



ATTN News Directors/Assignment Editors:

The Christmas SPIRIT Index shows changes in consumer’s “mood toward Christmas” and how consumers plan to celebrate Christmas. The Christmas Spirit Foundation has tracked consumer moods over a five-year period, and now presents the data in comparison to the Dow Jones Industrial Average (DJIA). Since the attitude survey is conducted in November, we have used the DJIA closing price for the Thursday prior to Thanksgiving for each year.

The poll includes two components:

- **Your “overall mood” or Spirit of Christmas (on a scale of 0 to 100)**
- **Your plans to do one or more of 15 activities this Christmas**

The Spirit Index represents nationwide figures.

Key 2009 findings:

- **The Christmas Spirit or overall mood at 59.4 out of 100 about the same as in 2008**
 - **Regionally, it is 57.3 in the Northeast; 62.3 in the Midwest; 62.2 in the South; and 54.6 in the West.**
- **About 2.4 million fewer families plan to travel this year than last**

What is the Spirit of Christmas in your area?

Consider inviting your viewers/listeners/readers to take a short quiz and see how their Christmas Spirit measures up against the national index. You could ask just the mood question or one or more of the 15 activity questions. See this link: <http://bit.ly/spindex> If desired, we can create a survey just for you.

Contact Rick Dungey to receive the specific questions for this poll.

ADDITIONAL INFORMATION: For more information on the poll, or to schedule interviews, please contact Rick Dungey at the Christmas SPIRIT Foundation at 636/449-5060 or dungey@realchristmastrees.org.



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Christmas Holds Steady for 2009

(Chesterfield, MO) Despite the improving U.S. stock market, consumers enter this holiday season in about the same mood as 2008, according to a new Spirit Index survey Harris Interactive conducted on behalf of the Christmas SPIRIT Foundation.

The stable spirits won't keep people from celebrating the holidays as 95% of U.S. households say they will celebrate Christmas. This has remained fairly stable since 2006, when 96% said they would celebrate Christmas. And, 2.4 million fewer families say they will travel over the holidays this year, while 77% plan to exchange gifts, down only 1 percentage point from 2008.

The Foundation has been monitoring Christmas activities for four years through a Christmas Spirit Index that measures the overall mood at Christmas and 15 leading indicators related to the Christmas holiday celebration in the U.S.

"Overall, the Christmas Spirit Index level with last year," said Steve Drake, CEO of the Christmas SPIRIT Foundation. "Interestingly, the poll shows the overall Christmas Spirit is lowest in the West and higher among married couples and those families with children in the home. On average, people rated their spirit at 59.4 on a scale of 1-100. Married households reported their spirit as 61.4 on the scale."

Nearly one in three U.S. households (29%) reported they had plans to travel out of town to visit family or friends. This is down 2 percentage points (about 2.4 million households) from 2008.

Just how will they celebrate and how is the higher Christmas Spirit impacting celebrations?

Key findings from the survey show:

Experiential activities

Exchanging gifts ... 77%; compared to 78% last year

Listening to Christmas music ... 70%; down 1 percentage point from last year

Send greetings:

 Mailing cards ... 58%; up 1 percentage point from last year

 E-mailing greetings ... 37%, same as 2008

Decorating your home ... 63%; same as from last year

Decorating a Christmas tree ... 76%; up 4 percentage points from last year

Attending a holiday party ... 48%; down from 53% last year

Traveling out of town to visit family/friends ... 29%; down 2 percentage points from 2008

