

HART - MCINTURFF

CNBC Survey
 Study #10073b
 November 28-December 2 2010

Table 1

OVERVIEW OF THE SAMPLE

Banner 1	Sex		Region				Age			Education			Occupation			Party Identification						
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Unweighted number of respondents	801	384	417	182	262	181	176	212	116	235	222	284	202	173	132	128	147	99	249	293	151	240
Unweighted proportion of total sample	801	48%	52%	23%	33%	23%	22%	26%	14%	29%	28%	35%	25%	22%	16%	16%	18%	12%	31%	37%	19%	30%
Weighted number of respondents *	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Weighted proportion of total sample *	801	49%	51%	23%	32%	23%	22%	27%	23%	29%	19%	35%	27%	22%	15%	17%	21%	14%	25%	36%	19%	30%

* To ensure an accurate representation of adults nationwide, weights were applied to hispanic, race, education and age. Please refer to the differences in the weighted and unweighted proportions to see what effects weighting has had on the sample.

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	Banner 2	Income					Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
		All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have
Unweighted number of respondents	801	173	127	91	209	104	304	289	167	92	412	139	143	250	117	419	145	222	382	108
Unweighted proportion of total sample	801	22%	16%	11%	26%	13%	38%	36%	21%	11%	51%	17%	18%	31%	15%	52%	18%	28%	48%	13%
Weighted number of respondents *	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Weighted proportion of total sample *	801	21%	15%	11%	28%	14%	37%	37%	21%	11%	52%	17%	18%	35%	16%	53%	20%	27%	47%	14%

* To ensure an accurate representation of adults nationwide, weights were applied to hispanic, race, education and age. Please refer to the differences in the weighted and unweighted proportions to see what effects weighting has had on the sample.

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	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Unweighted number of respondents	801	176	205	171	180	189	123	489	153	223	194	215	212	572	572	93	94
Unweighted proportion of total sample	801	22%	26%	21%	22%	24%	15%	61%	19%	28%	24%	27%	26%	71%	71%	12%	12%
Weighted number of respondents *	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Weighted proportion of total sample *	801	21%	26%	22%	22%	25%	16%	59%	20%	28%	23%	27%	31%	67%	72%	11%	11%

* To ensure an accurate representation of adults nationwide, weights were applied to hispanic, race, education and age. Please refer to the differences in the weighted and unweighted proportions to see what effects weighting has had on the sample.

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Table 137

Q.1a. To begin with, for statistical purposes only, would you please tell me how old you are? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to?

Banner 1	Sex		Region				Age			Education			Occupation			Party Identification						
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demos crats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
18-24	10%	11%	9%	9%	8%	14%	12%	38%	-	-	-	13%	14%	7%	2%	8%	10%	16%	1%	10%	12%	7%
25-29	10%	8%	11%	7%	10%	14%	7%	35%	-	-	-	8%	11%	11%	9%	13%	10%	16%	-	8%	8%	12%
30-34	7%	7%	7%	9%	7%	8%	4%	27%	-	-	-	7%	6%	9%	7%	10%	11%	10%	-	8%	6%	7%
35-39	6%	8%	5%	9%	6%	4%	7%	-	28%	-	-	3%	4%	15%	7%	15%	8%	9%	-	8%	10%	3%
40-44	7%	7%	7%	10%	7%	2%	8%	-	29%	-	-	7%	4%	8%	8%	10%	10%	7%	2%	6%	6%	4%
45-49	10%	10%	9%	11%	9%	11%	8%	-	43%	-	-	9%	8%	15%	8%	10%	15%	11%	1%	11%	5%	12%
50-54	10%	11%	9%	9%	10%	9%	11%	-	-	33%	-	12%	8%	8%	10%	11%	14%	8%	4%	9%	10%	12%
55-59	9%	9%	10%	8%	11%	8%	9%	-	-	32%	-	7%	12%	7%	12%	12%	9%	12%	7%	9%	10%	12%
60-64	10%	8%	12%	9%	9%	9%	14%	-	-	35%	-	8%	15%	7%	10%	6%	8%	6%	20%	10%	10%	10%
65-69	5%	5%	5%	4%	6%	5%	6%	-	-	-	27%	6%	4%	5%	7%	3%	2%	-	13%	7%	3%	5%
70-74	5%	5%	5%	3%	5%	5%	6%	-	-	-	25%	6%	5%	2%	6%	-	2%	1%	15%	5%	6%	6%
75 and over	9%	9%	9%	9%	9%	10%	7%	-	-	-	48%	14%	8%	4%	7%	1%	-	2%	33%	8%	12%	9%
No answer	2%	2%	2%	3%	3%	1%	1%	-	-	-	-	-	1%	2%	7%	1%	1%	2%	4%	1%	2%	1%

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Q.1a. To begin with, for statistical purposes only, would you please tell me how old you are? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to?

	Banner 2						Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
18-24	10%	14%	10%	8%	9%	6%	11%	13%	6%	-	5%	9%	33%	10%	11%	3%	7%	1%	18%	-
25-29	10%	13%	6%	16%	7%	7%	8%	12%	7%	4%	6%	9%	23%	10%	17%	6%	11%	2%	14%	2%
30-34	7%	6%	8%	13%	9%	7%	5%	9%	8%	9%	7%	7%	7%	11%	11%	8%	14%	4%	7%	6%
35-39	6%	4%	7%	11%	6%	8%	9%	7%	4%	3%	6%	10%	7%	10%	11%	7%	13%	4%	6%	5%
40-44	7%	11%	7%	-	10%	10%	5%	8%	8%	11%	8%	3%	3%	11%	6%	9%	10%	11%	4%	14%
45-49	10%	3%	10%	7%	14%	15%	8%	10%	12%	15%	12%	9%	2%	12%	13%	11%	11%	10%	9%	13%
50-54	10%	8%	8%	8%	15%	14%	9%	8%	12%	7%	10%	14%	6%	12%	11%	12%	10%	13%	7%	16%
55-59	9%	7%	5%	8%	15%	15%	10%	8%	11%	12%	10%	9%	5%	11%	9%	11%	4%	17%	6%	22%
60-64	10%	8%	12%	13%	8%	8%	9%	9%	14%	15%	12%	9%	3%	7%	7%	13%	8%	15%	7%	13%
65-69	5%	7%	5%	6%	3%	3%	7%	4%	4%	6%	6%	6%	2%	2%	2%	5%	2%	6%	6%	3%
70-74	5%	5%	6%	3%	2%	2%	5%	3%	6%	9%	6%	2%	3%	2%	-	5%	2%	7%	4%	3%
75 and over	9%	13%	15%	7%	1%	3%	11%	8%	7%	9%	10%	11%	5%	1%	-	8%	7%	9%	10%	2%
No answer	2%	1%	1%	-	1%	2%	3%	1%	1%	-	2%	2%	1%	1%	2%	2%	1%	1%	2%	1%

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Q.1a. To begin with, for statistical purposes only, would you please tell me how old you are? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
18-24	10%	15%	16%	7%	4%	12%	13%	9%	26%	1%	18%	2%	5%	13%	9%	9%	13%
25-29	10%	6%	14%	10%	7%	16%	12%	6%	12%	5%	13%	10%	16%	7%	10%	8%	10%
30-34	7%	5%	6%	9%	9%	11%	9%	5%	5%	9%	6%	8%	17%	3%	6%	7%	7%
35-39	6%	8%	7%	8%	4%	8%	6%	6%	6%	9%	7%	4%	14%	3%	6%	8%	7%
40-44	7%	7%	9%	7%	5%	9%	8%	5%	6%	7%	4%	9%	14%	3%	4%	15%	17%
45-49	10%	8%	9%	8%	14%	8%	11%	10%	9%	11%	4%	14%	16%	7%	10%	13%	8%
50-54	10%	7%	7%	12%	13%	8%	18%	8%	7%	13%	5%	12%	12%	9%	10%	6%	12%
55-59	9%	9%	5%	9%	16%	12%	8%	8%	6%	10%	6%	12%	4%	11%	9%	7%	8%
60-64	10%	9%	10%	14%	8%	9%	6%	12%	7%	10%	11%	12%	1%	14%	11%	9%	5%
65-69	5%	4%	5%	7%	4%	2%	4%	7%	3%	7%	5%	6%	1%	7%	6%	5%	5%
70-74	5%	6%	3%	4%	7%	3%	1%	7%	4%	5%	6%	4%	-	7%	6%	2%	4%
75 and over	9%	14%	8%	5%	7%	1%	3%	14%	7%	11%	13%	6%	-	13%	11%	7%	4%
No answer	2%	2%	1%	-	2%	1%	1%	3%	2%	2%	2%	1%	-	3%	2%	4%	-

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Table 139

Q.1b. And to ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background?

Banner 1	Sex		Region				Age			Education			Occupation			Party Identification						
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Yes, Hispanic	11%	11%	11%	10%	12%	6%	17%	13%	16%	9%	7%	13%	13%	9%	7%	9%	11%	13%	6%	16%	11%	5%
No, not Hispanic	88%	88%	89%	89%	88%	94%	82%	87%	83%	90%	93%	87%	86%	89%	93%	90%	88%	86%	94%	84%	88%	95%
Not sure/refused	1%	1%	-	1%	-	-	1%	-	1%	1%	-	-	1%	2%	-	1%	1%	1%	-	-	1%	-

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Table 139

Q.1b. And to ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background?

	Banner 2		Income				Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Yes, Hispanic	11%	17%	14%	10%	12%	10%	10%	13%	11%	11%	10%	16%	12%	9%	15%	9%	11%	8%	13%	12%
No, not Hispanic	88%	82%	86%	90%	87%	89%	89%	87%	88%	88%	89%	84%	88%	90%	84%	90%	88%	90%	87%	86%
Not sure/refused	1%	1%	-	-	1%	1%	1%	-	1%	1%	1%	-	-	1%	1%	1%	1%	2%	-	2%

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Q.1b. And to ensure that we have a representative sample, would you please tell me whether you are from a Hispanic or Spanish-speaking background?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
		All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Yes, Hispanic	11%	18%	13%	9%	6%	10%	10%	12%	12%	11%	9%	12%	17%	9%	1%	1%	99%
No, not Hispanic	88%	82%	85%	91%	93%	89%	90%	88%	88%	87%	91%	88%	82%	91%	99%	99%	1%
Not sure/refused	1%	-	2%	-	1%	1%	-	-	-	2%	-	-	1%	-	-	-	-

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Table 140

Q.1c. And again, for statistical purposes only, what is your race--white, black, Asian, or something else?

Banner 1	Sex		Region				Age			Education			Occupation			Party Identification						
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
White	72%	73%	71%	68%	63%	89%	72%	69%	62%	76%	83%	69%	70%	76%	76%	71%	77%	72%	78%	55%	80%	92%
Black	11%	9%	13%	16%	20%	3%	2%	10%	17%	8%	8%	15%	10%	8%	8%	9%	6%	12%	11%	21%	4%	3%
Asian	3%	3%	4%	3%	-	-	10%	5%	4%	3%	2%	1%	3%	6%	3%	7%	4%	3%	2%	5%	4%	-
Other	3%	4%	2%	2%	6%	2%	1%	4%	2%	4%	1%	3%	5%	1%	4%	4%	2%	2%	3%	4%	2%	1%
Hispanic (VOL)	10%	10%	10%	9%	10%	6%	15%	11%	15%	8%	6%	12%	12%	8%	7%	8%	10%	11%	6%	15%	10%	4%
Not sure/refused	1%	1%	-	2%	1%	-	-	1%	-	1%	-	-	-	1%	2%	1%	1%	-	-	-	-	-

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Table 140

Q.1c. And again, for statistical purposes only, what is your race--white, black, Asian, or something else?

	Banner 2 All Adults	Income					Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
		Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
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Black	11%	23%	12%	10%	7%	6%	17%	7%	8%	10%	10%	10%	16%	9%	9%	6%	9%	5%	16%	7%
Asian	3%	3%	3%	1%	5%	6%	2%	5%	2%	3%	4%	-	5%	6%	2%	3%	2%	5%	4%	6%
Other	3%	3%	5%	1%	1%	2%	4%	2%	3%	2%	2%	5%	3%	3%	2%	3%	1%	4%	3%	-
Hispanic (VOL)	10%	15%	14%	7%	11%	10%	10%	11%	10%	10%	8%	15%	11%	8%	13%	8%	10%	7%	13%	11%
Not sure/refused	1%	1%	-	-	-	-	1%	-	2%	1%	1%	-	1%	-	1%	1%	-	1%	-	1%

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Q.1c. And again, for statistical purposes only, what is your race--white, black, Asian, or something else?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
White	72%	58%	72%	77%	79%	73%	78%	70%	71%	74%	63%	78%	67%	74%	100%	-	8%
Black	11%	19%	8%	9%	9%	10%	2%	14%	13%	6%	21%	6%	11%	11%	-	100%	1%
Asian	3%	2%	5%	3%	3%	5%	2%	3%	2%	3%	3%	5%	5%	3%	-	-	-
Other	3%	4%	3%	3%	3%	3%	7%	2%	2%	6%	4%	-	2%	3%	-	-	-
Hispanic (VOL)	10%	17%	12%	7%	6%	8%	9%	11%	12%	10%	9%	11%	15%	8%	-	-	91%
Not sure/refused	1%	-	-	1%	-	1%	2%	-	-	1%	-	-	-	1%	-	-	-

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Table 141

How would you rate the current state of the economy? Would you say it is excellent, good, only fair, or poor?

	Banner 1																					
	Sex		Region				Age			Education			Occupation				Party Identification					
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Excellent	1%	2%	-	1%	1%	-	1%	1%	2%	-	1%	1%	1%	1%	-	1%	-	1%	-	-	-	1%
Good	6%	6%	7%	5%	8%	6%	4%	7%	6%	5%	7%	6%	5%	7%	8%	8%	3%	13%	6%	6%	4%	5%
Only fair	39%	40%	37%	39%	38%	42%	35%	42%	42%	37%	31%	37%	36%	43%	39%	46%	42%	42%	32%	45%	42%	34%
Poor	53%	51%	56%	53%	52%	52%	58%	48%	49%	58%	60%	55%	56%	48%	52%	44%	54%	42%	61%	48%	52%	60%
Not sure	1%	1%	-	2%	1%	-	2%	2%	1%	-	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	-
Total Excellent/Good	7%	7%	7%	7%	9%	6%	5%	9%	8%	5%	7%	7%	6%	8%	8%	9%	3%	14%	6%	6%	4%	5%
Total Only Fair/Poor	92%	91%	93%	91%	90%	94%	93%	90%	91%	95%	92%	92%	91%	91%	91%	90%	96%	84%	92%	93%	94%	95%

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Table 141

How would you rate the current state of the economy? Would you say it is excellent, good, only fair, or poor?

	Banner 2		Income					Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Excellent	1%	-	1%	-	1%	1%	2%	1%	-	-	1%	3%	-	1%	1%	1%	1%	1%	1%	2%
Good	6%	8%	5%	6%	6%	7%	10%	6%	1%	3%	6%	10%	4%	6%	9%	6%	9%	5%	6%	6%
Only fair	39%	30%	43%	43%	46%	46%	49%	39%	21%	16%	40%	47%	41%	41%	48%	41%	41%	41%	35%	45%
Poor	53%	60%	51%	51%	46%	45%	37%	54%	77%	81%	52%	40%	52%	50%	42%	51%	49%	52%	56%	47%
Not sure	1%	2%	-	-	1%	1%	2%	-	1%	-	1%	-	3%	2%	-	1%	-	1%	2%	-
Total Excellent/Good	7%	8%	6%	6%	7%	7%	12%	6%	1%	3%	7%	13%	5%	7%	10%	7%	9%	6%	7%	8%
Total Only Fair/Poor	92%	90%	94%	94%	92%	92%	87%	94%	98%	97%	92%	87%	93%	91%	90%	92%	91%	93%	92%	92%

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Table 141

How would you rate the current state of the economy? Would you say it is excellent, good, only fair, or poor?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Excellent	1%	1%	2%	-	-	1%	1%	1%	2%	1%	1%	-	1%	1%	-	2%	3%
Good	6%	6%	6%	5%	7%	5%	6%	7%	6%	6%	7%	6%	5%	6%	6%	11%	5%
Only fair	39%	32%	38%	42%	46%	41%	39%	37%	43%	39%	37%	37%	39%	39%	38%	48%	29%
Poor	53%	60%	52%	52%	47%	51%	54%	54%	47%	53%	54%	57%	54%	53%	55%	39%	62%
Not sure	1%	1%	2%	1%	-	2%	-	1%	2%	1%	1%	-	1%	1%	1%	-	1%
Total Excellent/Good	7%	7%	8%	5%	7%	6%	7%	7%	8%	7%	8%	6%	6%	8%	6%	13%	8%
Total Only Fair/Poor	92%	92%	90%	94%	93%	92%	93%	92%	89%	92%	91%	94%	92%	92%	93%	87%	91%

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Table 142

And over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?

Banner 1	Sex		Region				Age				Education			Occupation			Party Identification					
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Will get better	37%	37%	36%	40%	38%	38%	30%	34%	36%	35%	43%	37%	32%	37%	42%	37%	35%	37%	40%	48%	29%	28%
Will stay about the same	37%	34%	41%	35%	35%	39%	41%	48%	41%	32%	29%	35%	39%	40%	38%	48%	38%	41%	30%	33%	47%	40%
Will get worse	21%	25%	18%	21%	23%	18%	23%	16%	22%	27%	19%	24%	22%	21%	15%	14%	22%	18%	23%	14%	22%	28%
Not sure	5%	4%	5%	4%	4%	5%	6%	2%	1%	6%	9%	4%	7%	2%	5%	1%	5%	4%	7%	5%	2%	4%

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Table 142

And over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?

