

The logo consists of two parts. The top part is a grey rectangular box containing the text 'CNN | ORC' in a bold, black, sans-serif font. The 'CNN' is in a stylized, outlined font, while 'ORC' is in a solid black font. A vertical line separates 'CNN' and 'ORC'. The bottom part is a solid black rectangular box containing the word 'POLL' in a large, white, bold, sans-serif font.

Interviews with 1,019 adult Americans conducted by telephone by ORC International on November 18-20, 2011. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points.

The sample includes 818 interviews among landline respondents and 201 interviews among cell phone respondents.

FOR RELEASE: FRIDAY, NOVEMBER 25 AT 6 AM

41. Are you planning to go shopping on Friday, November 25th -- the day after Thanksgiving?

	Nov. 18-20 <u>2011</u>	Nov. 17-19 <u>2006</u>
Planning	23%	19%
Not planning	76%	79%
No opinion	*	1%

CNN/YANKELOVICH CONSUMER WATCH TREND

	<u>Plan on shopping</u>	<u>Do not plan to shop</u>	<u>No opinion</u>
November 14-17, 1996	19%	74%	7%

42. 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?

	Nov. 18-20 <u>2011</u>	Dec. 2-3 <u>2009</u>
More	14%	12%
Less	37%	49%
About the same	48%	39%
No opinion	1%	*

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?"

43. 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?

	Nov. 18-20 <u>2011</u>	Dec. 2-3 <u>2009</u>
Things people need	67%	68%
Things people might enjoy	28%	27%
Both/equally (vol.)	3%	4%
No opinion	1%	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

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

	Nov. 18-20 <u>2011</u>	Dec. 17-19 <u>2010</u>	Dec. 2-3 <u>2009</u>
Yes, more stressful	45%	44%	40%
No more stressful	55%	56%	59%
No opinion	*	*	*

Are you planning to go shopping on Friday, November 25th -- the day after Thanksgiving?

Base = Total Sample

	Total	Men	Women	White	Non-White			
Planning	23%	25%	22%	18%	36%			
Not planning	76%	75%	77%	82%	63%			
No opinion	*	*	1%	*	1%			
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-7.0			
	Total	18-34	35-49	50-64	65+	Under 50	50 and Older	
Planning	23%	37%	22%	20%	9%	30%	16%	
Not planning	76%	62%	78%	80%	91%	69%	84%	
No opinion	*	1%	*	*	*	1%	*	
Sampling Error	+/-3.0	+/-8.0	+/-7.0	+/-5.5	+/-5.5	+/-5.5	+/-4.0	
	Total	Under \$50K	\$50K or more	No College	Attended College			
Planning	23%	25%	23%	26%	22%			
Not planning	76%	74%	77%	74%	78%			
No opinion	*	1%	*	*	1%			
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-5.5	+/-4.0			
	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative	
Planning	23%	30%	21%	20%	27%	23%	21%	
Not planning	76%	70%	78%	80%	73%	76%	79%	
No opinion	*	*	1%	*	*	1%	*	
Sampling Error	+/-3.0	+/-5.5	+/-4.5	+/-6.5	+/-6.5	+/-5.0	+/-5.0	
	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
Planning	23%	20%	22%	21%	31%	23%	21%	23%
Not planning	76%	78%	77%	79%	69%	76%	79%	76%
No opinion	*	1%	*	*	*	1%	*	1%
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5	+/-6.0	+/-4.5	+/-6.5
	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose				
Planning	23%	19%	26%	23%				
Not planning	76%	81%	74%	77%				
No opinion	*	*	1%	*				
Sampling Error	+/-3.0	+/-6.0	+/-4.5	+/-5.5				

* percentage less than 1%

CNN/ORC International Poll -- November 18 to 20, 2011
 Question 42

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?

Base = Total Sample

	Total	Men	Women	White	Non-White
More	14%	13%	15%	11%	21%
Less	37%	33%	40%	35%	40%
About the same	48%	54%	44%	53%	37%
No opinion	1%	1%	1%	*	2%
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-7.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
More	14%	25%	14%	5%	9%	20%	7%
Less	37%	36%	39%	39%	30%	37%	35%
About the same	48%	37%	47%	56%	59%	41%	57%
No opinion	1%	1%	*	*	3%	1%	1%
Sampling Error	+/-3.0	+/-8.0	+/-7.0	+/-5.5	+/-5.5	+/-5.5	+/-4.0

	Total	Under \$50K	\$50K or more	No College	Attended College
More	14%	16%	11%	16%	12%
Less	37%	40%	33%	38%	36%
About the same	48%	44%	56%	45%	51%
No opinion	1%	*	*	1%	1%
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-5.5	+/-4.0

