
NATIONAL CHRISTMAS FORECAST
HISTORICAL COMPARATIVE 1993/1994/1995/1996/1997/1998/1999

1. Do you feel personally you are better off this Christmas than last Christmas?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	59.1%	62.8%	60.8%	63.9%	71.2%	68.8%
No	N/A	38.9%	34.5%	37.5%	32.8%	27.3%	27.3%
Don=t know	N/A	2.0%	2.7%	1.7%	3.4%	1.5%	3.9%

2. Do you feel your family as a whole is better off this Christmas than last Christmas?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	64.3%	65.9%	64.7%	69.9%	74.9%	72.1%
No	N/A	33.1%	30.0%	32.8%	27.6%	24.2%	20.5%
Don=t know	N/A	2.6%	4.1%	2.5%	2.5%	0.9%	7.4%

3. Do you feel you and your family will spend more or less than you spent last year for Christmas?

	1993	1994	1995	1996	1997	1998	1999
Less	40.3%	34.3%	26.5%	29.3%	27.3%	25.7%	21.2%
Same	30.3%	34.5%	42.3%	38.5%	36.6%	34.7%	43.6%
More	29.4%	31.2%	31.2%	32.2%	36.1%	39.6%	35.2%

4. IF MORE: What is the reason you expect to spend more this Christmas?

	1993	1994	1995	1996	1997	1998	1999
Prices higher	24.2%	33.7%	43.0%	40.4%	41.5%	33.3%	24.7%
More to buy for	26.6%	18.0%	23.1%	23.9%	20.6%	22.5%	23.6%
Can afford it	26.6%	26.6%	15.7%	19.3%	13.2%	14.4%	16.2%
Want spend more	11.5%	10.6%	6.7%	4.4%	6.3%	12.4%	11.9%
Children are older	10.4%	11.2%	9.9%	11.5%	9.9%	8.8%	9.1%

5. IF LESS: What is the reason you expect to spend less this Christmas?

	1993	1994	1995	1996	1997	1998	1999
Less income	62.2%	54.8%	60.4%	54.6%	41.3%	49.8%	34.0%
Fewer to buy for	19.2%	18.4%	19.6%	17.1%	21.7%	16.0%	32.6%
Making more gifts	2.0%	3.8%	4.9%	7.2%	1.5%	4.7%	3.8%
Fear of the future	4.7%	4.7%	9.4%	12.0%	0.7%	3.1%	1.4%
Fear of losing job	2.5%	1.5%	3.4%	2.7%	0.0%	0.0%	0.9%

6. Do you feel this Christmas you will shop at discount stores like Kmart and Wal-Mart more or less than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	22.1%	14.6%	15.2%	17.2%	10.9%	10.4%	8.0%
Same	33.4%	36.0%	46.0%	38.0%	35.2%	28.8%	47.2%
More	44.6%	49.4%	38.8%	44.8%	54.0%	60.8%	44.8%

7. Do you feel this Christmas you will shop at national department stores like Sears,

Montgomery Ward or JCPenney more or less than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	34.5%	31.7%	20.9%	29.2%	32.3%	30.2%	16.6%
Same	38.1%	40.8%	53.3%	41.5%	37.8%	38.3%	56.4%
More	27.4%	27.5%	25.8%	29.3%	29.9%	31.5%	27.0%

8. Do you feel this Christmas you will shop at major department stores like Burdines, Belk, Macy=s, Marshall Fields, Nordstrom or Bloomingdale more or less than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	51.9%	46.5%	30.3%	40.5%	49.4%	45.2%	26.7%
Same	30.0%	39.0%	55.3%	44.7%	40.2%	40.8%	57.0%
More	18.1%	14.5%	14.4%	14.8%	10.4%	14.0%	16.3%

9. Do you feel this Christmas you will shop at membership warehouse clubs more or less than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	50.0%	41.7%	39.6%	37.4%	45.3%	45.1%	26.2%
Same	29.2%	40.7%	51.7%	48.5%	40.5%	43.0%	62.3%
More	20.8%	17.6%	8.7%	11.1%	14.3%	11.9%	11.5%

10. Do you feel this Christmas you will shop from mail-order catalogs more or less than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	59.0%	47.5%	38.7%	41.0%	49.7%	44.0%	26.9%
Same	24.0%	38.0%	50.2%	47.3%	41.1%	45.9%	65.8%
More	17.0%	14.5%	11.1%	9.4%	9.2%	10.1%	7.3%