	Banner 2						Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Will get better	37%	31%	36%	40%	42%	44%	100%	-	-	15%	38%	47%	35%	32%	46%	40%	39%	42%	32%	46%
Will stay about the same	37%	37%	42%	38%	38%	37%	-	100%	-	32%	39%	29%	47%	43%	40%	37%	38%	35%	39%	34%
Will get worse	21%	26%	18%	19%	19%	17%	-	-	100%	51%	18%	18%	15%	22%	11%	19%	20%	20%	24%	17%
Not sure	5%	6%	4%	3%	1%	2%	-	-	-	2%	5%	6%	3%	3%	3%	4%	3%	3%	5%	3%

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Table 142

And over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Will get better	37%	32%	34%	35%	46%	34%	39%	37%	33%	39%	39%	35%	34%	38%	34%	57%	35%
Will stay about the same	37%	37%	41%	44%	32%	41%	44%	34%	43%	28%	41%	41%	40%	37%	39%	25%	43%
Will get worse	21%	26%	21%	18%	20%	21%	15%	24%	19%	30%	16%	19%	22%	20%	22%	15%	21%
Not sure	5%	5%	4%	3%	2%	4%	2%	5%	5%	3%	4%	5%	4%	5%	5%	3%	1%

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Table 143

Q.2a/b. How would you rate the current state of the economy? Would you say it is excellent, good, only fair, or poor? And over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?

	Banner 1																					
	Sex			Region				Age			Education				Occupation				Party Identification			
All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans	
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Optimistic now/ optimistic for the future	7%	7%	6%	6%	9%	6%	5%	9%	7%	4%	7%	7%	6%	7%	7%	7%	3%	13%	6%	6%	4%	5%
Optimistic now/ pessimistic for the future	-	1%	-	-	1%	-	-	-	1%	-	-	-	-	1%	1%	2%	-	-	-	-	-	-
Pessimistic now/ optimistic for the future	32%	31%	32%	35%	31%	34%	26%	29%	29%	32%	37%	32%	28%	32%	36%	31%	32%	25%	36%	44%	26%	24%
Pessimistic now/ pessimistic for the future	56%	56%	56%	53%	55%	55%	62%	59%	61%	58%	46%	57%	57%	58%	50%	58%	58%	57%	50%	44%	67%	67%
Not sure for now or for future	5%	5%	6%	6%	4%	5%	7%	3%	2%	6%	10%	4%	9%	2%	6%	2%	7%	5%	8%	6%	3%	4%

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Table 143

Q.2a/b. How would you rate the current state of the economy? Would you say it is excellent, good, only fair, or poor? And over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?

	Banner 2						Economy In Next Year			Home Value In Next Year			Wages In Next Year		Investments			Other		
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Optimistic now/ optimistic for the future	7%	8%	5%	7%	6%	7%	12%	6%	-	3%	6%	12%	4%	6%	9%	7%	8%	5%	7%	7%
Optimistic now/ pessimistic for the future	-	-	-	-	1%	-	-	-	1%	-	-	1%	-	1%	1%	-	1%	1%	-	2%
Pessimistic now/ optimistic for the future	32%	25%	34%	35%	36%	37%	87%	-	-	13%	34%	38%	31%	26%	39%	35%	31%	38%	28%	39%
Pessimistic now/ pessimistic for the future	56%	59%	57%	55%	55%	53%	-	94%	98%	82%	54%	43%	60%	62%	48%	53%	57%	52%	59%	49%
Not sure for now or for future	5%	8%	4%	3%	2%	3%	1%	-	1%	2%	6%	6%	5%	5%	3%	5%	3%	4%	6%	3%

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Table 143

Q.2a/b. How would you rate the current state of the economy? Would you say it is excellent, good, only fair, or poor? And over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200- \$499	\$500- \$999	\$1,000 or more	A lot/fair	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Optimistic now/ optimistic for the future	7%	7%	8%	5%	7%	6%	6%	7%	8%	5%	7%	6%	5%	7%	6%	12%	7%
Optimistic now/ pessimistic for the future	-	-	-	-	1%	-	2%	-	-	1%	-	-	1%	-	-	-	1%
Pessimistic now/ optimistic for the future	32%	27%	29%	31%	40%	28%	36%	32%	25%	34%	33%	32%	29%	33%	30%	46%	28%
Pessimistic now/ pessimistic for the future	56%	60%	57%	59%	50%	60%	54%	55%	61%	55%	54%	57%	60%	55%	58%	39%	61%
Not sure for now or for future	5%	6%	6%	5%	2%	6%	2%	6%	6%	5%	6%	5%	5%	5%	6%	3%	3%

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Table 143

Q.3. Thinking ahead to the holidays in December, approximately how much are you planning to spend on holiday shopping this year? (IF "NOT SURE," PROBE:) Well, if you had to give me your best guess, about how much do you think you will spend?

	Banner 1																					
	Sex			Region				Age				Education				Occupation				Party Identification		
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Less than \$200	21%	21%	22%	23%	23%	17%	22%	20%	22%	19%	27%	27%	23%	12%	18%	12%	12%	18%	27%	20%	16%	20%
\$200 to \$499	27%	27%	25%	24%	25%	28%	29%	35%	29%	19%	23%	26%	31%	24%	23%	28%	27%	30%	24%	24%	30%	28%
\$500 to \$999	22%	20%	24%	19%	21%	22%	24%	21%	22%	26%	18%	18%	23%	29%	20%	29%	25%	19%	16%	24%	22%	20%
\$1,000 or more	22%	23%	22%	27%	23%	22%	18%	17%	22%	28%	21%	20%	17%	25%	32%	23%	29%	29%	21%	24%	25%	23%
Don't know	8%	9%	7%	7%	8%	11%	7%	7%	5%	8%	11%	9%	6%	10%	7%	8%	7%	4%	12%	8%	7%	9%
Mean	615	628	603	680	646	591	527	514	638	668	637	561	474	728	781	678	815	723	541	615	709	632
Mean (Among those who are spending at least something)	687	694	679	767	729	644	587	537	734	749	760	666	524	754	861	737	858	756	636	680	758	694
Median (among spending at least)	461	457	464	432	432	462	448	293	461	494	419	419	339	458	492	486	460	415	383	478	425	455
Median	380	363	391	371	352	428	350	282	370	477	284	281	282	450	474	472	447	385	277	459	405	369

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Table 143

Q.3. Thinking ahead to the holidays in December, approximately how much are you planning to spend on holiday shopping this year? (IF "NOT SURE," PROBE:) Well, if you had to give me your best guess, about how much do you think you will spend?

	Banner 2 All Adults	Income					Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
		Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Less than \$200	21%	40%	24%	10%	7%	7%	19%	21%	26%	20%	16%	21%	36%	13%	14%	11%	15%	7%	33%	4%
\$200 to \$499	27%	30%	32%	29%	23%	21%	25%	29%	26%	32%	23%	25%	33%	30%	25%	23%	30%	16%	31%	12%
\$500 to \$999	22%	14%	26%	36%	25%	24%	20%	25%	18%	22%	25%	17%	16%	25%	24%	26%	30%	25%	16%	25%
\$1,000 or more	22%	9%	14%	22%	38%	42%	28%	19%	21%	18%	27%	29%	6%	26%	30%	33%	19%	48%	10%	55%
Don't know	8%	7%	4%	3%	7%	6%	8%	6%	9%	8%	9%	8%	9%	6%	7%	7%	6%	4%	10%	4%
Mean	615	331	456	736	843	911	716	540	603	638	704	657	314	730	801	798	552	1018	402	1064
Mean (Among those who are spending at least something)	687	419	522	751	872	956	766	599	728	753	770	720	361	777	850	854	601	1069	472	1110
Median (among spending at least)	461	243	368	446	570	679	447	456	456	405	489	467	209	475	481	519	467	907	253	938
Median	380	173	287	442	534	568	422	376	284	357	474	440	193	465	460	493	455	851	196	930

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Table 143

Q.3. Thinking ahead to the holidays in December, approximately how much are you planning to spend on holiday shopping this year? (IF "NOT SURE," PROBE:) Well, if you had to give me your best guess, about how much do you think you will spend?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200- \$499	\$500- \$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Less than \$200	21%	100%	-	-	-	15%	9%	28%	31%	13%	31%	15%	13%	25%	17%	37%	34%
\$200 to \$499	27%	-	100%	-	-	26%	28%	26%	31%	26%	32%	19%	25%	28%	26%	20%	32%
\$500 to \$999	22%	-	-	100%	-	26%	22%	20%	17%	22%	17%	30%	30%	18%	23%	18%	18%
\$1,000 or more	22%	-	-	-	100%	27%	34%	17%	12%	30%	12%	30%	25%	21%	25%	18%	13%
Don't know	8%	-	-	-	-	6%	7%	9%	9%	9%	8%	6%	7%	8%	9%	7%	3%
Mean	615	46	268	583	1596	719	824	510	452	705	398	752	688	551	668	512	484
Mean (Among those who are spending at least something)	687	83	268	583	1596	755	836	604	510	766	459	833	734	628	727	644	581
Median (among spending at least)	461	99	234	500	1000	476	467	369	243	491	274	497	484	381	469	329	284
Median	380	23	234	500	1000	468	463	270	198	476	237	485	475	276	457	185	216

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Table 144

Q.4a. Is that more than you spent on holiday shopping last year, about the same amount as you spent last year, or less than you spent last year? *

Banner 1	Sex		Region				Age			Education			Occupation			Party Identification						
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	735	354	382	174	233	164	164	202	174	215	135	254	204	159	111	127	154	108	172	265	141	220
More than spent last year	11%	14%	9%	7%	12%	11%	15%	20%	11%	7%	4%	11%	10%	13%	10%	13%	12%	15%	8%	12%	11%	11%
About the same amount as spent last year	49%	50%	47%	51%	46%	53%	46%	41%	44%	50%	64%	47%	47%	50%	55%	52%	50%	41%	59%	49%	50%	47%
Less than spent last year	38%	34%	42%	38%	41%	35%	39%	37%	43%	42%	30%	39%	42%	37%	33%	34%	36%	44%	31%	37%	38%	42%
Not sure	2%	2%	2%	4%	1%	1%	-	2%	2%	1%	2%	3%	1%	-	2%	1%	2%	-	2%	2%	1%	-

* Asked only of respondents who do not say "Don't know" (Q.3).

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Table 144

Q.4a. Is that more than you spent on holiday shopping last year, about the same amount as you spent last year, or less than you spent last year? *

	Banner 2						Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	735	154	118	88	207	104	270	283	155	85	378	127	132	265	119	396	150	207	339	109
More than spent last year	11%	9%	13%	12%	9%	8%	16%	8%	10%	6%	9%	9%	22%	12%	16%	9%	13%	7%	14%	8%
About the same amount as spent last year	49%	38%	49%	43%	55%	53%	54%	50%	39%	42%	53%	59%	34%	48%	49%	54%	40%	64%	42%	66%
Less than spent last year	38%	49%	35%	45%	35%	39%	28%	42%	49%	50%	37%	30%	42%	39%	35%	36%	44%	29%	42%	26%
Not sure	2%	4%	3%	-	1%	-	2%	-	2%	2%	1%	2%	2%	1%	-	1%	3%	-	2%	-

* Asked only of respondents who do not say "Don't know" (Q.3).

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Table 144

Q.4a. Is that more than you spent on holiday shopping last year, about the same amount as you spent last year, or less than you spent last year? *

	Banner 3 All Adults	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
		Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Un-married women	Married men	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	735	171	212	173	180	186	122	428	145	201	170	207	235	489	527	82	86
More than spent last year	11%	9%	10%	11%	14%	11%	11%	11%	21%	9%	13%	5%	11%	11%	10%	19%	11%
About the same amount as spent last year	49%	45%	46%	42%	62%	48%	62%	46%	42%	55%	48%	48%	39%	54%	50%	38%	48%
Less than spent last year	38%	40%	43%	47%	24%	40%	27%	41%	36%	34%	37%	46%	47%	34%	39%	39%	37%
Not sure	2%	6%	1%	-	-	1%	-	2%	1%	2%	2%	1%	3%	1%	1%	4%	4%

* Asked only of respondents who do not say "Don't know" (Q.3).

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Table 145

Q.4b. In which of the following areas do you plan to cut back on your spending as compared to last year? (m) *

Banner 1	Sex		Region				Age			Education			Occupation			Party Identification						
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demo-crats	Independents	Republicans
Total	282	121	161	67	94	57	64	74		91		99	86	59			56		54	100		93
Gifts for adult family members	51%	46%	55%	48%	51%	45%	60%	52%		56%		42%	57%	59%			48%		47%	53%		56%
Gifts and tips for friends, co-workers, service people	39%	36%	41%	46%	35%	40%	38%	48%		40%		37%	33%	50%			32%		38%	33%		39%
Donations to charities	31%	34%	29%	35%	29%	26%	35%	19%		37%		26%	36%	40%			24%		40%	27%		32%
Holiday-related travel	30%	34%	28%	32%	26%	26%	38%	28%		35%		25%	35%	36%			28%		36%	34%		30%
Holiday parties	30%	31%	29%	38%	19%	30%	37%	28%		26%		29%	26%	34%			28%		29%	29%		31%
Gifts for child family members	26%	26%	26%	30%	24%	27%	24%	18%		25%		22%	28%	31%			23%		24%	26%		26%
Food and holiday meals	24%	23%	24%	31%	22%	16%	24%	18%		25%		15%	25%	27%			27%		27%	20%		26%
All (VOL)	16%	18%	14%	16%	15%	22%	10%	11%		23%		18%	13%	12%			16%		16%	16%		14%
Other (VOL)	2%	1%	3%	3%	2%	-	2%	2%		-		3%	3%	-			-		7%	3%		2%
Not sure	1%	1%	-	2%	-	-	1%	-		1%		2%	-	-			-		3%	-		1%

* Asked only of respondents who say "Less than spent last year" (Q.4a). The percentages in these columns are statistically unreliable due to a high margin of error: 35-49, postgrads, professionals/managers, blue-collar workers, independents, \$30k-\$50k, \$50k-\$75k, more than \$100k, Home value next year: decrease, Home value next year: increase, Wages next year: increase, financial elites, \$1,000 or more, Online shopping: some, African Americans, and Latinos.

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Table 145

Q.4b. In which of the following areas do you plan to cut back on your spending as compared to last year? (m) *

	Banner 2 All Adults	Income					Economy In Next Year			Home Value In Next Year			Wages In Next Year		Investments			Other Finan- cial elites
		Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	De-crease	Stay the same	In-crease	Don't own home	Stay same/decrease	In-crease	Total have	Less than \$50K	
Total	282	75			73	75	119	76		140		56	104		141	66	60	142
Gifts for adult family members	51%	45%			59%	50%	54%	50%		49%		49%	56%		57%	58%	55%	45%
Gifts and tips for friends, co-workers, service people	39%	39%			55%	31%	42%	43%		38%		47%	43%		40%	42%	31%	39%
Donations to charities	31%	29%			39%	25%	28%	42%		28%		33%	29%		35%	46%	27%	27%
Holiday-related travel	30%	25%			43%	30%	31%	29%		30%		32%	31%		30%	27%	35%	31%
Holiday parties	30%	19%			39%	24%	32%	29%		23%		36%	35%		31%	37%	27%	28%
Gifts for child family members	26%	19%			29%	30%	21%	31%		25%		23%	20%		23%	21%	27%	29%
Food and holiday meals	24%	17%			35%	25%	22%	26%		25%		30%	23%		24%	26%	23%	24%
All (VOL)	16%	19%			9%	12%	15%	17%		18%		14%	15%		14%	14%	16%	17%
Other (VOL)	2%	1%			-	4%	2%	1%		3%		1%	1%		2%	2%	1%	2%
Not sure	1%	-			-	1%	1%	-		1%		-	-		1%	-	3%	-

* Asked only of respondents who say "Less than spent last year" (Q.4a). The percentages in these columns are statistically unreliable due to a high margin of error: 35-49, postgrads, professionals/managers, blue-collar workers, independents, \$30k-\$50k, \$50k-\$75k, more than \$100k, Home value next year: decrease, Home value next year: increase, Wages next year: increase, financial elites, \$1,000 or more, Online shopping: some, African Americans, and Latinos.

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Table 145

Q.4b. In which of the following areas do you plan to cut back on your spending as compared to last year? (m) *

	Banner 3	Holiday Spending			Online Shopping		Marital Status: Sex				Kids		Race				
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Un-married women	Married men	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	282	68	91	81		74		175	52	68	63	94	111	167	208		
Gifts for adult family members	51%	43%	55%	53%		51%		47%	41%	51%	47%	62%	54%	51%	50%		
Gifts and tips for friends, co-workers, service people	39%	35%	41%	39%		40%		34%	37%	36%	43%	41%	46%	36%	40%		
Donations to charities	31%	27%	35%	32%		29%		32%	36%	33%	27%	28%	25%	35%	30%		
Holiday-related travel	30%	30%	28%	29%		29%		29%	35%	33%	25%	27%	28%	32%	29%		
Holiday parties	30%	25%	38%	24%		29%		28%	34%	29%	25%	30%	29%	31%	30%		
Gifts for child family members	26%	27%	28%	28%		31%		25%	15%	35%	18%	31%	32%	22%	25%		
Food and holiday meals	24%	29%	23%	23%		19%		24%	32%	16%	20%	28%	24%	24%	23%		
All (VOL)	16%	19%	15%	17%		15%		16%	15%	19%	17%	12%	12%	18%	17%		
Other (VOL)	2%	3%	1%	3%		-		3%	1%	1%	2%	2%	1%	2%	2%		
Not sure	1%	1%	1%	-		-		1%	2%	-	-	1%	-	1%	1%		

* Asked only of respondents who say "Less than spent last year" (Q.4a). The percentages in these columns are statistically unreliable due to a high margin of error: 35-49, postgrads, professionals/managers, blue-collar workers, independents, \$30k-\$50k, \$50k-\$75k, more than \$100k, Home value next year: decrease, Home value next year: increase, Wages next year: increase, financial elites, \$1,000 or more, Online shopping: some, African Americans, and Latinos.

