

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 United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
The stock exchange/banking/financial crisis	874 87%	436 88%	437 86%	139 80%	150 89%	183 85%	214 88%	188 95% DF	199 88%	194 90%	277 84%	204 90%	377 87%	496 88%	202 84%	100 87%	144 89%	264 90%
The election of Barack Obama in the United States	798 80%	392 79%	406 80%	138 80%	134 79%	170 79%	186 76%	171 86%	182 80%	179 83%	256 77%	181 80%	351 81%	448 79%	192 80%	96 83%	133 82%	225 77%
Evolution of the situation in Iraq	348 35%	164 33%	184 36%	40 23%	54 32%	84 39% D	86 35%	84 42% D	91 40% L	80 37%	121 36%	56 25%	141 32%	207 37%	73 31%	48 42%	48 30%	118 40%
The Olympic Games in China	245 25%	105 21%	140 28%	77 45% EFGH	32 19%	53 24%	44 18%	40 20%	37 16%	52 24%	98 30% I	59 26%	136 31% N	110 19%	61 25%	27 23%	42 26%	48 16%
The conflict between Russia and Georgia	245 24%	151 31% C	94 18%	42 24%	42 25%	49 23%	60 25%	51 26%	46 20%	46 21%	84 25%	70 31%	98 22%	147 26%	60 25%	29 26%	34 21%	87 30%
The conflict between China and Tibet	65 7%	19 4%	46 9% B	11 6%	15 9%	11 5%	21 8%	7 4%	16 7%	13 6%	18 6%	18 8%	29 7%	36 6%	21 9%	5 4%	13 8%	15 5%
France as president of Europe	31 3%	20 4%	11 2%	4 2%	9 5%	3 1%	9 4%	5 3%	7 3%	7 3%	8 2%	9 4%	18 4%	13 2%	1 1%	14 13% OQR	6 4%	6 2%
Other	115 11%	54 11%	61 12%	13 8%	23 14%	30 14%	30 12%	18 9%	24 11%	22 10%	25 8%	44 19% K	37 9%	78 14%	26 11%	15 13%	27 17%	30 10%
Not sure	44 4%	20 4%	23 5%	14 8% H	5 3%	14 7% H	10 4%	1 1%	10 4%	12 6%	16 5%	6 2%	21 5%	22 4%	19 8%	2 2%	3 2%	8 3%
Sigma	2765 276%	1362 276%	1402 277%	478 277%	464 273%	597 277%	661 271%	565 286%	612 270%	604 279%	903 273%	646 286%	1208 277%	1557 276%	654 273%	337 294%	450 278%	802 274%

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

17 Dec 2008
 Table 2

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

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	955	456	499	150	168	204	231	202	257	228	254	216	388	567	212	128	171	272
Weighted Base	955	473	482	159*	165*	201	233	197*	216	205	315	219	413	542	222	112*	159*	284
The stock exchange/banking/financial crisis	468 49%	253 53%	216 45%	50 32%	60 37%	113 56% DE	130 56% DE	115 58% DE	116 54%	110 54%	138 44%	103 47%	172 42%	297 55% M	66 30%	56 50% O	94 59% O	174 61% O
The election of Barack Obama in the United-States	423 44%	195 41%	228 47%	94 59% FGH	88 54% FGH	78 39%	90 39%	74 37%	88 41%	82 40%	156 50%	97 44%	208 50% N	216 40%	135 61% PQR	50 45%	57 36%	93 33%
Evolution of the situation in Iraq	35 4%	13 3%	22 5%	4 3%	9 6%	6 3%	7 3%	8 4%	6 3%	7 3%	15 5%	8 4%	16 4%	19 4%	13 6%	4 3%	5 3%	6 2%
The Olympic Games in China	12 1%	7 2%	5 1%	7 4% GH	1 1%	3 1%	1 *	-	2 1%	2 1%	4 1%	5 2%	11 3% N	2 *	2 1%	2 2%	*	5 2%
The conflict between Russia and Georgia	12 1%	4 1%	8 2%	2 1%	4 2%	2 1%	5 2%	-	4 2%	2 1%	-	6 3% K	5 1%	7 1%	5 2%	-	-	4 1%
The conflict between China and Tibet	4 *	* *	3 1%	2 1%	1 1%	-	-	-	1 *	1 *	2 1%	* *	2 1%	1 *	1 *	-	2 1%	1 *
France as president of Europe	* *	* *	-	* *	-	-	-	-	* *	-	-	-	-	* *	-	-	* *	-
Sigma	955 100%	473 100%	482 100%	159 100%	165 100%	201 100%	233 100%	197 100%	216 100%	205 100%	315 100%	219 100%	413 100%	542 100%	222 100%	112 100%	159 100%	284 100%

