



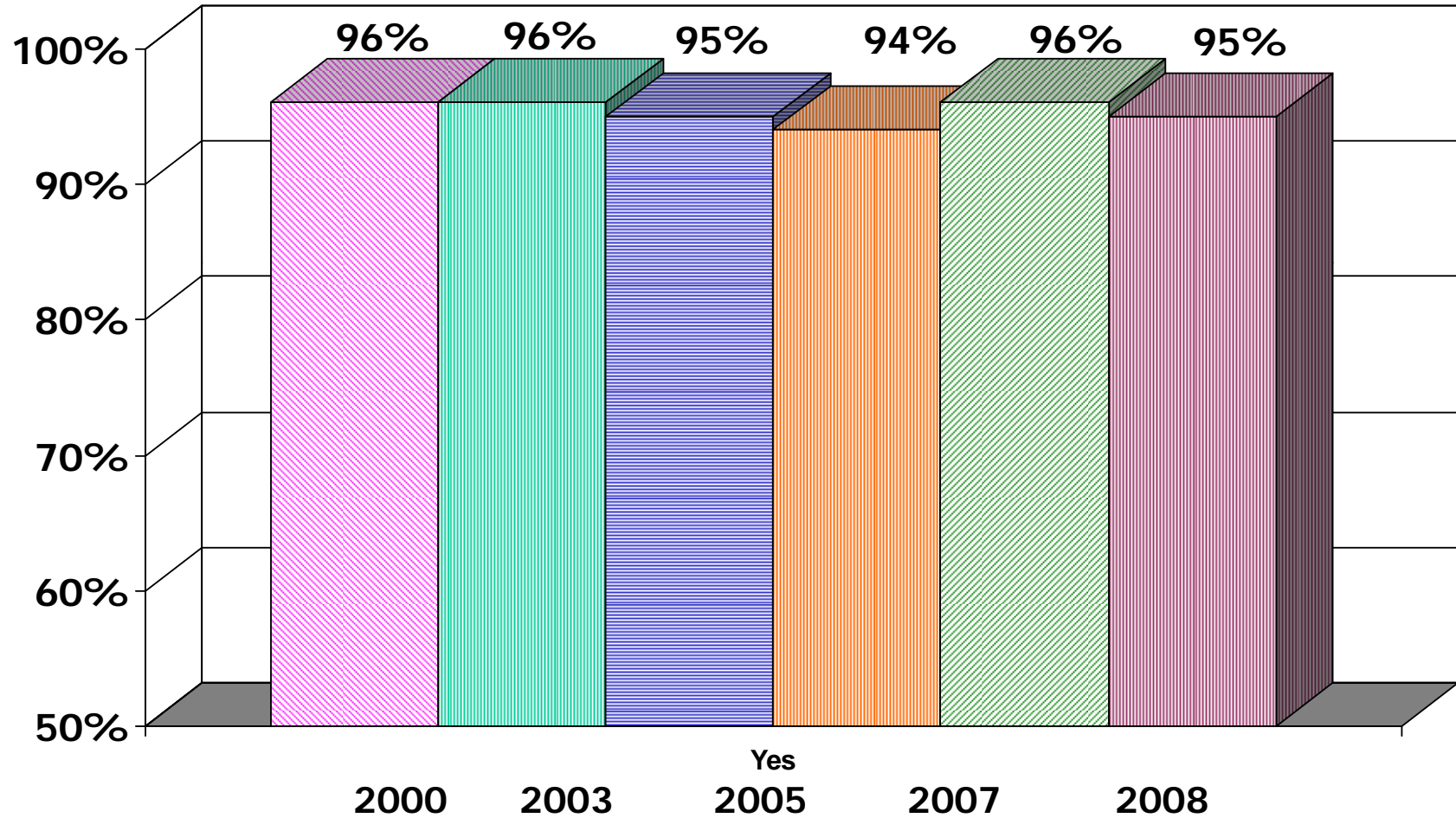
Christmas SPIRIT Index

[based on national polls]