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Table 146

Q.5. In which one or two of the following ways have you already done or plan to do most of your holiday shopping? (IF MORE THAN TWO, ASK:) Well, if you had to pick just one or two, which would you pick? (m)

	Banner 1		Sex		Region				Age			Education				Occupation				Party Identification			
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans	
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242	
At big-box stores, such as Wal-Mart or Best Buy	48%	45%	50%	38%	56%	50%	43%	53%	51%	49%	35%	54%	50%	40%	38%	45%	46%	65%	37%	47%	47%	52%	
Online, not in stores	25%	28%	23%	31%	23%	22%	27%	34%	29%	26%	8%	12%	25%	36%	39%	32%	40%	19%	13%	25%	29%	24%	
At department stores, such as Macy's or Sears	25%	22%	27%	25%	19%	30%	28%	21%	27%	27%	26%	24%	23%	30%	23%	32%	30%	27%	22%	21%	25%	29%	
At locally owned, non-chain stores	13%	13%	12%	10%	14%	12%	14%	13%	11%	12%	14%	9%	12%	18%	15%	16%	12%	11%	13%	11%	12%	14%	
At chain stores, such as J. Crew or Barnes and Noble	9%	8%	10%	8%	7%	11%	9%	14%	7%	8%	8%	5%	9%	13%	11%	12%	6%	8%	8%	10%	8%	8%	
Through mail-order catalogues	4%	4%	4%	4%	4%	5%	4%	1%	2%	5%	9%	6%	3%	3%	4%	4%	2%	4%	8%	4%	4%	4%	
At luxury stores, such as Tiffany or Neiman Marcus	1%	-	2%	1%	1%	-	2%	1%	2%	-	1%	-	1%	2%	2%	2%	2%	-	1%	-	3%	1%	
Other (VOL)	9%	9%	9%	11%	7%	7%	11%	3%	5%	8%	22%	10%	12%	5%	7%	4%	5%	3%	21%	11%	8%	7%	
Not sure	3%	3%	3%	4%	4%	2%	2%	-	2%	4%	5%	4%	2%	2%	4%	3%	1%	1%	5%	3%	2%	1%	

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Table 146

Q.5. In which one or two of the following ways have you already done or plan to do most of your holiday shopping? (IF MORE THAN TWO, ASK:) Well, if you had to pick just one or two, which would you pick? (m)

	Banner 2 All Adults	Income					Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
		Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
At big-box stores, such as Wal-Mart or Best Buy	48%	60%	50%	48%	40%	33%	44%	51%	50%	45%	49%	42%	50%	54%	46%	40%	45%	34%	56%	35%
Online, not in stores	25%	14%	22%	28%	36%	40%	25%	28%	22%	23%	27%	20%	28%	31%	36%	31%	27%	37%	19%	42%
At department stores, such as Macy's or Sears	25%	16%	27%	29%	29%	35%	26%	25%	24%	27%	24%	31%	20%	30%	27%	30%	31%	28%	20%	28%
At locally owned, non-chain stores	13%	10%	11%	16%	17%	14%	12%	13%	12%	14%	13%	12%	14%	11%	15%	14%	13%	17%	11%	20%
At chain stores, such as J. Crew or Barnes and Noble	9%	7%	6%	10%	13%	9%	10%	10%	6%	4%	8%	12%	12%	7%	11%	11%	14%	8%	6%	11%
Through mail-order catalogues	4%	4%	5%	2%	4%	1%	3%	3%	6%	6%	5%	2%	2%	4%	2%	4%	3%	5%	4%	4%
At luxury stores, such as Tiffany or Neiman Marcus	1%	-	1%	-	2%	4%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%
Other (VOL)	9%	9%	11%	3%	9%	10%	10%	7%	10%	11%	7%	12%	8%	4%	4%	8%	6%	9%	10%	9%
Not sure	3%	5%	2%	1%	1%	3%	2%	3%	4%	6%	3%	3%	2%	2%	2%	2%	-	3%	4%	2%

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Table 146

Q.5. In which one or two of the following ways have you already done or plan to do most of your holiday shopping? (IF MORE THAN TWO, ASK:) Well, if you had to pick just one or two, which would you pick? (m)

	Banner 3 All Adults	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
		Less than \$200	\$200- \$499	\$500- \$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
At big-box stores, such as Wal-Mart or Best Buy	48%	46%	51%	51%	43%	38%	48%	52%	45%	46%	55%	46%	56%	44%	45%	52%	61%
Online, not in stores	25%	15%	27%	28%	32%	64%	34%	7%	26%	29%	17%	28%	34%	21%	27%	15%	25%
At department stores, such as Macy's or Sears	25%	14%	25%	27%	33%	16%	30%	27%	15%	27%	25%	30%	23%	26%	25%	21%	18%
At locally owned, non-chain stores	13%	13%	12%	11%	14%	12%	16%	12%	12%	14%	13%	12%	12%	13%	13%	9%	11%
At chain stores, such as J. Crew or Barnes and Noble	9%	6%	10%	13%	9%	8%	13%	8%	10%	6%	10%	10%	10%	8%	9%	8%	9%
Through mail-order catalogues	4%	3%	5%	3%	4%	2%	4%	5%	5%	4%	3%	4%	2%	5%	4%	6%	5%
At luxury stores, such as Tiffany or Neiman Marcus	1%	-	1%	1%	2%	2%	1%	1%	-	-	2%	1%	1%	1%	1%	1%	-
Other (VOL)	9%	15%	8%	5%	8%	5%	4%	12%	10%	8%	10%	9%	5%	11%	9%	14%	6%
Not sure	3%	9%	-	1%	1%	1%	1%	4%	4%	2%	3%	3%	1%	4%	3%	5%	3%

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Table 147

Q.6. Thinking specifically of gift giving this holiday season, do you plan on doing any of the following this year to try to save money? (m)

Banner 1	Sex		Region				Age				Education			Occupation			Party Identification					
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Spending more time shopping around for deals and discounts	39%	39%	40%	39%	42%	47%	29%	51%	35%	43%	24%	39%	44%	44%	27%	39%	44%	54%	29%	39%	43%	40%
Giving less-expensive gifts	36%	33%	39%	36%	41%	27%	39%	44%	41%	32%	27%	35%	36%	42%	31%	39%	33%	42%	30%	37%	37%	35%
Giving fewer gifts	31%	32%	31%	33%	31%	26%	36%	33%	34%	36%	21%	29%	34%	31%	34%	33%	30%	38%	26%	31%	33%	33%
Giving more homemade gifts	19%	15%	23%	16%	19%	22%	20%	26%	16%	18%	15%	20%	22%	18%	11%	12%	20%	23%	17%	16%	22%	21%
Doing more shopping online	19%	21%	17%	24%	17%	14%	20%	23%	20%	22%	8%	10%	20%	26%	27%	26%	28%	18%	11%	16%	24%	20%
Or will you not do any of these things	17%	19%	16%	19%	16%	19%	15%	7%	19%	12%	34%	16%	14%	16%	26%	14%	13%	9%	26%	18%	20%	12%
Regifting--that is, giving an item that you received as a gift in the past to someone else as a gift	7%	6%	9%	9%	8%	5%	7%	9%	7%	10%	3%	7%	10%	6%	6%	7%	5%	9%	4%	8%	7%	7%
Not sure	4%	4%	4%	7%	2%	2%	6%	1%	4%	5%	6%	4%	4%	3%	5%	2%	6%	1%	6%	4%	4%	3%

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Q.6. Thinking specifically of gift giving this holiday season, do you plan on doing any of the following this year to try to save money? (m)

	Banner 2 All Adults	Income					Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
		Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Spending more time shopping around for deals and discounts	39%	35%	44%	38%	44%	43%	43%	39%	35%	37%	35%	44%	49%	44%	46%	40%	42%	40%	38%	37%
Giving less-expensive gifts	36%	42%	38%	33%	37%	42%	31%	41%	39%	42%	34%	37%	40%	39%	33%	33%	44%	27%	40%	28%
Giving fewer gifts	31%	30%	29%	33%	37%	37%	22%	36%	39%	35%	31%	29%	34%	32%	35%	30%	32%	26%	34%	32%
Giving more homemade gifts	19%	25%	17%	28%	16%	13%	19%	19%	19%	27%	14%	16%	30%	18%	20%	14%	20%	11%	24%	12%
Doing more shopping online	19%	12%	10%	20%	30%	31%	18%	20%	20%	19%	17%	20%	25%	21%	33%	23%	20%	26%	14%	32%
Or will you not do any of these things	17%	17%	17%	11%	18%	20%	21%	12%	19%	18%	19%	17%	13%	12%	12%	20%	10%	26%	14%	27%
Regifting--that is, giving an item that you received as a gift in the past to someone else as a gift	7%	10%	7%	11%	6%	6%	7%	7%	9%	12%	6%	9%	8%	6%	7%	7%	10%	5%	8%	6%
Not sure	4%	5%	3%	2%	3%	1%	4%	2%	5%	4%	4%	5%	2%	4%	3%	3%	2%	3%	5%	3%

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Table 147

Q.6. Thinking specifically of gift giving this holiday season, do you plan on doing any of the following this year to try to save money? (m)

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Spending more time shopping around for deals and discounts	39%	26%	42%	41%	44%	42%	47%	36%	42%	37%	45%	36%	44%	38%	40%	42%	40%
Giving less-expensive gifts	36%	28%	45%	43%	26%	38%	31%	37%	39%	30%	40%	38%	39%	35%	33%	40%	46%
Giving fewer gifts	31%	29%	36%	35%	25%	35%	23%	32%	30%	33%	29%	33%	36%	30%	30%	34%	37%
Giving more homemade gifts	19%	27%	23%	15%	13%	16%	20%	20%	15%	15%	29%	17%	17%	20%	19%	18%	18%
Doing more shopping online	19%	6%	22%	20%	28%	41%	28%	7%	20%	22%	14%	19%	22%	17%	19%	14%	18%
Or will you not do any of these things	17%	24%	8%	15%	22%	10%	17%	20%	15%	20%	12%	19%	12%	19%	18%	18%	11%
Regifting--that is, giving an item that you received as a gift in the past to someone else as a gift	7%	10%	5%	9%	6%	7%	7%	8%	7%	5%	9%	8%	8%	7%	6%	12%	11%
Not sure	4%	7%	5%	1%	3%	2%	5%	5%	3%	4%	4%	5%	4%	4%	3%	5%	7%

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Table 148

Q.7a/b. Are you currently employed? (IF "NO," ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work? (IF "YES," ASK:) What type of work do you do?

	Banner 1		Sex		Region			Age			Education			Occupation				Party Identification				
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demo-crats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Professional, manager	17%	16%	18%	20%	17%	12%	20%	19%	26%	17%	4%	6%	9%	27%	44%	100%	-	-	-	17%	20%	18%
White-collar worker	21%	22%	19%	21%	21%	21%	20%	24%	29%	22%	5%	16%	21%	29%	16%	-	100%	-	-	15%	27%	23%
Blue-collar worker	14%	18%	10%	13%	13%	20%	10%	22%	17%	12%	2%	19%	17%	9%	4%	-	-	100%	-	14%	10%	14%
Farmer, rancher	-	1%	-	1%	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	1%
Student	4%	5%	4%	4%	3%	4%	5%	12%	3%	1%	-	4%	8%	-	4%	-	-	-	-	4%	6%	2%
Homemaker	7%	-	13%	8%	8%	4%	6%	8%	8%	6%	6%	8%	8%	7%	2%	-	-	-	-	9%	2%	8%
Retired	24%	25%	24%	24%	26%	23%	25%	1%	3%	26%	79%	29%	25%	17%	24%	-	-	-	100%	26%	23%	25%
Unemployed, looking for work	8%	8%	7%	5%	7%	12%	7%	12%	9%	7%	1%	11%	5%	10%	3%	-	-	-	-	10%	7%	6%
Volunteer (VOL)	-	-	1%	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	1%	-
Disabled (VOL)	3%	3%	2%	2%	2%	3%	4%	1%	1%	6%	2%	4%	4%	1%	1%	-	-	-	-	3%	1%	2%
Not sure/refused	2%	2%	2%	2%	3%	1%	2%	1%	4%	2%	-	3%	2%	-	2%	-	-	-	-	2%	3%	1%

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Table 148

Q.7a/b. Are you currently employed? (IF "NO," ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work? (IF "YES," ASK:) What type of work do you do?

	Banner 2						Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Professional, manager	17%	5%	15%	17%	31%	37%	17%	22%	12%	18%	19%	16%	13%	34%	30%	24%	29%	22%	10%	28%
White-collar worker	21%	11%	18%	29%	26%	32%	19%	21%	21%	18%	22%	23%	18%	37%	45%	27%	21%	30%	14%	33%
Blue-collar worker	14%	13%	14%	21%	12%	5%	14%	15%	12%	10%	14%	16%	15%	28%	25%	11%	16%	8%	18%	10%
Farmer, rancher	-	-	1%	-	-	-	-	-	-	-	-	1%	-	1%	-	-	1%	-	-	-
Student	4%	5%	6%	-	5%	4%	4%	5%	5%	3%	1%	4%	13%	-	-	2%	4%	1%	6%	1%
Homemaker	7%	10%	6%	7%	7%	6%	7%	7%	7%	7%	6%	9%	8%	-	-	5%	5%	6%	8%	9%
Retired	24%	30%	35%	20%	11%	11%	27%	19%	27%	27%	29%	21%	13%	-	-	24%	14%	29%	26%	15%
Unemployed, looking for work	8%	16%	5%	2%	6%	3%	7%	8%	9%	12%	5%	5%	16%	-	-	4%	5%	3%	12%	4%
Volunteer (VOL)	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Disabled (VOL)	3%	9%	-	2%	-	-	3%	1%	5%	4%	2%	3%	2%	-	-	1%	3%	1%	4%	-
Not sure/refused	2%	1%	-	2%	2%	2%	2%	2%	2%	-	2%	2%	2%	-	-	2%	2%	-	2%	-

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Table 148

Q.7a/b. Are you currently employed? (IF "NO," ASK:) Are you a student, a homemaker, retired, or unemployed and looking for work? (IF "YES," ASK:) What type of work do you do?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200- \$499	\$500- \$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Professional, manager	17%	10%	18%	23%	18%	28%	31%	9%	10%	21%	13%	23%	24%	14%	17%	14%	14%
White-collar worker	21%	11%	21%	24%	27%	28%	32%	15%	18%	24%	17%	21%	30%	16%	22%	11%	20%
Blue-collar worker	14%	12%	16%	12%	18%	14%	10%	15%	19%	17%	10%	10%	18%	12%	14%	16%	17%
Farmer, rancher	-	-	1%	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-
Student	4%	8%	6%	2%	1%	5%	4%	4%	8%	2%	7%	1%	3%	5%	3%	4%	8%
Homemaker	7%	6%	7%	8%	7%	5%	4%	8%	-	1%	6%	19%	12%	4%	7%	8%	7%
Retired	24%	31%	22%	18%	22%	13%	10%	33%	24%	27%	31%	19%	1%	36%	27%	24%	15%
Unemployed, looking for work	8%	12%	6%	8%	4%	4%	4%	10%	15%	4%	11%	4%	8%	8%	6%	17%	14%
Volunteer (VOL)	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Disabled (VOL)	3%	6%	2%	3%	1%	1%	3%	3%	5%	1%	4%	1%	1%	4%	2%	3%	4%
Not sure/refused	2%	4%	1%	1%	2%	1%	2%	3%	-	3%	1%	2%	3%	1%	2%	3%	1%

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Table 161

Q.8a/b/c. Over the next twelve months, do you expect that your wages will increase, decrease, or stay about the same? (IF "INCREASE," ASK:) If you had to give your best estimate, by what percentage do you expect your wages to increase over the next twelve months? Please use only whole numbers, without any decimals. (IF "DECREASE," ASK:) If you had to give your best estimate, by what percentage do you expect your wages to decrease over the next twelve months? Please use only whole numbers, without any decimals. *

	Banner 1																					
	Sex			Region				Age				Education				Occupation			Party Identification			
	All Adults	Men	Women	North-east	Mid-South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demos crats	Independents	Republicans
Total	418	223	195	103	129	97	89	142	133	121		116	103	116	77	137	165	113	-	131	87	134
Decrease	7%	7%	8%	3%	4%	7%	18%	4%	11%	9%		12%	2%	8%	7%	8%	8%	5%	-	6%	8%	10%
Stay about the same	62%	58%	66%	67%	62%	64%	54%	62%	59%	62%		61%	71%	55%	62%	64%	57%	67%	-	63%	64%	59%
Increase 1-3%	9%	11%	7%	14%	7%	6%	10%	7%	11%	9%		10%	11%	10%	6%	5%	11%	12%	-	11%	10%	7%
Increase 4-10%	11%	13%	10%	5%	13%	14%	13%	10%	12%	13%		4%	9%	14%	18%	14%	12%	6%	-	7%	15%	12%
Increase 11 or more%	9%	10%	7%	8%	12%	7%	5%	14%	6%	6%		8%	6%	13%	6%	7%	11%	7%	-	11%	2%	10%
Increase-not sure how much	2%	1%	2%	3%	2%	2%	-	3%	1%	1%		5%	1%	-	1%	2%	1%	3%	-	2%	1%	2%
Mean	2.1	3.0	1.1	2.7	4.7	2.8	-2.9	5.2	0.3	1.0		0.3	1.7	3.3	3.5	0.7	3.6	1.7	-	3.3	-0.4	2.3
Median	-0.3	-0.3	-0.4	-0.3	-0.3	-0.3	-0.4	-0.3	-0.3	-0.3		-0.4	-0.3	-0.2	-0.3	-0.4	-0.3	-0.4	-	-0.3	-0.4	-0.3
Total Increase	31%	35%	26%	30%	35%	29%	28%	35%	30%	29%		27%	27%	37%	31%	28%	35%	28%	-	31%	28%	31%

* Asked only of respondents who say they are Employed (Q.7a/b). The percentages in these columns are statistically unreliable due to a high margin of error: 65 and over, less than \$30k, Home value in next year: decrease, African Americans and Latinos.