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

17 Dec 2008
 Table 3

Base: All United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
Positive (NET)	278 28%	136 28%	142 28%	74 43% FGH	52 30%	62 29%	47 19%	44 22%	51 23%	69 32%	105 32%	54 24%	144 33% N	135 24%	53 22%	18 16%	55 34% P	86 30% P
(5) A very positive year	71 7%	32 7%	38 8%	16 9% H	14 8%	16 7%	19 8%	5 3%	20 9%	11 5%	26 8%	14 6%	37 9%	33 6%	15 6%	4 3%	12 7%	24 8%
(4) A somewhat positive year	208 21%	104 21%	104 20%	57 33% GH	38 22% G	46 21% G	28 11%	39 20%	32 14%	58 27% I	79 24% I	40 18%	106 24%	102 18%	38 16%	14 12%	43 27% P	62 21%
(3) A neither positive nor negative year	248 25%	109 22%	139 27%	47 27%	46 27%	52 24%	61 25%	42 21%	76 34% J	32 15%	87 26% J	53 24%	119 27%	129 23%	57 24%	39 34% R	46 28%	54 18%
Negative (NET)	473 47%	248 50%	225 44%	52 30%	72 42%	102 47% D	136 56% D	112 56% D	99 44%	117 54%	139 42%	119 53%	173 40%	300 53% M	130 54% Q	57 50%	61 38%	152 52% Q
(2) A somewhat negative year	303 30%	150 30%	152 30%	32 19%	51 30%	66 31% D	75 31% D	79 40% D	59 26%	66 30%	91 28%	87 38% I	111 25%	192 34% M	82 34%	38 33%	36 22%	92 31%
(1) A very negative year	171 17%	98 20%	73 14%	20 11%	21 12%	36 17%	60 25% DE	33 17%	40 18%	51 24%	48 14%	32 14%	62 14%	108 19%	48 20%	19 17%	25 16%	61 21%
Mean	2.70	2.64	2.77	3.10 FGH	2.84 G	2.72	2.47	2.52	2.70	2.59	2.83	2.63	2.87 N	2.57	2.54	2.52	2.88 O	2.65
Std. Dev.	1.18	1.20	1.15	1.16	1.15	1.19	1.20	1.07	1.17	1.25	1.18	1.11	1.18	1.16	1.16	1.02	1.18	1.25
Std. Err.	0.04	0.06	0.05	0.09	0.09	0.08	0.08	0.07	0.07	0.08	0.07	0.07	0.06	0.05	0.08	0.09	0.09	0.07
Sigma	1000 100%	493 100%	507 100%	173 100%	170 100%	216 100%	244 100%	198 100%	226 100%	217 100%	331 100%	225 100%	436 100%	564 100%	240 100%	115 100%	162 100%	292 100%

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 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 United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
(3) Higher	57 6%	35 7%	22 4%	11 6%	10 6%	13 6%	14 6%	9 5%	14 6%	9 4%	28 9% L	5 2%	28 7%	29 5%	7 3%	6 5%	6 4%	30 10% O
(2) Similar	394 39%	204 41%	190 37%	72 42%	63 37%	85 40%	90 37%	84 42%	84 37%	101 46%	119 36%	89 40%	175 40%	218 39%	68 29%	45 39%	74 46% O	113 39%
(1) Lower	475 48%	208 42%	267 53% B	59 34%	87 51% D	102 48%	129 53% D	98 49% D	118 52%	97 45%	138 42%	123 54% K	205 47%	270 48%	136 57%	57 50%	77 47%	140 48%
Does not apply	74 7%	46 9%	28 5%	31 18% EFGH	10 6%	15 7%	12 5%	7 3%	9 4%	10 5%	46 14% IJL	9 4%	27 6%	47 8%	29 12% QR	7 6%	5 3%	9 3%
Mean	1.55	1.61 C	1.49	1.66	1.52	1.56	1.50	1.54	1.52	1.58	1.62 L	1.46	1.57	1.53	1.39	1.52	1.55	1.61 O
Std. Dev.	0.61	0.63	0.59	0.62	0.62	0.62	0.61	0.59	0.62	0.58	0.66	0.54	0.62	0.60	0.55	0.60	0.57	0.67
Std. Err.	0.02	0.03	0.03	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.04
Sigma	1000 100%	493 100%	507 100%	173 100%	170 100%	216 100%	244 100%	198 100%	226 100%	217 100%	331 100%	225 100%	436 100%	564 100%	240 100%	115 100%	162 100%	292 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
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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 United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
(3) Higher	65 7%	39 8%	26 5%	11 6%	9 5%	11 5%	23 9%	11 5%	18 8%	13 6%	21 6%	13 6%	27 6%	38 7%	9 4%	7 6%	15 9%	22 8%
(2) Similar	546 55%	261 53%	285 56%	83 48%	104 61% G	120 56%	114 47%	125 63% DG	124 55%	124 57%	181 55%	117 52%	222 51%	324 57%	116 49%	57 50%	96 59%	165 56%
(1) Lower	317 32%	144 29%	173 34%	38 22%	55 32%	73 34%	93 38% D	59 30%	74 33%	72 33%	89 27%	82 36%	148 34%	169 30%	98 41%	39 34%	45 28%	98 33%
Does not apply	72 7%	49 10% C	23 5%	41 24% EFGH	2 1%	11 5%	15 6%	3 2%	10 4%	8 4%	40 12% IJ	14 6%	39 9%	33 6%	17 7%	12 10% R	6 4%	8 3%
Mean	1.73	1.76	1.70	1.80	1.73	1.70	1.70	1.75	1.74	1.72	1.76	1.67	1.69	1.75	1.60	1.69	1.81 O	1.74
Std. Dev.	0.58	0.60	0.56	0.58	0.56	0.57	0.64	0.54	0.60	0.58	0.57	0.59	0.59	0.57	0.56	0.59	0.59	0.59
Std. Err.	0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.02	0.04	0.05	0.05	0.04
Sigma	1000 100%	493 100%	507 100%	173 100%	170 100%	216 100%	244 100%	198 100%	226 100%	217 100%	331 100%	225 100%	436 100%	564 100%	240 100%	115 100%	162 100%	292 100%

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_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 United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
(3) Higher	47 5%	25 5%	22 4%	13 7%	13 8%	7 3%	10 4%	3 2%	11 5%	5 2%	24 7%	8 4%	27 6%	20 4%	10 4%	8 7%	6 4%	13 4%
(2) Similar	350 35%	173 35%	177 35%	53 30%	53 31%	91 42%	81 33%	72 36%	80 35%	86 40%	111 34%	72 32%	143 33%	206 37%	56 23%	33 29%	70 43%	124 42% O
(1) Lower	451 45%	199 40%	252 50% B	52 30%	91 53% D	92 42%	113 46% D	105 53% D	112 49%	97 45%	127 38%	117 52% K	184 42%	267 47%	122 51%	54 47%	69 43%	136 46%
Does not apply	152 15%	96 20% C	55 11%	55 32% EFGH	13 7%	25 12%	41 17%	18 9%	23 10%	29 14%	70 21% I	29 13%	81 19%	71 13%	52 22% QR	21 18% R	18 11%	20 7%
Mean	1.52	1.56	1.49	1.67 H	1.51	1.56	1.50	1.44	1.50	1.51	1.61 L	1.45	1.56	1.50	1.40	1.51	1.56	1.55
Std. Dev.	0.60	0.61	0.59	0.67	0.65	0.57	0.59	0.54	0.60	0.55	0.65	0.57	0.63	0.58	0.59	0.64	0.57	0.58
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.06	0.04	0.04
Sigma	1000 100%	493 100%	507 100%	173 100%	170 100%	216 100%	244 100%	198 100%	226 100%	217 100%	331 100%	225 100%	436 100%	564 100%	240 100%	115 100%	162 100%	292 100%