11. Do you feel this Christmas you will be TV shopping more or less than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	73.7%	60.4%	43.9%	42.9%	49.7%	49.9%	32.2%
Same	23.4%	35.8%	53.3%	48.6%	46.1%	46.7%	64.0%
More	2.9%	3.8%	2.8%	1.5%	4.2%	3.4%	3.8%

12. Do you feel this Christmas you will be shopping through your personal computer more or less than last year?

	1993	1994	1995	1996	1997	1998	1999
No Internet access	N/A	N/A	N/A	8.0%	58.8%	55.9%	*
Less	N/A	N/A	N/A	39.8%	16.2%	14.6%	21.6%
Same	N/A	N/A	N/A	50.8%	22.7%	24.9%	70.1%
More	N/A	N/A	N/A	1.4%	2.3%	4.6%	8.3%

* = too small to measure

13. What would you estimate your family will spend for Christmas gifts?

	1993	1994	1995	1996	1997	1998	1999
Under \$100	3.4%	3.9%	3.3%	4.2%	3.1%	2.8%	2.5%
\$101-\$250	11.7%	11.2%	9.1%	10.2%	8.9%	8.1%	6.1%
\$251-\$350	13.7%	12.5%	13.7%	14.2%	15.5%	10.0%	13.5%
\$351-\$500	24.3%	24.3%	25.1%	28.8%	19.1%	19.4%	18.8%
\$501-\$750	19.2%	16.3%	16.4%	18.4%	17.9%	14.1%	25.3%
\$751-\$1,000	16.2%	17.4%	17.3%	11.5%	15.9%	23.0%	20.6%
\$1,001-\$2,500	8.9%	10.7%	11.3%	8.8%	13.6%	19.4%	11.7%

14. How much of your Christmas shopping have you already completed?

	1993	1994	1995	1996	1997	1998	1999
None	45.4%	48.0%	57.9%	54.6%	45.1%	53.5%	59.1%
10%	10.8%	14.2%	12.7%	10.9%	11.4%	13.8%	11.3%
20%	8.6%	6.8%	4.6%	3.7%	7.0%	5.6%	5.6%
25%	8.9%	5.2%	7.8%	7.2%	11.4%	8.7%	7.6%
33%	3.7%	3.3%	1.7%	3.6%	4.5%	2.5%	1.4%
50%	7.4%	7.3%	5.5%	5.4%	5.6%	4.5%	2.1%
75%	2.3%	2.8%	1.8%	4.0%	2.1%	0.7%	2.0%

15. When will you do most of your Christmas shopping?

	1993	1994	1995	1996	1997	1998	1999
Bfre Thanksgiving	N/A	15.3%	17.2%	20.1%	15.0%	7.1%	7.6%
After Thanksgiving/ early December	N/A	37.8%	37.3%	32.4%	29.1%	24.2%	27.1%
Early-mid December to December 15th	N/A	29.3%	26.8%	26.0%	25.1%	27.0%	27.8%
Mid-December to Dec 20th/21st	N/A	11.9%	13.0%	14.9%	18.9%	27.9%	21.8%
Last 3-4 days before Christmas	N/A	5.7%	5.1%	6.0%	9.4%	12.8%	15.2%

16. Do you believe retailers will again lower their prices this year just before Christmas offering the best sales of 50% off or more?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	58.6%	72.9%	77.5%	58.9%	78.9%	72.8%
No	N/A	31.0%	15.7%	13.3%	26.6%	12.6%	15.1%
Don=t know	N/A	10.4%	11.4%	9.2%	14.5%	8.5%	12.1%

17. When the stores you shop promote 50% off, do you believe this sale discount?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	N/A	61.8%	65.2%	56.3%	72.9%	78.1%
No	N/A	N/A	30.4%	28.2%	32.5%	22.3%	16.5%
Don=t know	N/A	N/A	7.8%	6.6%	11.2%	4.8%	5.4%

18. How many people are you buying gifts for this Christmas?

	1993	1994	1995	1996	1997	1998	1999
Under 4	8.8%	7.3%	6.6%	5.8%	6.7%	6.7%	5.4%
4-5	12.6%	13.7%	10.4%	12.8%	16.6%	14.7%	14.5%
6-8	19.2%	21.7%	18.4%	23.6%	19.1%	20.1%	22.1%
9-10	19.7%	24.6%	21.4%	21.4%	21.9%	21.7%	27.1%
11-15	19.4%	14.2%	18.6%	18.0%	17.2%	20.0%	18.4%
Over 15	20.1%	18.5%	24.2%	18.4%	17.7	16.3%	12.5%