Advancing the Spirit of Christmas



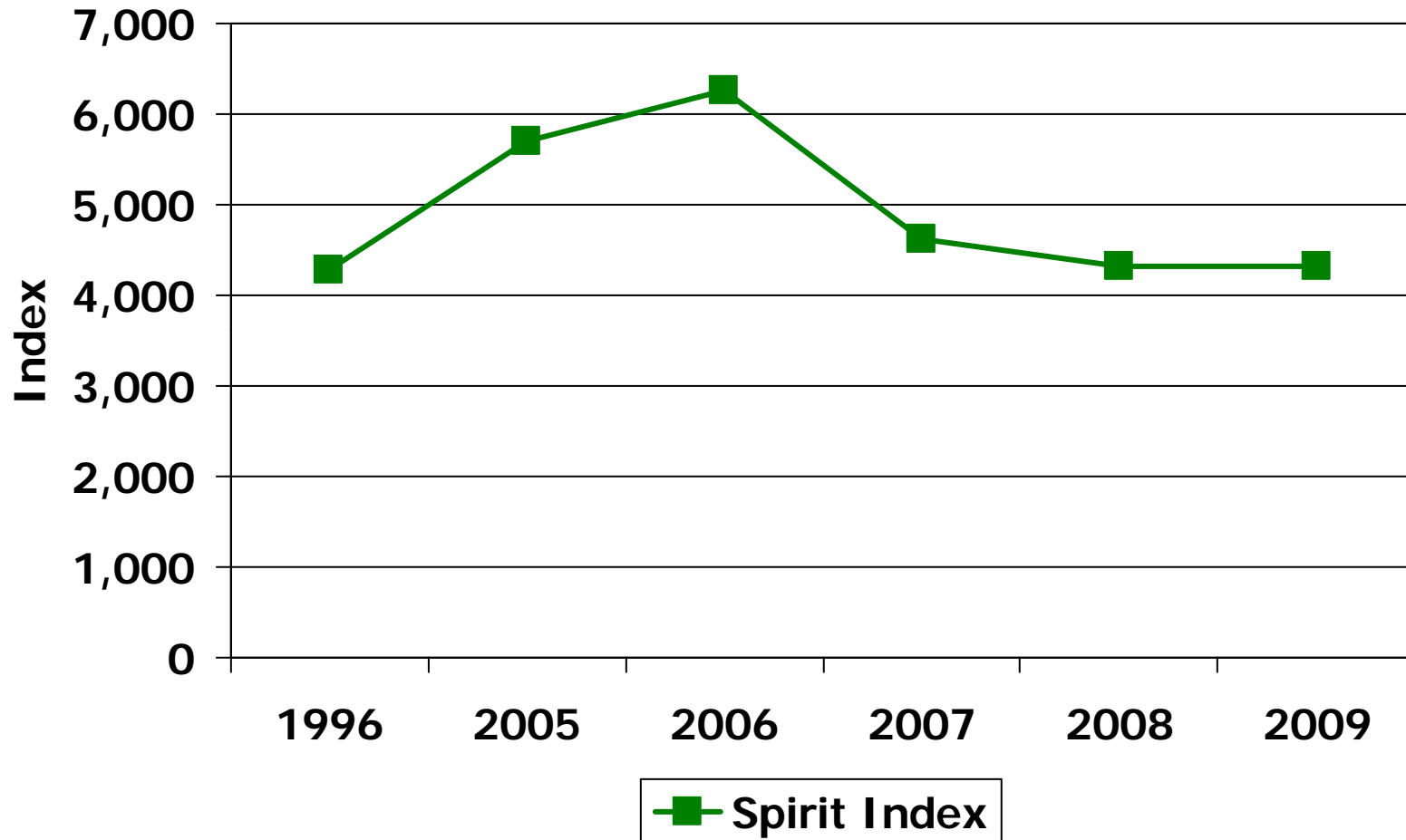
Do You Celebrate Christmas?



