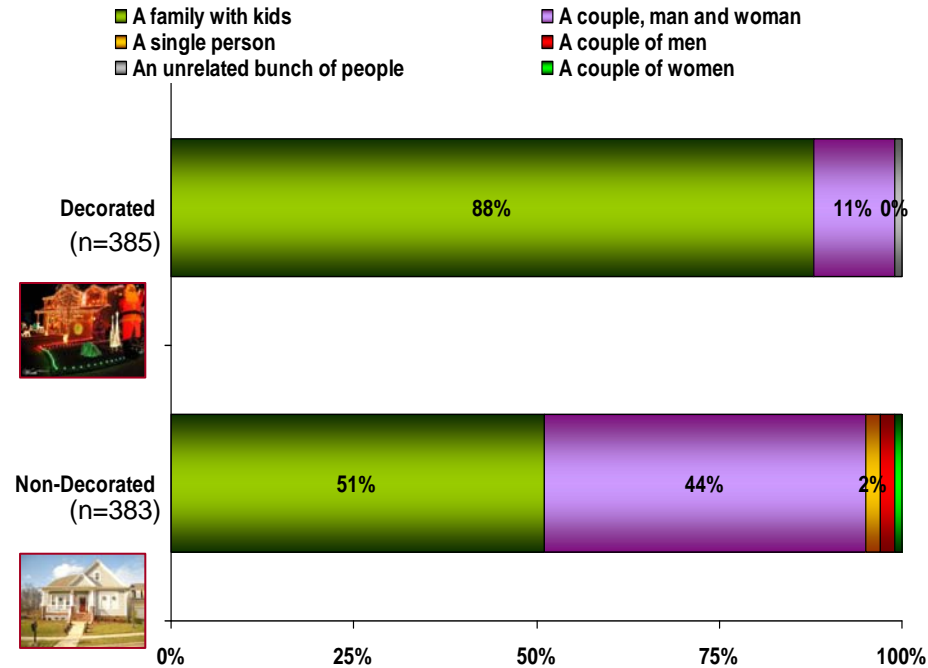
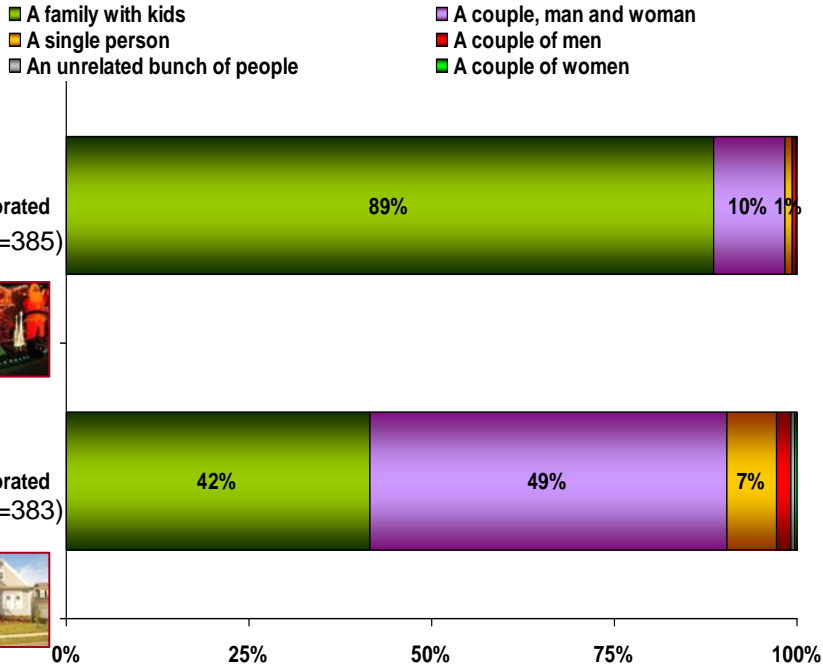


“Just looking at this house, which of the following best describes the people living in this household?”

Nov. 2007

Nov. 2008

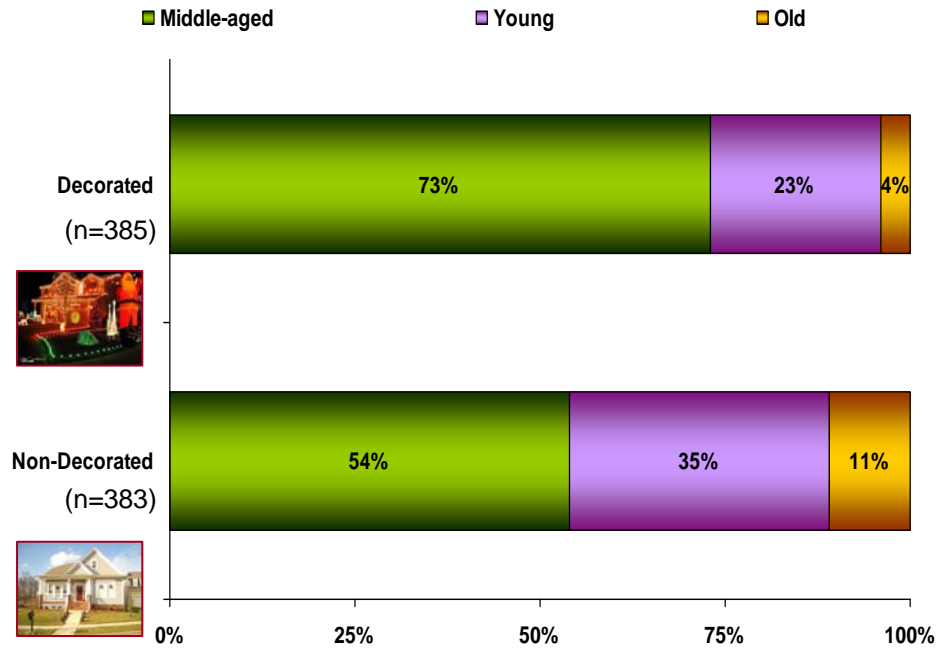
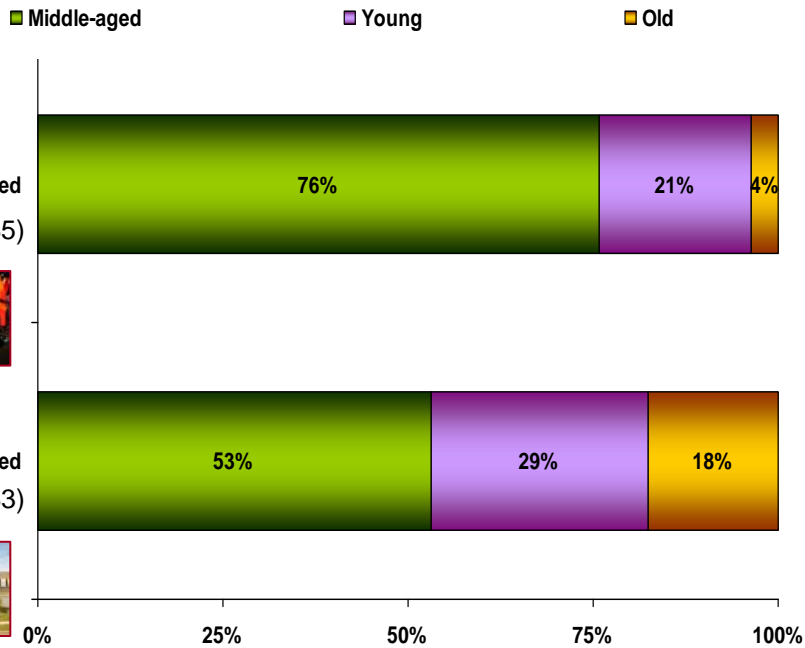


Proportions may not add up to 100% due to rounding.

“Which of the following best describes the age of the head of this household?”

Nov. 2007

Nov. 2008



Proportions may not add up to 100% due to rounding.