19. Do you save during the year in order to have the money for your Christmas purchases?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	46.1%	34.1%	36.1%	37.5%	39.1%	37.4%
No	N/A	53.9%	65.9%	63.9%	62.5%	60.9%	62.6%

20. Do you save money during Christmas in order to take advantage of after- Christmas

sales?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	N/A	38.0%	29.4%	30.2%	32.3%	30.3%
No	N/A	N/A	62.0%	70.6%	69.8%	67.7%	69.7%

21. Have you postponed buying something this year in order to take advantage of the better savings offered at Christmas?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	N/A	N/A	12.7%	22.4%	15.6%	13.0%
No	N/A	N/A	N/A	87.3%	77.6%	84.4%	87.0%

22. Are you going to have the money to pay off your Christmas purchases when the bills come due or will you pay them off by March, or later than March?

	1993	1994	1995	1996	1997	1998	1999
Will pay cash	N/A	N/A	46.0%	34.9%	43.4%	40.6%	
Pay immediately	N/A	73.8%	75.0%	31.2%	27.5%	30.7%	20.8%
By March	N/A	18.3%	19.1%	14.8%	15.1%	14.0%	16.3%
After March	N/A	4.2%	4.9%	7.7%	12.5%	6.3%	5.5%

23. Do you plan to pay for purchases with cash more or less than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	15.1%	6.2%	9.6%	8.2%	13.0%	7.8%	9.7%
Same	25.2%	30.7%	43.8%	33.5%	38.9%	34.4%	33.0%
More	59.8%	63.1%	46.6%	58.3%	48.1%	57.8%	57.3%

24. Will you use store credit cards like department store cards more or less this year?

	1993	1994	1995	1996	1997	1998	1999
Less	N/A	48.9%	40.7%	47.0%	48.8%	45.6%	35.8%
Same	N/A	37.8%	49.4%	40.9%	37.3%	41.1%	55.1%
More	N/A	13.3%	9.9%	10.8%	13.9%	13.3%	9.1%

25. Will you use MasterCard/Visa more or less this year?

	1993	1994	1995	1996	1997	1998	1999
Less	N/A	49.8%	40.5%	45.6%	52.6%	47.0%	36.5%
Same	N/A	36.0%	46.4%	42.3%	36.6%	38.8%	53.1%
More	N/A	14.2%	13.1%	10.1%	10.8%	14.2%	10.4%

26. IF MORE: How much do incentives like airline miles or cash rebates influence you to use credit cards more?

	1993	1994	1995	1996	1997	1998	1999
Not at all	N/A	N/A	48.9%	52.5%	39.5%	28.9%	18.3%
Little	N/A	N/A	25.2%	25.7%	31.2%	34.5%	28.9%
Some	N/A	N/A	17.6%	16.8%	21.1%	31.0%	48.1%
Very much	N/A	N/A	8.4%	5.0%	8.3%	5.6%	4.8%

27. Do you plan to travel more or less this Christmas season than last Christmas?

	1993	1994	1995	1996	1997	1998	1999
Less	59.2%	50.1%	38.1%	41.2%	43.1%	45.4%	32.7%
Same	26.6%	36.5%	49.4%	48.2%	43.5%	40.3%	52.4%
More	14.2%	13.4%	11.8%	10.6%	13.5%	14.3%	14.9%

28. During the holidays, do you plan to entertain more in your home this year than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	40.7%	28.0%	25.7%	22.0%	24.0%	27.8%	20.5%
Same	31.0%	45.0%	48.7%	50.4%	43.5%	44.7%	53.7%
More	28.3%	27.0%	25.6%	27.6%	32.6%	27.5%	25.8%

29. Do you plan to shop at enclosed shopping malls more or less this year than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	29.9%	26.1%	15.9%	22.5%	26.9%	19.6%	15.8%
Same	36.5%	42.5%	54.0%	51.0%	49.2%	48.3%	62.0%
More	33.6%	31.4%	30.1%	26.5%	23.9%	32.1%	22.2%

30. Do you have a power center - which has three or four superstore retailers - in your city or in a nearby city?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	N/A	N/A	59.5%	48.2%	65.7%	75.5%
No	N/A	N/A	N/A	35.9%	45.5%	20.3%	19.3%
Don=t know	N/A	N/A	N/A	4.6%	6.2%	14.0%	5.2%

31. IF YES: Do you or will you plan to shop in a power center this holiday season?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	N/A	N/A	56.0%	47.4%	61.6%	69.5%
No	N/A	N/A	N/A	34.1%	32.4%	24.4%	19.6%
Don=t know	N/A	N/A	N/A	9.9%	20.1%	14.0%	10.9%