Advancing the Spirit of Christmas



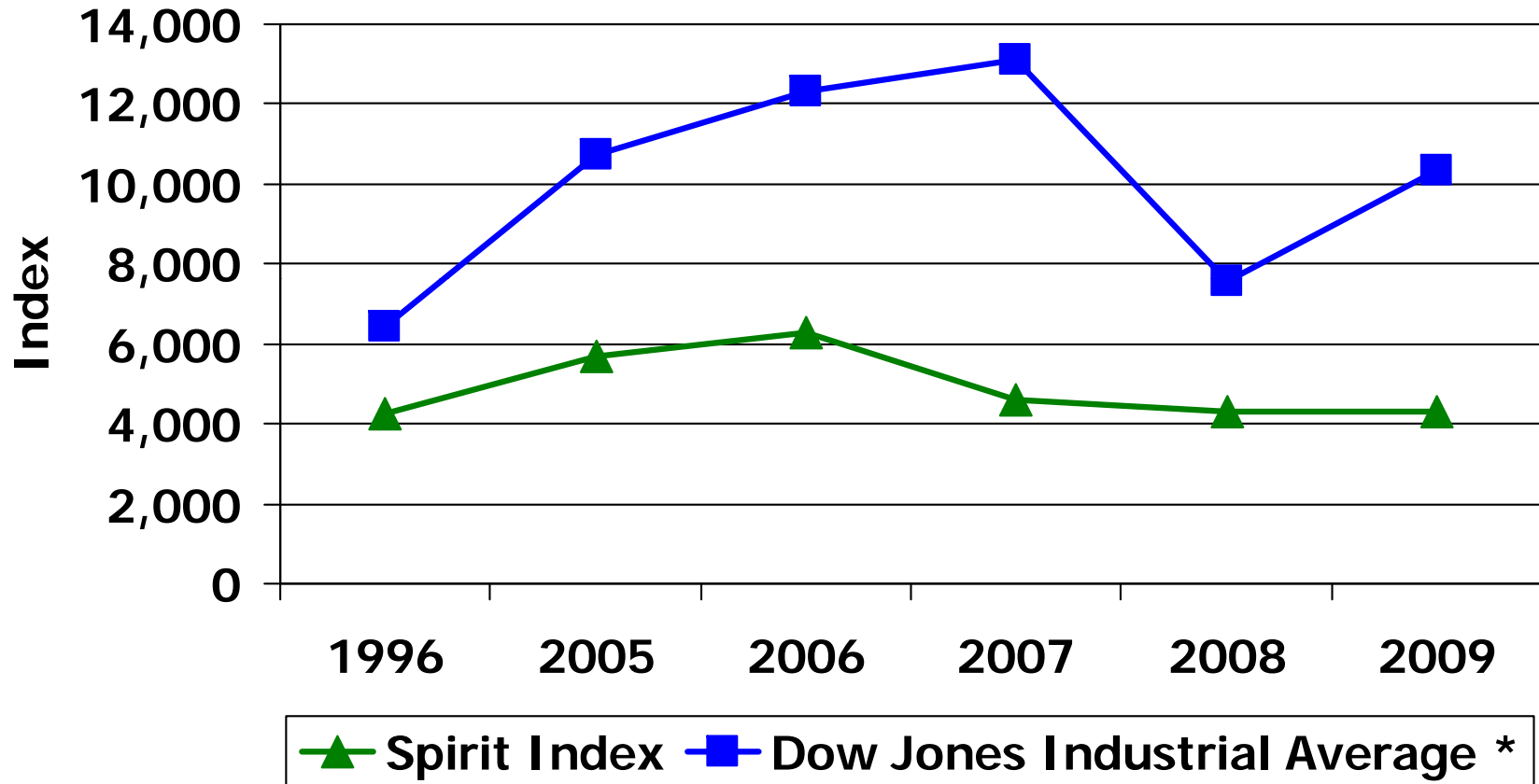
Christmas SPIRIT Index



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Christmas SPIRIT Index

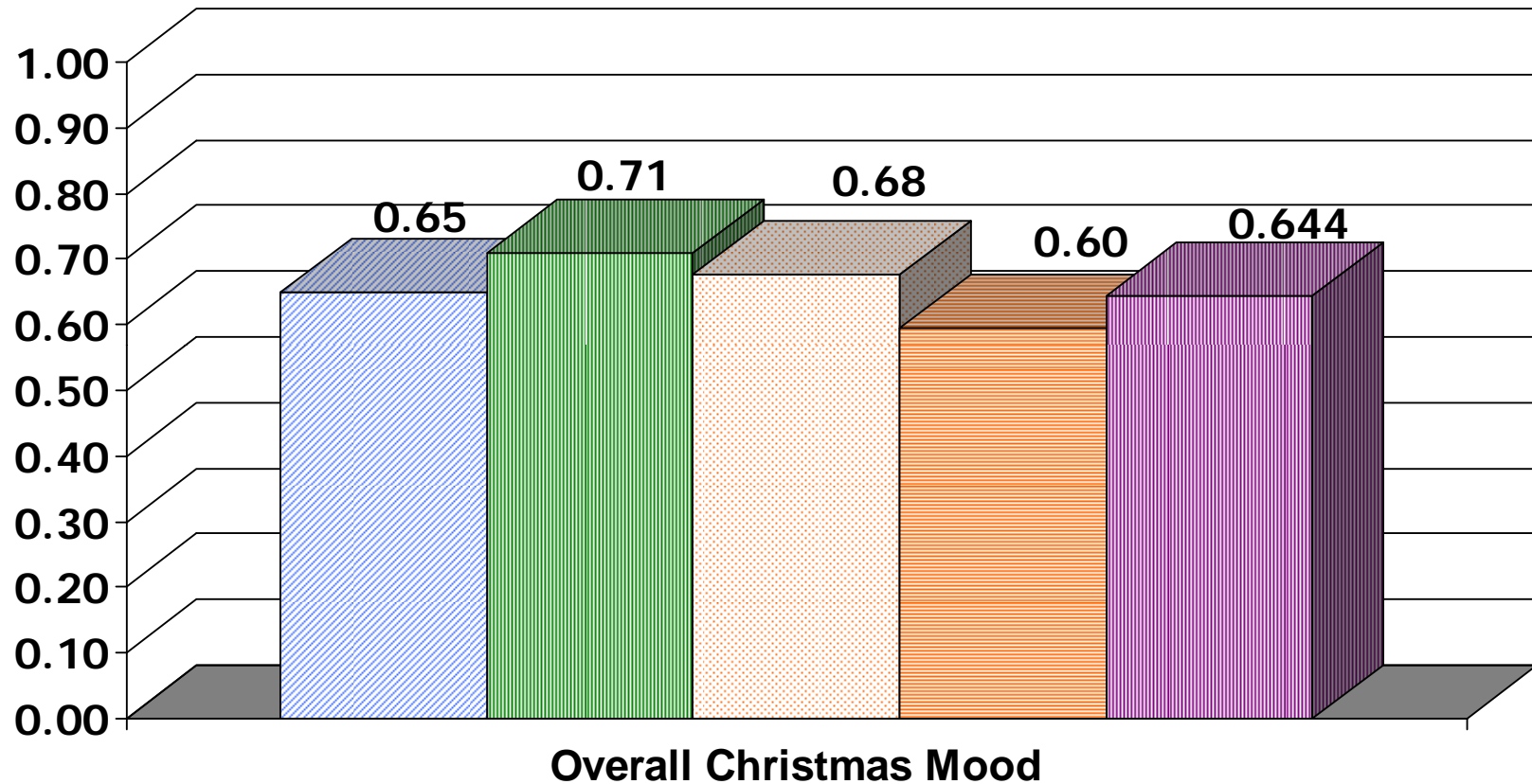


* DJIA for the Thursday prior to Thanksgiving

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Christmas Spirit Today



2005 2006 2007 2008 2009

Source: Harris Interactive 2005, 2006, 2008, 2009; ORC Caravan 2007

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The Christmas SPIRIT Index

- We surveyed 15 “activities” ... compared them to similar activities in 1996.
- Divided into three major sectors
 - **Experiential Activities**
 - **Spiritual Activities**
 - **Charitable Activities**