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_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 United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
(3) Higher	28 3%	19 4%	9 2%	5 3%	7 4%	9 4%	7 3%	1 1%	6 3%	3 1%	17 5%	2 1%	14 3%	14 2%	2 1%	5 4%	2 1%	17 6% O
(2) Similar	331 33%	167 34%	164 32%	43 25%	44 26%	87 41% DE	78 32%	79 40% D	78 34%	78 36%	104 31%	71 32%	139 32%	192 34%	55 23%	32 28%	65 40% O	108 37% O
(1) Lower	441 44%	187 38%	253 50% B	58 33%	91 54% DF	84 39%	116 48% D	92 47%	102 45%	95 44%	121 36%	123 55% K	199 46%	241 43%	118 49%	57 50%	69 42%	138 47%
Does not apply	200 20%	119 24% C	81 16% EFGH	68 39%	28 16%	35 16%	43 18%	26 13%	41 18%	41 19%	89 27% L	29 13%	83 19%	117 21%	65 27% R	20 18%	26 16%	30 10%
Mean	1.48	1.55 C	1.43	1.50	1.41	1.58	1.45	1.47	1.48	1.47	1.57 L	1.39	1.48	1.49	1.34	1.45	1.51 O	1.54 O
Std. Dev.	0.57	0.59	0.53	0.58	0.58	0.59	0.56	0.51	0.56	0.53	0.62	0.51	0.58	0.56	0.50	0.60	0.53	0.61
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.06	0.04	0.04
Sigma	1000 100%	493 100%	507 100%	173 100%	170 100%	216 100%	244 100%	198 100%	226 100%	217 100%	331 100%	225 100%	436 100%	564 100%	240 100%	115 100%	162 100%	292 100%

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_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 United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
(3) Higher	56 6%	38 8% C	18 4%	23 14% FGH	13 8%	5 2%	10 4%	4 2%	11 5%	14 6% L	28 8% L	3 1%	27 6%	29 5%	9 4%	2 1%	7 5%	28 9% P
(2) Similar	453 45%	222 45%	231 46%	66 38%	73 43%	104 48%	110 45%	101 51%	98 43%	105 48%	147 44%	104 46%	185 42%	268 48%	85 35%	51 45%	91 56% O	134 46%
(1) Lower	399 40%	168 34%	231 46% B	42 25%	72 43% D	89 41% D	109 45% D	87 44% D	102 45%	77 36%	114 34%	106 47% K	173 40%	227 40%	120 50% Q	48 41%	58 36%	122 42%
Does not apply	91 9%	65 13% C	26 5%	41 24% EFGH	11 7%	17 8%	15 6%	6 3%	15 7%	21 10%	43 13% L	12 5%	51 12%	40 7%	26 11% R	15 13% QR	6 4%	9 3%
Mean	1.62	1.70 C	1.56	1.86 EFGH	1.63	1.58	1.57	1.57	1.57	1.68 L	1.70 L	1.51	1.62	1.62	1.48	1.54	1.68 O	1.67 O
Std. Dev.	0.60	0.62	0.57	0.69	0.64	0.55	0.58	0.54	0.59	0.60	0.64	0.53	0.61	0.59	0.58	0.53	0.56	0.65
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.04
Sigma	1000 100%	493 100%	507 100%	173 100%	170 100%	216 100%	244 100%	198 100%	226 100%	217 100%	331 100%	225 100%	436 100%	564 100%	240 100%	115 100%	162 100%	292 100%

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 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 9

Base: All United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
(3) Higher	19 2%	12 2%	7 1%	3 2%	5 3%	2 1%	7 3%	1 *	5 2%	2 1%	10 3%	1 *	9 2%	10 2%	1 1%	1 1%	3 2%	10 3%
(2) Similar	399 40%	182 37%	216 43%	61 35%	80 47% G	93 43%	77 31%	89 45% G	87 39%	90 41%	130 39%	92 41%	166 38%	232 41%	67 28%	44 39%	69 43% O	137 47% O
(1) Lower	340 34%	139 28%	201 40% B	40 23%	62 36%	77 36% D	86 35%	76 38% D	87 38%	69 32%	104 31%	80 35%	147 34%	193 34%	102 42%	39 34%	57 35%	98 33%
Does not apply	243 24%	160 32% C	83 16%	69 40% EFH	23 14%	44 20%	75 31% EH	32 16%	47 21%	56 26%	87 26%	53 24%	114 26%	129 23%	70 29% R	30 26%	34 21%	48 16%
Mean	1.58	1.62	1.54	1.65	1.62	1.57	1.53	1.55	1.55	1.58	1.62	1.54	1.57	1.58	1.41	1.55	1.58 O	1.64 O
Std. Dev.	0.54	0.56	0.53	0.54	0.56	0.52	0.58	0.51	0.56	0.52	0.57	0.51	0.55	0.54	0.51	0.53	0.54	0.56
Std. Err.	0.02	0.03	0.02	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.02	0.04	0.05	0.04	0.04
Sigma	1000 100%	493 100%	507 100%	173 100%	170 100%	216 100%	244 100%	198 100%	226 100%	217 100%	331 100%	225 100%	436 100%	564 100%	240 100%	115 100%	162 100%	292 100%