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Table 161

Q.8a/b/c. Over the next twelve months, do you expect that your wages will increase, decrease, or stay about the same? (IF "INCREASE," ASK:) If you had to give your best estimate, by what percentage do you expect your wages to increase over the next twelve months? Please use only whole numbers, without any decimals. (IF "DECREASE," ASK:) If you had to give your best estimate, by what percentage do you expect your wages to decrease over the next twelve months? Please use only whole numbers, without any decimals. *

	Banner 2					Economy In Next Year			Home Value In Next Year			Wages In Next Year		Investments			Other		
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have
Total	418	59	61	154	83	150	175	76	225	78	66	281	128	262	105	128	156	81	
Decrease	7%	5%	6%	9%	8%	2%	7%	19%	7%	5%	2%	11%	-	8%	9%	7%	7%	5%	
Stay about the same	62%	61%	60%	59%	63%	59%	64%	62%	66%	56%	53%	89%	-	61%	57%	64%	63%	66%	
Increase 1-3%	9%	7%	9%	12%	7%	10%	10%	3%	9%	14%	6%	-	30%	12%	13%	12%	4%	14%	
Increase 4-10%	11%	10%	6%	13%	14%	13%	12%	8%	10%	12%	19%	-	36%	13%	12%	12%	9%	12%	
Increase 11 or more%	9%	17%	17%	5%	6%	13%	5%	8%	7%	8%	15%	-	28%	6%	8%	5%	12%	3%	
Increase-not sure how much	2%	-	2%	2%	2%	3%	2%	-	1%	5%	5%	-	6%	-	1%	-	5%	-	
Mean	2.1	2.8	6.6	0.6	-0.2	5.6	1.5	-3.1	1.6	3.5	6.2	-2.5	13.2	1.5	0.9	1.4	3.2	1.7	
Median	-0.3	-0.3	-0.3	-0.3	-0.3	-0.2	-0.3	-0.5	-0.4	-0.2	-0.1	-0.6	5.0	-0.3	-0.3	-0.3	-0.4	-0.3	
Total Increase	31%	35%	34%	32%	29%	39%	29%	19%	27%	39%	45%	-	100%	31%	34%	29%	30%	29%	

* Asked only of respondents who say they are Employed (Q.7a/b). The percentages in these columns are statistically unreliable due to a high margin of error: 65 and over, less than \$30k, Home value in next year: decrease, African Americans and Latinos.

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Table 161

Q.8a/b/c. Over the next twelve months, do you expect that your wages will increase, decrease, or stay about the same? (IF "INCREASE," ASK:) If you had to give your best estimate, by what percentage do you expect your wages to increase over the next twelve months? Please use only whole numbers, without any decimals. (IF "DECREASE," ASK:) If you had to give your best estimate, by what percentage do you expect your wages to decrease over the next twelve months? Please use only whole numbers, without any decimals. *

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200- \$499	\$500- \$999	\$1,000 or more	A lot/ fair amount	Some	Very little/ none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	418	56	120	103	112	140	95	182	76	139	74	119	181	227	309		
Decrease	7%	6%	8%	11%	4%	8%	3%	9%	8%	7%	3%	10%	9%	6%	9%		
Stay about the same	62%	62%	65%	59%	62%	54%	71%	64%	56%	60%	71%	63%	58%	65%	61%		
Increase 1-3%	9%	3%	10%	7%	14%	11%	10%	7%	7%	13%	6%	9%	11%	8%	9%		
Increase 4-10%	11%	11%	8%	10%	11%	15%	7%	10%	14%	11%	10%	9%	10%	12%	12%		
Increase 11 or more%	9%	14%	7%	11%	7%	11%	8%	7%	13%	7%	7%	7%	10%	7%	7%		
Increase-not sure how much	2%	4%	2%	2%	2%	1%	1%	3%	2%	2%	3%	2%	2%	2%	2%		
Mean	2.1	4.9	0.1	1.8	3.5	4.9	1.9	0.1	3.8	2.4	2.7	0.2	2.2	2.1	1.1		
Median	-0.3	-0.3	-0.4	-0.4	-0.3	-0.2	-0.3	-0.4	-0.3	-0.3	-0.4	-0.4	-0.3	-0.3	-0.3		
Total Increase	31%	32%	27%	30%	34%	39%	26%	27%	36%	33%	26%	27%	32%	29%	30%		

* Asked only of respondents who say they are Employed (Q.7a/b). The percentages in these columns are statistically unreliable due to a high margin of error: 65 and over, less than \$30k, Home value in next year: decrease, African Americans and Latinos.

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Table 168

Q.9a/b/c. Over the next twelve months, do you expect that the cost of living--that is, what you pay for everyday goods and services--will increase, decrease, or stay about the same? (IF "INCREASE," ASK:) If you had to give your best estimate, by what percentage do you think the total increase in the price of everyday goods and services in the next twelve months will be? Please use only whole numbers, without any decimals. (IF "DECREASE," ASK:) If you had to give your best estimate, by what percentage do you think the total decrease in the price of everyday goods and services in the next twelve months will be? Please use only whole numbers, without any decimals.

Banner 1	Sex		Region				Age			Education				Occupation			Party Identification					
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Decrease	2%	2%	2%	1%	4%	1%	2%	1%	4%	1%	3%	4%	1%	1%	3%	4%	-	1%	3%	2%	2%	2%
Stay about the same	29%	26%	32%	28%	24%	32%	35%	37%	29%	27%	25%	29%	30%	30%	27%	26%	30%	27%	26%	32%	29%	21%
Increase 1-3%	15%	18%	13%	15%	14%	17%	16%	14%	14%	15%	18%	11%	18%	16%	19%	18%	15%	21%	17%	16%	12%	18%
Increase 4-5%	18%	20%	15%	23%	19%	14%	12%	14%	21%	18%	16%	13%	16%	23%	22%	21%	22%	12%	15%	17%	19%	20%
Increase 6-10%	16%	18%	13%	14%	15%	15%	18%	14%	15%	17%	16%	16%	15%	15%	19%	15%	13%	18%	17%	12%	20%	18%
Increase 11 or more%	13%	12%	15%	11%	17%	12%	12%	16%	12%	12%	12%	17%	13%	11%	7%	11%	13%	15%	11%	15%	11%	13%
Increase-not sure how much	7%	4%	10%	8%	7%	9%	5%	4%	5%	10%	10%	10%	7%	4%	3%	5%	7%	6%	11%	6%	7%	8%
Mean	6.4	6.8	6.0	5.5	7.7	6.5	5.5	7.1	6.4	6.0	6.1	7.7	6.3	5.9	4.7	6.2	5.9	8.0	5.3	7.3	5.1	6.7
Median	3.0	3.6	2.5	3.7	4.1	2.3	2.4	2.3	3.0	3.7	3.0	3.7	2.8	3.4	3.0	3.0	3.4	2.7	2.9	2.6	4.2	4.1
Total Increase	69%	72%	65%	71%	72%	67%	63%	62%	67%	73%	73%	67%	69%	69%	71%	70%	70%	72%	72%	66%	69%	77%

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Table 168

Q.9a/b/c. Over the next twelve months, do you expect that the cost of living--that is, what you pay for everyday goods and services--will increase, decrease, or stay about the same? (IF "INCREASE," ASK:) If you had to give your best estimate, by what percentage do you think the total increase in the price of everyday goods and services in the next twelve months will be? Please use only whole numbers, without any decimals. (IF "DECREASE," ASK:) If you had to give your best estimate, by what percentage do you think the total decrease in the price of everyday goods and services in the next twelve months will be? Please use only whole numbers, without any decimals.

	Banner 2						Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	De-crease	Stay the same	In-crease	Don't own home	Stay same/decrease	In-crease	Total have	Less than \$50K	\$50K or more	Don't have	Finan-cial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Decrease	2%	3%	3%	-	2%	2%	2%	1%	3%	4%	2%	1%	2%	2%	2%	1%	1%	1%	3%	2%
Stay about the same	29%	29%	27%	26%	30%	33%	39%	27%	15%	18%	28%	25%	42%	27%	28%	28%	27%	28%	31%	29%
Increase 1-3%	15%	7%	17%	24%	18%	13%	16%	18%	10%	10%	18%	20%	6%	17%	20%	19%	15%	22%	11%	27%
Increase 4-5%	18%	14%	21%	10%	20%	25%	15%	21%	17%	19%	19%	16%	14%	19%	20%	19%	16%	21%	15%	18%
Increase 6-10%	16%	22%	12%	12%	17%	14%	12%	17%	22%	15%	16%	16%	14%	15%	14%	16%	20%	14%	15%	15%
Increase 11 or more%	13%	17%	14%	20%	8%	8%	10%	10%	25%	25%	10%	16%	14%	15%	10%	11%	15%	8%	16%	6%
Increase-not sure how much	7%	8%	6%	8%	5%	5%	6%	6%	8%	9%	7%	6%	8%	5%	6%	6%	6%	6%	9%	3%
Mean	6.4	7.6	7.0	9.4	4.8	4.1	4.8	5.9	10.8	9.8	5.8	6.5	6.1	7.2	5.2	5.7	7.8	4.5	7.3	4.0
Median	3.0	4.4	3.2	2.7	2.7	2.9	1.9	3.7	5.2	4.7	2.8	3.2	1.6	3.4	2.6	2.9	4.3	2.7	3.4	2.4
Total Increase	69%	68%	70%	74%	69%	65%	59%	72%	82%	78%	69%	74%	57%	71%	70%	71%	73%	71%	66%	69%

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Table 168

Q.9a/b/c. Over the next twelve months, do you expect that the cost of living--that is, what you pay for everyday goods and services--will increase, decrease, or stay about the same? (IF "INCREASE," ASK:) If you had to give your best estimate, by what percentage do you think the total increase in the price of everyday goods and services in the next twelve months will be? Please use only whole numbers, without any decimals. (IF "DECREASE," ASK:) If you had to give your best estimate, by what percentage do you think the total decrease in the price of everyday goods and services in the next twelve months will be? Please use only whole numbers, without any decimals.

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200- \$499	\$500- \$999	\$1,000 or more	A lot/ fair amount	Some	Very little/ none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Decrease	2%	3%	3%	2%	1%	1%	2%	3%	2%	2%	3%	1%	3%	2%	1%	7%	3%
Stay about the same	29%	30%	32%	27%	27%	27%	35%	28%	26%	26%	33%	32%	31%	28%	27%	30%	30%
Increase 1-3%	15%	12%	11%	17%	22%	20%	17%	13%	13%	20%	9%	17%	16%	15%	17%	13%	13%
Increase 4-5%	18%	18%	15%	19%	21%	21%	15%	17%	18%	21%	12%	18%	19%	16%	19%	10%	16%
Increase 6-10%	16%	16%	15%	15%	14%	15%	18%	15%	20%	18%	19%	8%	14%	17%	16%	17%	17%
Increase 11 or more%	13%	14%	16%	14%	10%	13%	6%	15%	17%	9%	15%	13%	12%	14%	13%	18%	12%
Increase-not sure how much	7%	7%	8%	6%	5%	3%	7%	9%	4%	4%	9%	11%	5%	8%	7%	5%	9%
Mean	6.4	6.5	6.5	6.6	5.9	5.9	4.6	7.1	8.6	5.7	5.8	6.1	5.9	6.7	6.3	8.2	6.2
Median	3.0	3.9	3.0	4.0	2.8	3.2	2.3	3.8	4.3	3.1	3.3	2.2	2.7	3.4	3.3	2.7	4.1
Total Increase	69%	68%	65%	71%	72%	72%	63%	69%	72%	72%	64%	67%	66%	70%	71%	64%	67%

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Table 175

Q.10a/b/c. Do you expect the value of your home to increase, decrease, or stay about the same over the next twelve months? If you do not own your home, please just say so. (IF "INCREASE," ASK:) If you had to give your best estimate, by what percentage do you expect the value of your home to increase over the next twelve months? Please use only whole numbers, without any decimals. (IF "DECREASE," ASK:) If you had to give your best estimate, by what percentage do you expect the value of your home to decrease over the next twelve months? Please use only whole numbers, without any decimals. *

Banner 1	Sex		Region				Age			Education			Occupation			Party Identification						
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demo-crats	Independents	Republicans
Total	644	326	318	158	212	138	136	124	166	207	134	218	166	147	107	117	138	88	173	235	124	197
Decrease	14%	12%	16%	12%	11%	13%	23%	10%	16%	15%	17%	17%	12%	14%	14%	14%	12%	11%	14%	12%	14%	16%
Stay about the same	64%	66%	63%	66%	62%	75%	55%	62%	65%	64%	65%	62%	66%	64%	64%	67%	65%	64%	69%	65%	65%	63%
Increase 1-4%	6%	7%	5%	5%	8%	3%	8%	8%	9%	5%	3%	5%	6%	7%	9%	6%	6%	7%	4%	7%	4%	7%
Increase 5-9%	6%	6%	4%	4%	7%	3%	6%	7%	5%	5%	4%	6%	5%	6%	3%	6%	7%	6%	3%	6%	5%	5%
Increase 10 or more%	6%	5%	7%	9%	8%	4%	3%	8%	4%	5%	6%	5%	6%	6%	8%	4%	8%	7%	5%	6%	5%	5%
Increase-not sure how much	4%	4%	5%	4%	4%	2%	5%	5%	1%	6%	5%	5%	5%	3%	2%	3%	2%	5%	5%	4%	7%	4%
Mean	0.3	0.7	-0.2	0.6	1.7	-0.2	-2.0	1.6	-1.1	0.5	-0.3	-0.5	0.6	0.7	0.6	-0.7	0.4	2.7	0.2	0.4	-0.6	0.2
Median	-0.5	-0.4	-0.5	-0.4	-0.4	-0.5	-0.5	-0.4	-0.5	-0.5	-0.5	-0.5	-0.4	-0.5	-0.4	-0.5	-0.4	-0.4	-0.5	-0.4	-0.5	-0.5
Total Increase	21%	22%	21%	22%	27%	12%	22%	28%	19%	21%	19%	21%	22%	22%	23%	19%	23%	25%	17%	23%	21%	21%

* Results shown among respondents who own their home.

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Table 175

Q.10a/b/c. Do you expect the value of your home to increase, decrease, or stay about the same over the next twelve months? If you do not own your home, please just say so. (IF "INCREASE," ASK:) If you had to give your best estimate, by what percentage do you expect the value of your home to increase over the next twelve months? Please use only whole numbers, without any decimals. (IF "DECREASE," ASK:) If you had to give your best estimate, by what percentage do you expect the value of your home to decrease over the next twelve months? Please use only whole numbers, without any decimals. *

	Banner 2		Income				Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	644	114	96	74	200	98	237	231	147	92	413	138	-	244	98	386	137	205	258	111
Decrease	14%	20%	18%	13%	12%	14%	6%	13%	32%	100%	-	-	-	14%	7%	14%	18%	13%	15%	8%
Stay about the same	64%	57%	63%	58%	63%	58%	66%	70%	51%	-	100%	-	-	67%	61%	65%	58%	67%	63%	69%
Increase 1-4%	6%	5%	6%	7%	8%	9%	8%	6%	5%	-	-	28%	-	6%	7%	6%	9%	5%	6%	8%
Increase 5-9%	6%	5%	7%	6%	6%	6%	7%	5%	3%	-	-	25%	-	4%	11%	6%	8%	5%	5%	5%
Increase 10 or more%	6%	8%	3%	9%	7%	10%	9%	4%	5%	-	-	28%	-	6%	9%	7%	4%	8%	5%	8%
Increase-not sure how much	4%	5%	3%	7%	4%	3%	4%	2%	4%	-	-	19%	-	3%	5%	2%	3%	2%	6%	2%
Mean	0.3	0.4	-0.5	2.1	0.4	1.0	1.9	0.2	-2.5	-13.4	0.0	10.5	-	0.2	1.6	0.3	-0.4	0.4	0.1	0.2
Median	-0.5	-0.5	-0.5	-0.4	-0.4	-0.4	-0.4	-0.5	-0.7	-10.6	-0.5	4.5	-	-0.5	-0.3	-0.4	-0.4	-0.4	-0.5	-0.4
Total Increase	21%	22%	19%	30%	25%	28%	28%	18%	17%	-	-	100%	-	19%	31%	21%	24%	20%	22%	23%

* Results shown among respondents who own their home.