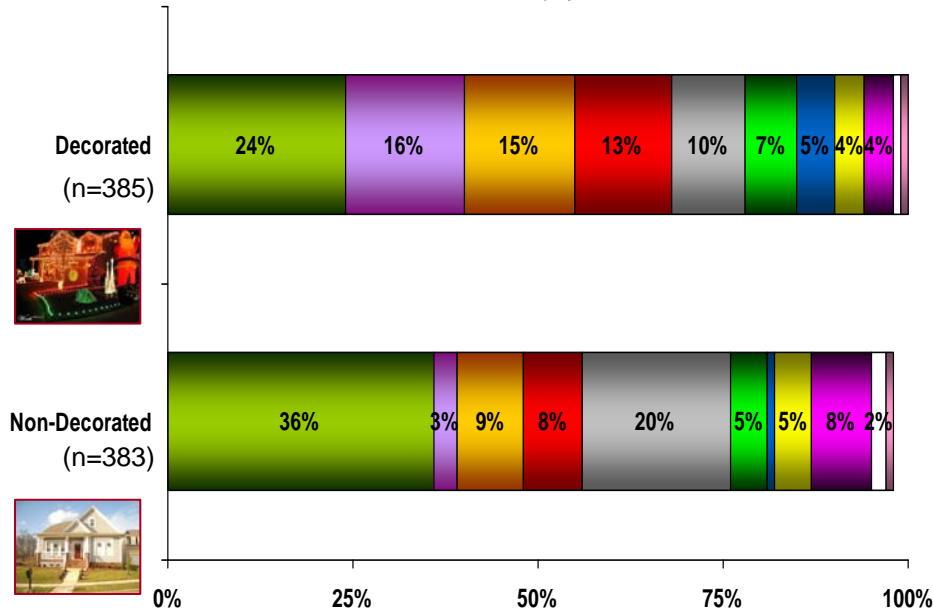
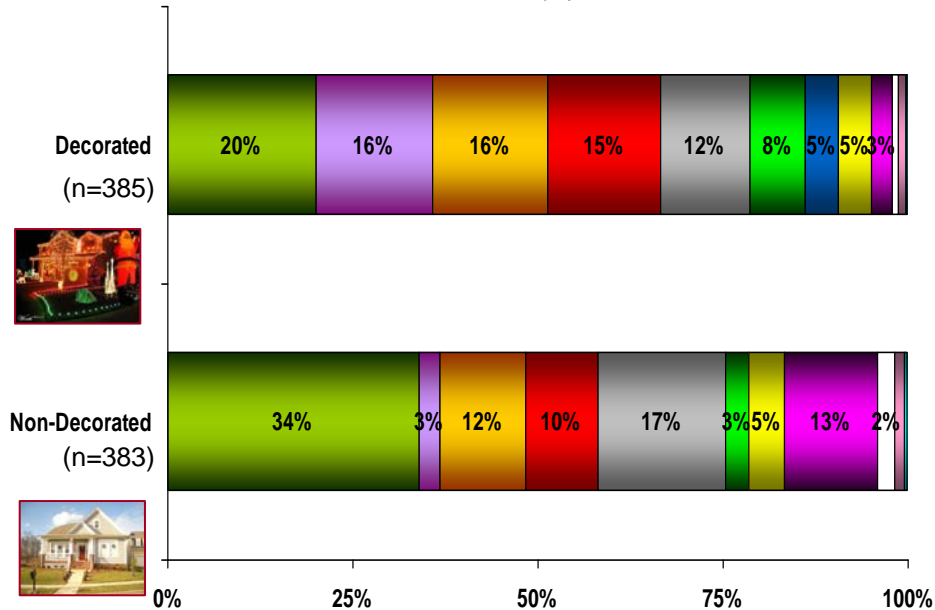
“Which of the following best describes the occupation of the head of the household?”

Nov. 2007

Nov. 2008

- A professional, like a teacher, nurse, social worker
- A manager
- An office worker
- President of a company or an executive
- Retired
- A farmer or laborer
- A professional, like a doctor or lawyer
- A store-owner or small business owner
- A worker, like a cleaning person or construction worker
- A technical job, like a lab technician
- A clerk in a store
- Unemployed

- A professional, like a teacher, nurse, social worker
- A manager
- An office worker
- President of a company or an executive
- Retired
- A farmer or laborer
- A professional, like a doctor or lawyer
- A store-owner or small business owner
- A worker, like a cleaning person or construction worker
- A technical job, like a lab technician
- A clerk in a store
- Unemployed

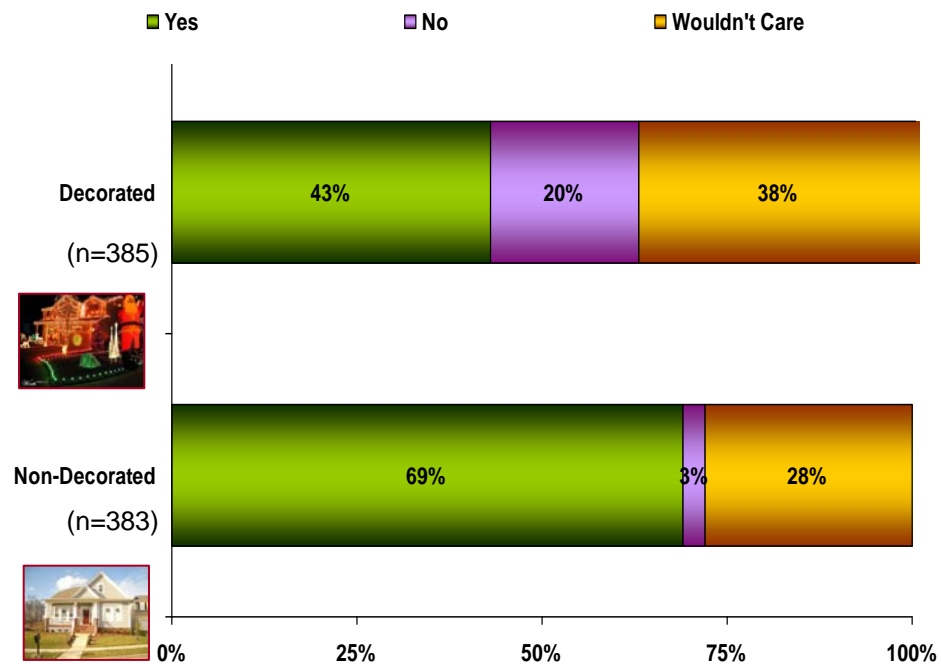
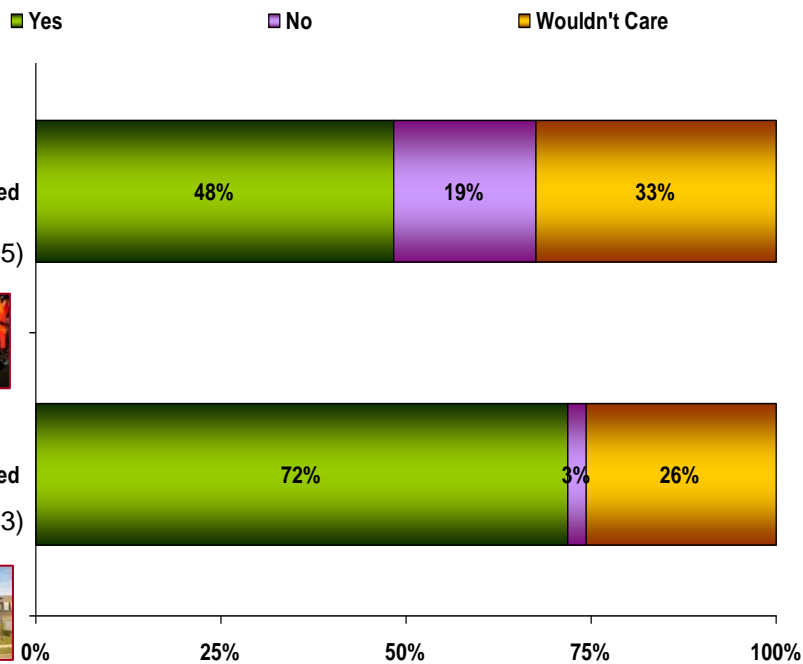


Proportions may not add up to 100% due to rounding.

“Would you like to have the head of this household as your neighbor?”

