

Now, on a lighter note - Thinking of Santa Claus, do you generally approve of disapprove of his overall performance over the last year or so? Would that be strongly or somewhat?

* small base

	Total	Region					Gender		Age			Union Household			Education			Income		
		LM	V/B	SLM	Isl	Int	M	F	18-34	35-54	55+	Priv	Pub	No	HS	PSec	Unv	<30	30-60	60+
Base: All respondents	800	500	226	274	109	191	400	400	203	334	252	90	141	555	238	287	269	170	207	330
Weighted	800	457	210	248	148*	195	391	409	281	220	291	81*	122	584	258	283	254	197	207	303
Strongly approve	52%	52%	52%	52%	54%	48%	49%	54%	58%	52%	45%	45%	59%	51%	55%	49%	50%	51%	45%	56%
Somewhat approve	27%	28%	25%	30%	23%	29%	30%	25%	25%	24%	32%	32%	25%	27%	25%	28%	29%	26%	32%	27%
Somewhat disapprove	5%	5%	6%	3%	7%	5%	5%	5%	6%	5%	4%	7%	6%	5%	5%	7%	4%	7%	6%	4%
Strongly disapprove (DK/NS)	8%	8%	9%	7%	7%	10%	9%	8%	8%	8%	9%	7%	4%	9%	8%	7%	10%	11%	10%	6%
	8%	8%	8%	7%	8%	8%	7%	8%	3%	10%	10%	8%	6%	8%	7%	8%	8%	6%	7%	6%
Summary																				
Top Box - Approve	79%	80%	77%	82%	77%	77%	79%	79%	83%	77%	77%	77%	84%	78%	81%	78%	79%	77%	77%	84%
Low Box - Disapprove	13%	12%	15%	10%	15%	15%	14%	13%	14%	13%	13%	15%	10%	14%	12%	14%	14%	18%	16%	10%

Based on what you've read, seen or heard, what do you think is the HOTTEST gift item to give or receive this holiday season?

[CHART SHOWS TOP TEN HOTTEST GIFTS OVERALL AND TOP THREE HOTTEST GIFTS FOR EACH SUBGROUP]

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Weighted	800	457	210	248	148*	195	391	409	281	220	291	81*	122	584	258	283	254	197	207	303
Cell phone (especially camera phone)	#1	#1	#1	#1	#1	#2	#1	#1	#1	#1	#2	#3	#1	#1	#3	#1	#1	#3	#1	#2
Video/computer games	#2		#2		#2	#1	#3			#3	#1	#2	#3	#2	#1	#2		#2	#3	
Video game console (especially PS2 and Xbox)	#3	#3	#3	#3	#3	#3	#2		#1	#2		#1	#2		#2		#3			#1
DVDs	#4	#2	#3					#2	#3					#3			#2			#2
Toys	#5			#2	#3			#2								#3		#1		
Digital camera	#6															#3				#3
Computer	#7									#3										
Clothing (in general)	#7																			
MP3/IPOD	#7																			
DVD player	#10											#3								

How much money do you expect to spend in total on gifts for others this holiday season? Please be sure to include all that you have already spent.

* small base

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Weighted	800	457	210	248	148*	195	391	409	281	220	291	81*	122	584	258	283	254	197	207	303
NONE	3%	3%	3%	2%	4%	3%	5%	1%	1%	4%	5%	3%	3%	3%	6%	2%	1%	5%	3%	2%
1 to 100	8%	8%	13%	4%	11%	8%	8%	9%	10%	7%	8%	8%	3%	9%	7%	10%	8%	19%	7%	2%
101 to 250	12%	12%	17%	8%	14%	11%	13%	12%	14%	10%	13%	7%	9%	14%	13%	12%	12%	17%	13%	9%
251 to 500	34%	37%	35%	38%	28%	34%	31%	37%	41%	30%	32%	29%	40%	34%	32%	39%	31%	34%	40%	30%
501 to 1000	24%	23%	17%	29%	24%	24%	23%	24%	22%	27%	23%	33%	28%	22%	23%	24%	24%	14%	25%	32%
1001 to 2500	10%	9%	8%	11%	9%	11%	11%	8%	9%	12%	9%	13%	8%	10%	9%	8%	12%	4%	7%	17%
2501+	2%	2%	1%	3%	-	5%	3%	2%	2%	3%	2%	4%	3%	2%	2%	1%	4%	1%	2%	4%
(DK/NS)	6%	6%	6%	6%	10%	5%	7%	6%	2%	7%	9%	3%	6%	7%	7%	5%	7%	5%	3%	4%
Summary																				
Mean	702.1	691.7	540.9	818.6	590.3	806.3	728.5	677.2	670.1	797.0	663.2	825.3	785.2	656.8	663.9	632.8	821.6	449.4	634.9	938.8
Median	500.0	500.0	400.0	500.0	500.0	500.0	500.0	500.0	500.0	500.0	500.0	600.0	500.0	500.0	500.0	500.0	500.0	300.0	500.0	700.0

Is this more, less, or the same as you spent on gifts for others last year?

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Weighted	800	457	210	248	148*	195	391	409	281	220	291	81*	122	584	258	283	254	197	207	303
More	19%	22%	20%	24%	10%	20%	20%	19%	33%	14%	11%	30%	19%	18%	21%	22%	15%	28%	16%	18%
The same	55%	52%	50%	54%	58%	57%	58%	51%	41%	59%	65%	53%	54%	55%	55%	49%	60%	43%	61%	60%
Less	24%	23%	26%	20%	27%	22%	19%	28%	25%	24%	22%	16%	24%	25%	22%	26%	23%	28%	22%	21%
(DK/NS)	2%	3%	4%	2%	4%	1%	3%	2%	1%	3%	2%	1%	3%	2%	2%	2%	2%	1%	1%	1%