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Table 175

Q.10a/b/c. Do you expect the value of your home to increase, decrease, or stay about the same over the next twelve months? If you do not own your home, please just say so. (IF "INCREASE," ASK:) If you had to give your best estimate, by what percentage do you expect the value of your home to increase over the next twelve months? Please use only whole numbers, without any decimals. (IF "DECREASE," ASK:) If you had to give your best estimate, by what percentage do you expect the value of your home to decrease over the next twelve months? Please use only whole numbers, without any decimals. *

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200- \$499	\$500- \$999	\$1,000 or more	A lot/ fair amount	Some	Very little/ none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	644	115	160	147	169	156	109	379	108	211	112	200	216	415	476	62	72
Decrease	14%	16%	19%	14%	10%	12%	10%	16%	10%	14%	17%	16%	12%	16%	14%	14%	13%
Stay about the same	64%	59%	59%	70%	67%	67%	66%	63%	62%	67%	59%	65%	68%	62%	65%	64%	55%
Increase 1-4%	6%	3%	8%	4%	8%	7%	7%	6%	8%	7%	4%	5%	6%	6%	6%	9%	7%
Increase 5-9%	6%	7%	5%	3%	7%	5%	7%	5%	10%	4%	6%	4%	6%	5%	6%	4%	5%
Increase 10 or more%	6%	8%	5%	5%	7%	7%	4%	6%	5%	5%	7%	7%	6%	6%	5%	6%	13%
Increase-not sure how much	4%	7%	4%	4%	1%	2%	6%	4%	5%	3%	7%	3%	2%	5%	4%	3%	7%
Mean	0.3	-1.0	-0.4	-0.3	1.7	0.5	0.4	0.1	1.6	0.3	0.9	-0.8	-	0.4	0.3	-0.6	0.9
Median	-0.5	-0.5	-0.5	-0.5	-0.4	-0.4	-0.4	-0.5	-0.4	-0.5	-0.5	-0.5	-0.4	-0.5	-0.5	-0.5	-0.4
Total Increase	21%	25%	22%	16%	24%	21%	24%	21%	28%	19%	24%	19%	20%	22%	20%	22%	32%

* Results shown among respondents who own their home.

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Table 211

Q.11a/b. Do you have money invested in the stock market and mutual funds, including IRAs and 401ks? (IF "YES," ASK:) And is the value of these investments above or below fifty thousand dollars?

	Banner 1																						
	Sex		Region					Age			Education				Occupation				Party Identification				
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans	
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242	
Yes--Above fifty thousand dollars	27%	31%	23%	32%	23%	22%	32%	7%	29%	42%	32%	16%	23%	40%	40%	34%	39%	15%	31%	23%	35%	30%	
Yes--Below fifty thousand dollars	20%	18%	21%	21%	19%	17%	23%	23%	29%	15%	11%	14%	22%	25%	24%	33%	20%	22%	12%	19%	18%	22%	
No	45%	42%	48%	41%	50%	45%	42%	66%	38%	32%	45%	64%	45%	29%	22%	26%	30%	58%	46%	52%	38%	39%	
Not sure	8%	9%	8%	6%	8%	16%	3%	4%	4%	11%	12%	6%	10%	6%	14%	7%	11%	5%	11%	6%	9%	9%	

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Table 211

Q.11a/b. Do you have money invested in the stock market and mutual funds, including IRAs and 401ks? (IF "YES," ASK:) And is the value of these investments above or below fifty thousand dollars?

	Banner 2						Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	De-crease	Stay the same	In-crease	Don't own home	Stay same/decrease	In-crease	Total have	Less than \$50K	\$50K or more	Don't have	Finan- cial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Yes--Above fifty thousand dollars	27%	5%	27%	24%	51%	57%	31%	25%	25%	28%	33%	30%	6%	32%	29%	51%	-	100%	-	100%
Yes--Below fifty thousand dollars	20%	13%	21%	35%	26%	21%	21%	20%	18%	27%	19%	24%	13%	24%	27%	37%	100%	-	-	-
No	45%	80%	50%	38%	21%	19%	40%	47%	51%	41%	38%	38%	77%	36%	36%	-	-	-	96%	-
Not sure	8%	2%	2%	3%	2%	3%	8%	8%	6%	4%	10%	8%	4%	8%	8%	12%	-	-	4%	-

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Table 211

Q.11a/b. Do you have money invested in the stock market and mutual funds, including IRAs and 401ks? (IF "YES," ASK:) And is the value of these investments above or below fifty thousand dollars?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Yes--Above fifty thousand dollars	27%	9%	17%	31%	57%	36%	42%	19%	20%	37%	11%	34%	23%	28%	29%	11%	21%
Yes--Below fifty thousand dollars	20%	14%	23%	28%	16%	23%	22%	18%	15%	22%	17%	25%	29%	16%	22%	16%	20%
No	45%	68%	53%	36%	21%	34%	30%	54%	60%	30%	65%	34%	43%	47%	40%	66%	56%
Not sure	8%	9%	7%	5%	6%	7%	6%	9%	5%	11%	7%	7%	5%	9%	9%	7%	3%

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Table 213

Q.12a/b. In your opinion, would you say this is a good time or a bad time to be investing in the stock market? (IF "GOOD TIME" OR "BAD TIME," ASK:) Would you say it is a very (good time/bad time) or just a somewhat (good time/bad time)?

	Banner 1																					
	Sex		Region				Age			Education				Occupation			Party Identification					
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demos crats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Very good time	7%	8%	6%	6%	6%	5%	9%	8%	10%	5%	5%	4%	8%	8%	10%	8%	9%	9%	4%	6%	9%	4%
Just somewhat good time	28%	32%	23%	27%	25%	32%	28%	31%	29%	31%	17%	18%	24%	38%	44%	38%	36%	29%	21%	26%	25%	35%
Just somewhat bad time	31%	28%	35%	30%	37%	26%	31%	30%	33%	31%	33%	39%	33%	28%	17%	22%	29%	34%	34%	34%	28%	33%
Very bad time	15%	13%	16%	19%	14%	15%	12%	12%	10%	17%	20%	20%	15%	8%	11%	11%	8%	13%	19%	14%	17%	15%
Not sure	19%	19%	20%	18%	18%	22%	20%	19%	18%	16%	25%	19%	20%	18%	18%	21%	18%	15%	22%	20%	21%	13%
Total Good Time	35%	40%	29%	33%	31%	37%	38%	39%	38%	36%	22%	22%	31%	46%	54%	46%	45%	38%	25%	33%	33%	39%
Total Bad Time	46%	41%	51%	49%	50%	41%	43%	42%	43%	48%	53%	59%	48%	36%	28%	33%	38%	48%	53%	48%	45%	48%

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Table 213

Q.12a/b. In your opinion, would you say this is a good time or a bad time to be investing in the stock market? (IF "GOOD TIME" OR "BAD TIME," ASK:) Would you say it is a very (good time/bad time) or just a somewhat (good time/bad time)?

	Banner 2						Economy In Next Year			Home Value In Next Year			Wages In Next Year		Investments			Other		
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	De-crease	Stay the same	In-crease	Don't own home	Stay same/decrease	In-crease	Total have	Less than \$50K	\$50K or more	Don't have	Finan-cial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Very good time	7%	3%	4%	4%	14%	17%	11%	5%	4%	4%	7%	13%	3%	8%	10%	11%	11%	12%	2%	14%
Just somewhat good time	28%	12%	30%	34%	39%	40%	34%	28%	18%	17%	30%	29%	28%	32%	40%	37%	31%	41%	18%	47%
Just somewhat bad time	31%	44%	31%	33%	29%	23%	25%	36%	37%	38%	30%	32%	32%	29%	27%	30%	36%	25%	34%	22%
Very bad time	15%	26%	15%	7%	5%	4%	8%	14%	25%	26%	12%	14%	16%	13%	6%	8%	9%	8%	22%	4%
Not sure	19%	15%	20%	22%	13%	16%	22%	17%	16%	15%	21%	12%	21%	18%	17%	14%	13%	14%	24%	13%
Total Good Time	35%	15%	34%	38%	53%	57%	45%	34%	22%	21%	37%	41%	31%	40%	50%	48%	42%	53%	20%	61%
Total Bad Time	46%	71%	46%	40%	34%	28%	34%	49%	62%	64%	42%	46%	48%	42%	33%	38%	45%	33%	56%	26%

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Table 213

Q.12a/b. In your opinion, would you say this is a good time or a bad time to be investing in the stock market? (IF "GOOD TIME" OR "BAD TIME," ASK:) Would you say it is a very (good time/bad time) or just a somewhat (good time/bad time)?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200- \$499	\$500- \$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Very good time	7%	3%	4%	9%	13%	11%	11%	4%	6%	9%	3%	7%	8%	6%	7%	6%	5%
Just somewhat good time	28%	21%	31%	24%	34%	37%	44%	19%	29%	35%	19%	28%	30%	27%	29%	21%	26%
Just somewhat bad time	31%	28%	29%	36%	32%	25%	24%	36%	32%	25%	35%	35%	34%	31%	31%	31%	38%
Very bad time	15%	24%	15%	14%	7%	11%	7%	19%	16%	11%	20%	12%	10%	16%	14%	20%	18%
Not sure	19%	24%	21%	17%	14%	16%	14%	22%	17%	20%	23%	18%	18%	20%	19%	22%	13%
Total Good Time	35%	24%	35%	33%	47%	48%	55%	23%	35%	44%	23%	35%	38%	33%	36%	28%	31%
Total Bad Time	46%	52%	44%	50%	39%	37%	30%	55%	48%	36%	54%	47%	44%	47%	44%	51%	56%

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Table 215

Q.13a. How much shopping do you do online--a lot, a fair amount, just some, very little, or none at all?

Banner 1	Sex		Region				Age				Education			Occupation			Party Identification					
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demos	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
A lot of shopping	10%	10%	9%	14%	8%	6%	11%	14%	9%	10%	3%	3%	10%	14%	17%	13%	13%	6%	5%	7%	14%	11%
A fair amount of shopping	15%	19%	11%	14%	17%	13%	17%	22%	18%	15%	4%	8%	10%	24%	27%	28%	21%	18%	8%	17%	15%	14%
Just some shopping	16%	19%	14%	16%	16%	20%	13%	21%	18%	18%	7%	12%	16%	25%	17%	30%	25%	11%	7%	15%	13%	22%
Very little shopping	26%	22%	30%	24%	24%	27%	29%	27%	31%	25%	22%	25%	34%	23%	19%	19%	23%	30%	24%	27%	24%	26%
No shopping at all	33%	30%	36%	32%	35%	34%	30%	16%	24%	32%	64%	52%	30%	14%	20%	10%	18%	35%	56%	34%	34%	27%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total A Lot/Fair Amount Of Shopping	25%	29%	21%	27%	24%	19%	28%	36%	27%	24%	7%	11%	20%	38%	44%	41%	33%	24%	13%	25%	29%	25%
Total Just Some/Very Little Shopping	42%	41%	44%	40%	41%	47%	42%	48%	49%	44%	28%	36%	50%	48%	36%	49%	48%	41%	30%	42%	37%	48%

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Table 215

Q.13a. How much shopping do you do online--a lot, a fair amount, just some, very little, or none at all?

	Banner 2	Income					Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
A lot of shopping	10%	5%	6%	8%	16%	19%	9%	11%	9%	9%	10%	10%	11%	12%	9%	13%	13%	14%	6%	16%
A fair amount of shopping	15%	6%	15%	20%	23%	26%	14%	17%	15%	12%	15%	14%	18%	18%	33%	17%	16%	19%	13%	26%
Just some shopping	16%	8%	10%	19%	27%	24%	17%	19%	12%	12%	18%	18%	14%	24%	20%	21%	18%	25%	11%	28%
Very little shopping	26%	25%	31%	35%	22%	22%	27%	23%	30%	28%	26%	29%	24%	25%	21%	27%	31%	23%	25%	17%
No shopping at all	33%	56%	38%	18%	12%	9%	33%	30%	34%	39%	31%	29%	33%	21%	17%	22%	22%	19%	45%	13%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total A Lot/Fair Amount Of Shopping	25%	11%	20%	28%	38%	45%	23%	27%	24%	21%	25%	24%	29%	30%	42%	30%	29%	33%	19%	42%
Total Just Some/Very Little Shopping	42%	33%	41%	53%	50%	46%	45%	43%	42%	40%	44%	47%	38%	48%	41%	48%	49%	48%	36%	45%

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Table 215

Q.13a. How much shopping do you do online--a lot, a fair amount, just some, very little, or none at all?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
A lot of shopping	10%	4%	10%	11%	13%	39%	-	-	9%	11%	7%	12%	15%	7%	9%	9%	6%
A fair amount of shopping	15%	13%	15%	18%	17%	61%	-	-	18%	20%	10%	11%	20%	13%	16%	13%	15%
Just some shopping	16%	7%	17%	17%	25%	-	100%	-	16%	21%	9%	18%	17%	16%	18%	4%	15%
Very little shopping	26%	24%	27%	27%	28%	-	-	44%	23%	21%	25%	35%	28%	25%	26%	27%	30%
No shopping at all	33%	52%	31%	27%	17%	-	-	56%	34%	27%	49%	24%	20%	39%	31%	47%	34%
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total A Lot/Fair Amount Of Shopping	25%	17%	25%	29%	30%	100%	-	-	27%	31%	17%	23%	34%	20%	25%	23%	21%
Total Just Some/Very Little Shopping	42%	31%	45%	44%	53%	-	100%	44%	39%	42%	34%	53%	46%	41%	44%	31%	45%

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Table 216

Q.13b. When it comes to shopping online, how much do you worry about the security of your personal information--a lot, some, not too much, or not at all?

Banner 1	Sex		Region				Age				Education			Occupation			Party Identification					
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Worry a lot	35%	32%	38%	28%	42%	34%	34%	33%	33%	41%	33%	42%	36%	33%	23%	26%	32%	42%	35%	32%	39%	35%
Worry some	24%	25%	23%	25%	24%	21%	25%	28%	31%	23%	12%	16%	24%	30%	34%	38%	29%	26%	15%	28%	22%	25%
Do not worry too much	17%	20%	14%	17%	13%	21%	19%	26%	17%	12%	12%	12%	18%	21%	19%	21%	23%	11%	10%	15%	17%	20%
Do not worry at all	20%	20%	21%	25%	17%	19%	20%	12%	17%	19%	35%	25%	17%	15%	22%	15%	14%	20%	32%	21%	18%	18%
Not sure	4%	3%	4%	5%	4%	5%	2%	1%	2%	5%	8%	5%	5%	1%	2%	-	2%	1%	8%	4%	4%	2%
Total Worry A Lot/Some	59%	57%	61%	53%	67%	55%	59%	60%	64%	65%	44%	57%	60%	63%	57%	64%	61%	67%	50%	60%	61%	60%
Total Do Not Worry Much/At All	37%	40%	35%	42%	30%	40%	39%	38%	35%	31%	47%	37%	35%	36%	41%	36%	37%	31%	42%	35%	35%	37%

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Table 216

Q.13b. When it comes to shopping online, how much do you worry about the security of your personal information--a lot, some, not too much, or not at all?

	Banner 2		Income				Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Worry a lot	35%	42%	36%	34%	31%	29%	35%	32%	41%	42%	33%	41%	30%	33%	31%	34%	29%	37%	36%	33%
Worry some	24%	14%	25%	36%	29%	32%	25%	26%	19%	19%	26%	21%	26%	31%	31%	25%	30%	23%	22%	27%
Do not worry too much	17%	17%	14%	15%	24%	23%	15%	20%	14%	14%	16%	17%	21%	18%	23%	19%	21%	19%	15%	22%
Do not worry at all	20%	20%	23%	12%	15%	15%	21%	20%	19%	22%	21%	19%	18%	17%	15%	19%	17%	19%	22%	17%
Not sure	4%	7%	2%	3%	1%	1%	4%	2%	7%	3%	4%	2%	5%	1%	-	3%	3%	2%	5%	1%
Total Worry A Lot/Some	59%	56%	61%	69%	61%	61%	60%	58%	60%	62%	59%	62%	55%	64%	62%	59%	59%	60%	59%	60%
Total Do Not Worry Much/At All	37%	37%	37%	28%	38%	38%	37%	40%	33%	35%	37%	36%	39%	34%	38%	38%	38%	38%	36%	39%

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Table 216

Q.13b. When it comes to shopping online, how much do you worry about the security of your personal information--a lot, some, not too much, or not at all?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Worry a lot	35%	37%	35%	33%	33%	21%	26%	44%	31%	32%	38%	38%	37%	34%	31%	43%	48%
Worry some	24%	18%	26%	31%	22%	36%	37%	15%	26%	26%	18%	27%	28%	22%	24%	21%	22%
Do not worry too much	17%	10%	20%	20%	20%	27%	21%	12%	21%	20%	13%	15%	20%	16%	19%	12%	12%
Do not worry at all	20%	27%	17%	14%	22%	15%	16%	23%	19%	19%	24%	18%	14%	23%	22%	18%	13%
Not sure	4%	8%	2%	2%	3%	1%	-	6%	3%	3%	7%	2%	1%	5%	4%	6%	5%
Total Worry A Lot/Some	59%	55%	61%	65%	56%	57%	63%	59%	56%	57%	56%	65%	65%	57%	56%	64%	70%
Total Do Not Worry Much/At All	37%	37%	37%	34%	42%	43%	37%	35%	40%	39%	37%	33%	34%	38%	40%	30%	25%

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Table 217

Q.14. This holiday season, do you plan to give or receive any Apple products such as iPads, iPhones, iPods, or Mac computers?