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 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 United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
(3) Higher	53 5%	28 6%	26 5%	12 7%	15 9%	4 2%	19 8%	4 2%	13 6%	11 5%	20 6%	9 4%	21 5%	32 6%	11 5%	3 3%	7 4%	24 8%
(2) Similar	333 33%	160 32%	173 34%	49 28%	53 31%	91 42%	67 27%	74 37%	77 34%	76 35%	106 32%	74 33%	131 30%	202 36%	46 19%	39 34%	74 46%	107 36%
(1) Lower	418 42%	191 39%	227 45%	46 27%	86 51%	84 39%	106 43%	96 48%	99 44%	91 42%	136 41%	92 41%	180 41%	238 42%	120 50%	46 40%	62 38%	134 46%
Does not apply	195 20%	115 23%	80 16%	66 38%	16 9%	37 17%	53 22%	25 12%	37 17%	39 18%	69 21%	50 22%	103 24%	92 16%	63 26%	27 23%	19 12%	28 10%
Mean	1.55	1.57	1.53	1.69 H	1.54	1.55	1.54	1.47	1.55	1.55	1.56	1.53	1.52	1.56	1.38	1.52	1.61 O	1.58 O
Std. Dev.	0.62	0.63	0.61	0.67	0.67	0.54	0.67	0.54	0.62	0.61	0.64	0.59	0.62	0.62	0.60	0.57	0.58	0.65
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.04	0.05	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.05	0.04
Sigma	1000 100%	493 100%	507 100%	173 100%	170 100%	216 100%	244 100%	198 100%	226 100%	217 100%	331 100%	225 100%	436 100%	564 100%	240 100%	115 100%	162 100%	292 100%

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 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 United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
(3) Higher	48 5%	26 5%	23 4%	14 8%	10 6%	8 4%	11 4%	6 3%	11 5%	13 6%	19 6%	6 3%	20 5%	28 5%	3 1%	4 3%	11 7% O	25 9% O
(2) Similar	356 36%	170 34%	186 37%	60 34%	64 38%	88 41% G	69 28%	75 38%	81 36%	76 35%	113 34%	85 38%	136 31%	219 39%	70 29%	42 37%	67 41%	102 35%
(1) Lower	359 36%	164 33%	195 38%	38 22%	68 40% D	77 36% D	95 39% D	80 40% D	78 35%	84 39%	110 33%	87 38%	159 36%	200 35%	110 46% Q	35 31%	51 31%	116 40%
Does not apply	237 24%	134 27%	103 20%	61 35% EFH	28 16%	43 20%	69 28%	37 19%	56 25%	44 20%	90 27%	48 21%	120 28%	117 21%	58 24%	34 29% R	33 20%	50 17%
Mean	1.59	1.61	1.57	1.78 GH	1.59	1.60	1.52	1.54	1.60	1.59	1.62	1.55	1.56	1.62	1.42	1.61	1.70 O	1.62 O
Std. Dev.	0.61	0.62	0.60	0.65	0.62	0.58	0.61	0.57	0.61	0.63	0.63	0.56	0.61	0.60	0.53	0.58	0.63	0.66
Std. Err.	0.02	0.03	0.03	0.06	0.05	0.04	0.05	0.04	0.04	0.05	0.04	0.04	0.03	0.03	0.04	0.06	0.05	0.04
Sigma	1000 100%	493 100%	507 100%	173 100%	170 100%	216 100%	244 100%	198 100%	226 100%	217 100%	331 100%	225 100%	436 100%	564 100%	240 100%	115 100%	162 100%	292 100%

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 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 United States 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	18-24	25-34	35-44	45-54	55-64	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	506	232	274	79	89	117	110	111	141	126	132	107	216	290	112	79	81	142
Weighted Base	492	242	250	91*	79*	106*	108*	109*	119*	110*	154*	109*	214	279	114*	59*	76*	153*
(3) Higher	23 5%	11 4%	12 5%	2 3%	* *	9 8%	9 8%	3 2%	6 5%	2 2%	11 7%	3 3%	10 5%	12 4%	3 3%	5 8%	4 5%	7 5%
(2) Similar	140 28%	69 28%	71 28%	26 29%	21 26%	35 33%	25 23%	34 31%	29 24%	40 36%	38 25%	33 30%	51 24%	89 32%	28 24%	14 23%	24 32%	35 23%
(1) Lower	300 61%	140 58%	160 64%	43 47%	55 70% D	61 58%	69 64%	71 65%	80 67%	64 58%	87 56%	70 64%	139 65%	161 58%	75 65%	37 63%	43 57%	103 67%
Does not apply	30 6%	23 9% C	7 3%	20 22% EFGH	2 3%	2 2%	5 4%	1 1%	4 3%	4 4%	19 12%	3 3%	14 6%	16 6%	8 7%	3 6%	4 5%	8 5%
Mean	1.40	1.41	1.39	1.43	1.28	1.50	1.41	1.36	1.36	1.42	1.44	1.38	1.36	1.43	1.33	1.43	1.45	1.34
Std. Dev.	0.58	0.58	0.58	0.56	0.46	0.65	0.65	0.53	0.58	0.54	0.64	0.55	0.58	0.58	0.53	0.66	0.61	0.57
Std. Err.	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.05	0.08	0.07	0.05
Sigma	492 100%	242 100%	250 100%	91 100%	79 100%	106 100%	108 100%	109 100%	119 100%	110 100%	154 100%	109 100%	214 100%	279 100%	114 100%	59 100%	76 100%	153 100%