Nov. 2007

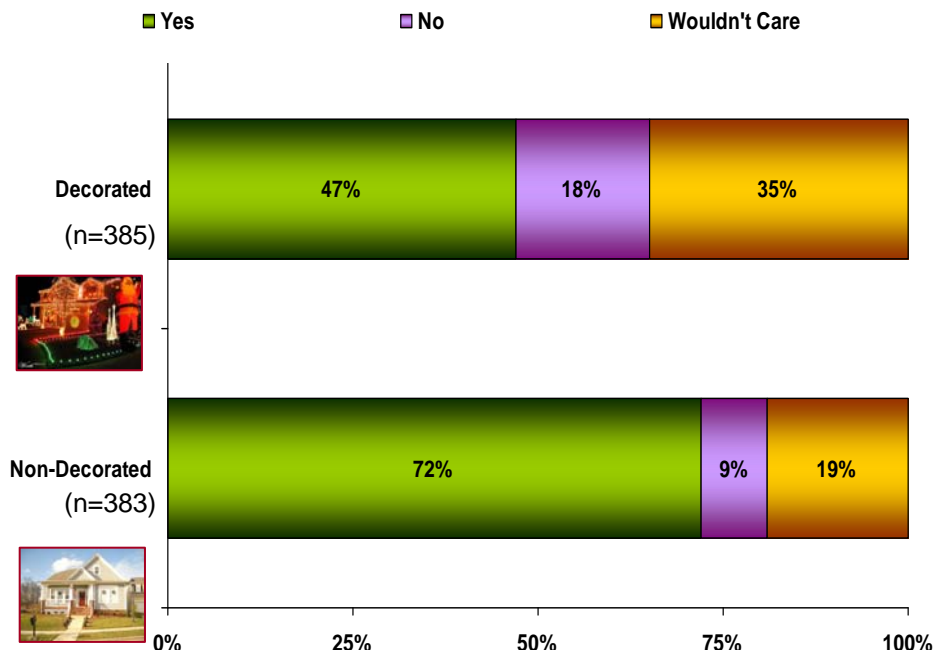
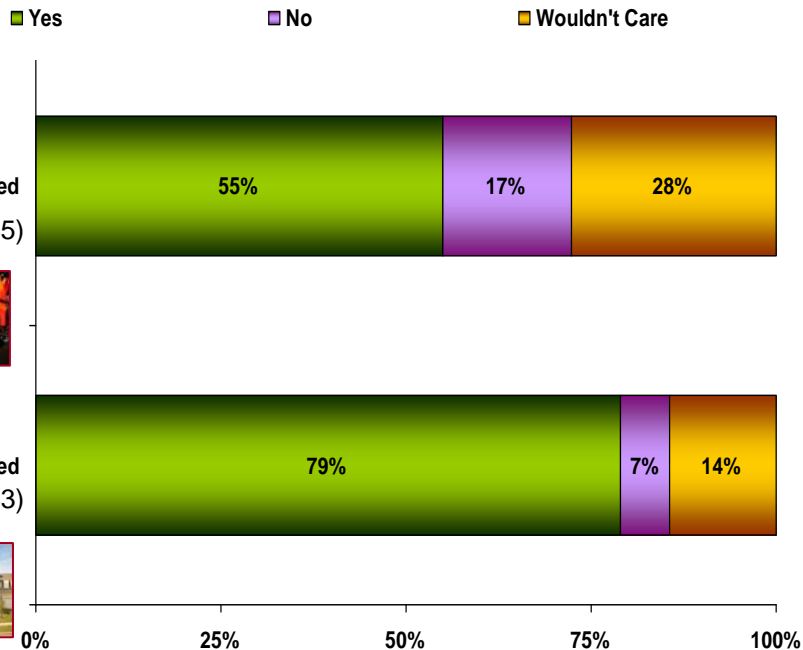
Nov. 2008



“Would you like to have this house in your neighborhood?”

Nov. 2007

Nov. 2008



Proportions may not add up to 100% due to rounding.

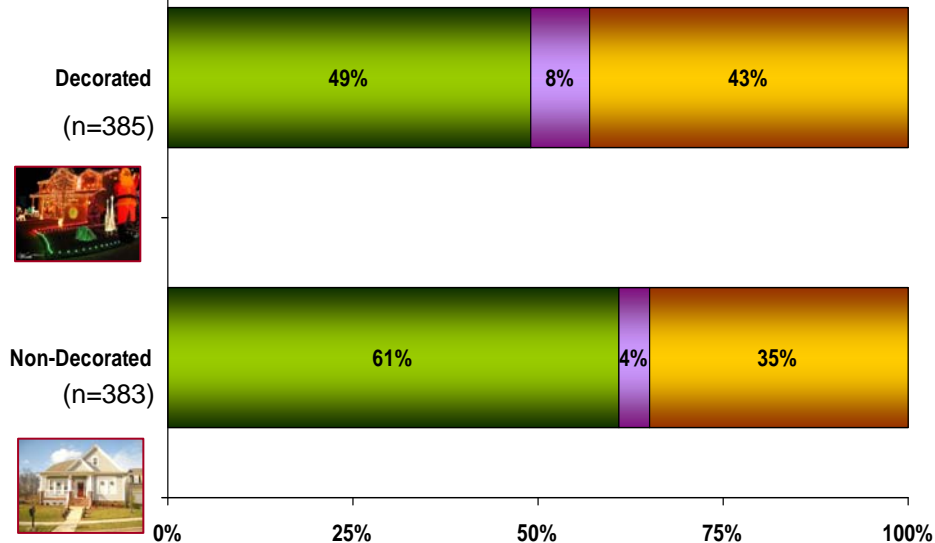
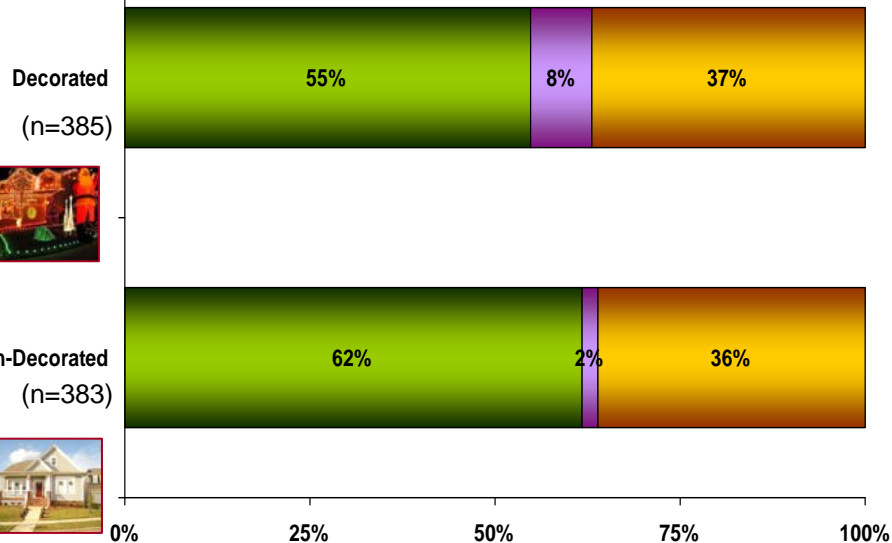
“Which of the following best describes the effect this house has in the neighborhood?”

Nov. 2007

Nov. 2008

- Improves the neighborhood
- Brings the neighborhood down
- Neither improves the neighborhood nor brings it down