32. IF YES: Will your shopping at a power center reduce your shopping at an enclosed mall this Christmas?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	N/A	N/A	32.7%	42.4%	49.4%	41.7%
No	N/A	N/A	N/A	62.2%	48.1%	42.2%	49.1%
Don=t know	N/A	N/A	N/A	5.1%	9.5%	8.4%	9.1%

33. Are you going to try to shop more during the week this year in order to avoid the crowds during the weekend?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	63.2%	61.1%	58.7%	57.9%	57.5%	66.2%
No	N/A	34.0%	34.1%	39.9%	34.4%	39.8%	28.6%
Don=t know	N/A	2.8%	4.8%	1.4%	7.7%	2.7%	5.2%

34. Will you be shopping on Friday after Thanksgiving?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	32.6%	37.6%	25.5%	28.4%	35.0%	36.5%
No	N/A	61.6%	57.4%	66.9%	54.3%	52.2%	51.8%
Don=t know	N/A	5.8%	5.0%	7.6%	17.3%	12.8%	11.7%

35. Will you be shopping on either Saturday or Sunday after Thanksgiving?

		1993	1994	1995	1996	1997	1998	1999
Neither		N/A	N/A	N/A	54.6%	44.4%	42.6%	43.7%
Both		N/A	N/A	N/A	14.2%	17.3%	17.6%	15.9%
Saturday only	N/A	N/A	N/A	11.5%	5.8%	12.9%	11.2%	
Sunday only		N/A	N/A	N/A	2.1%	2.6%	2.4%	2.6%
Don=t know		N/A	N/A	N/A	17.6%	29.9%	24.5%	26.6%

36. Will your concern for crime have any impact on your shopping this Christmas?

		1993	1994	1995	1996	1997	1998	1999
Yes		N/A	39.9%	42.1%	38.0%	32.9%	37.2%	33.6%
No		N/A	59.5%	56.5%	62.0%	65.5%	61.5%	64.3%
Don=t know		N/A	0.6%	1.4%	0.0%	1.7%	1.3%	2.1%

37. Will you try to shop more during daylight hours this holiday season in order to avoid shopping at night?

		1993	1994	1995	1996	1997	1998	1999
Yes		N/A	60.5%	60.7%	52.3%	48.4%	48.7%	40.8%
No		N/A	37.4%	35.4%	46.3%	43.4%	49.0%	52.3%
Don=t know		N/A	2.1%	3.9%	1.4%	8.2%	2.3%	6.9%

38. What are the top 3 gift items you plan to buy this Christmas?

FIRST MENTION:

	1993	1994	1995	1996	1997	1998	1999
Toys	20.0%	22.9%	18.7%	19.0%	24.1%	19.9%	18.2%
Children=s clothes	13.0%	10.9%	11.2%	15.6%	13.7%	12.2%	7.2%
Jewelry	6.2%	7.7%	8.8%	6.6%	6.9%	8.1%	6.4%
Women=s clothes	9.9%	9.1%	11.6%	10.0%	6.5%	7.4%	7.8%
Books	2.7%	4.2%	5.0%	3.0%	4.9%	5.8%	7.2%
Men=s clothes	6.2%	8.1%	7.8%	4.1%	4.8%	5.6%	4.6%
Sporting goods	4.6%	4.8%	5.1%	1.7%	5.0%	4.8%	5.3%
Video games	3.1%	1.9%	2.7%	3.0%	3.0%	4.1%	6.5%
Perfume/cologne	2.5%	2.3%	4.9%	3.3%	2.5%	3.1%	7.6%
Don=t know	9.1%	8.5%	8.5%	15.7%	11.3%	9.3%	13.4%

39. SECOND MENTION:

	1993	1994	1995	1996	1997	1998	1999
Toys	11.6%	12.5%	14.6%	12.1%	12.1%	12.4%	10.3%
Children=s clothes	10.6%	12.9%	9.9%	12.2%	10.0%	10.5%	10.3%
Women=s clothes	10.0%	12.1%	9.5%	9.5%	6.3%	9.9%	8.9%
Men=s clothes	10.6%	11.0%	8.4%	7.1%	5.8%	7.0%	3.8%
Jewelry	7.1%	4.9%	6.5%	4.3%	6.5%	6.5%	6.0%
Perfume/cologne	2.0%	4.6%	3.9%	4.6%	5.1%	5.0%	5.9%
Video games	3.6%	3.5%	4.4%	2.0%	8.2%	4.7%	4.8%
Books	2.4%	3.5%	3.9%	1.3%	3.5%	4.4%	6.1%
Sporting goods	3.3%	4.0%	4.8%	3.1%	5.8%	4.1%	5.9%
Don=t know	11.5%	12.5%	9.3%	27.5%	11.4%	7.6%	12.8%