Banner 1	Sex		Region				Age				Education			Occupation			Party Identification					
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demos	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Yes	17%	19%	15%	21%	23%	12%	11%	26%	19%	17%	5%	16%	16%	20%	18%	22%	23%	22%	6%	21%	12%	17%
No	81%	80%	83%	78%	77%	85%	87%	73%	79%	82%	94%	82%	83%	78%	82%	77%	76%	76%	93%	77%	88%	82%
Not sure	2%	1%	2%	1%	-	3%	2%	1%	2%	1%	1%	2%	1%	2%	-	1%	1%	2%	1%	2%	-	1%
Differential (Yes Minus No)	-64%	-60%	-67%	-56%	-53%	-73%	-76%	-47%	-59%	-65%	-89%	-66%	-67%	-58%	-64%	-54%	-52%	-53%	-87%	-56%	-76%	-64%

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Table 217

Q.14. This holiday season, do you plan to give or receive any Apple products such as iPads, iPhones, iPods, or Mac computers?

	Banner 2		Income				Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Yes	17%	9%	16%	15%	26%	26%	23%	15%	14%	10%	17%	21%	20%	20%	30%	21%	24%	19%	13%	22%
No	81%	90%	84%	83%	72%	71%	75%	84%	85%	88%	81%	78%	79%	78%	69%	78%	76%	78%	85%	74%
Not sure	2%	1%	-	2%	2%	3%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	-	3%	2%	4%
Differential (Yes Minus No)	-64%	-81%	-68%	-67%	-47%	-46%	-52%	-69%	-70%	-78%	-64%	-57%	-59%	-58%	-38%	-57%	-53%	-58%	-72%	-53%

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Table 217

Q.14. This holiday season, do you plan to give or receive any Apple products such as iPads, iPhones, iPods, or Mac computers?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
		All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Yes	17%	10%	12%	20%	31%	26%	23%	12%	22%	17%	10%	20%	27%	13%	16%	25%	18%
No	81%	89%	86%	80%	67%	73%	74%	87%	77%	82%	89%	78%	72%	86%	82%	74%	82%
Not sure	2%	1%	2%	-	2%	1%	3%	1%	1%	1%	1%	2%	1%	1%	2%	1%	-
Differential (Yes Minus No)	-64%	-79%	-74%	-60%	-37%	-47%	-50%	-75%	-55%	-65%	-79%	-57%	-45%	-73%	-66%	-49%	-64%

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Table 218

Q.15. Which of the following best describes your attitude about giving kids video games as gifts?

Banner 1	Sex		Region				Age			Education			Occupation			Party Identification						
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Kids spend too much time playing video games, so they make bad gifts	44%	46%	44%	47%	45%	41%	45%	34%	44%	48%	54%	43%	46%	44%	46%	50%	39%	42%	52%	43%	48%	46%
Kids love video games, so they make great gifts	33%	33%	32%	33%	32%	37%	27%	46%	36%	27%	20%	36%	31%	33%	30%	27%	35%	44%	20%	33%	30%	35%
Some of both (VOL)	18%	17%	19%	16%	19%	16%	22%	18%	16%	22%	14%	15%	19%	19%	21%	21%	22%	11%	19%	19%	17%	16%
Not sure	5%	4%	5%	4%	4%	6%	6%	2%	4%	3%	12%	6%	4%	4%	3%	2%	4%	3%	9%	5%	5%	3%

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Table 218

Q.15. Which of the following best describes your attitude about giving kids video games as gifts?

	Banner 2	Income					Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
		All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Kids spend too much time playing video games, so they make bad gifts	44%	42%	46%	49%	42%	41%	40%	42%	55%	54%	45%	53%	30%	43%	45%	46%	44%	45%	43%	44%
Kids love video games, so they make great gifts	33%	35%	34%	28%	36%	34%	34%	38%	24%	23%	31%	27%	50%	35%	33%	31%	35%	29%	35%	28%
Some of both (VOL)	18%	18%	15%	16%	20%	24%	21%	17%	17%	14%	20%	18%	15%	19%	19%	19%	16%	22%	17%	26%
Not sure	5%	5%	5%	7%	2%	1%	5%	3%	4%	9%	4%	2%	5%	3%	3%	4%	5%	4%	5%	2%

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Table 218

Q.15. Which of the following best describes your attitude about giving kids video games as gifts?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Kids spend too much time playing video games, so they make bad gifts	44%	51%	44%	46%	39%	43%	39%	47%	41%	49%	41%	45%	37%	48%	44%	46%	42%
Kids love video games, so they make great gifts	33%	25%	32%	30%	41%	36%	37%	30%	39%	30%	33%	31%	41%	29%	33%	26%	37%
Some of both (VOL)	18%	17%	17%	23%	18%	18%	22%	17%	15%	18%	20%	20%	21%	17%	18%	24%	18%
Not sure	5%	7%	7%	1%	2%	3%	2%	6%	5%	3%	6%	4%	1%	6%	5%	4%	3%

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Table 219

Q.16. How likely are you to buy a three-D television in the next twelve months?

Banner 1	Sex		Region				Age			Education			Occupation			Party Identification						
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Very likely	3%	3%	2%	3%	3%	4%	1%	4%	2%	3%	1%	3%	2%	5%	-	2%	2%	6%	1%	3%	1%	4%
Somewhat likely	5%	7%	4%	5%	6%	5%	4%	4%	11%	4%	2%	5%	8%	3%	5%	8%	7%	7%	3%	7%	6%	3%
Not that likely	9%	9%	9%	8%	6%	9%	13%	13%	7%	9%	5%	8%	11%	7%	8%	7%	11%	10%	6%	9%	5%	11%
Not at all likely	77%	76%	78%	78%	76%	76%	79%	69%	75%	80%	87%	74%	74%	81%	83%	80%	76%	65%	84%	72%	84%	77%
Was not aware that 3-D televisions existed	5%	4%	6%	4%	8%	5%	3%	8%	4%	3%	4%	8%	4%	4%	3%	2%	3%	10%	4%	7%	3%	4%
Not sure	1%	1%	1%	2%	1%	1%	-	2%	1%	1%	1%	2%	1%	-	1%	1%	1%	2%	2%	2%	1%	1%
Total Very/Somewhat Likely	8%	10%	6%	8%	9%	9%	5%	8%	12%	7%	4%	7%	11%	7%	5%	10%	9%	13%	4%	9%	7%	8%
Total Not That/Not At All Likely	86%	85%	87%	86%	82%	85%	92%	82%	82%	88%	91%	83%	85%	88%	91%	87%	87%	75%	90%	81%	90%	88%
Differential (Likely Minus Not Likely)	-78%	-75%	-81%	-79%	-73%	-76%	-87%	-74%	-70%	-81%	-88%	-75%	-74%	-81%	-85%	-76%	-78%	-62%	-86%	-72%	-82%	-81%

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Table 219

Q.16. How likely are you to buy a three-D television in the next twelve months?

	Banner 2		Income				Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Very likely	3%	3%	-	4%	4%	6%	4%	2%	2%	1%	3%	5%	2%	3%	5%	2%	2%	3%	3%	5%
Somewhat likely	5%	5%	6%	7%	6%	6%	6%	5%	4%	4%	6%	4%	3%	8%	5%	6%	6%	6%	4%	5%
Not that likely	9%	8%	8%	5%	10%	8%	8%	12%	6%	10%	9%	6%	9%	11%	7%	8%	6%	7%	10%	9%
Not at all likely	77%	73%	79%	76%	77%	79%	75%	76%	82%	79%	77%	79%	75%	74%	73%	80%	80%	82%	74%	79%
Was not aware that 3-D televisions existed	5%	10%	5%	4%	3%	1%	6%	4%	5%	5%	4%	3%	11%	4%	7%	3%	4%	2%	7%	2%
Not sure	1%	1%	2%	4%	-	-	1%	1%	1%	1%	1%	3%	-	-	3%	1%	2%	-	2%	-
Total Very/Somewhat Likely	8%	8%	6%	12%	10%	13%	11%	7%	6%	5%	9%	9%	5%	11%	10%	8%	8%	8%	8%	10%
Total Not That/Not At All Likely	86%	81%	87%	82%	87%	87%	83%	87%	88%	89%	86%	85%	84%	85%	80%	88%	87%	90%	83%	89%
Differential (Likely Minus Not Likely)	-78%	-72%	-80%	-70%	-77%	-74%	-72%	-80%	-83%	-83%	-77%	-76%	-79%	-74%	-70%	-80%	-79%	-82%	-76%	-79%

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Table 219

Q.16. How likely are you to buy a three-D television in the next twelve months?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200- \$499	\$500- \$999	\$1,000 or more	A lot/ fair amount	Some	Very little/ none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Very likely	3%	3%	1%	2%	6%	2%	4%	3%	4%	3%	2%	2%	2%	3%	2%	8%	5%
Somewhat likely	5%	2%	6%	7%	5%	5%	6%	5%	5%	7%	3%	5%	10%	3%	3%	9%	8%
Not that likely	9%	5%	10%	8%	11%	8%	10%	8%	11%	7%	8%	9%	9%	9%	9%	6%	10%
Not at all likely	77%	81%	78%	77%	72%	82%	72%	77%	71%	80%	77%	78%	73%	79%	81%	64%	71%
Was not aware that 3-D televisions existed	5%	8%	4%	5%	5%	3%	6%	6%	7%	2%	9%	5%	5%	5%	4%	10%	5%
Not sure	1%	1%	1%	1%	1%	-	2%	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%
Total Very/Somewhat Likely	8%	5%	7%	9%	11%	7%	10%	8%	10%	10%	5%	7%	12%	6%	5%	17%	13%
Total Not That/Not At All Likely	86%	86%	88%	85%	83%	90%	83%	85%	82%	87%	85%	87%	82%	87%	90%	71%	81%
Differential (Likely Minus Not Likely)	-78%	-81%	-80%	-77%	-72%	-83%	-72%	-77%	-73%	-77%	-80%	-80%	-70%	-81%	-84%	-54%	-68%

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Table 222

Q.F1. What is the last grade that you completed in school?

Banner 1	Sex		Region				Age			Education			Occupation			Party Identification						
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demos crats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Grade school	1%	1%	-	-	1%	1%	-	1%	-	-	3%	2%	-	-	-	-	-	-	2%	-	1%	-
Some high school	6%	5%	7%	3%	8%	7%	5%	8%	5%	4%	8%	17%	-	-	-	1%	1%	7%	6%	6%	9%	4%
High school graduate	28%	30%	27%	31%	28%	32%	23%	27%	24%	29%	37%	81%	-	-	-	11%	26%	41%	34%	33%	25%	25%
Some college, no degree	17%	18%	15%	19%	14%	16%	19%	21%	14%	18%	13%	-	62%	-	-	7%	16%	21%	17%	16%	15%	18%
Vocational training/ 2-year college	10%	8%	13%	10%	9%	13%	10%	11%	5%	14%	11%	-	38%	-	-	7%	12%	11%	11%	10%	11%	10%
4-year college/ bachelor's degree	22%	22%	22%	21%	23%	17%	27%	22%	36%	17%	13%	-	-	100%	-	35%	31%	15%	15%	19%	23%	27%
Some postgraduate work, no degree	3%	3%	2%	2%	1%	3%	3%	1%	4%	2%	2%	-	-	-	16%	6%	1%	2%	2%	3%	2%	3%
2 or 3 years' postgraduate work/ master's degree	10%	9%	12%	9%	12%	8%	11%	7%	9%	13%	10%	-	-	-	68%	24%	10%	2%	10%	12%	10%	11%
Doctoral/law degree	2%	3%	1%	3%	3%	2%	2%	2%	2%	2%	3%	-	-	-	16%	8%	1%	-	2%	1%	4%	2%
Not sure/refused	1%	1%	1%	2%	1%	1%	-	-	1%	1%	-	-	-	-	-	1%	2%	1%	1%	-	-	-

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Table 222

Q.F1. What is the last grade that you completed in school?

	Banner 2						Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Grade school	1%	1%	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	1%	1%	-
Some high school	6%	15%	4%	3%	2%	-	5%	7%	5%	5%	4%	5%	12%	3%	2%	1%	2%	-	11%	1%
High school graduate	28%	41%	39%	20%	18%	14%	29%	26%	34%	34%	28%	28%	28%	27%	23%	21%	22%	20%	37%	14%
Some college, no degree	17%	17%	18%	23%	11%	7%	15%	17%	17%	12%	15%	17%	24%	14%	15%	16%	19%	13%	18%	8%
Vocational training/ 2-year college	10%	10%	8%	13%	10%	9%	9%	11%	11%	10%	12%	9%	8%	12%	6%	11%	11%	10%	9%	12%
4-year college/ bachelor's degree	22%	11%	17%	31%	33%	38%	22%	24%	21%	22%	23%	23%	19%	25%	33%	29%	28%	33%	14%	38%
Some postgraduate work, no degree	3%	1%	1%	2%	3%	3%	3%	3%	1%	-	3%	2%	3%	3%	3%	3%	4%	1%	2%	3%
2 or 3 years' postgraduate work/ master's degree	10%	3%	11%	8%	16%	20%	11%	10%	7%	15%	11%	11%	4%	13%	12%	14%	11%	16%	6%	17%
Doctoral/law degree	2%	1%	1%	-	7%	9%	3%	2%	3%	1%	2%	5%	2%	2%	4%	4%	3%	5%	1%	7%
Not sure/refused	1%	-	-	-	-	-	2%	-	1%	1%	1%	-	-	1%	2%	1%	-	1%	1%	-

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Table 222

Q.F1. What is the last grade that you completed in school?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Grade school	1%	1%	-	-	1%	-	1%	1%	1%	1%	-	-	-	1%	-	1%	2%
Some high school	6%	12%	5%	3%	4%	2%	4%	8%	6%	4%	10%	4%	5%	6%	6%	9%	8%
High school graduate	28%	31%	29%	25%	26%	14%	20%	36%	37%	25%	30%	25%	24%	31%	28%	38%	31%
Some college, no degree	17%	21%	22%	16%	11%	17%	13%	18%	22%	16%	19%	13%	15%	18%	16%	15%	18%
Vocational training/ 2-year college	10%	9%	10%	12%	10%	5%	13%	12%	9%	8%	12%	13%	9%	11%	10%	10%	13%
4-year college/ bachelor's degree	22%	13%	20%	29%	25%	34%	34%	14%	18%	24%	16%	27%	30%	19%	23%	15%	18%
Some postgraduate work, no degree	3%	3%	1%	4%	2%	4%	3%	2%	2%	3%	2%	3%	4%	2%	3%	2%	1%
2 or 3 years' postgraduate work/ master's degree	10%	7%	9%	9%	16%	18%	10%	7%	1%	15%	10%	13%	9%	11%	11%	6%	6%
Doctoral/law degree	2%	2%	3%	2%	3%	5%	2%	1%	3%	4%	-	2%	4%	1%	2%	3%	3%
Not sure/refused	1%	1%	1%	-	2%	1%	-	1%	1%	-	1%	-	-	-	1%	1%	-

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Table 224

Q.F2. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? (IF "DEMOCRAT" OR "REPUBLICAN," ASK:) Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? (IF "INDEPENDENT," ASK:) Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent?

	Banner 1		Region				Age			Education			Occupation			Party Identification					
	All Adults	Sex	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390 411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Strong Democrat	17%	13% 21%	18%	19%	15%	15%	11%	17%	18%	22%	19%	16%	14%	19%	12%	13%	15%	25%	47%	-	-
Not very strong Democrat	11%	10% 11%	15%	9%	8%	11%	13%	14%	8%	8%	15%	9%	10%	6%	15%	5%	14%	7%	30%	-	-
Independent/lean Democrat	8%	8% 9%	12%	5%	9%	9%	10%	9%	7%	7%	7%	10%	7%	12%	8%	8%	7%	6%	23%	-	-
Strictly independent	19%	21% 16%	19%	16%	21%	21%	18%	17%	20%	20%	18%	18%	20%	21%	22%	24%	14%	18%	-	100%	-
Independent/lean Republican	8%	9% 7%	5%	12%	7%	7%	8%	6%	10%	9%	5%	10%	10%	9%	7%	6%	10%	10%	-	-	27%
Not very strong Republican	6%	7% 6%	5%	5%	7%	8%	7%	8%	5%	6%	5%	8%	7%	6%	4%	10%	4%	5%	-	-	21%
Strong Republican	16%	17% 15%	13%	18%	16%	16%	14%	12%	20%	17%	15%	14%	19%	16%	21%	17%	16%	16%	-	-	52%
Other	8%	8% 7%	6%	9%	6%	9%	9%	9%	7%	5%	6%	9%	8%	8%	7%	9%	8%	7%	-	-	-
Not sure/nothing	7%	7% 8%	7%	7%	11%	4%	10%	8%	5%	6%	10%	6%	5%	3%	4%	8%	12%	6%	-	-	-
Total Democrats	36%	31% 41%	45%	33%	32%	35%	34%	40%	34%	37%	41%	34%	31%	37%	35%	25%	36%	39%	100%	-	-
Total Republicans	30%	33% 28%	23%	34%	31%	31%	29%	27%	34%	31%	25%	33%	37%	31%	32%	33%	30%	31%	-	-	100%

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Table 224

Q.F2. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? (IF "DEMOCRAT" OR "REPUBLICAN," ASK:) Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? (IF "INDEPENDENT," ASK:) Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent?