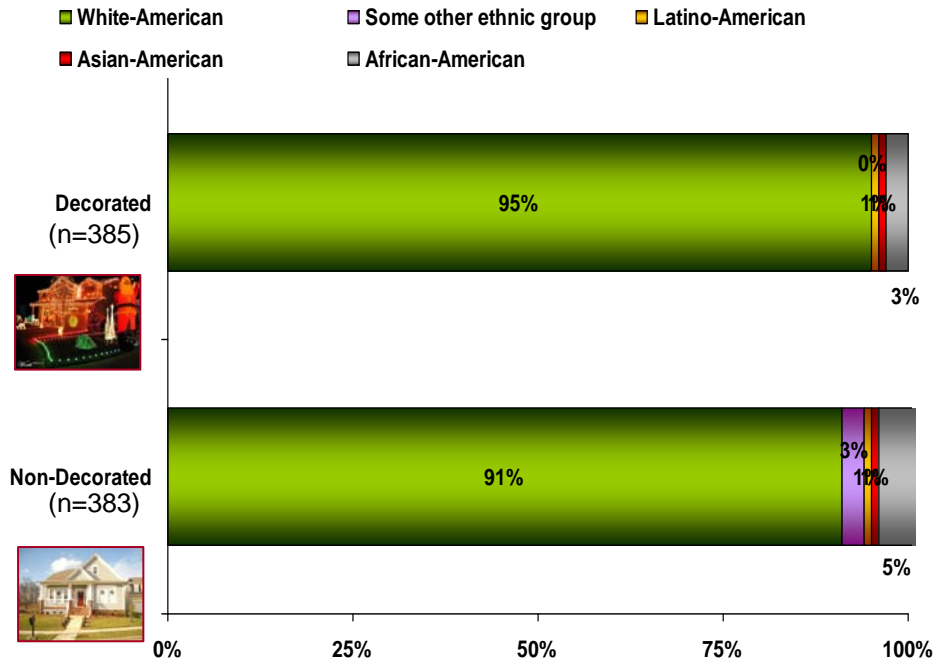
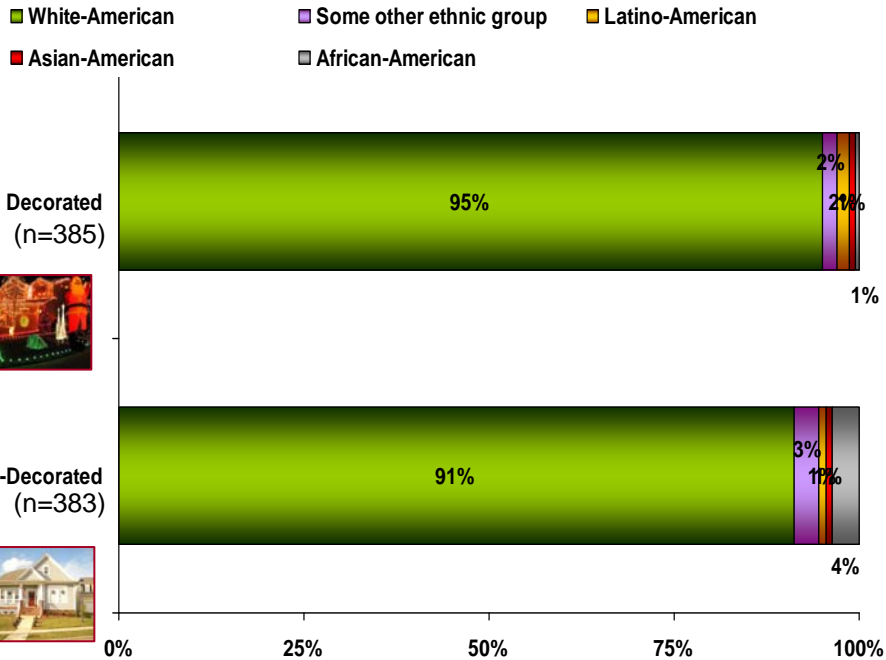
- Improves the neighborhood
- Brings the neighborhood down
- Neither improves the neighborhood nor brings it down



“Which of the following best describes the head of the household?”

Nov. 2007

Nov. 2008



“Which of the words below describe the head of this household?”

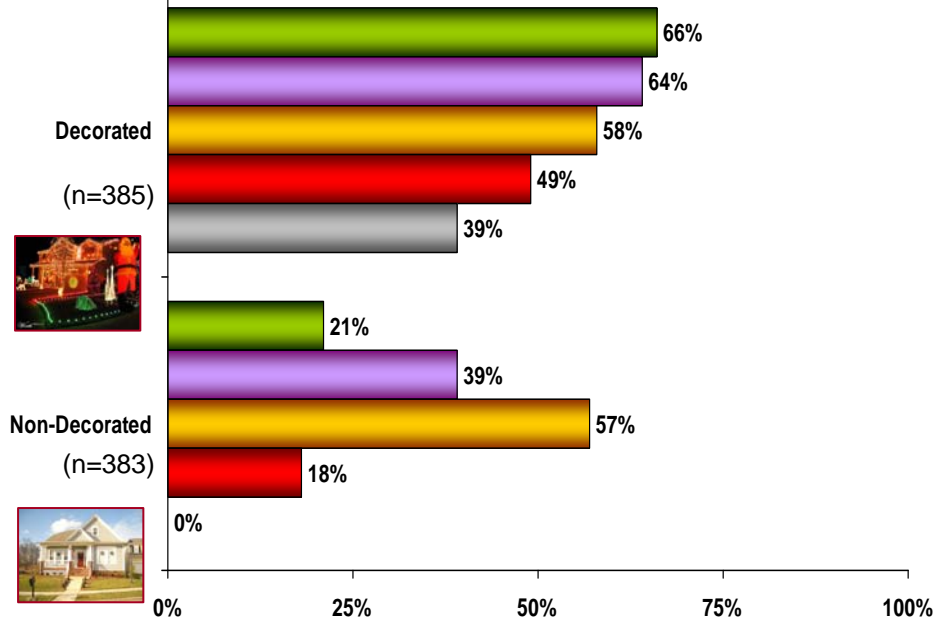
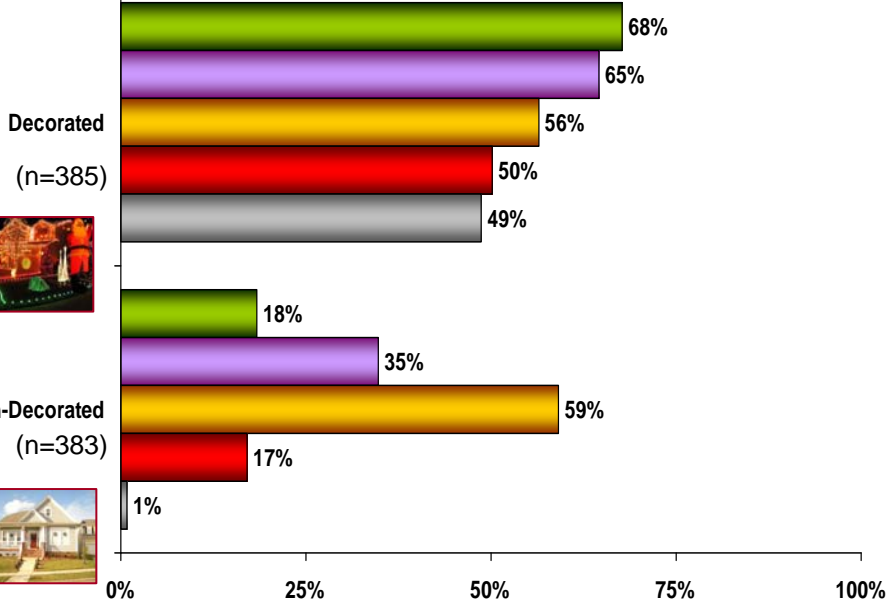
Multiple Responses

Nov. 2007

Nov. 2008

- Really has the Christmas spirit
- Friendly
- Flashy
- Thinks Christmas is a family affair
- Likes to share with others

- Really has the Christmas spirit
- Friendly
- Flashy
- Thinks Christmas is a family affair
- Likes to share with others