40. THIRD MENTION:

	1993	1994	1995	1996	1997	1998	1999
Toys	8.8%	9.9%	8.2%	6.2%	13.5%	11.0%	6.1%
Women=s clothes	12.1%	10.2%	8.9%	9.7%	7.1%	9.5%	9.6%
Men=s clothes	8.8%	7.3%	6.3%	6.8%	7.1%	6.9%	6.1%
Children=s clothes	5.7%	8.6%	8.1%	4.8%	4.9%	6.9%	5.4%
Sporting goods	3.3%	3.7%	5.5%	2.8%	3.9%	6.2%	7.7%
Perfume/cologne	2.4%	5.8%	3.9%	4.3%	9.1%	6.8%	5.6%
Jewelry	5.2%	5.5%	5.1%	5.0%	4.2%	4.8%	5.3%
Video games	1.8%	3.0%	3.2%	2.9%	4.7%	4.0%	6.1%
Books	2.0%	3.4%	4.6%	1.9%	3.4%	3.3%	3.1%
Don=t know	18.9%	22.4%	18.0%	42.6%	18.4%	15.7%	21.0%

41. Do you enjoy the Christmas shopping experience?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	N/A	71.5%	71.1%	65.1%	72.2%	68.6%
No	N/A	N/A	27.3%	27.7%	33.9%	27.8%	31.4%
Don=t know	N/A	N/A	1.2%	1.2%	1.1%	0.0%	*

* = too small to measure

42. What do you like most about Christmas shopping?

	1993	1994	1995	1996	1997	1998	1999
Like being the giver	N/A	N/A	20.5%	18.2%	17.8%	24.3%	25.8%
Store decorations	N/A	N/A	17.0%	21.8%	14.3%	23.2%	18.1%
Thnkng abt fmly	N/A	N/A	30.6%	24.2%	20.4%	22.2%	22.1%
Just like shopping	N/A	N/A	11.5%	9.8%	12.4%	11.7%	9.6%
Seeing what=s new	N/A	N/A	11.2%	12.5%	14.2%	10.2%	12.1%
Lke shop w/ family	N/A	N/A	6.2%	4.1%	7.0%	5.4%	6.4%

43. What do you like least about Christmas shopping?

	1993	1994	1995	1996	1997	1998	1999
Crowds	N/A	N/A	41.4%	43.7%	43.6%	39.8%	42.5%
Lines too long	N/A	20.0%	17.9%	17.3%	27.0%	19.6%	
Spend too much	N/A	N/A	22.7%	14.3%	11.0%	13.2%	9.6%
People are rude	N/A	N/A	3.9%	5.8%	11.6%	10.0%	10.5%
No time	N/A	N/A	6.7%	9.1%	5.7%	5.5%	9.1%

44. Who is the most difficult person to shop for at Christmas?

	1993	1994	1995	1996	1997	1998	1999
Spouse	N/A	N/A	N/A	N/A	30.4%	26.5%	*
Mother	N/A	N/A	17.5%	14.1%	16.7%	14.8%	14.0%
Children	N/A	N/A	18.1%	13.6%	13.4%	17.3%	8.5%
Father	N/A	N/A	8.8%	8.0%	11.0%	8.4%	10.9%
Sister	N/A	N/A	5.4%	1.9%	2.4%	4.9%	4.9%
Wife	N/A	N/A	11.2%	14.7%	N/A	N/A	17.2%
Husband	N/A	N/A	13.9%	10.0%	N/A	N/A	12.3%
Don=t know	N/A	N/A	0.9%	11.5%	2.1%	1.2%	1.9%

45. Do you feel store employees are generally helpful and will take time to assist you during the Christmas shopping season?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	N/A	77.2%	74.5%	63.5%	72.0%	65.8%
No	N/A	N/A	19.4%	23.0%	34.3%	25.2%	29.7%
Don=t know	N/A	N/A	3.4%	2.5%	2.3%	2.8%	4.5%

46. Do you plan to buy any gift certificates?

	1993	1994	1995	1996	1997	1998	1999
Yes	33.8%	31.9%	32.4%	24.8%	20.4%	22.5%	29.4%
No	64.7%	65.1%	62.6%	70.8%	71.4%	71.8%	60.5%
Don=t know	1.6%	3.0%	5.0%	4.4%	8.2%	5.7%	10.1%