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 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 United States 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	1000	1000	1000	1000	1000	1000	1000	1000	506
Weighted Base	1000	1000	1000	1000	1000	1000	1000	1000	492
(3) Higher	57 6%	65 7%	47 5%	28 3%	56 6%	19 2%	53 5%	48 5%	23 5%
(2) Similar	394 39%	546 55%	350 35%	331 33%	453 45%	399 40%	333 33%	356 36%	140 28%
(1) Lower	475 48%	317 32%	451 45%	441 44%	399 40%	340 34%	418 42%	359 36%	300 61%
Does not apply	74 7%	72 7%	152 15%	200 20%	91 9%	243 24%	195 20%	237 24%	30 6%
Mean	1.55	1.73	1.52	1.48	1.62	1.58	1.55	1.59	1.40
Std. Dev.	0.61	0.58	0.60	0.57	0.60	0.54	0.62	0.61	0.58
Std. Err.	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03
Sigma	1000 100%	1000 100%	1000 100%	1000 100%	1000 100%	1000 100%	1000 100%	1000 100%	492 100%

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

17 Dec 2008
 Table 14

Base: All United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
Positive (NET)	535 53%	262 53%	273 54%	93 54%	91 53%	109 50%	121 50%	122 62%	126 56%	106 49%	168 51%	135 60%	223 51%	312 55%	132 55%	55 48%	91 56%	162 56%
(5) A very positive impact	305 30%	161 33%	143 28%	54 31%	57 34%	46 22%	66 27%	81 41% FG	78 35%	56 26%	100 30%	71 31%	130 30%	175 31%	84 35%	34 30%	57 35%	87 30%
(4) A somewhat positive impact	230 23%	100 20%	130 26%	38 22%	33 20%	62 29%	55 22%	41 21%	48 21%	50 23%	68 21%	64 28%	93 21%	137 24%	48 20%	21 19%	34 21%	75 26%
(3) An equally positive and negative impact	117 12%	51 10%	66 13%	14 8%	23 13%	27 13%	33 13%	21 11%	31 14%	25 12%	42 13%	19 8%	47 11%	71 13%	29 12%	16 14%	19 12%	33 11%
Negative (NET)	210 21%	114 23%	96 19%	36 21%	40 24%	44 20%	54 22%	35 18%	38 17%	59 27% I	71 21%	41 18%	97 22%	112 20%	34 14%	25 22%	33 20%	76 26% O
(2) A somewhat negative impact	82 8%	43 9%	40 8%	17 10%	11 6%	17 8%	22 9%	16 8%	16 7%	16 7%	36 11%	15 7%	28 6%	54 10%	16 7%	11 9%	13 8%	29 10%
(1) A very negative impact	127 13%	71 14%	56 11%	19 11%	29 17%	27 13%	32 13%	19 10%	22 10%	44 20% IK	36 11%	26 12%	69 16%	58 10%	18 7%	14 13%	20 12%	47 16% O
It would not have any impact	11 1%	2 *	9 2%	- -	1 1%	7 3%	3 1%	- -	5 2%	1 *	5 2%	- -	7 2%	4 1%	2 1%	2 2%	* *	3 1%
Not sure	128 13%	66 13%	62 12%	31 18%	15 9%	29 13%	34 14%	20 10%	27 12%	25 12%	45 14%	31 14%	62 14%	66 12%	44 18% R	16 14%	19 12%	18 6%
Mean	3.58	3.56	3.61	3.65	3.52	3.47	3.48	3.83	3.75 J	3.31	3.57	3.71	3.51	3.64	3.85	3.52	3.66	3.47
Std. Dev.	1.42	1.49	1.36	1.44	1.51	1.37	1.43	1.37	1.35	1.54	1.40	1.38	1.50	1.37	1.31	1.45	1.43	1.47
Std. Err.	0.05	0.07	0.06	0.12	0.12	0.10	0.10	0.10	0.09	0.10	0.09	0.10	0.08	0.06	0.10	0.13	0.11	0.09
Sigma	1000 100%	493 100%	507 100%	173 100%	170 100%	216 100%	244 100%	198 100%	226 100%	217 100%	331 100%	225 100%	436 100%	564 100%	240 100%	115 100%	162 100%	292 100%

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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FIELD PERIOD: 26th NOVEMBER - 2nd DECEMBER 2008

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

17 Dec 2008
 Table 15

Base: All United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
Optimistic (NET)	478 48%	229 46%	250 49%	81 47%	83 49%	116 54%	110 45%	89 45%	104 46%	102 47%	172 52%	101 45%	226 52%	252 45%	103 43%	65 56%	73 45%	142 49%
(4) Very optimistic	81 8%	57 11% C	25 5%	14 8%	9 5%	17 8%	18 7%	24 12%	12 5%	17 8%	36 11%	16 7%	45 10%	36 6%	19 8%	12 10%	11 7%	18 6%
(3) Somewhat optimistic	397 40%	172 35%	225 44% B	67 39%	73 43%	99 46%	92 38%	65 33%	92 41%	84 39%	136 41%	85 38%	180 41%	217 38%	83 35%	53 46%	62 38%	124 42%
Pessimistic (NET)	522 52%	265 54%	257 51%	91 53%	87 51%	100 46%	134 55%	109 55%	123 54%	115 53%	160 48%	124 55%	210 48%	312 55%	138 57%	50 44%	89 55%	151 51%
(2) Somewhat pessimistic	398 40%	196 40%	202 40%	71 41%	69 41%	75 35%	104 43%	79 40%	97 43%	78 36%	122 37%	101 45%	172 39%	226 40%	103 43%	34 29%	71 44%	114 39%
(1) Very pessimistic	124 12%	69 14%	55 11%	21 12%	18 11%	25 11%	30 12%	30 15%	26 11%	37 17%	38 11%	23 10%	38 9%	86 15% M	34 14%	17 14%	18 11%	37 13%
Mean	2.44	2.44	2.43	2.43	2.43	2.50	2.40	2.41	2.40	2.38	2.51	2.42	2.54 N	2.36	2.36	2.52	2.40	2.42
Std. Dev.	0.81	0.87	0.75	0.81	0.76	0.80	0.80	0.89	0.76	0.86	0.83	0.77	0.80	0.81	0.82	0.87	0.78	0.79
Std. Err.	0.03	0.04	0.03	0.06	0.06	0.05	0.05	0.06	0.05	0.06	0.05	0.05	0.04	0.03	0.05	0.07	0.06	0.05
Sigma	1000 100%	493 100%	507 100%	173 100%	170 100%	216 100%	244 100%	198 100%	226 100%	217 100%	331 100%	225 100%	436 100%	564 100%	240 100%	115 100%	162 100%	292 100%