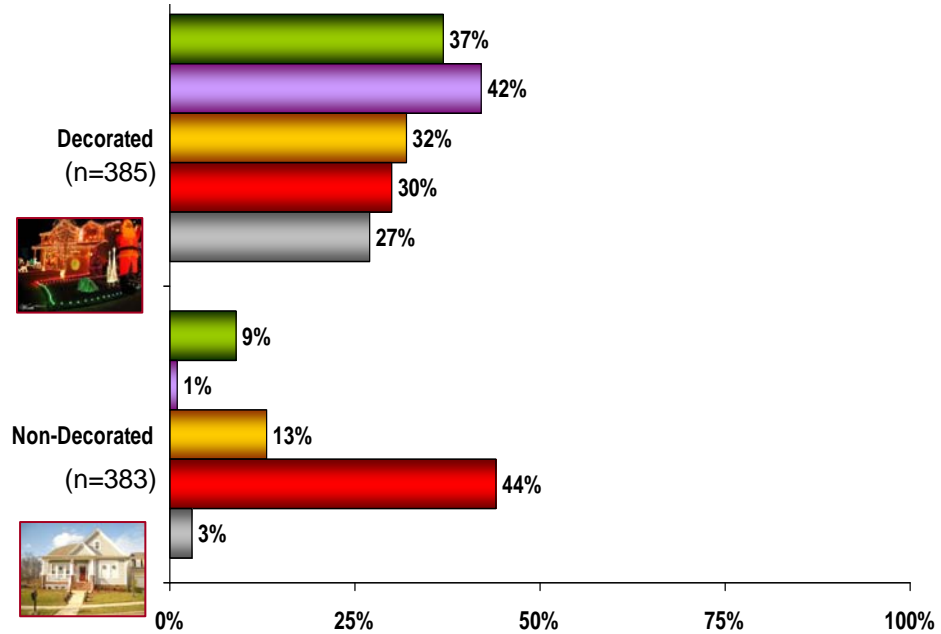
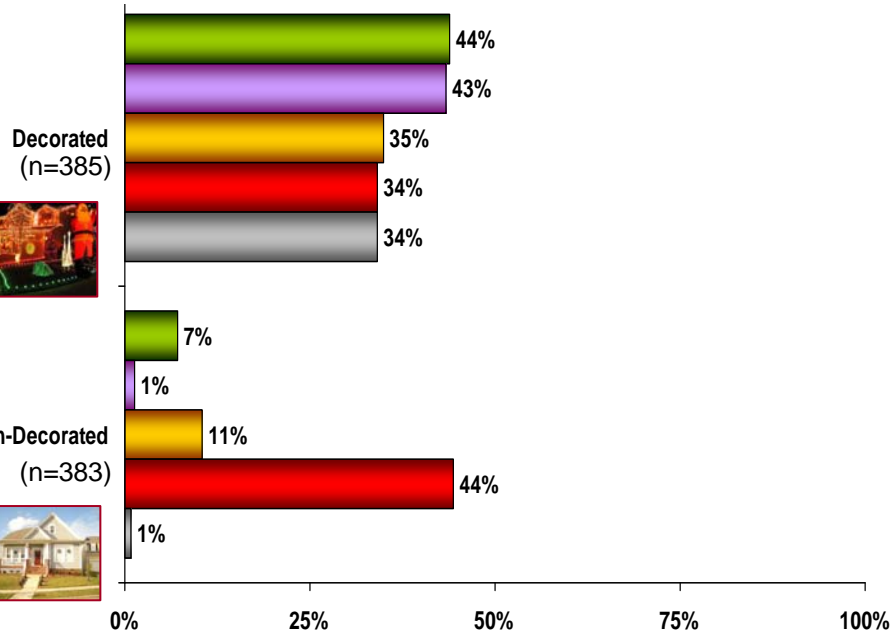
“Which of the words below describe the head of this household?”
 Multiple Responses

Nov. 2007

Nov. 2008

■ A lot of fun to be with ■ Show-off ■ Active ■ A helpful neighbor ■ Adventurous

■ A lot of fun to be with ■ Show-off ■ Active ■ A helpful neighbor ■ Adventurous



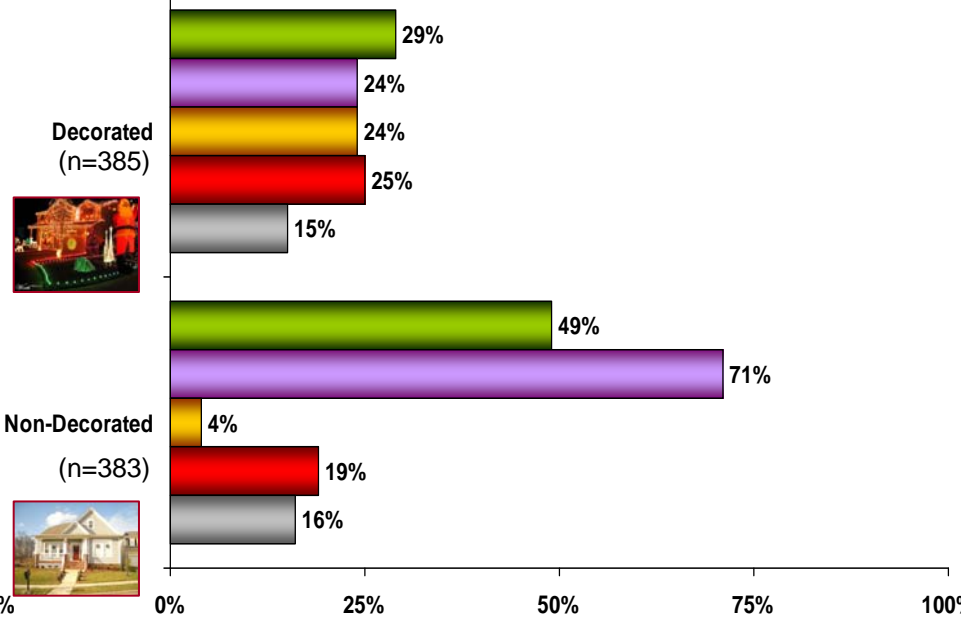
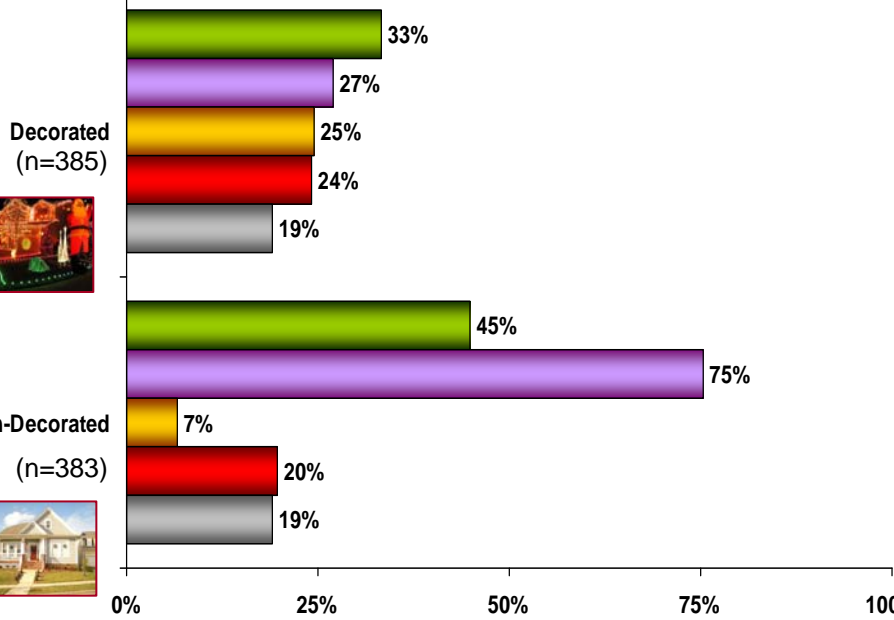
“Which of the words below describe the head of this household?”
Multiple Responses

Nov. 2007

Nov. 2008

- Liked by his neighbors
- Gives lots of presents
- Admired by neighbors
- Neat
- Financially independent

- Liked by his neighbors
- Gives lots of presents
- Admired by neighbors
- Neat
- Financially independent