47. Do you plan to give any cash gifts?

	1993	1994	1995	1996	1997	1998	1999
Yes	31.1%	33.0%	30.7%	35.3%	25.7%	29.9%	23.7%
No	66.9%	64.5%	65.9%	61.6%	66.1%	66.6%	68.1%
Don=t know	2.0%	2.5%	3.4%	3.1%	8.1%	3.5%	8.2%

48. Are you giving anyone in your family a monetary investment gift in the form of a savings bond, a contribution to some mutual fund or other financial account?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	10.4%	5.0%	5.4%	19.1%	6.4%	8.9%
No	N/A	88.0%	93.5%	93.0%	77.0%	92.6%	84.8%
Don=t know	N/A	1.6%	1.5%	1.6%	3.9%	1.0%	6.3%

49. IF NO: Have you seriously considered giving these type of Christmas gifts to either your children or grandchildren in the past?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	N/A	N/A	18.7%	27.8%	17.7%	30.7%
No	N/A	N/A	N/A	81.3%	64.1%	82.3%	69.3%
Don=t know	N/A	N/A	N/A	0.0%	8.1%	0.0%	*

* = too small to measure

50. Do you or any member of your family have stocks or mutual fund investments individually or through some type of retirement program?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	N/A	N/A	31.1%	40.0%	49.7%	61.0%
No	N/A	N/A	N/A	61.8%	56.1%	50.3%	39.0%
Don=t know	N/A	N/A	N/A	6.3%	0.0%	0.0%	*

* = too small to measure

51. In what price range do you expect most of your Christmas gifts will be?

	1993	1994	1995	1996	1997	1998	1999
Under \$10	4.4%	4.3%	3.7%	4.0%	2.5%	1.9%	1.1%
\$10-\$15	6.2%	11.1%	6.6%	8.8%	10.3%	6.4%	3.1%
\$16-\$20	18.0%	21.2%	22.1%	16.2%	20.6%	13.2%	14.2%
\$21-\$25	22.8%	24.6%	21.4%	21.0%	22.8%	24.5%	20.7%
\$26-\$35	22.5%	16.0%	15.2%	15.8%	15.9%	19.2%	21.6%
\$36-\$50	16.5%	14.4%	19.0%	21.1%	17.3%	23.3%	25.6%
\$51-\$75	3.4%	4.2%	5.7%	7.1%	5.5%	6.4%	10.4%
\$76-\$100	3.7%	1.8%	3.2%	3.1%	1.6%	2.9%	2.7%

52. During your Christmas shopping, do you often buy something for yourself?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	42.0%	40.6%	48.1%	46.5%	41.6%	41.3%
No	N/A	58.0%	59.4%	51.9%	53.5%	58.4%	58.7%

53. Will you contribute to a charity like Toys For Tots this Christmas season?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	67.2%	65.1%	68.8%	58.3%	68.2%	67.3%
No	N/A	28.0%	27.1%	27.9%	26.2%	25.2%	24.9%
Don=t know	N/A	4.8%	7.8%	3.3%	15.5%	6.6%	7.8%

54. Will you and your family be with other family members during the Christmas season?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	91.9%	92.2%	90.3%	93.6%	93.9%	91.7%
No	N/A	6.5%	5.8%	7.8%	5.3%	4.4%	5.6%
Don=t know	N/A	1.6%	2.0%	1.9%	1.2%	1.7%	2.7%

55. Do you think you will look for ads in the newspaper more or less than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	17.6%	14.0%	13.2%	17.0%	14.8%	13.4%	10.6%
Same	36.4%	38.4%	53.5%	50.4%	44.5%	41.4%	54.3%
More	46.0%	47.6%	33.3%	32.6%	40.8%	45.2%	35.1%

56. Will you look at the tabloid inserts/circulars in the newspaper more or less than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	17.7%	15.4%	11.2%	15.7%	16.5%	14.3%	10.5%
Same	35.1%	38.9%	52.1%	52.9%	42.3%	40.5%	54.0%
More	47.2%	45.7%	36.7%	31.4%	41.2%	45.2%	35.5%

57. Will you watch for ads on TV more or less than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	23.7%	21.7%	18.2%	21.9%	24.1%	20.3%	12.8%
Same	43.4%	45.8%	55.6%	55.3%	48.6%	49.2%	62.6%
More	33.0%	32.5%	26.2%	22.8%	27.3%	30.5%	24.6%