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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FIELD PERIOD: 26th NOVEMBER - 2nd DECEMBER 2008

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

17 Dec 2008
 Table 16

Base: All United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
Optimistic (NET)	537 54%	260 53%	277 55%	96 56%	93 55%	127 59%	118 49%	102 52%	109 48%	114 53%	195 59%	119 53%	258 59% N	278 49%	104 43%	64 56%	94 58% O	162 55%
(4) Very optimistic	101 10%	61 12%	40 8%	13 8%	16 9%	26 12%	21 9%	25 12%	9 4%	25 11% I	52 16% IL	15 7%	49 11%	52 9%	13 5%	16 14% O	17 10%	31 11%
(3) Somewhat optimistic	436 44%	199 40%	237 47%	83 48%	78 46%	101 47%	97 40%	78 39%	100 44%	89 41%	143 43%	104 46%	210 48%	226 40%	92 38%	48 42%	77 47%	131 45%
Pessimistic (NET)	463 46%	233 47%	230 45%	77 44%	76 45%	89 41%	126 51%	95 48%	117 52%	103 47%	136 41%	107 47%	177 41%	286 51% M	136 57% Q	51 44%	68 42%	130 45%
(2) Somewhat pessimistic	349 35%	174 35%	175 34%	57 33%	51 30%	70 32%	96 39%	75 38%	87 39%	74 34%	100 30%	87 39%	140 32%	209 37%	92 38%	36 31%	60 37%	101 34%
(1) Very pessimistic	114 11%	59 12%	55 11%	20 11%	25 15%	19 9%	29 12%	20 10%	30 13%	29 13%	36 11% I	20 9%	37 9%	77 14%	44 18% Q	15 13%	8 5%	29 10%
Mean	2.52	2.53	2.52	2.52	2.49	2.62	2.45	2.54	2.39	2.50	2.64 I	2.50	2.62 N	2.45	2.30	2.57	2.63 O	2.56 O
Std. Dev.	0.82	0.86	0.79	0.80	0.86	0.81	0.82	0.84	0.76	0.87	0.87	0.75	0.79	0.84	0.83	0.89	0.74	0.81
Std. Err.	0.03	0.04	0.03	0.06	0.06	0.06	0.05	0.06	0.05	0.06	0.05	0.05	0.04	0.03	0.05	0.08	0.06	0.05
Sigma	1000 100%	493 100%	507 100%	173 100%	170 100%	216 100%	244 100%	198 100%	226 100%	217 100%	331 100%	225 100%	436 100%	564 100%	240 100%	115 100%	162 100%	292 100%

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

17 Dec 2008
Table 17

Base: All United States Adults 16-64

This Question Was Weighted To The General Population

	Total (A)	Gender		Age					Region				Presence of children in household		Income			
		Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	Northeast (I)	Midwest (J)	South (K)	West (L)	Yes (M)	No (N)	<\$35K (O)	\$35K-\$49.9K (P)	\$50K-\$74.9K (Q)	\$75K+ (R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
Your physical appearance / look	435 44%	218 44%	218 43%	85 49%	66 39%	100 47%	103 42%	81 41%	90 40%	103 47%	142 43%	100 44%	197 45%	239 42%	132 55% QR	47 41%	62 39%	115 39%
Your political leaders	312 31%	150 30%	162 32%	48 28%	43 25%	66 31%	88 36%	67 34%	55 24%	83 38%	107 32%	68 30%	136 31%	176 31%	60 25%	40 35%	51 32%	105 36%
Your job	262 26%	133 27%	129 25%	48 28% H	63 37% GH	80 37% GH	50 20% H	20 10%	63 28%	51 24%	88 27%	59 26%	126 29%	135 24%	83 34% QR	47 41% QR	28 17%	57 20%
Your house	252 25%	107 22%	145 29%	31 18% DFGH	78 46% DFGH	55 25%	52 21%	37 19%	47 21%	55 25%	83 25%	67 30%	136 31% N	117 21%	65 27%	40 35% R	36 22%	61 21%
Your car	248 25%	123 25%	126 25%	54 31% H	52 31%	50 23%	57 23%	36 18%	44 19%	58 27%	84 25%	63 28%	128 29% N	121 21%	70 29%	31 27%	34 21%	60 20%
Your head of state / government	203 20%	118 24% C	84 17%	35 20%	27 16%	42 20%	50 21%	48 24%	40 18%	54 25%	73 22%	35 15%	83 19%	120 21%	39 16%	20 17%	29 18%	74 25%
Your age	180 18%	106 21% C	74 15%	23 13%	16 10%	33 15%	56 23% E	51 26% DE	49 21%	32 15%	57 17%	43 19%	63 14%	117 21%	41 17%	21 18%	29 18%	55 19%
Your neighbours	105 11%	51 10%	54 11%	14 8%	25 15% F	13 6%	34 14%	19 10%	25 11%	21 10%	26 8%	34 15%	37 9%	68 12%	39 16%	14 12%	13 8%	25 9%
The country you live in	80 8%	43 9%	37 7%	23 14% GH	23 14% GH	17 8%	11 4%	5 3%	9 4%	22 10%	32 10%	17 8%	45 10%	35 6%	26 11%	8 7%	12 8%	18 6%
Your boss	70 7%	35 7%	35 7%	4 2%	16 10% D	13 6%	31 13% DH	6 3%	17 8%	9 4%	29 9%	14 6%	26 6%	44 8%	21 9%	12 10%	6 4%	23 8%
Your co-workers	69 7%	40 8%	29 6%	6 4%	22 13% D	15 7%	15 6%	11 6%	19 9%	13 6%	30 9%	8 3%	27 6%	42 8%	21 9%	8 7%	12 7%	20 7%
Your spouse	55 6%	28 6%	27 5%	6 4%	11 7%	12 5%	22 9% H	4 2%	19 8%	7 3%	14 4%	15 7%	23 5%	32 6%	20 9%	8 7%	7 5%	16 5%
Your friends	52 5%	36 7% C	17 3%	22 13% GH	11 6% G	14 7% G	3 1%	3 1%	10 4%	4 2%	24 7% J	14 6%	33 8% N	19 3%	11 4%	11 9% R	7 4%	7 2%
Your parents	36 4%	19 4%	17 3%	13 8% GH	13 8% GH	5 2%	2 1%	3 1%	4 2%	6 3%	18 6%	8 4%	15 3%	21 4%	8 4%	4 3%	8 5%	8 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
Overlap formulae used. * small base