Hosting family/friends at home ... 45% down 1 percentage point from last year

Creating a memory scrapbook ... 4%, down 1 percentage point from last year

Spiritual activities

Attending a worship service ... 42%; about the same as 2008

Reading the Bible ... 28%; up 1 percentage point from last year

Taking time for religious reflection ... 20%; same as last year

Charitable activities

Giving money to the less fortunate ... 38%; down 1 percentage point from 2008

Volunteering for charity ... 15%; about same as last year

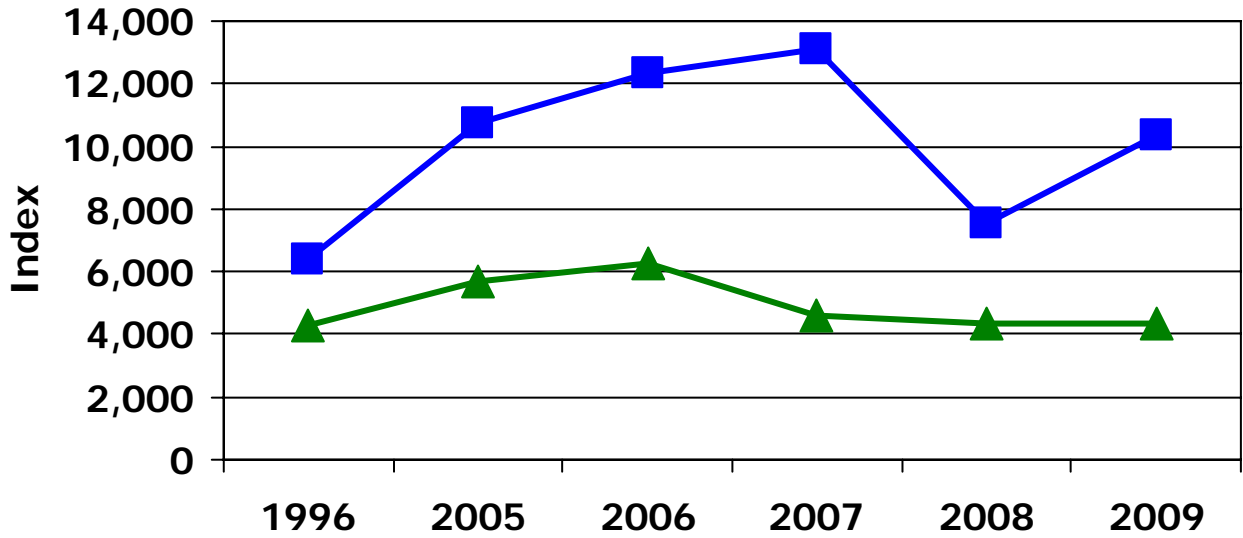
Purchasing a gift and giving it to someone less fortunate ... 38%, up 2 points from 2008

Harris Interactive conducted the study online within the United States on behalf of the Christmas Spirit Foundation between November 13 and 17 among 2,227 adults aged 18 years or older. No estimates of theoretical sampling error can be calculated; a full methodology is available.

About the Christmas Spirit Foundation

The Christmas SPIRIT Foundation – based in Chesterfield, Mo, is a 501(c)(3) non-profit organization that advances the Christmas spirit for kids, families and the environment. For more details, go to www.ChristmasSpiritFoundation.org.

Christmas SPIRIT Index

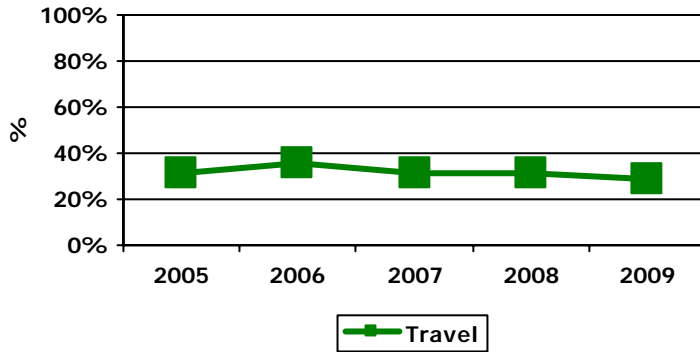


▲ Spirit Index ■ Dow Jones Industrial Average *

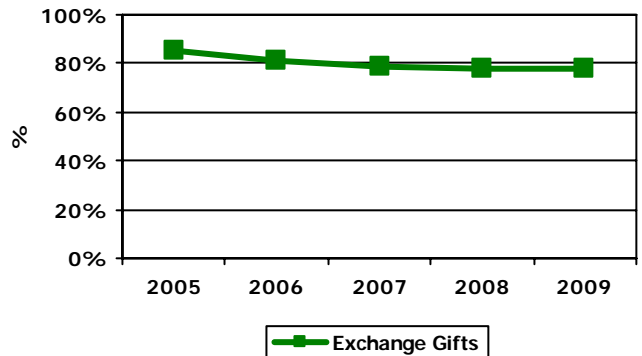
Data Points on Chart: (NOTE: the CSI is a composite score of the 15 leading indicators)

	1996	2005	2006	2007	2008	2009
Christmas Spirit Index	5,724	5,063	6,264	4,623	4,318	4,446
DJIA (Dow Jones Industrial Ave)	6,418	10,720	12,306	13,110	7,552	10,332

Travel Out of Town



Exchange gifts



Are you planning to:	2005	2006	2007	2008	2009
Travel Out of Town	31%	37%	31%	31%	29%

Are you planning to:	2005	2006	2007	2008	2009
Exchange gifts	85%	81%	79%	78%	77%