

The American Consumer Institute
Consumer Pulse Survey 2010

15 Dec 2009

Table 1
Q1. Do you expect to spend more, less or about the same on gifts this holiday season as you did on gifts last year?

	Total	Q22. Party					Q23. Race					Q24. Age				Q25. Union				
		Rep.	Dem.	Ind.	Oth.	Dk/Ref	White	Black	Hisp.	Asian	Oth.	Dk/Ref	< 25	25-44	45-64	65+	Ref	Yes	No	Dk
Base	1001	274	342	280	42	64	719	88	138	8	38	10	50	379	369	199	3	150	841	10
Spend more	75	22	31	15	3	4	50	7	12	1	3	2	8	33	27	7	1	20	55	*
	7.5	8.2	9.1	5.4	7.6	5.5	6.9	8.4	9.0	11.0	7.2	20.3	15.5	8.7	7.4	3.3	18.9	13.3	6.6	0.2
Spend less	490	128	170	145	22	25	348	45	72	4	18	3	24	205	177	82	1	81	407	2
	49.0	46.9	49.8	51.8	51.5	38.9	48.5	51.3	52.2	50.5	46.0	29.0	48.6	54.1	47.9	41.4	37.8	54.3	48.4	18.1
About the same	400	117	133	111	17	22	306	31	43	3	12	5	18	130	156	96	1	45	349	7
	40.0	42.8	38.9	39.7	40.7	35.1	42.6	35.1	31.2	33.0	32.8	50.1	35.7	34.2	42.2	48.0	41.5	29.9	41.4	71.4
Don't shop for gifts	27	5	7	4	*	11	11	4	7	-	5	*	-	8	7	13	*	-	26	1
	2.7	1.8	2.1	1.5	0.1	17.6	1.6	4.5	5.1	-	13.5	0.3	-	2.0	1.8	6.6	0.9	-	3.1	10.1
(DK/REFUSED)	8	1	1	4	*	2	3	1	4	*	*	*	*	4	2	1	*	4	4	*
	0.8	0.3	0.2	1.6	0.1	2.8	0.4	0.7	2.6	5.5	0.4	0.3	0.2	1.0	0.7	0.7	0.9	2.6	0.5	0.3

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Table 2
Q1. Do you expect to spend more, less or about the same on gifts this holiday season as you did on gifts last year?

	Q26. Income							Q27. Gender						Q2. Economy	
	Total	\$25K		\$50K	\$75K	\$100K+		Dk/Ref	Gender		Better	Worse	About	DK/REF	
		< \$25K	\$49K	\$74K	\$100K	\$100K+	Male		Female	Now	Now	The Same			
Base	1001	258	268	188	118	158	10	491	510	215	596	169	20		
Spend more	75	12	23	13	5	20	1	47	28	26	37	9	3		
	7.5	4.8	8.4	7.2	4.5	12.8	11.9	9.6	5.5	12.1	6.3	5.5	13.1		
Spend less	490	142	141	109	41	54	4	222	268	70	337	78	6		
	49.0	55.1	52.7	57.7	34.8	33.8	35.5	45.2	52.6	32.4	56.5	46.1	28.4		
About the same	400	83	100	64	67	82	4	205	196	110	206	76	9		
	40.0	32.0	37.3	34.2	56.7	51.9	42.0	41.7	38.3	50.9	34.5	44.7	45.9		
Don't shop for gifts	27	21	3	1	-	2	*	12	16	6	14	5	2		
	2.7	8.0	1.3	0.5	-	1.4	3.5	2.4	3.1	3.0	2.3	3.0	9.8		
(DK/REFUSED)	8	*	1	1	5	-	1	5	3	3	3	1	1		
	0.8	0.2	0.3	0.5	4.1	-	7.2	1.0	0.5	1.6	0.4	0.7	2.8		

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Table 3
Q2. Do you think the economy is better or worse now than one year ago?

	Total	Q22. Party					Q23. Race					Q24. Age				Q25. Union				
		Rep.	Dem.	Ind.	Oth.	Dk/Ref	White	Black	Hisp.	Asian	Oth.	Dk/Ref	< 25	25-44	45-64	65+	Ref	Yes	No	Dk
Base	1001	274	342	280	42	64	719	88	138	8	38	10	50	379	369	199	3	150	841	10
Better now	215	53	88	49	11	14	138	27	40	4	6	*	14	79	81	40	1	34	178	4
	21.5	19.4	25.8	17.4	26.1	22.4	19.2	30.1	29.1	52.0	16.1	0.3	28.7	20.9	22.1	19.9	19.8	22.4	21.2	36.1
Worse now	596	182	191	157	26	39	442	46	82	3	18	6	25	236	224	110	2	89	503	4
	59.6	66.6	56.0	56.3	62.0	61.3	61.4	51.9	59.3	37.0	47.7	61.4	49.7	62.1	60.6	55.1	78.3	59.5	59.8	43.9
About the same	169	32	53	72	4	8	122	14	16	*	14	2	8	58	61	42	*	22	145	2
	16.9	11.5	15.7	25.6	10.2	12.2	17.0	16.3	11.6	4.2	36.2	19.8	15.5	15.4	16.6	20.8	0.9	14.8	17.2	19.7
(DK/REFUSED)	20	7	9	2	1	3	17	1	-	1	-	2	3	6	3	8	*	5	15	*
	2.0	2.4	2.5	0.6	1.8	4.1	2.3	1.7	-	6.8	-	18.6	6.1	1.6	0.8	4.2	0.9	3.3	1.8	0.3

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Table 4
Q2. Do you think the economy is better or worse now than one year ago?

	Total	Q26. Income						Q27. Gender		Q2. Economy			
		< \$25K	\$25K-\$49K	\$50K-\$74K	\$75K-\$100K	\$100K+	Dk/Ref	Male	Female	Better Now	Worse Now	About The Same	DK/REF
Base	1001	258	268	188	118	158	10	491	510	215	596	169	20
Better now	215	45	47	43	35	44	2	113	102	215	-	-	-
	21.5	17.5	17.5	22.8	29.7	27.6	16.3	23.1	20.0	100.0	-	-	-
Worse now	596	150	175	114	59	92	7	291	306	-	596	-	-
	59.6	58.0	65.2	60.6	50.3	58.0	65.2	59.3	59.9	-	100.0	-	-
About the same	169	53	41	30	22	22	2	79	90	-	-	169	-
	16.9	20.5	15.4	15.9	18.3	13.7	15.0	16.1	17.6	-	-	-	100.0
(DK/REFUSED)	20	10	5	1	2	1	*	8	13	-	-	-	20
	2.0	4.0	1.9	0.7	1.7	0.8	3.5	1.5	2.5	-	-	-	100.0