	Banner 2 All Adults	Income					Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
		Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Strong Democrat	17%	21%	23%	18%	16%	16%	25%	12%	9%	14%	18%	15%	17%	10%	20%	14%	12%	17%	20%	22%
Not very strong Democrat	11%	13%	17%	10%	8%	2%	11%	13%	8%	8%	12%	10%	10%	13%	5%	9%	13%	7%	13%	7%
Independent/lean Democrat	8%	9%	7%	8%	9%	8%	12%	7%	7%	9%	7%	14%	7%	8%	6%	9%	10%	7%	8%	8%
Strictly independent	19%	18%	20%	16%	21%	25%	15%	24%	19%	19%	19%	19%	18%	22%	19%	21%	16%	25%	16%	18%
Independent/lean Republican	8%	6%	9%	10%	9%	9%	6%	9%	9%	11%	7%	9%	8%	7%	9%	8%	10%	7%	8%	8%
Not very strong Republican	6%	6%	5%	8%	6%	5%	5%	6%	8%	6%	6%	7%	7%	5%	10%	8%	10%	6%	5%	5%
Strong Republican	16%	9%	10%	19%	21%	24%	11%	17%	23%	17%	17%	15%	14%	20%	14%	19%	14%	21%	13%	24%
Other	8%	10%	3%	10%	7%	7%	7%	6%	10%	10%	7%	7%	9%	8%	8%	8%	11%	6%	7%	7%
Not sure/nothing	7%	8%	6%	1%	3%	4%	8%	6%	7%	6%	7%	4%	10%	7%	9%	4%	4%	4%	10%	1%
Total Democrats	36%	43%	47%	36%	33%	26%	47%	32%	24%	31%	37%	39%	34%	31%	31%	32%	35%	31%	40%	37%
Total Republicans	30%	21%	24%	36%	36%	38%	23%	33%	39%	34%	30%	31%	29%	32%	32%	34%	34%	34%	26%	37%

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Table 224

Q.F2. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? (IF "DEMOCRAT" OR "REPUBLICAN," ASK:) Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? (IF "INDEPENDENT," ASK:) Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200- \$499	\$500- \$999	\$1,000 or more	A lot/ fair amount	Some	Very little/ none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Strong Democrat	17%	18%	13%	18%	17%	15%	15%	18%	14%	12%	23%	20%	15%	18%	11%	49%	20%
Not very strong Democrat	11%	10%	12%	12%	10%	10%	10%	11%	10%	10%	11%	12%	13%	10%	9%	13%	19%
Independent/lean Democrat	8%	6%	7%	10%	12%	11%	8%	8%	9%	8%	7%	10%	10%	8%	7%	6%	12%
Strictly independent	19%	14%	21%	20%	21%	22%	15%	19%	25%	20%	19%	14%	18%	20%	21%	6%	18%
Independent/lean Republican	8%	8%	9%	5%	10%	8%	14%	6%	11%	8%	5%	8%	6%	9%	10%	2%	9%
Not very strong Republican	6%	5%	8%	6%	6%	6%	5%	6%	4%	9%	6%	5%	8%	5%	8%	4%	-
Strong Republican	16%	16%	15%	16%	16%	16%	21%	14%	13%	20%	13%	18%	14%	17%	21%	3%	4%
Other	8%	10%	8%	7%	6%	7%	10%	8%	10%	7%	7%	7%	8%	7%	6%	10%	12%
Not sure/nothing	7%	13%	7%	6%	2%	5%	2%	10%	4%	6%	9%	6%	8%	6%	7%	7%	6%
Total Democrats	36%	34%	32%	40%	39%	36%	33%	37%	33%	31%	41%	41%	38%	36%	27%	67%	51%
Total Republicans	30%	29%	32%	27%	31%	31%	40%	27%	28%	37%	24%	31%	28%	32%	38%	9%	13%

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Table 225

Q.F3a/b. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative? (IF "LIBERAL" OR "CONSERVATIVE," ASK:) Do you consider yourself to be very (liberal/conservative) or somewhat (liberal/conservative)?

	Banner 1																					
	Sex		Region				Age			Education				Occupation				Party Identification				
All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demo-crats	Independents	Republicans	
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Very liberal	5%	5%	4%	4%	4%	6%	5%	6%	1%	5%	4%	3%	5%	5%	9%	4%	5%	2%	5%	11%	2%	1%
Somewhat liberal	12%	11%	13%	15%	10%	12%	12%	15%	14%	12%	7%	9%	11%	15%	16%	18%	9%	8%	10%	23%	10%	2%
Moderate	32%	30%	34%	34%	28%	31%	34%	31%	29%	31%	36%	30%	33%	30%	36%	34%	30%	30%	33%	37%	50%	21%
Somewhat conservative	25%	25%	25%	23%	27%	22%	29%	22%	26%	30%	24%	29%	25%	28%	15%	27%	26%	31%	23%	17%	21%	39%
Very conservative	18%	20%	16%	14%	24%	21%	12%	16%	19%	18%	21%	19%	20%	16%	18%	11%	20%	20%	22%	6%	11%	36%
Not sure	8%	9%	8%	10%	7%	8%	8%	10%	11%	4%	8%	10%	6%	6%	6%	6%	10%	9%	7%	6%	6%	1%
Total Liberals	17%	16%	17%	19%	13%	18%	17%	21%	15%	17%	11%	11%	16%	20%	25%	22%	13%	10%	16%	34%	11%	3%
Total Conservatives	44%	46%	41%	37%	51%	43%	41%	38%	45%	47%	45%	48%	44%	44%	33%	38%	46%	51%	45%	23%	32%	74%

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Table 225

Q.F3a/b. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative? (IF "LIBERAL" OR "CONSERVATIVE," ASK:) Do you consider yourself to be very (liberal/conservative) or somewhat (liberal/conservative)?

	Banner 2 All Adults	Income					Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
		Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	De-crease	Stay the same	In-crease	Don't own home	Stay same/decrease	In-crease	Total have	Less than \$50K	\$50K or more	Don't have	Finan- cial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Very liberal	5%	5%	3%	4%	5%	4%	6%	4%	4%	3%	3%	5%	10%	4%	3%	5%	2%	6%	4%	7%
Somewhat liberal	12%	11%	14%	17%	11%	11%	13%	11%	12%	4%	13%	14%	12%	12%	12%	12%	14%	13%	12%	14%
Moderate	32%	30%	39%	22%	39%	38%	32%	36%	24%	34%	34%	31%	27%	28%	38%	36%	37%	36%	27%	39%
Somewhat conservative	25%	24%	24%	37%	27%	30%	25%	27%	24%	33%	23%	30%	21%	28%	28%	25%	31%	22%	25%	20%
Very conservative	18%	24%	13%	17%	14%	11%	15%	15%	29%	19%	20%	13%	18%	20%	12%	17%	13%	17%	20%	15%
Not sure	8%	6%	7%	3%	4%	6%	9%	7%	7%	7%	7%	7%	12%	8%	7%	5%	3%	6%	12%	5%
Total Liberals	17%	16%	17%	20%	17%	16%	19%	15%	16%	7%	16%	19%	23%	15%	15%	17%	16%	19%	16%	21%
Total Conservatives	44%	48%	36%	54%	40%	41%	40%	43%	54%	53%	43%	43%	38%	48%	40%	42%	44%	39%	45%	35%

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Table 225

Q.F3a/b. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative? (IF "LIBERAL" OR "CONSERVATIVE," ASK:) Do you consider yourself to be very (liberal/conservative) or somewhat (liberal/conservative)?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200- \$499	\$500- \$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Very liberal	5%	5%	4%	2%	6%	7%	3%	4%	6%	4%	6%	3%	2%	6%	4%	4%	8%
Somewhat liberal	12%	9%	17%	11%	13%	17%	13%	10%	15%	8%	11%	16%	14%	11%	10%	14%	18%
Moderate	32%	28%	31%	33%	35%	33%	32%	31%	29%	31%	34%	33%	31%	33%	33%	32%	25%
Somewhat conservative	25%	24%	24%	28%	26%	22%	28%	26%	25%	27%	23%	26%	26%	25%	26%	21%	31%
Very conservative	18%	23%	17%	20%	14%	15%	16%	20%	18%	23%	20%	14%	18%	19%	19%	19%	11%
Not sure	8%	11%	7%	6%	6%	6%	8%	9%	7%	7%	6%	8%	9%	6%	8%	10%	7%
Total Liberals	17%	13%	20%	13%	19%	24%	17%	13%	21%	12%	17%	19%	16%	17%	14%	18%	26%
Total Conservatives	44%	47%	42%	48%	40%	37%	44%	46%	43%	50%	43%	40%	44%	44%	45%	40%	42%

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Table 227

Q.F4. Are you currently single and never married, unmarried and living with a partner, married, separated, widowed, or divorced?

	Banner 1																					
	Sex			Region				Age				Education				Occupation			Party Identification			
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demos crats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Single	23%	25%	21%	24%	20%	27%	22%	49%	21%	12%	6%	25%	26%	23%	13%	22%	26%	29%	10%	24%	27%	19%
Unmarried and living with a partner	3%	4%	3%	3%	3%	4%	3%	7%	2%	3%	-	5%	4%	2%	2%	1%	2%	5%	1%	4%	6%	2%
Married	55%	57%	53%	54%	58%	49%	59%	36%	64%	66%	56%	47%	50%	65%	71%	70%	61%	55%	51%	55%	49%	62%
Separated	1%	1%	1%	1%	1%	3%	-	2%	1%	2%	-	3%	2%	-	-	-	3%	2%	-	-	2%	2%
Widowed	9%	4%	13%	11%	9%	10%	4%	1%	4%	5%	29%	13%	8%	3%	4%	3%	3%	1%	25%	10%	10%	7%
Divorced	6%	6%	7%	6%	6%	4%	11%	3%	5%	9%	8%	6%	8%	4%	8%	3%	3%	4%	11%	6%	5%	8%
Other (VOL)	1%	1%	-	-	1%	1%	-	1%	1%	-	-	-	1%	1%	-	-	-	2%	1%	1%	-	-
Not sure/refused	2%	2%	2%	1%	2%	2%	1%	1%	2%	3%	1%	1%	1%	2%	2%	1%	2%	2%	1%	-	1%	-

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Table 227

Q.F4. Are you currently single and never married, unmarried and living with a partner, married, separated, widowed, or divorced?

	Banner 2	Income					Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Single	23%	34%	25%	24%	15%	13%	23%	28%	17%	16%	13%	24%	55%	23%	30%	15%	18%	12%	32%	7%
Unmarried and living with a partner	3%	7%	3%	1%	2%	1%	3%	4%	2%	1%	3%	3%	4%	3%	2%	2%	3%	1%	5%	2%
Married	55%	27%	56%	66%	76%	79%	55%	51%	64%	66%	66%	57%	18%	63%	61%	69%	65%	73%	40%	86%
Separated	1%	3%	-	2%	1%	-	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%	2%	-	2%	-
Widowed	9%	14%	8%	3%	2%	2%	9%	8%	6%	6%	9%	9%	7%	3%	-	6%	5%	7%	10%	2%
Divorced	6%	14%	7%	4%	3%	3%	6%	6%	6%	8%	6%	4%	10%	5%	1%	5%	7%	4%	8%	3%
Other (VOL)	1%	1%	1%	-	1%	1%	-	1%	1%	-	-	-	2%	-	1%	-	-	-	1%	-
Not sure/refused	2%	-	-	-	-	1%	3%	1%	2%	2%	2%	2%	1%	2%	3%	2%	-	3%	2%	-

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Table 227

Q.F4. Are you currently single and never married, unmarried and living with a partner, married, separated, widowed, or divorced?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Single	23%	33%	33%	13%	11%	27%	22%	22%	62%	-	46%	-	11%	29%	20%	38%	26%
Unmarried and living with a partner	3%	4%	4%	4%	2%	2%	1%	4%	9%	-	6%	-	4%	3%	2%	4%	8%
Married	55%	36%	47%	66%	73%	60%	66%	50%	-	100%	-	100%	78%	46%	58%	30%	59%
Separated	1%	2%	1%	2%	1%	-	1%	2%	4%	-	3%	-	2%	1%	2%	1%	1%
Widowed	9%	12%	8%	5%	7%	3%	1%	13%	10%	-	28%	-	1%	12%	9%	14%	4%
Divorced	6%	10%	5%	8%	3%	5%	8%	7%	13%	-	16%	-	4%	8%	7%	9%	2%
Other (VOL)	1%	2%	-	1%	-	1%	-	-	2%	-	1%	-	-	1%	-	1%	-
Not sure/refused	2%	1%	2%	1%	3%	2%	1%	2%	-	-	-	-	-	-	2%	3%	-

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Table 228

Q.F5. Do you have any children under age eighteen of whom you are the parent or primary guardian?

Banner 1	Sex		Region				Age			Education			Occupation			Party Identification						
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Yes, kids under 18 in household	31%	29%	34%	34%	33%	28%	30%	44%	61%	18%	2%	27%	27%	43%	35%	44%	45%	41%	2%	33%	30%	29%
No, no kids under 18 in household	67%	68%	65%	64%	64%	70%	69%	55%	37%	80%	97%	72%	72%	56%	61%	55%	52%	57%	97%	67%	69%	70%
Not sure	2%	3%	1%	2%	3%	2%	1%	1%	2%	2%	1%	1%	1%	1%	4%	1%	3%	2%	1%	-	1%	1%

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Table 228

Q.F5. Do you have any children under age eighteen of whom you are the parent or primary guardian?

	Banner 2						Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Yes, kids under 18 in household	31%	31%	26%	34%	44%	42%	29%	33%	33%	27%	36%	31%	24%	43%	46%	34%	46%	27%	29%	40%
No, no kids under 18 in household	67%	69%	74%	66%	56%	57%	69%	66%	64%	71%	62%	67%	75%	55%	51%	64%	54%	70%	69%	60%
Not sure	2%	-	-	-	-	1%	2%	1%	3%	2%	2%	2%	1%	2%	3%	2%	-	3%	2%	-

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Table 228

Q.F5. Do you have any children under age eighteen of whom you are the parent or primary guardian?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
		All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Yes, kids under 18 in household	31%	20%	29%	43%	36%	44%	33%	26%	11%	43%	21%	45%	100%	-	29%	30%	48%
No, no kids under 18 in household	67%	79%	70%	56%	61%	54%	65%	72%	89%	56%	79%	54%	-	100%	69%	68%	52%
Not sure	2%	1%	1%	1%	3%	2%	2%	2%	-	1%	-	1%	-	-	2%	2%	-

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Table 229

Q.F6a/b. Are you a current or retired labor union member? (IF "NO" OR "NOT SURE," ASK:) Is anyone else in your household a current or retired labor union member?

Banner 1	Sex		Region				Age			Education			Occupation			Party Identification						
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Labor union member	12%	16%	8%	16%	7%	13%	13%	5%	9%	15%	20%	13%	13%	7%	16%	13%	8%	12%	21%	15%	14%	9%
Labor union household	7%	3%	10%	9%	5%	7%	8%	9%	5%	7%	7%	6%	8%	7%	7%	9%	7%	5%	6%	10%	5%	4%
Non-union household	79%	78%	80%	73%	85%	77%	78%	84%	83%	76%	71%	79%	77%	83%	77%	78%	82%	81%	72%	74%	79%	87%
Not sure	2%	3%	2%	2%	3%	3%	1%	2%	3%	2%	2%	2%	2%	3%	-	-	3%	2%	1%	1%	2%	-

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Table 229

Q.F6a/b. Are you a current or retired labor union member? (IF "NO" OR "NOT SURE," ASK:) Is anyone else in your household a current or retired labor union member?

	Banner 2						Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Labor union member	12%	9%	13%	6%	17%	11%	14%	10%	13%	15%	13%	13%	6%	11%	9%	15%	13%	17%	8%	20%
Labor union household	7%	3%	8%	9%	8%	6%	6%	9%	4%	10%	7%	4%	7%	9%	4%	7%	6%	9%	7%	9%
Non-union household	79%	87%	78%	85%	75%	83%	77%	80%	80%	73%	78%	80%	85%	78%	84%	76%	81%	71%	82%	71%
Not sure	2%	1%	1%	-	-	-	3%	1%	3%	2%	2%	3%	2%	2%	3%	2%	-	3%	3%	-

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Table 229

Q.F6a/b. Are you a current or retired labor union member? (IF "NO" OR "NOT SURE," ASK:) Is anyone else in your household a current or retired labor union member?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Labor union member	12%	11%	9%	12%	16%	12%	13%	12%	14%	17%	6%	9%	9%	13%	12%	15%	9%
Labor union household	7%	4%	8%	9%	8%	9%	8%	6%	6%	2%	5%	15%	5%	8%	8%	3%	6%
Non-union household	79%	84%	81%	76%	73%	78%	78%	79%	78%	80%	89%	75%	85%	78%	77%	80%	85%
Not sure	2%	1%	2%	3%	3%	1%	1%	3%	2%	1%	-	1%	1%	1%	3%	2%	-

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Table 231

Q.F7. Finally, if you added together the yearly income of all the members of your family who were living at home last year, would the total be less than ten thousand dollars, between ten thousand dollars and twenty thousand dollars, between twenty thousand dollars and thirty thousand dollars, between thirty thousand dollars and forty thousand dollars, between forty thousand dollars and fifty thousand dollars, between fifty thousand dollars and seventy-five thousand dollars, between seventy-five thousand dollars and one hundred thousand dollars, or would the total be more than that?