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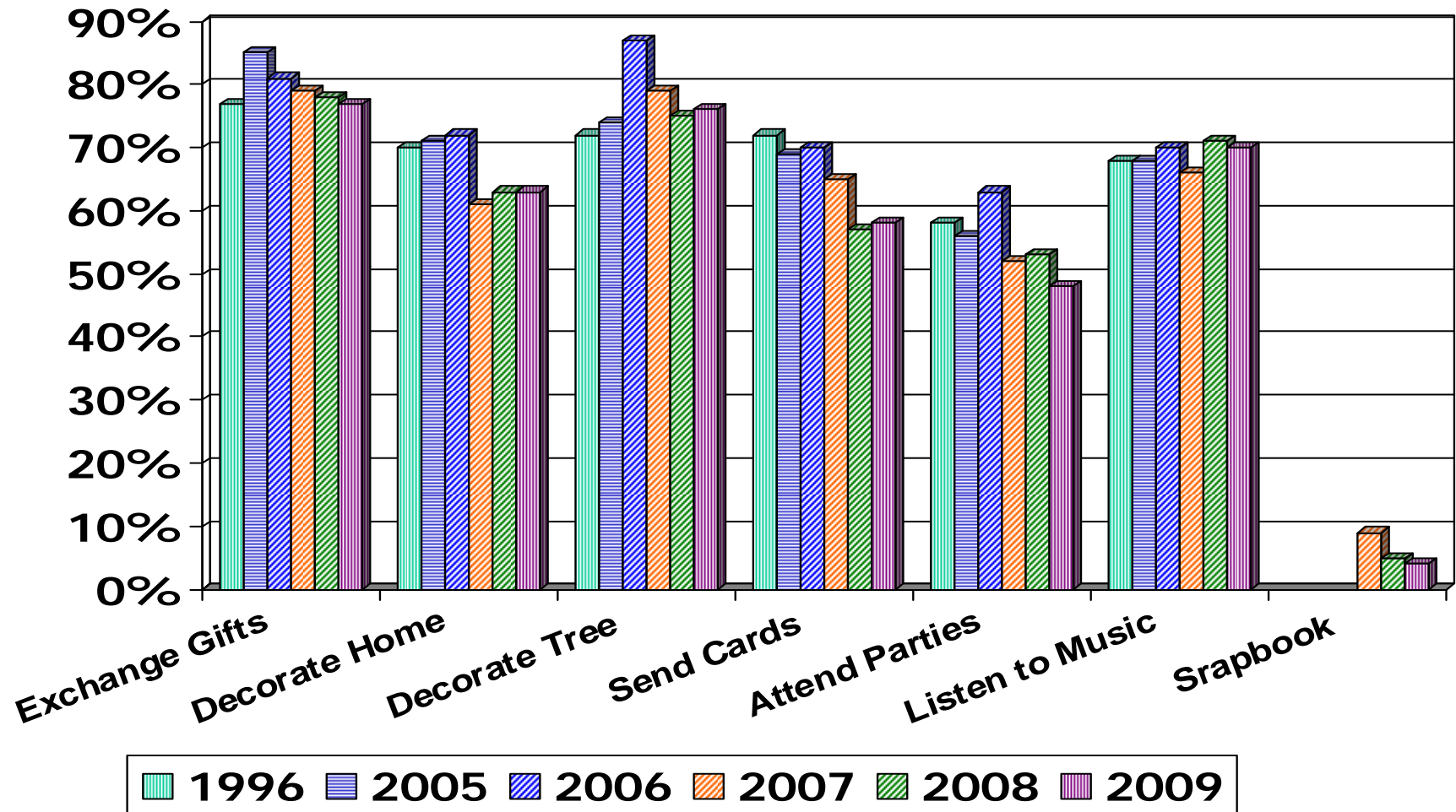
Experiential Activities

- Exchange gifts
- Decorate the home
- Decorate a Christmas tree
- Send Christmas cards
- Attend Christmas parties
- Play or listen to Christmas music
- Create a memory scrapbook

