

Results of SurveyUSA News Poll #14968

Geography: California  
Data Collected: 11/25/2008  
Release Date: 11/26/2008  
Percentages

1

Do you plan to donate ... more ... less ... or the same amount ... to charity this year as you have in the past?

600 Adults	All	Gender		Age			Race				Region			
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Central	Greater	Inland	Bay Are
More	14%	17%	11%	17%	12%	12%	14%	15%	15%	9%	11%	16%	14%	11%
Less	39%	34%	45%	33%	45%	39%	32%	38%	42%	58%	34%	38%	41%	44%
Same	44%	46%	41%	48%	39%	46%	50%	41%	39%	31%	51%	43%	42%	41%
Not Sure	3%	3%	3%	2%	4%	4%	3%	7%	4%	2%	4%	3%	3%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	35%	40%	25%	51%	6%	28%	15%	18%	40%	22%	20%

2

Will you travel more than 100 miles from home this Christmas?

600 Adults	All	Gender		Age			Race				Region			
Credibility Interval: +/-3.4 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Central	Greater	Inland	Bay Are
Yes	19%	22%	16%	23%	17%	17%	17%	12%	22%	25%	25%	19%	22%	11%
No	78%	76%	81%	74%	80%	82%	81%	83%	76%	70%	74%	77%	76%	87%
Not Sure	2%	2%	3%	3%	3%	1%	2%	4%	2%	5%	0%	4%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	35%	40%	25%	51%	6%	28%	15%	18%	40%	22%	20%

3

Is the price of gasoline a major factor, minor factor, or not a factor at all in your travel plans?

600 Adults	All	Gender		Age			Race				Region			
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Central	Greater	Inland	Bay Are
Major Factor	34%	37%	32%	44%	32%	23%	28%	51%	44%	31%	39%	36%	38%	22%
Minor Factor	26%	24%	28%	21%	28%	31%	26%	16%	21%	40%	26%	23%	24%	37%
Not a Factor	39%	39%	40%	34%	40%	45%	46%	33%	34%	29%	35%	41%	37%	42%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	35%	40%	25%	51%	6%	28%	15%	18%	40%	22%	20%

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4Have you already started your holiday shopping? Will you start your holiday shopping after Thanksgiving? In early December? Or just before the holidays?

600 Adults	All	Gender		Age			Race				Region			
Credibility Interval: +/-4.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Central	Greater	Inland	Bay Are
Will Not Do Any	20%	22%	17%	17%	18%	25%	13%	30%	23%	31%	13%	28%	13%	15%
Have Already Started	29%	25%	33%	24%	29%	35%	38%	13%	23%	13%	35%	25%	33%	26%
After Thanksgiving	28%	29%	27%	42%	23%	17%	27%	30%	30%	29%	29%	25%	36%	25%
Early December	15%	17%	13%	9%	21%	15%	15%	13%	16%	15%	16%	13%	12%	23%
Just Before	7%	6%	8%	7%	8%	6%	6%	10%	7%	11%	6%	7%	6%	10%
Not Sure	1%	1%	1%	1%	1%	1%	1%	5%	2%	0%	1%	2%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	35%	40%	25%	51%	6%	28%	15%	18%	40%	22%	20%

5Compared to last year, will you spend more on holiday gifts this year? Less? Or about the same amount?

482 Who Will Buy Holiday Gifts	All	Gender		Age			Race				Region			
Credibility Interval: +/-4.4 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Central	Greater	Inland	Bay Are
More	8%	12%	4%	13%	5%	5%	8%	2%	11%	4%	5%	10%	10%	5%
Less	65%	59%	70%	68%	70%	52%	59%	64%	69%	80%	67%	64%	63%	65%
About The Same	26%	28%	24%	18%	24%	42%	32%	28%	18%	15%	28%	24%	27%	28%
Not Sure	1%	1%	1%	1%	1%	1%	1%	6%	1%	0%	1%	1%	0%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Will Buy Holiday	100%	48%	52%	36%	40%	23%	55%	5%	27%	12%	20%	36%	23%	21%

6This year, will you spend a little less? Or a lot less?