	Banner 1																					
	Sex			Region				Age			Education				Occupation			Party Identification				
All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demos	Independents	Republicans	
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Less than \$10,000	6%	4%	8%	4%	8%	6%	7%	6%	3%	7%	8%	11%	6%	1%	3%	1%	2%	4%	8%	6%	7%	3%
Between \$10,000 and \$20,000	7%	7%	7%	11%	7%	6%	4%	8%	8%	4%	10%	12%	6%	4%	1%	1%	6%	7%	9%	9%	5%	5%
Between \$20,000 and \$30,000	8%	4%	11%	7%	9%	6%	8%	11%	6%	5%	9%	11%	9%	5%	3%	5%	4%	8%	9%	10%	9%	7%
Between \$30,000 and \$40,000	8%	10%	6%	7%	11%	9%	4%	6%	9%	6%	13%	11%	7%	6%	7%	8%	6%	7%	13%	9%	8%	6%
Between \$40,000 and \$50,000	7%	9%	6%	6%	6%	11%	7%	8%	7%	7%	8%	8%	8%	6%	6%	5%	7%	8%	9%	11%	8%	6%
Between \$50,000 and \$75,000	11%	11%	12%	11%	11%	11%	13%	16%	9%	11%	10%	7%	15%	16%	8%	11%	16%	17%	9%	11%	10%	14%
Between \$75,000 and \$100,000	14%	17%	11%	15%	13%	12%	15%	15%	16%	18%	5%	10%	13%	19%	18%	21%	13%	19%	7%	16%	11%	16%
More than \$100,000	14%	14%	14%	15%	14%	7%	19%	10%	20%	18%	5%	6%	9%	24%	29%	30%	21%	5%	6%	10%	18%	17%
Not sure/refused	25%	24%	25%	24%	21%	32%	23%	20%	22%	24%	32%	24%	27%	19%	25%	18%	25%	25%	30%	18%	24%	26%

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Table 231

Q.F7. Finally, if you added together the yearly income of all the members of your family who were living at home last year, would the total be less than ten thousand dollars, between ten thousand dollars and twenty thousand dollars, between twenty thousand dollars and thirty thousand dollars, between thirty thousand dollars and forty thousand dollars, between forty thousand dollars and fifty thousand dollars, between fifty thousand dollars and seventy-five thousand dollars, between seventy-five thousand dollars and one hundred thousand dollars, or would the total be more than that?

	Banner 2						Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Less than \$10,000	6%	29%	-	-	-	-	6%	4%	10%	7%	4%	3%	15%	3%	1%	2%	3%	1%	11%	-
Between \$10,000 and \$20,000	7%	34%	-	-	-	-	6%	5%	11%	10%	6%	7%	9%	4%	4%	2%	4%	2%	12%	-
Between \$20,000 and \$30,000	8%	37%	-	-	-	-	6%	11%	5%	9%	6%	8%	11%	6%	4%	4%	7%	2%	12%	-
Between \$30,000 and \$40,000	8%	-	52%	-	-	-	7%	9%	8%	11%	7%	8%	8%	7%	7%	7%	8%	7%	9%	-
Between \$40,000 and \$50,000	7%	-	48%	-	-	-	8%	8%	5%	8%	7%	5%	9%	7%	9%	7%	8%	8%	8%	-
Between \$50,000 and \$75,000	11%	-	-	100%	-	-	12%	12%	10%	10%	10%	16%	10%	14%	16%	13%	20%	10%	9%	-
Between \$75,000 and \$100,000	14%	-	-	-	50%	-	15%	15%	13%	11%	17%	16%	7%	16%	20%	21%	22%	23%	6%	45%
More than \$100,000	14%	-	-	-	50%	100%	17%	13%	11%	15%	14%	20%	9%	20%	19%	21%	15%	29%	6%	55%
Not sure/refused	25%	-	-	-	-	-	23%	23%	27%	19%	29%	17%	22%	23%	20%	23%	13%	18%	27%	-

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Table 231

Q.F7. Finally, if you added together the yearly income of all the members of your family who were living at home last year, would the total be less than ten thousand dollars, between ten thousand dollars and twenty thousand dollars, between twenty thousand dollars and thirty thousand dollars, between thirty thousand dollars and forty thousand dollars, between forty thousand dollars and fifty thousand dollars, between fifty thousand dollars and seventy-five thousand dollars, between seventy-five thousand dollars and one hundred thousand dollars, or would the total be more than that?

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200- \$499	\$500- \$999	\$1,000 or more	A lot/ fair amount	Some	Very little/ none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Less than \$10,000	6%	14%	5%	5%	1%	2%	1%	9%	7%	2%	15%	2%	5%	7%	4%	17%	10%
Between \$10,000 and \$20,000	7%	14%	7%	3%	4%	4%	3%	10%	11%	4%	13%	3%	7%	7%	5%	13%	9%
Between \$20,000 and \$30,000	8%	10%	12%	5%	4%	4%	6%	10%	6%	3%	17%	6%	9%	7%	6%	13%	14%
Between \$30,000 and \$40,000	8%	12%	8%	8%	4%	5%	4%	10%	12%	8%	7%	6%	6%	9%	7%	8%	11%
Between \$40,000 and \$50,000	7%	5%	11%	10%	5%	7%	6%	8%	8%	10%	5%	7%	7%	8%	7%	9%	9%
Between \$50,000 and \$75,000	11%	5%	12%	19%	11%	13%	13%	10%	9%	12%	9%	15%	12%	11%	13%	10%	10%
Between \$75,000 and \$100,000	14%	5%	13%	17%	22%	18%	25%	9%	15%	20%	4%	17%	20%	12%	15%	9%	16%
More than \$100,000	14%	5%	11%	15%	26%	25%	20%	7%	8%	19%	5%	21%	18%	12%	15%	8%	13%
Not sure/refused	25%	30%	21%	18%	23%	22%	22%	27%	24%	22%	25%	23%	16%	27%	28%	13%	8%

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Table 109

SEX

Banner 1	Sex		Region				Age				Education			Occupation			Party Identification					
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Democrats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
Male	49%	100%	-	54%	49%	48%	43%	48%	53%	47%	47%	49%	47%	49%	48%	46%	52%	63%	49%	42%	56%	53%
Female	51%	-	100%	46%	51%	52%	57%	52%	47%	53%	53%	51%	53%	51%	52%	54%	48%	37%	51%	58%	44%	47%

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Table 109

SEX

	Banner 2						Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
Male	49%	35%	59%	45%	55%	49%	49%	44%	58%	43%	52%	52%	43%	50%	60%	51%	46%	56%	46%	54%
Female	51%	65%	41%	55%	45%	51%	51%	56%	42%	57%	48%	48%	57%	50%	40%	49%	54%	44%	54%	46%

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Table 109

SEX

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
		All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
Male	49%	47%	51%	44%	50%	57%	57%	43%	100%	100%	-	-	45%	50%	49%	40%	51%
Female	51%	53%	49%	56%	50%	43%	43%	57%	-	-	100%	100%	55%	50%	51%	60%	49%

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Table 236

AREA (from call sheet)

Banner 1	Sex		Region				Age			Education				Occupation				Party Identification				
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demo-crats	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
1	5%	5%	5%	22%	-	-	-	4%	7%	5%	5%	5%	5%	4%	5%	5%	5%	7%	4%	7%	7%	4%
2	15%	17%	13%	65%	-	-	-	14%	21%	13%	13%	15%	16%	16%	14%	19%	16%	12%	16%	20%	13%	12%
3	3%	3%	3%	13%	-	-	-	3%	3%	3%	4%	3%	4%	2%	4%	3%	3%	3%	4%	2%	3%	2%
4	16%	15%	16%	-	49%	-	-	18%	15%	16%	10%	16%	15%	16%	16%	17%	14%	18%	13%	13%	17%	18%
5	5%	6%	5%	-	17%	-	-	3%	4%	4%	10%	5%	2%	7%	9%	2%	7%	3%	8%	5%	3%	8%
6	10%	10%	10%	-	31%	-	-	7%	10%	12%	13%	11%	10%	9%	10%	12%	9%	9%	10%	11%	7%	9%
7	1%	1%	-	-	3%	-	-	1%	1%	1%	-	1%	-	2%	-	1%	2%	-	1%	1%	-	1%
8	16%	16%	16%	-	-	69%	-	21%	9%	17%	17%	20%	16%	9%	13%	8%	15%	21%	16%	14%	19%	14%
9	7%	7%	7%	-	-	31%	-	10%	8%	4%	6%	6%	9%	8%	5%	8%	8%	11%	5%	6%	6%	9%
10	7%	7%	7%	-	-	-	30%	6%	7%	8%	5%	6%	9%	5%	7%	6%	6%	8%	7%	5%	8%	8%
11	15%	13%	18%	-	-	-	70%	13%	15%	17%	17%	12%	14%	22%	17%	19%	15%	8%	16%	16%	17%	15%

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Table 236

AREA (from call sheet)

	Banner 2						Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	Decrease	Stay the same	Increase	Don't own home	Stay same/decrease	Increase	Total have	Less than \$50K	\$50K or more	Don't have	Financial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
1	5%	6%	4%	3%	7%	4%	7%	3%	6%	5%	6%	5%	4%	5%	7%	6%	6%	6%	4%	7%
2	15%	16%	15%	15%	15%	15%	15%	15%	14%	14%	17%	16%	11%	17%	13%	16%	16%	18%	15%	21%
3	3%	1%	1%	4%	4%	6%	3%	3%	2%	2%	3%	3%	2%	3%	4%	3%	3%	3%	3%	4%
4	16%	25%	15%	16%	15%	17%	18%	14%	15%	10%	15%	19%	18%	13%	22%	14%	20%	10%	17%	10%
5	5%	5%	5%	4%	6%	5%	5%	6%	6%	9%	6%	5%	2%	3%	6%	5%	3%	7%	5%	9%
6	10%	7%	14%	9%	10%	10%	9%	10%	12%	6%	11%	15%	6%	12%	7%	9%	7%	10%	11%	9%
7	1%	1%	1%	-	-	-	1%	-	2%	1%	-	2%	1%	1%	-	1%	-	1%	1%	-
8	16%	14%	20%	18%	10%	9%	18%	15%	14%	13%	17%	9%	22%	14%	15%	14%	12%	14%	17%	11%
9	7%	5%	9%	5%	6%	3%	6%	9%	6%	6%	8%	4%	8%	10%	7%	8%	8%	5%	6%	3%
10	7%	6%	7%	10%	4%	3%	4%	8%	8%	9%	6%	6%	6%	7%	6%	7%	9%	6%	7%	3%
11	15%	14%	9%	16%	23%	28%	14%	17%	15%	25%	11%	16%	20%	15%	13%	17%	16%	20%	14%	23%

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Table 236

AREA (from call sheet)

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200-\$499	\$500-\$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
1	5%	5%	5%	3%	6%	3%	6%	6%	5%	5%	5%	5%	6%	4%	5%	1%	8%
2	15%	16%	14%	15%	18%	20%	14%	14%	18%	17%	12%	14%	18%	14%	16%	22%	10%
3	3%	4%	2%	3%	4%	3%	4%	3%	5%	3%	3%	2%	1%	4%	2%	11%	2%
4	16%	15%	20%	13%	14%	16%	13%	16%	15%	15%	20%	12%	17%	15%	12%	41%	17%
5	5%	6%	3%	7%	6%	5%	6%	5%	4%	6%	4%	6%	5%	6%	6%	5%	1%
6	10%	11%	7%	10%	10%	10%	10%	10%	6%	13%	7%	12%	11%	9%	8%	11%	16%
7	1%	1%	-	1%	2%	-	2%	1%	1%	1%	1%	-	-	1%	1%	-	-
8	16%	12%	14%	16%	19%	11%	20%	16%	18%	14%	17%	15%	14%	17%	19%	6%	6%
9	7%	7%	10%	7%	4%	7%	8%	7%	9%	6%	9%	6%	7%	7%	9%	-	6%
10	7%	7%	8%	7%	7%	5%	9%	7%	7%	6%	5%	9%	6%	7%	7%	-	16%
11	15%	16%	17%	18%	10%	20%	8%	15%	12%	14%	17%	19%	15%	16%	15%	3%	18%

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Table 237

Record Type.

Banner 1	Sex		Region				Age			Education				Occupation			Party Identification					
	All Adults	Men	Women	North-east	South	Mid-west	West	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post-grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Demos	Independents	Republicans
Total	801	390	411	188	254	183	177	216	184	232	152	280	216	176	120	137	165	113	196	288	151	242
1	9%	9%	9%	9%	10%	4%	13%	4%	16%	7%	10%	5%	7%	10%	18%	16%	9%	6%	7%	11%	8%	7%
2	21%	22%	20%	23%	14%	17%	31%	10%	22%	27%	25%	15%	19%	28%	25%	21%	21%	16%	26%	21%	23%	21%
3	4%	4%	4%	5%	2%	7%	4%	3%	5%	4%	6%	5%	5%	3%	5%	5%	5%	2%	5%	4%	8%	3%
4	6%	6%	7%	5%	11%	8%	-	1%	10%	8%	6%	6%	7%	5%	8%	8%	8%	5%	6%	5%	5%	10%
5	2%	2%	3%	-	3%	1%	7%	-	2%	5%	2%	2%	1%	3%	5%	4%	1%	-	2%	2%	3%	4%
6	3%	3%	3%	1%	3%	3%	5%	-	1%	7%	4%	4%	2%	2%	3%	1%	4%	3%	4%	2%	5%	4%
7	5%	6%	4%	1%	6%	10%	1%	3%	4%	5%	8%	6%	6%	2%	5%	5%	3%	6%	8%	3%	5%	6%
8	6%	5%	6%	10%	4%	5%	5%	1%	5%	6%	11%	8%	5%	4%	3%	2%	4%	5%	10%	6%	6%	5%
9	12%	13%	10%	11%	13%	13%	9%	3%	13%	16%	15%	13%	12%	11%	11%	8%	11%	12%	18%	10%	11%	14%
Blank	32%	30%	34%	35%	34%	32%	25%	75%	22%	15%	13%	36%	36%	32%	17%	30%	34%	45%	14%	36%	26%	26%

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Table 237

Record Type.

	Banner 2						Economy In Next Year			Home Value In Next Year				Wages In Next Year		Investments			Other	
	All Adults	Less than \$30K	\$30K-\$50K	\$50K-\$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	De-crease	Stay the same	In-crease	Don't own home	Stay same/decrease	In-crease	Total have	Less than \$50K	\$50K or more	Don't have	Finan-cial elites
Total	801	166	124	91	222	111	293	300	171	92	413	138	144	281	128	424	158	215	377	114
1	9%	11%	6%	8%	9%	10%	9%	7%	12%	13%	8%	11%	8%	12%	6%	10%	12%	11%	7%	12%
2	21%	11%	24%	17%	29%	35%	21%	21%	19%	18%	23%	21%	14%	18%	23%	26%	20%	31%	14%	35%
3	4%	2%	4%	6%	4%	3%	3%	4%	6%	4%	4%	4%	5%	5%	3%	5%	3%	5%	3%	4%
4	6%	5%	5%	2%	9%	8%	6%	9%	3%	3%	9%	4%	4%	7%	8%	7%	8%	6%	5%	6%
5	2%	3%	1%	-	1%	1%	1%	3%	4%	4%	3%	2%	2%	2%	2%	4%	4%	4%	1%	2%
6	3%	3%	5%	4%	3%	2%	3%	2%	4%	6%	3%	4%	1%	3%	3%	4%	3%	4%	2%	2%
7	5%	3%	7%	6%	3%	3%	5%	4%	7%	10%	4%	6%	3%	4%	5%	4%	3%	5%	6%	4%
8	6%	9%	3%	5%	4%	4%	5%	5%	8%	7%	7%	4%	3%	3%	4%	5%	3%	6%	7%	6%
9	12%	8%	18%	11%	10%	9%	13%	10%	13%	10%	14%	11%	7%	13%	5%	12%	7%	14%	12%	11%
Blank	32%	45%	27%	41%	28%	25%	34%	35%	24%	25%	25%	33%	53%	33%	41%	23%	37%	14%	43%	18%

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Table 237

Record Type.

	Banner 3	Holiday Spending				Online Shopping			Marital Status: Sex				Kids		Race		
	All Adults	Less than \$200	\$200- \$499	\$500- \$999	\$1,000 or more	A lot/fair amount	Some	Very little/none	Un-married men	Married men	Un-married women	Married women	Have kids	No kids	Whites	African Americans	Latinos
Total	801	171	212	173	180	198	131	472	159	222	184	220	252	533	577	88	89
1	9%	8%	10%	10%	9%	11%	8%	8%	10%	8%	13%	6%	8%	10%	8%	15%	7%
2	21%	15%	15%	22%	29%	27%	20%	18%	17%	25%	11%	26%	21%	20%	22%	15%	6%
3	4%	3%	5%	4%	5%	4%	2%	5%	4%	4%	3%	5%	4%	4%	5%	2%	4%
4	6%	4%	4%	6%	8%	4%	11%	6%	6%	6%	5%	9%	8%	6%	8%	3%	-
5	2%	2%	3%	2%	1%	4%	3%	2%	2%	3%	3%	2%	2%	3%	3%	-	-
6	3%	2%	3%	6%	2%	1%	2%	4%	3%	3%	3%	3%	1%	4%	4%	2%	1%
7	5%	5%	3%	5%	7%	3%	2%	6%	3%	7%	4%	4%	3%	5%	5%	4%	2%
8	6%	7%	5%	7%	4%	2%	4%	8%	6%	5%	7%	5%	4%	7%	7%	3%	4%
9	12%	13%	12%	10%	12%	8%	14%	13%	11%	15%	7%	13%	7%	14%	14%	6%	4%
Blank	32%	41%	40%	28%	23%	36%	34%	30%	38%	24%	44%	27%	42%	27%	24%	50%	72%