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Experiential Sector



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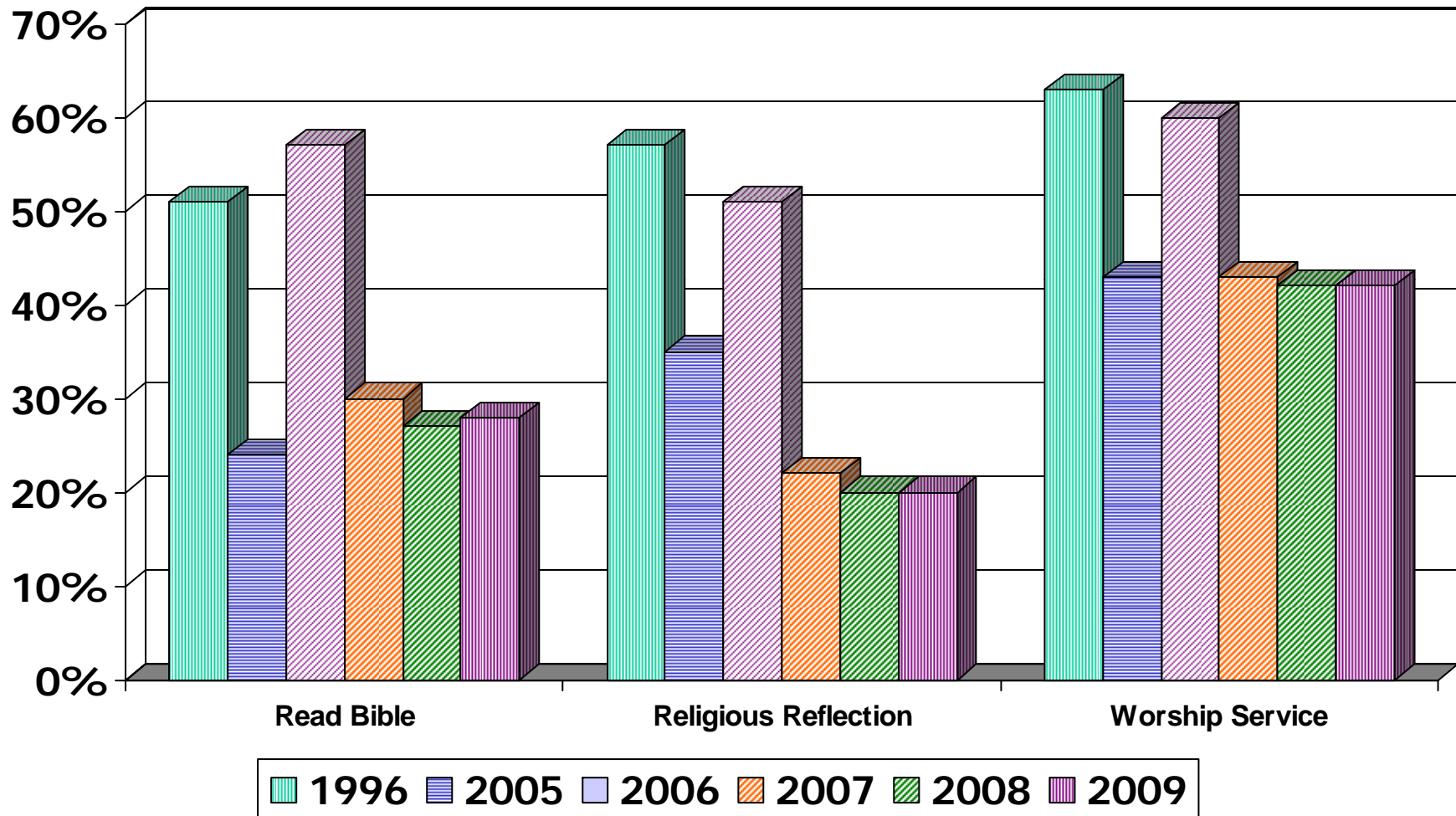
Spiritual Activities

- Read the Bible or other religious book
- Take time for religious reflection
- Attend a religious service