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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 17

Base: All United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
Your child/children	23 2%	13 3%	10 2%	-	4 2%	4 2%	11 4%	5 2%	5 2%	3 1%	10 3%	5 2%	12 3%	11 2%	5 2%	8 7%	3 2%	3 1%
None of the above	153 15%	80 16%	73 14%	40 23%	21 12%	28 13%	34 14%	30 15%	30 13%	38 17%	55 16%	31 14%	79 18%	74 13%	32 13%	14 12%	26 16%	41 14%
Sigma	2537 254%	1300 263%	1237 244%	454 262%	492 290%	548 254%	617 253%	427 216%	526 232%	559 258%	872 263%	580 257%	1167 268%	1370 243%	674 281%	329 287%	363 224%	689 236%

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

17 Dec 2008
 Table 18

Base: All United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
Yes	392 39%	190 38%	202 40%	34 20%	65 38% D	97 45% D	108 44% D	88 45% D	81 36%	95 44%	118 36%	98 44%	151 35%	241 43%	110 46%	49 43%	56 35%	136 47%
No	608 61%	304 62%	304 60%	139 80% EFGH	105 62%	118 55%	136 56%	109 55%	146 64%	122 56%	213 64%	127 56%	285 65%	323 57%	130 54%	65 57%	106 65%	156 53%
Sigma	1000 100%	493 100%	507 100%	173 100%	170 100%	216 100%	244 100%	198 100%	226 100%	217 100%	331 100%	225 100%	436 100%	564 100%	240 100%	115 100%	162 100%	292 100%

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 - United States

17 Dec 2008
Table 19

Base: All United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1000	473	527	160	178	217	240	205	268	241	266	225	411	589	227	134	175	282
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
Gender																		
Male	493 49%	493 100%	-	114 66% EFG	51 30%	107 50% E	115 47% E	106 54% E	110 49%	106 49%	162 49%	116 51%	211 48%	282 50%	115 48%	48 41%	73 45%	156 53%
Female	507 51%	-	507 100%	59 34% DFGH	118 70% DFGH	108 50% D	129 53% D	92 46%	116 51%	111 51%	169 51%	110 49%	225 52%	282 50%	125 52%	67 59%	89 55%	136 47%
Age																		
16-24	173 17%	114 23% C	59 12%	173 100% EFGH	-	-	-	-	34 15%	31 14%	67 20%	41 18%	136 31% N	37 7%	30 13%	9 8%	16 10%	23 8%
25-34	170 17%	51 10%	118 23% B	-	170 100% DFGH	-	-	-	33 15%	25 11%	67 20%	45 20%	73 17%	97 17%	56 23% R	30 26% R	28 17%	40 14%
35-44	216 22%	107 22%	108 21%	-	-	216 100% DEGH	-	-	48 21%	65 30% L	65 20%	38 17%	128 29% N	88 16%	59 24%	32 28%	28 18%	70 24%
45-54	244 24%	115 23%	129 25%	-	-	-	244 100% DEFH	-	67 30% K	54 25%	62 19%	60 27%	74 17%	170 30% M	68 28%	30 26%	45 28%	81 28%
55-64	198 20%	106 21%	92 18%	-	-	-	-	198 100% DEFG	44 19%	42 19%	70 21%	42 19%	25 6%	173 31% M	27 11%	15 13%	45 28% OP	78 27% OP
Region																		
Northeast	226 23%	110 22%	116 23%	34 20%	33 19%	48 22%	67 28%	44 22%	226 100% JKL	-	-	-	90 21%	136 24%	43 18%	23 20%	36 22%	73 25%
Midwest	217 22%	106 21%	111 22%	31 18%	25 15%	65 30% DE	54 22%	42 21%	-	217 100% IKL	-	-	110 25%	107 19%	43 18%	27 24%	42 26%	60 21%
South	331 33%	162 33%	169 33%	67 39% G	67 39% G	65 30%	62 25%	70 35%	-	-	331 100% IJL	-	133 31%	198 35%	87 36%	38 33%	55 34%	95 32%
West	225 23%	116 23%	110 22%	41 24%	45 27%	38 17%	60 25%	42 21%	-	-	-	225 100% IJK	103 24%	123 22%	67 28%	27 23%	29 18%	65 22%
Presence of children in household																		
Yes	436 44%	211 43%	225 44%	136 78% EFGH	73 43% H	128 59% EGH	74 30% H	25 13%	90 40%	110 50%	133 40%	103 46%	436 100% N	-	76 32%	51 44%	66 41%	126 43%

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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Analysis of Sample - United States