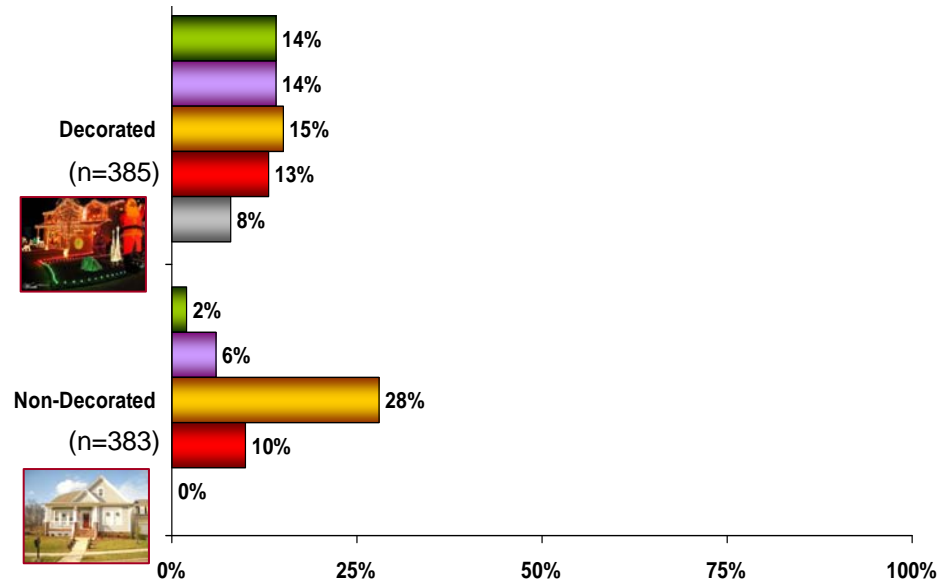
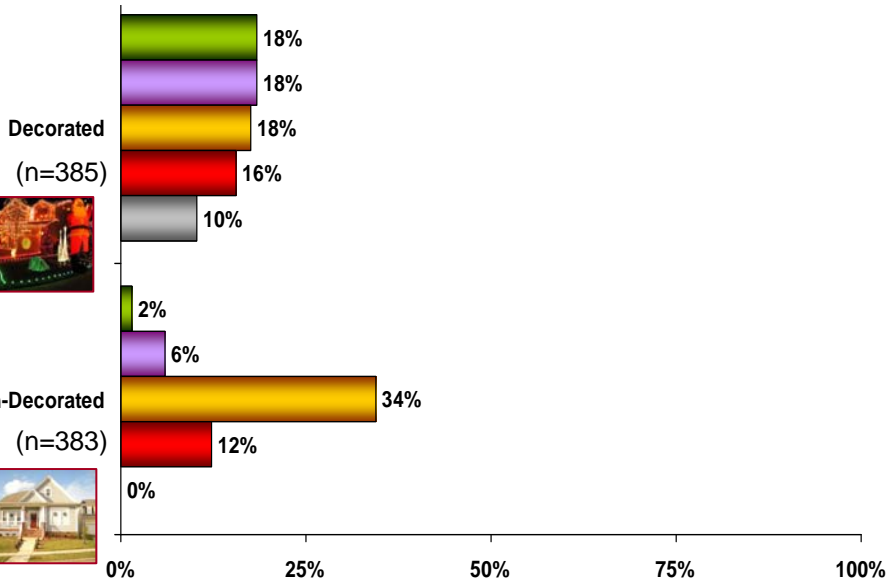
“Which of the words below describe the head of this household?”
 Multiple Responses

Nov. 2007

Nov. 2008

■ A little weird ■ A leader ■ A churchgoer ■ Smart/Brainy ■ Wild

■ A little weird ■ A leader ■ A churchgoer ■ Smart/Brainy ■ Wild



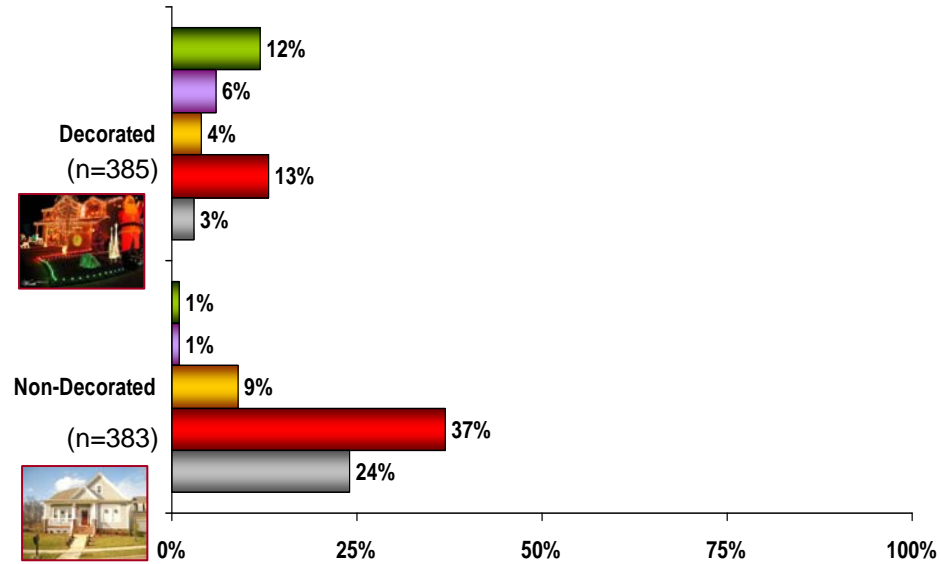
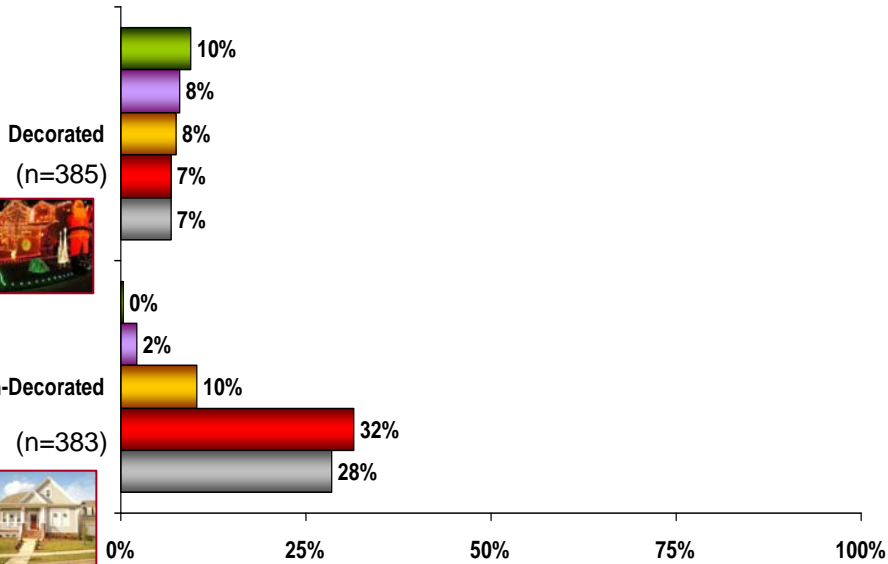
“Which of the words below describe the head of this household?”
 Multiple Responses

Nov. 2007

Nov. 2008

- Noisy
- Owes a lot of money
- Believes that Christmas is a deeply religious holiday
- Ordinary
- Careful

- Noisy
- Owes a lot of money
- Believes that Christmas is a deeply religious holiday
- Ordinary
- Careful



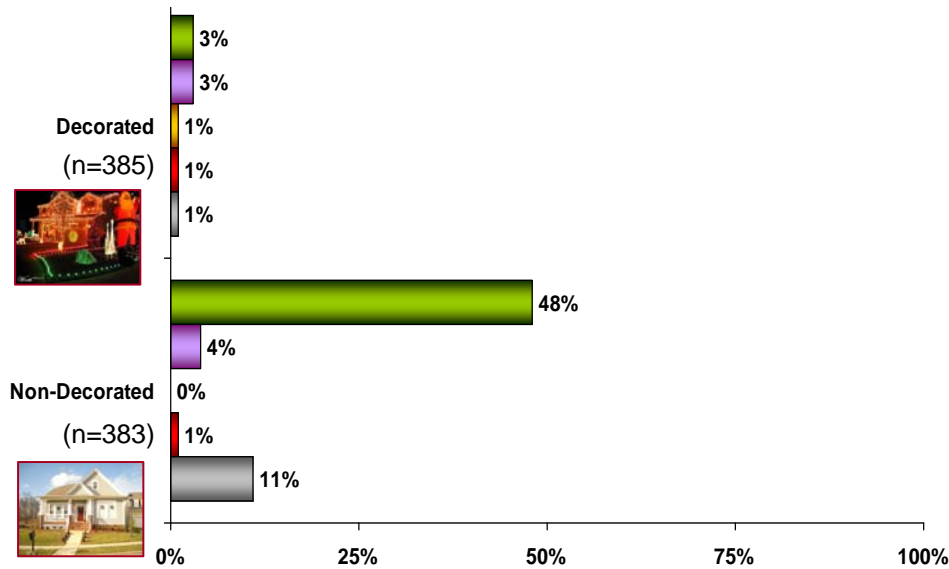
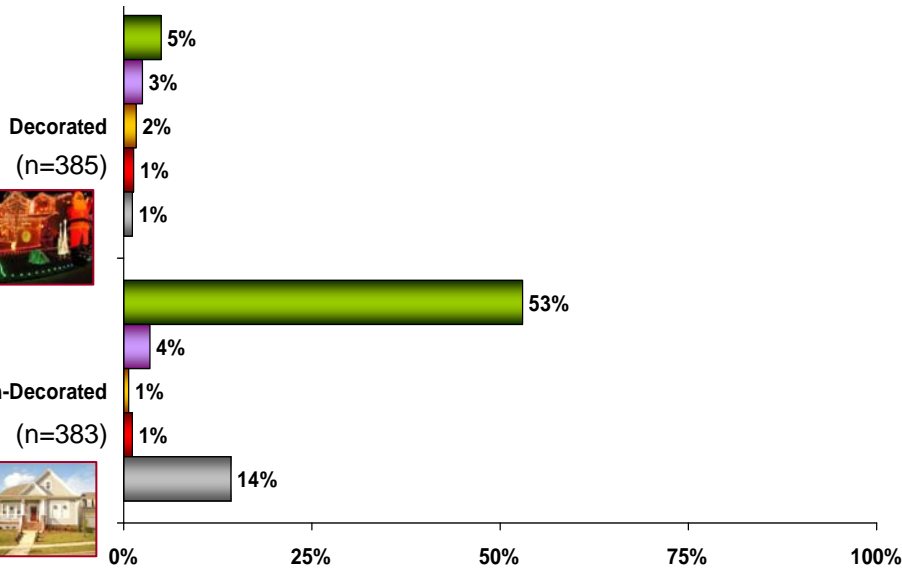
“Which of the words below describe the head of this household?”
 Multiple Responses