312 Who Will Spend Less This Year	All	Gender		Age			Race				Region			
Credibility Interval: +/-5.5 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Central	Greater	Inland	Bay Are
A Little Less	36%	42%	32%	33%	35%	44%	43%	15%	35%	23%	36%	39%	33%	34%
A Lot Less	62%	55%	67%	67%	62%	53%	56%	85%	61%	77%	59%	59%	65%	66%
Not Sure	2%	3%	1%	0%	4%	3%	1%	0%	5%	0%	4%	2%	2%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Will Spend Less	100%	43%	57%	38%	43%	19%	51%	5%	29%	15%	20%	36%	23%	21%

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7 On average, how much do you plan to spend this year on holiday gifts?

482 Who Will Buy Holiday Gifts	All	Gender		Age			Race				Region			
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Central	Greater	Inland	Bay Are
Credibility Interval: +/-4.6 pct points														
<\$250	25%	21%	29%	30%	22%	23%	24%	23%	25%	34%	26%	24%	25%	27%
\$250-\$500	45%	44%	46%	54%	38%	42%	42%	58%	48%	46%	49%	46%	38%	47%
>\$500	27%	33%	21%	16%	34%	30%	32%	16%	23%	17%	21%	26%	35%	23%
Not Sure	3%	2%	5%	1%	5%	5%	3%	3%	5%	2%	4%	5%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Will Buy Holiday	100%	48%	52%	36%	40%	23%	55%	5%	27%	12%	20%	36%	23%	21%

8 How much of your holiday shopping will you do online this year? Almost all of it? Some of it? Or almost none of it?

482 Who Will Buy Holiday Gifts	All	Gender		Age			Race				Region			
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Central	Greater	Inland	Bay Are
Credibility Interval: +/-4.5 pct points														
Almost All Of It	9%	12%	6%	16%	6%	4%	11%	0%	8%	9%	6%	5%	10%	18%
Some Of It	34%	35%	33%	34%	37%	29%	36%	42%	27%	37%	38%	34%	32%	32%
Almost None Of It	55%	51%	58%	47%	55%	66%	53%	52%	60%	53%	54%	57%	57%	48%
Not Sure	2%	2%	3%	4%	2%	1%	1%	6%	6%	0%	2%	3%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Will Buy Holiday	100%	48%	52%	36%	40%	23%	55%	5%	27%	12%	20%	36%	23%	21%

9 This holiday season, will you mostly buy specific gifts for the people on your list? Or will you mostly give gift cards?

482 Who Will Buy Holiday Gifts	All	Gender		Age			Race				Region			
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Central	Greater	Inland	Bay Are
Credibility Interval: +/-3.9 pct points														
Specific Gifts	76%	71%	81%	83%	74%	69%	77%	63%	75%	79%	84%	75%	75%	72%
Gift Cards	17%	20%	14%	16%	17%	18%	16%	15%	19%	17%	10%	20%	21%	13%
Not Sure	7%	10%	5%	1%	9%	13%	7%	22%	6%	4%	6%	5%	5%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Will Buy Holiday	100%	48%	52%	36%	40%	23%	55%	5%	27%	12%	20%	36%	23%	21%

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10

When you buy holiday gifts, will you pay cash for them? Will you use a debit card? Will you use a credit card, but pay off the full balance at the end of the month? Or will you use a credit card and carry a balance?

482 Who Will Buy Holiday Gifts	All	Gender		Age			Race				Region			
Credibility Interval: +/-4.6 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Central	Greater	Inland	Bay Are
Cash	30%	38%	23%	38%	27%	22%	26%	50%	42%	13%	34%	25%	42%	21%
Debit Card	30%	22%	37%	31%	34%	21%	27%	34%	38%	26%	30%	35%	25%	28%
Credit Card/pay Full Balance	29%	28%	29%	17%	28%	49%	36%	9%	8%	51%	29%	26%	20%	44%
Credit Card/carry a Balance	10%	11%	8%	13%	9%	6%	9%	6%	11%	8%	6%	11%	13%	7%
Not Sure	1%	1%	2%	1%	1%	2%	2%	1%	0%	1%	1%	3%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Will Buy Holiday	100%	48%	52%	36%	40%	23%	55%	5%	27%	12%	20%	36%	23%	21%

: KFSN-TV Fresno, KGTV-TV San Diego, KPIX-TV San Francisco

**Statement of Methodology:** About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.