	38	Q1610_4_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Decorations This Question Was Weighted To The General Population
40	39	Q1610_5_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Clothing This Question Was Weighted To The General Population
41	40	Q1610_6_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Beauty / wellness (hairstylist, beauty care ...) This Question Was Weighted To The General Population
42	41	Q1610_7_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Weekends and travel This Question Was Weighted To The General Population
43	42	Q1610_8_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Transports This Question Was Weighted To The General Population
44	43	Q1610_9_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Your overall budget for the holidays This Question Was Weighted To The General Population
45	44	Q1610_1 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? GRID SUMMARY TABLE This Question Was Weighted To The General Population
46	45	Q1610_1_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Presents This Question Was Weighted To The General Population

Page	Table	Title
47	46	Q1610_2_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Food and drink This Question Was Weighted To The General Population
48	47	Q1610_3_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Outings This Question Was Weighted To The General Population
49	48	Q1610_4_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Decorations This Question Was Weighted To The General Population
50	49	Q1610_5_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Clothing This Question Was Weighted To The General Population
51	50	Q1610_6_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Beauty / wellness (hairstylist, beauty care ...) This Question Was Weighted To The General Population
52	51	Q1610_7_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Weekends and travel This Question Was Weighted To The General Population
53	52	Q1610_8_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Transports This Question Was Weighted To The General Population
54	53	Q1610_9_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Your overall budget for the holidays This Question Was Weighted To The General Population
55	54	Q1610_2 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? GRID SUMMARY TABLE This Question Was Weighted To The General Population
56	55	Q1610_1_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Presents This Question Was Weighted To The General Population
57	56	Q1610_2_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Food and drink This Question Was Weighted To The General Population
58	57	Q1610_3_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Outings This Question Was Weighted To The General Population
59	58	Q1610_4_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Decorations This Question Was Weighted To The General Population
60	59	Q1610_5_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Clothing This Question Was Weighted To The General Population
61	60	Q1610_6_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Beauty / wellness (hairstylist, beauty care ...) This Question Was Weighted To The General Population
62	61	Q1610_7_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Weekends and travel This Question Was Weighted To The General Population
63	62	Q1610_8_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Transports This Question Was Weighted To The General Population

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64	63	Q1610_9_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Your overall budget for the holidays This Question Was Weighted To The General Population
65	64	Q1610_3 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? GRID SUMMARY TABLE This Question Was Weighted To The General Population
66	65	Q1610_1_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Presents This Question Was Weighted To The General Population
67	66	Q1610_2_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Food and drink This Question Was Weighted To The General Population
68	67	Q1610_3_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Outings This Question Was Weighted To The General Population
69	68	Q1610_4_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Decorations This Question Was Weighted To The General Population
70	69	Q1610_5_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Clothing This Question Was Weighted To The General Population
71	70	Q1610_6_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Beauty / wellness (hairdresser, beauty care ...) This Question Was Weighted To The General Population
72	71	Q1610_7_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Weekends and travel This Question Was Weighted To The General Population
73	72	Q1610_8_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Transports This Question Was Weighted To The General Population
74	73	Q1610_9_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Your overall budget for the holidays This Question Was Weighted To The General Population
75	74	Q1610_4 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? GRID SUMMARY TABLE This Question Was Weighted To The General Population
76	75	Q1610_1_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Presents This Question Was Weighted To The General Population
77	76	Q1610_2_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Food and drink This Question Was Weighted To The General Population
78	77	Q1610_3_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Outings This Question Was Weighted To The General Population
79	78	Q1610_4_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Decorations This Question Was Weighted To The General Population
80	79	Q1610_5_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Clothing This Question Was Weighted To The General Population

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81	80	Q1610_6_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Beauty / wellness (hairstylist, beauty care ...) This Question Was Weighted To The General Population
82	81	Q1610_7_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Weekends and travel This Question Was Weighted To The General Population
83	82	Q1610_8_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Transports This Question Was Weighted To The General Population
84	83	Q1610_9_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? Your overall budget for the holidays This Question Was Weighted To The General Population
85	84	Q1610_5 In comparison to last year, for the upcoming holiday season, will the budget you plan to allocate for each of the following categories be ...? GRID SUMMARY TABLE This Question Was Weighted To The General Population
86	85	Q1615_1 In your opinion, what impact will the election of Barack Obama have for the United States? This Question Was Weighted To The General Population
87	86	Q1615_2 In your opinion, what impact will the election of Barack Obama have for the United States? This Question Was Weighted To The General Population
88	87	Q1615_3 In your opinion, what impact will the election of Barack Obama have for the United States? This Question Was Weighted To The General Population
89	88	Q1615_4 In your opinion, what impact will the election of Barack Obama have for the United States? This Question Was Weighted To The General Population
90	89	Q1615_5 In your opinion, what impact will the election of Barack Obama have for the United States? This Question Was Weighted To The General Population
91	90	Q1620_1 In your opinion, what impact will the election of Barack Obama have for your own country ? This Question Was Weighted To The General Population
92	91	Q1620_2 In your opinion, what impact will the election of Barack Obama have for your own country ? This Question Was Weighted To The General Population
93	92	Q1620_3 In your opinion, what impact will the election of Barack Obama have for your own country ? This Question Was Weighted To The General Population
94	93	Q1620_4 In your opinion, what impact will the election of Barack Obama have for your own country ? This Question Was Weighted To The General Population
95	94	Q1620_5 In your opinion, what impact will the election of Barack Obama have for your own country ? This Question Was Weighted To The General Population
96	95	Q1625 Regarding the economic status of your country, would you say that you are today ...? This Question Was Weighted To The General Population
97	96	Q1625 Regarding the economic status of your country, would you say that you are today ...? This Question Was Weighted To The General Population
98	97	Q1625 Regarding the economic status of your country, would you say that you are today ...? This Question Was Weighted To The General Population
99	98	Q1625 Regarding the economic status of your country, would you say that you are today ...? This Question Was Weighted To The General Population
100	99	Q1625 Regarding the economic status of your country, would you say that you are today ...? This Question Was Weighted To The General Population
101	100	Q1630_1 And more specifically regarding your own economic situation, would you say that you are today ...? This Question Was Weighted To The General Population
102	101	Q1630_2 And more specifically regarding your own economic situation, would you say that you are today ...? This Question Was Weighted To The General Population
103	102	Q1630_3 And more specifically regarding your own economic situation, would you say that you are today ...? This Question Was Weighted To The General Population
104	103	Q1630_4 And more specifically regarding your own economic situation, would you say that you are today ...? This Question Was Weighted To The General Population
105	104	Q1630_5 And more specifically regarding your own economic situation, would you say that you are today ...? This Question Was Weighted To The General Population
106	105	Q1635_1 If it was possible for you to change anything in 2009, which of these would you like to change? This Question Was Weighted To The General Population
108	106	Q1635_2 If it was possible for you to change anything in 2009, which of these would you like to change? This Question Was Weighted To The General Population

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