Nov. 2007

Nov. 2008

■ Conservative
 ■ Smooth
 ■ On the make
 ■ Gloomy
 ■ Keeps to him or herself

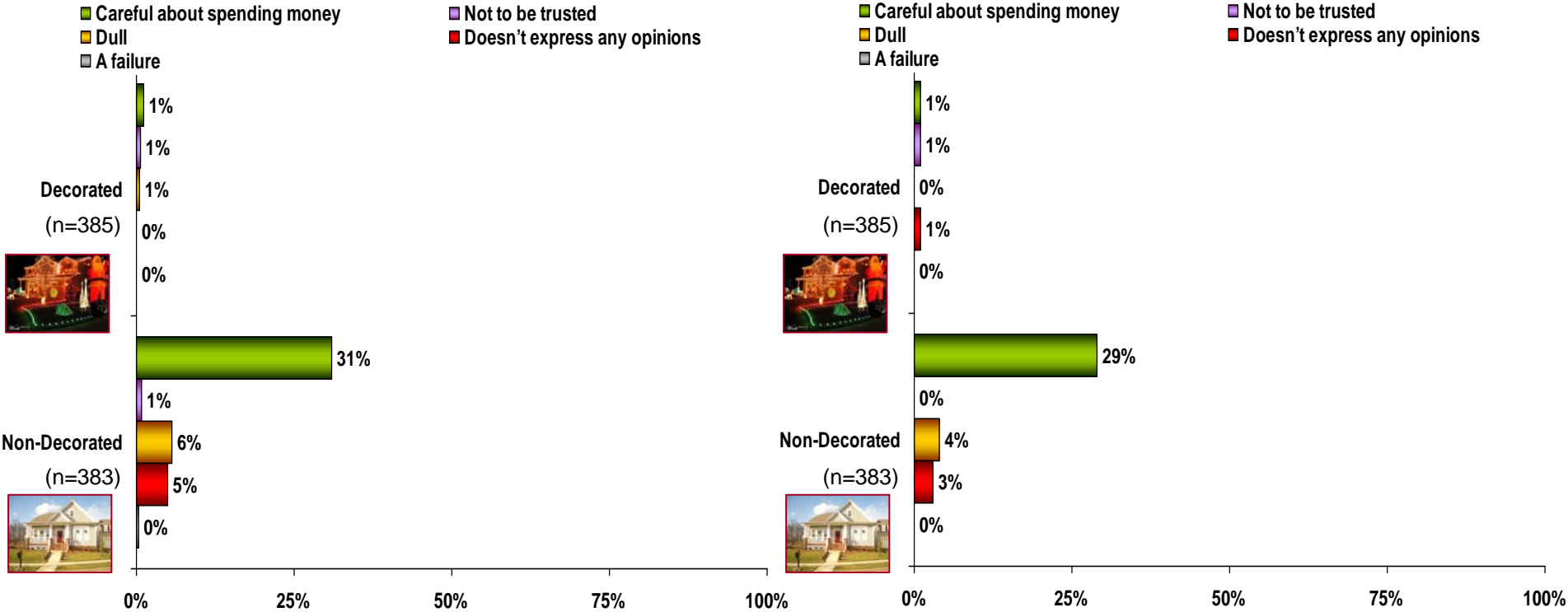
■ Conservative
 ■ Smooth
 ■ On the make
 ■ Gloomy
 ■ Keeps to him or herself



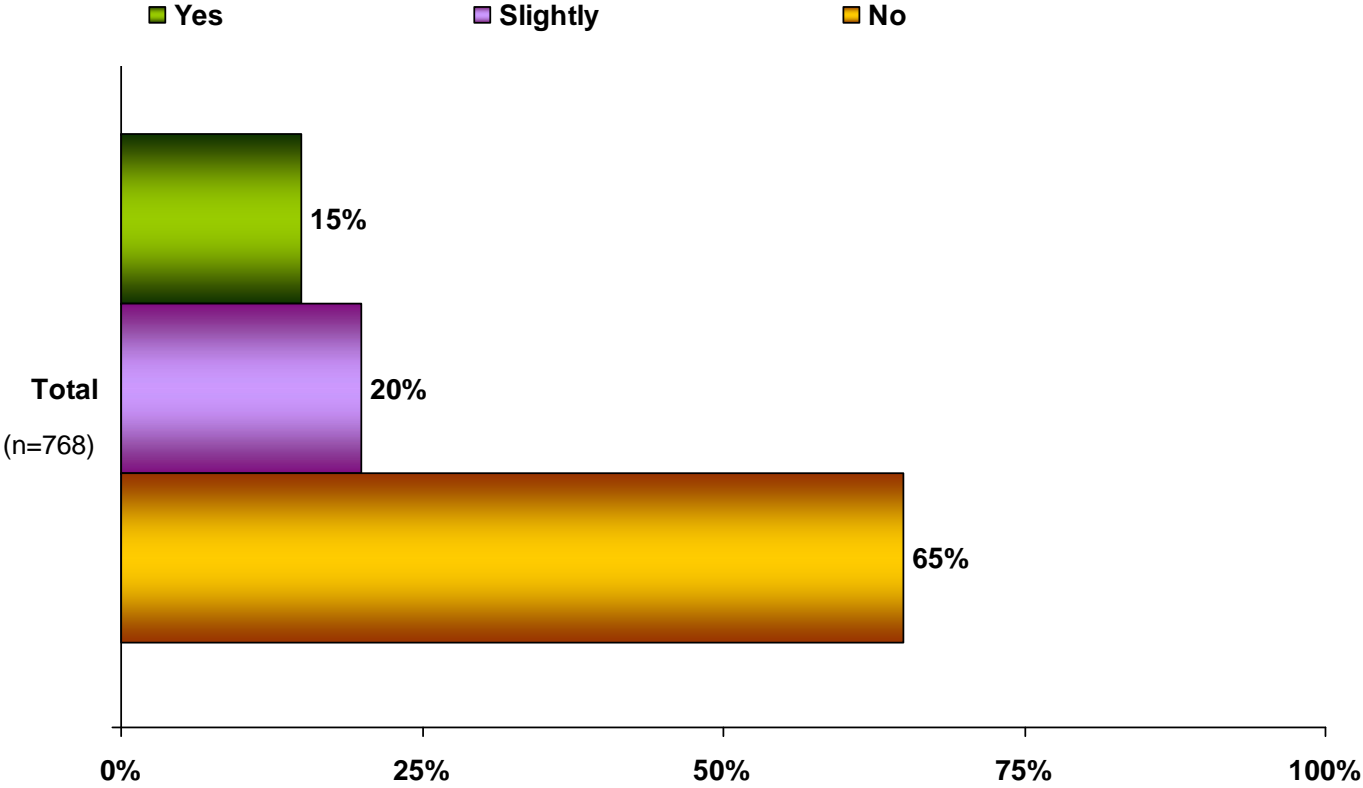
“Which of the words below describe the head of this household?”
Multiple Responses