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Spiritual Sector



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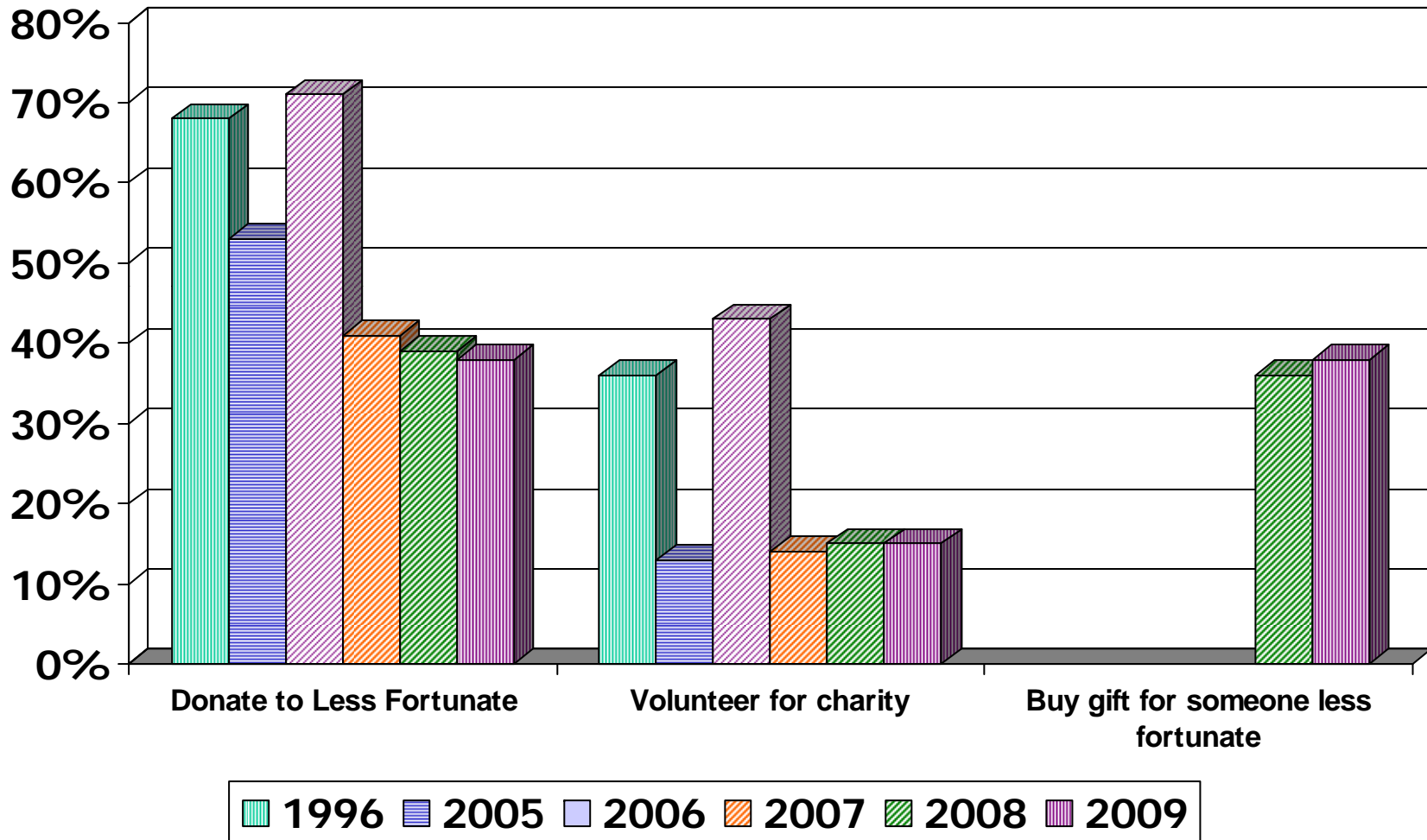


Charitable Activities

- Give food, money or clothing to those less fortunate
- Volunteer for charitable activities
- Purchase a gift for someone less fortunate (not asked prior to 2008)



Charitable Sector



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