



Interviews with 1,041 adult Americans conducted by telephone by Opinion Research Corporation on December 2-3, 2009. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points.

FOR RELEASE: MONDAY, DECEMBER 14 AT 6 AM

40. Do you think you will spend more, less or about the same amount on Christmas or holiday gifts this year than you did last year?

Dec. 2-3
2009

More	12%
Less	49%
About the same	39%
No opinion	*

CNN/TIME TRENDS

	<u>More</u>	<u>Less</u>	<u>About the same</u>	<u>No opinion</u>
1992 Oct 20-22*	11	38	48	7
2002 Nov 13-14	16	32	50	2

*QUESTION WORDING: "Compared to last year, do you think you will spend more for Christmas gifts this year, less, or about the same?"

41. Will you spend more of your holiday gift budget on practical things that people really need, or on things that people don't necessarily need but might enjoy?

Dec. 2-3
2009

Things people need	68%
Things people might enjoy	27%
Both/equally (vol.)	4%
No opinion	1%

CNN/USA TODAY/GALLUP TRENDS

	<u>Need</u>	<u>Enjoy</u>	<u>Both/equally (vol.)</u>	<u>No opinion</u>
2002 Nov 22-24	56	36	6	2

42. Do you think current economic conditions will make this holiday season more stressful for you than in previous years, or not?

Dec. 2-3
2009

Yes, more stressful	40%
No more stressful	59%
No opinion	*

43. Now thinking about the amount of money you generally donate during the holiday season to charities or other organizations that help those in need. Which of the following statements best describes you:

Dec. 2-3
2009

You definitely will give as much to charities as you did last year	44%
You hope to be able to give as much to charities this year, but economic conditions may force you to cut back	51%
Do not donate money to charities (vol.)	5%
No opinion	*