Nov. 2007

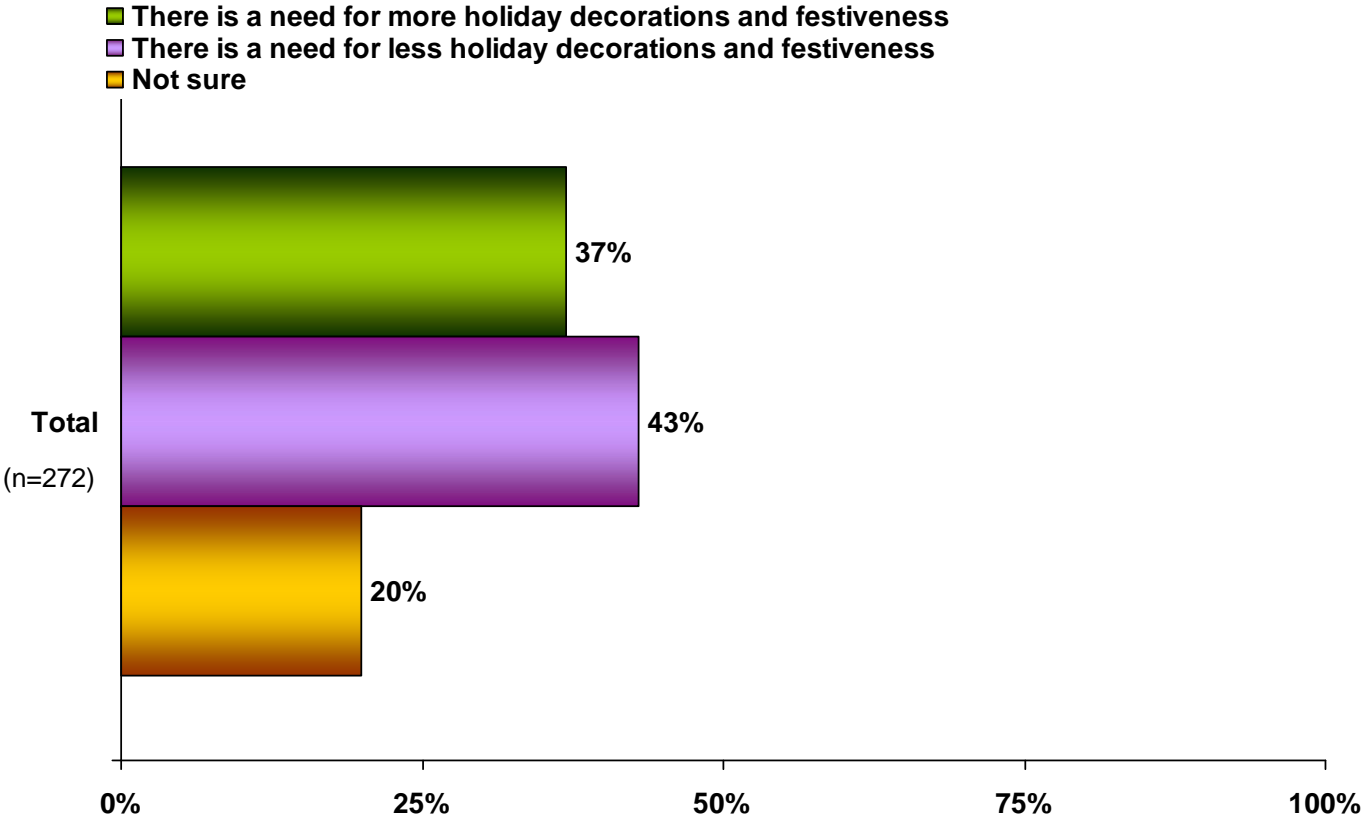
Nov. 2008



“Have your feelings towards holiday decorating and festiveness changed this year compared to last year?”

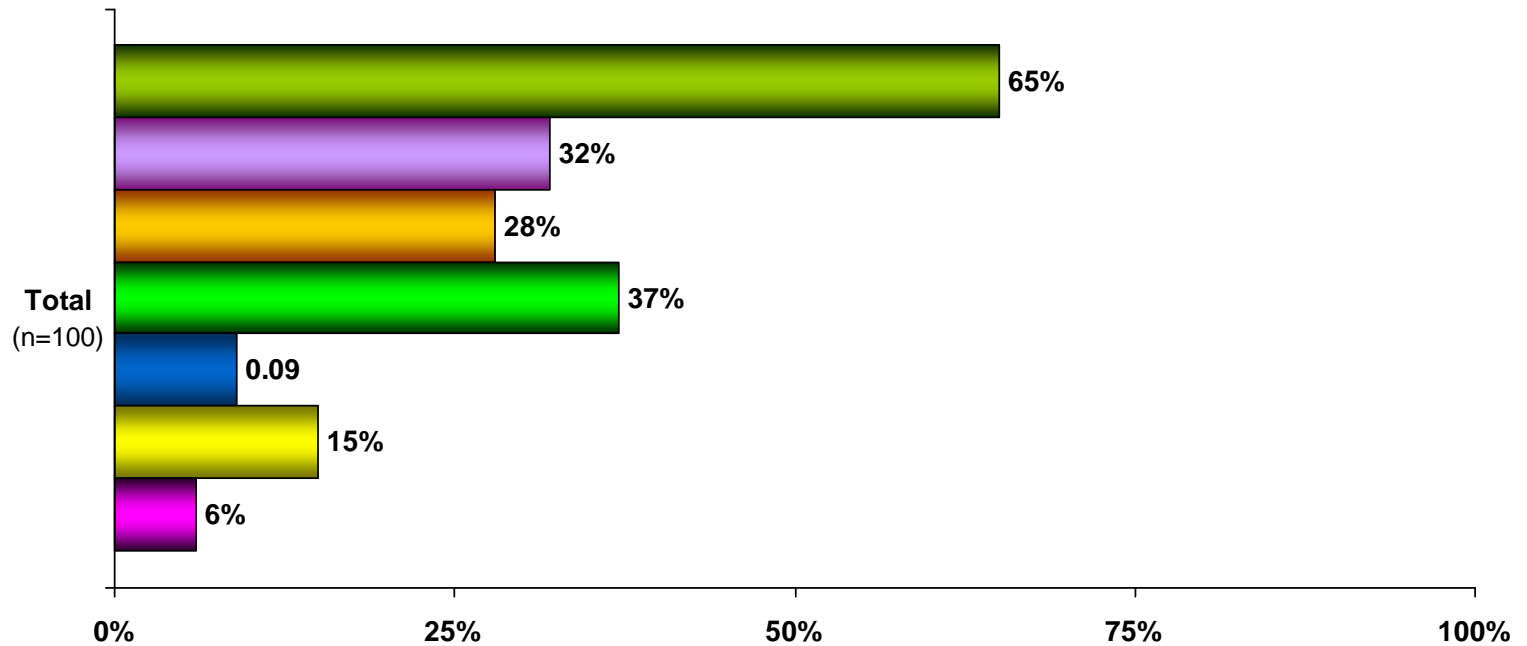


**If “yes” or “slightly”:
In what way have your feelings toward holiday decorating and festiveness changed
this year compared to last year?**



**If “there is a need for MORE”:
Why do you think there is a need for more holiday decorating and festiveness this year compared to last year?**

- Suffering economy, unemployment and other national concerns –sparks a need for more holiday cheer
- Added influences in your household this year (spouse, children, etc.)
- Personal reasons
- More appreciative this holiday season
- More money to spend than last year
- More time to spend on decorating and preparing
- Other



**If “there is a need for LESS”:
Why do you think there is a need for more holiday decorating and festiveness this year compared to last year?**

- It isn't appropriate (with unemployment rates going up, the economy crisis and other national concerns)
- Less influences in your household this year (spouse, children, etc.)
- Personal reasons
- Less appreciative this holiday season
- Not as much money to spend
- Less time to spend on decorating and preparing
- Other