58. Will you pay attention to ads on the radio more or less than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	38.1%	31.0%	27.4%	31.8%	32.5%	28.0%	21.4%
Same	41.4%	47.8%	55.5%	55.0%	52.0%	56.3%	65.2%
More	20.5%	21.2%	17.1%	13.2%	15.5%	15.7%	13.4%

59. Will you look at the ads that come in the mail more or less than last year?

	1993	1994	1995	1996	1997	1998	1999
Less	22.3%	21.3%	13.7%	17.7%	19.0%	17.7%	13.8%
Same	41.6%	45.1%	55.1%	58.2%	48.9%	50.0%	59.9%
More	36.1%	33.6%	31.2%	24.1%	32.1%	32.3%	26.3%

60. How much is store advertising influencing your buying decisions for Christmas gifts for your family?

	1993	1994	1995	1996	1997	1998	1999
None	N/A	N/A	13.6%	20.1%	13.4%	16.3%	15.1%
Very little	N/A	N/A	22.6%	23.2%	22.0%	20.6%	20.8%
Some	N/A	N/A	42.6%	40.5%	47.7%	37.3%	49.1%
Very much	N/A	N/A	21.2%	16.2%	16.9%	25.8%	15.0%

61. If somebody gave you \$1,000 for Christmas, what would you buy first?

FIRST MENTION:

	1993	1994	1995	1996	1997	1998	1999
Pay bills	N/A	24.2%	28.6%	30.2%	30.7%	22.8%	26.1%
Gifts for kids	N/A	16.3%	13.9%	16.6%	17.1%	14.4%	13.4%
Travel/vacation	N/A	6.9%	12.3%	10.5%	7.6%	12.5%	13.8%
Clothing	N/A	8.4%	12.8%	7.9%	7.1%	12.2%	7.0%
Furniture	N/A	3.1%	5.1%	4.0%	4.9%	4.2%	4.4%
Put in savings/bank	N/A	18.4%	5.5%	7.9%	4.9%	3.5%	1.5%
Television	N/A	3.2%	5.1%	2.6%	2.8%	2.6%	1.7%

62. **SECOND MENTION:**

	1993	1994	1995	1996	1997	1998	1999
Pay bills	N/A	15.3%	15.7%	18.1%	13.3%	16.7%	13.7%
Gifts for kids	N/A	13.4%	20.0%	20.6%	16.2%	18.4%	11.2%
Travel/vacation	N/A	5.9%	13.4%	10.8%	8.9%	12.5%	11.0%
Clothing	N/A	12.2%	10.6%	8.1%	6.8%	8.8%	10.3%
Furniture	N/A	1.5%	4.2%	4.5%	3.4%	4.6%	4.7%
Nothing/none	N/A	0.0%	14.1%	12.9%	9.1%	9.8%	
Television	N/A	2.4%	3.2%	2.1%	5.5%	2.6%	2.5%
Put in savings/bank	N/A	25.1%	3.7%	4.4%	2.2%	1.3%	0.3%

63. Are you trying to save more this Christmas than you did a year or two ago?

	1993	1994	1995	1996	1997	1998	1999
Yes	N/A	N/A	N/A	44.3%	49.2%	45.4%	58.2%
No	N/A	N/A	N/A	54.3%	48.8%	54.6%	41.8%
Don=t know	N/A	N/A	N/A	1.4%	2.0%	0.0%	*

* = too small to measure

64. What do you look forward to most during the Christmas holiday season?

	1993	1994	1995	1996	1997	1998	1999
Spend tme w/fmly	N/A	75.7%	63.8%	66.7%	58.8%	62.8%	50.2%
Time off work	N/A	9.0%	10.8%	11.7%	21.5%	16.3%	20.4%
Holiday food	N/A	4.9%	10.5%	7.7%	10.0%	11.4%	19.4%
Getting gifts	N/A	2.0%	5.7%	4.3%	3.9%	4.6%	6.5%
Holiday music	N/A	3.2%	4.2%	4.1%	2.5%	3.2%	3.4%

65. What is your age group?

	1993	1994	1995	1996	1997	1998	1999
Under 25	7.4%	7.9%	8.0%	12.1%	11.2%	0.0%	6.3%
25-34/26-34	25.2%	19.2%	18.8%	18.7%	21.4%	19.3%	17.7%
35-44	25.8%	19.1%	24.4%	22.2%	30.7%	25.3%	28.9%
45-54	16.4%	17.1%	18.3%	16.6%	15.3%	18.1%	21.5%
55-64	10.8%	13.8%	12.2%	10.9%	7.7%	11.9%	14.3%
65 and over	14.3%	22.7%	18.3%	19.0%	11.8%	14.1%	11.2%