17 Dec 2008
 Table 19

Base: All United States Adults 16-64

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	Northeast	Midwest	South	West	Yes	No	<\$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	1000	493	507	173	170*	216	244	198*	226	217	331	225	436	564	240	115*	162*	292
No	564 56%	282 57%	282 56%	37 22%	97 57% DF	88 41% D	170 70% DF	173 87% DEFG	136 60%	107 50%	198 60%	123 54%	-	564 100% M	164 68%	64 56%	96 59%	167 57%
Income <\$35K	240 24%	115 23%	125 25%	30 18%	56 33% DH	59 27% H	68 28% H	27 14%	43 19%	43 20%	87 26%	67 30%	76 17%	164 29% M	240 100% PQR	-	-	-
\$35K-\$49.9K	115 11%	48 10%	67 13%	9 5%	30 17% DH	32 15% D	30 12%	15 7%	23 10%	27 12%	38 11%	27 12%	51 12%	64 11%	-	115 100% OQR	-	-
\$50K-\$74.9K	162 16%	73 15%	89 18%	16 9%	28 16%	28 13%	45 18%	45 23% D	36 16%	42 19%	55 17%	29 13%	66 15%	96 17%	-	-	162 100% OPR	-
\$75K+	292 29%	156 32%	136 27%	23 13%	40 24%	70 33% D	81 33% D	78 40% DE	73 32%	60 28%	95 29%	65 29%	126 29%	167 30%	-	-	-	292 100% OPQ

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L - M/N - O/P/Q/R
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Base: All United States Adults 16-64

CLASSIFICATION TABLES - UNITED STATES (DEMOGRAPHIC)

17 Dec 2008
 Table 20

	Unweighted	Weighted
Unweighted Base	1000	1000
Weighted Base	1000	1000
<u>GENDER</u> -----		
Male	473 47%	493 49%
Female	527 53%	507 51%
<u>AGE</u> -----		
16-24	160 16%	173 17%
25-34	178 18%	170 17%
35-44	217 22%	216 22%
45-54	240 24%	244 24%
55-64	205 21%	198 20%
<u>REGION</u> -----		
Northeast	268 27%	226 23%
Midwest	241 24%	217 22%
South	266 27%	331 33%
West	225 23%	225 23%

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Base: All United States Adults 16-64

CLASSIFICATION TABLES - UNITED STATES (DEMOGRAPHIC)

17 Dec 2008
 Table 20

	Unweighted	Weighted
Weighted Base	1000	1000
PRESENCE OF CHILDREN IN HOUSEHOLD		

Yes	411 41%	436 44%
No	589 59%	564 56%
INCOME		

<\$35K	227 23%	240 24%
\$35K-\$49.9K	134 13%	115 11%
\$50K-\$74.9K	175 18%	162 16%
\$75K+	282 28%	292 29%
Decline to Answer/Not Answered	182 18%	191 19%

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Base: All United States Adults 16-64

WEIGHTING VARIABLES - UNITED STATES

17 Dec 2008
 Table 21

	Unweighted	Weighted
Unweighted Base	1000	1000
Weighted Base	1000	1000
<u>AGE CATEGORIES</u>		
16-29	238 24%	246 25%
30-39	212 21%	221 22%
40-49	256 26%	255 25%
50-64	294 29%	278 28%
<u>GENDER</u>		
Male	473 47%	493 49%
Female	527 53%	507 51%
<u>EDUCATION</u>		
High School or Less	232 23%	446 45%
Some College	293 29%	203 20%
Associates Degree	99 10%	86 9%
4 Year College Degree	181 18%	175 17%
Post-Graduate Schooling	195 20%	90 9%
<u>RACE/ETHNICITY</u>		
Hispanic	53 5%	114 11%
Black/African American But Not Hispanic	45 5%	105 10%
All Others	902 90%	781 78%

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Base: All United States Adults 16-64

WEIGHTING VARIABLES - UNITED STATES

17 Dec 2008
 Table 21

	Unweighted	Weighted
Weighted Base	1000	1000
REGION		

North-East 1	62 6%	53 5%
North-East 2	206 21%	173 17%
South 1	190 19%	240 24%
South 2	76 8%	91 9%
Midwest 1	171 17%	147 15%
Midwest 2	70 7%	70 7%
West 1	81 8%	84 8%
West 2	144 14%	142 14%
YEARLY HOUSEHOLD INCOME		

Less than \$15,000	70 7%	79 8%
\$15,000 - \$24,999	70 7%	76 8%
\$25,000 - \$34,999	87 9%	85 9%
\$35,000 - \$49,999	134 13%	115 11%
\$50,000 - \$74,999	175 18%	162 16%
\$75,000 - \$99,999	122 12%	113 11%
\$100,000 or More	160 16%	179 18%
Decline to Answer/Not Answered	182 18%	191 19%

GOT A QUESTION ABOUT THE DATA? WE ARE HERE TO HELP. PLEASE CONTACT A MEMBER OF THE TEAM:
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www.harrisinteractive.com/europe

WEIGHTING VARIABLES - UNITED STATES

17 Dec 2008
 Table 21

Base: All United States Adults 16-64

	Unweighted	Weighted
Weighted Base	1000	1000
<u>PROPENSITY QUINTILE</u>		
Quintile 1	356 36%	205 20%
Quintile 2	238 24%	191 19%
Quintile 3	168 17%	189 19%
Quintile 4	97 10%	170 17%
Quintile 5	52 5%	151 15%
Missing	89 9%	94 9%

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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	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
15	15	Q1625 Regarding the economic status of your country, would you say that you are today ...? This Question Was Weighted To The General Population
16	16	Q1630 And more specifically regarding your own economic situation, would you say that you are today ...? This Question Was Weighted To The General Population
17	17	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
19	18	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
20	19	Analysis of Sample - United States This Question Was Weighted To The General Population
22	20	CLASSIFICATION TABLES - UNITED STATES (DEMOGRAPHIC)
24	21	WEIGHTING VARIABLES - UNITED STATES