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
More	14%	15%	16%	10%	12%	17%	12%
Less	37%	34%	38%	38%	37%	35%	38%
About the same	48%	50%	46%	52%	48%	48%	49%
No opinion	1%	1%	1%	*	2%	*	1%
Sampling Error	+/-3.0	+/-5.5	+/-4.5	+/-6.5	+/-6.5	+/-5.0	+/-5.0

	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
More	14%	18%	15%	12%	12%	16%	14%	13%
Less	37%	37%	35%	35%	41%	38%	37%	32%
About the same	48%	44%	50%	51%	46%	45%	49%	54%
No opinion	1%	*	*	1%	1%	1%	1%	1%
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5	+/-6.0	+/-4.5	+/-6.5

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose
More	14%	8%	18%	12%
Less	37%	43%	35%	34%
About the same	48%	49%	45%	53%
No opinion	1%	*	1%	*
Sampling Error	+/-3.0	+/-6.0	+/-4.5	+/-5.5

* percentage less than 1%

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?

Base = Total Sample

	Total	Men	Women	White	Non-White
Things people need	67%	65%	69%	63%	77%
Things people might enjoy	28%	29%	27%	32%	20%
Both/equally	3%	4%	3%	4%	2%
No opinion	1%	2%	1%	1%	2%
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-7.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Things people need	67%	64%	66%	68%	72%	65%	70%
Things people might enjoy	28%	33%	30%	26%	19%	32%	24%
Both/equally	3%	2%	3%	5%	4%	3%	5%
No opinion	1%	1%	*	1%	4%	1%	2%
Sampling Error	+/-3.0	+/-8.0	+/-7.0	+/-5.5	+/-5.5	+/-5.5	+/-4.0

	Total	Under \$50K	\$50K or more	No College	Attended College
Things people need	67%	72%	60%	73%	62%
Things people might enjoy	28%	23%	36%	23%	33%
Both/equally	3%	3%	3%	3%	4%
No opinion	1%	1%	1%	1%	1%
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-5.5	+/-4.0

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Things people need	67%	71%	65%	66%	68%	65%	69%
Things people might enjoy	28%	25%	29%	30%	26%	31%	27%
Both/equally	3%	3%	4%	4%	5%	3%	2%
No opinion	1%	1%	2%	1%	1%	1%	1%
Sampling Error	+/-3.0	+/-5.5	+/-4.5	+/-6.5	+/-6.5	+/-5.0	+/-5.0

	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
Things people need	67%	62%	64%	67%	75%	70%	65%	65%
Things people might enjoy	28%	32%	30%	29%	20%	26%	28%	33%
Both/equally	3%	4%	5%	3%	2%	3%	4%	2%
No opinion	1%	1%	1%	1%	2%	1%	2%	*
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5	+/-6.0	+/-4.5	+/-6.5

	Total	Tea Party Support	Tea Party Neutral	Tea Party Oppose
Things people need	67%	68%	69%	63%
Things people might enjoy	28%	30%	26%	31%
Both/equally	3%	1%	3%	5%
No opinion	1%	*	2%	1%
Sampling Error	+/-3.0	+/-6.0	+/-4.5	+/-5.5

* percentage less than 1%

CNN/ORC International Poll -- November 18 to 20, 2011
 Question 44

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

Base = Total Sample

	Total	Men	Women	White	Non-White
Yes, more stressful	45%	40%	49%	40%	56%
No more stressful than prev yrs	55%	60%	51%	60%	44%
No opinion	*	*	*	*	*
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-7.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Yes, more stressful	45%	59%	42%	41%	29%	51%	36%
No more stressful than prev yrs	55%	41%	57%	59%	71%	49%	63%
No opinion	*	*	*	*	*	*	*
Sampling Error	+/-3.0	+/-8.0	+/-7.0	+/-5.5	+/-5.5	+/-5.5	+/-4.0

	Total	Under \$50K	\$50K or more	No College	Attended College
Yes, more stressful	45%	56%	32%	49%	40%
No more stressful than prev yrs	55%	44%	68%	50%	59%
No opinion	*	*	*	*	*
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-5.5	+/-4.0

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Yes, more stressful	45%	46%	46%	40%	56%	46%	38%
No more stressful than prev yrs	55%	54%	54%	60%	44%	54%	62%
No opinion	*	*	*	1%	*	*	*
Sampling Error	+/-3.0	+/-5.5	+/-4.5	+/-6.5	+/-6.5	+/-5.0	+/-5.0

	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
Yes, more stressful	45%	47%	40%	47%	43%	47%	44%	42%
No more stressful than prev yrs	55%	52%	60%	53%	57%	52%	56%	58%
No opinion	*	1%	*	*	*	*	*	*
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5	+/-6.0	+/-4.5	+/-6.5

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose
Yes, more stressful	45%	45%	49%	36%
No more stressful than prev yrs	55%	55%	51%	63%
No opinion	*	*	*	*
Sampling Error	+/-3.0	+/-6.0	+/-4.5	+/-5.5

* percentage less than 1%