66. What is the last grade of school you completed?

	1993	1994	1995	1996	1997	1998	1999
Less than HS	6.1%	8.5%	3.1%	7.9%	3.3%	4.4%	3.0%
HS graduate	40.1%	41.8%	41.2%	39.7%	46.0%	41.9%	43.3%
Some college	25.8%	23.4%	21.9%	29.4%	27.1%	25.5%	25.9%
College graduate	21.1%	19.8%	26.2%	17.6%	18.4%	22.3%	24.4%
Graduate school	6.7%	6.2%	7.6%	5.0%	2.7%	5.7%	3.3%

67. What is the occupation of the head of household?

	1993	1994	1995	1996	1997	1998	1999
White collar	37.3%	29.2%	35.6%	33.2%	38.2%	37.0%	37.0%
Blue collar	28.7%	29.5%	29.1%	31.8%	38.1%	36.8%	38.1%
Retired	20.8%	28.9%	22.9%	23.0%	13.5%	18.1%	16.9%
Self-employed	5.9%	5.0%	6.4%	4.6%	3.1%	4.5%	4.9%
Govt/military	4.0%	3.5%	2.0%	2.7%	2.8%	1.9%	2.0%
Unemployed	1.7%	1.5%	1.4%	1.7%	1.0%	0.7%	0.2%
Student/homemaker	1.5%	2.0%	2.4%	2.3%	0.6%	0.6%	0.6%

68. What is your family status?

	1993	1994	1995	1996	1997	1998	1999
Married/children	39.0%	33.5%	37.4%	32.2%	46.3%	40.3%	43.5%
Single	21.0%	18.5%	22.8%	28.2%	21.5%	22.9%	20.1%
Married/ch away	17.7%	27.5%	23.5%	17.9%	13.4%	18.1%	25.0%
Married	10.8%	5.5%	8.7%	8.5%	9.8%	11.9%	7.2%
Single/children	11.3%	14.6%	7.5%	12.8%	6.3%	6.7%	4.0%

69. IF CHILDREN: Do you feel you will spend more/less on your children this Christmas?

	1993	1994	1995	1996	1997	1998	1999
Less	24.3%	19.6%	15.6%	15.1%	13.3%	10.9%	7.2%
Same	34.4%	35.5%	44.3%	36.7%	50.2%	28.4%	30.1%
More	38.0%	44.2%	40.1%	39.3%	36.3%	60.7%	62.7%

70. What is your combined income?

	1993	1994	1995	1996	1997	1998	1999
Under \$6,000	2.1%	2.4%	1.3%	1.9%	0.7%	0.6%	0.2%
\$6,000-\$14,999	6.4%	7.6%	6.1%	10.6%	5.2%	5.0%	2.0%
\$15,000-\$23,999	16.7%	17.8%	13.9%	18.7%	16.3%	9.2%	10.6%
\$24,000-\$35,999	22.9%	27.2%	20.8%	25.5%	31.6%	21.7%	23.3%
\$36,000-\$49,999	20.4%	23.4%	27.3%	20.1%	26.9%	31.8%	32.7%
\$50,000-\$74,999	17.7%	13.5%	19.7%	N/A	11.3%	22.3%	22.8%
\$75,000 and up	N/A	N/A	N/A	15.1%	N/A	N/A	N/A
\$75,000 and up	11.5%	6.2%	8.3%	N/A	4.0%	8.4%	7.2%

71. What is your sex?

	1993	1994	1995	1996	1997	1998	1999
Male	45.4%	50.0%	49.4%	46.2%	49.6%	49.9%	51.5%
Female	54.6%	50.0%	50.6%	53.8%	50.4%	50.1%	48.5%

72. IF FEMALE/MARRIED: Do you feel you will spend more/less on your husband this Christmas?

	1993	1994	1995	1996	1997	1998	1999
Less	25.6%	24.0%	17.1%	26.5%	21.1%	16.3%	11.3%
Same	37.3%	43.5%	49.6%	40.6%	47.4%	43.0%	48.0%
More	32.0%	32.5%	33.3%	24.7%	31.4%	40.8%	40.7%

73. IF MALE/MARRIED: Do you feel you will spend more/less on your wife this Christmas?

	1993	1994	1995	1996	1997	1998	1999
Less	15.6%	16.1%	13.0%	10.5%	16.8%	13.9%	9.0%
Same	35.8%	38.6%	48.8%	40.0%	47.4%	39.8%	42.9%
More	41.4%	45.3%	38.3%	39.7%	35.8%	46.3%	48.1%