

Siena Research Institute - 11/16/08 - 11/18/08 623 completes +/- 3.9%

As the holiday season begins would you say you are very excited, somewhat excited, not very excited or not at all excited about the upcoming holiday season?

	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Very excited	24%	20%	33%	31%	20%	28%	19%	27%	27%	32%	23%	18%	27%	23%	26%	21%	20%	20%	35%	29%	21%
Somewhat excited	39%	38%	36%	36%	38%	39%	33%	41%	42%	40%	41%	34%	43%	36%	40%	33%	30%	47%	40%	44%	35%
Not very excited	25%	28%	24%	16%	29%	21%	31%	23%	20%	19%	26%	29%	22%	32%	20%	30%	30%	25%	18%	20%	28%
Not at all excited	12%	14%	6%	17%	14%	10%	15%	9%	11%	8%	10%	18%	9%	9%	13%	16%	19%	8%	7%	6%	16%
Don't know	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Compared to past years, do you plan to spend more money on holiday gifts, less money or about the same?

	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
More	5%	3%	8%	9%	5%	4%	3%	2%	8%	12%	1%	3%	7%	1%	4%	4%	7%	4%	2%	8%	3%
Less	53%	58%	49%	53%	52%	55%	59%	51%	49%	46%	60%	50%	54%	45%	50%	56%	53%	57%	49%	50%	55%
Same	41%	38%	44%	37%	43%	39%	37%	46%	42%	41%	37%	46%	38%	53%	46%	39%	38%	39%	48%	41%	41%
Don't know	1%	1%	0%	2%	0%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Are you buying gifts for more, fewer or the same number of individuals as last year?

	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
More	10%	7%	15%	15%	9%	10%	9%	3%	15%	16%	6%	9%	10%	3%	11%	10%	10%	14%	5%	7%	11%
Fewer	29%	31%	17%	30%	31%	28%	38%	29%	21%	31%	32%	24%	27%	25%	24%	37%	33%	28%	28%	30%	28%
Same	60%	60%	68%	53%	59%	61%	53%	66%	64%	54%	61%	64%	63%	71%	64%	50%	56%	57%	66%	63%	59%
Don't know	1%	1%	0%	1%	1%	1%	1%	2%	0%	0%	1%	2%	0%	1%	0%	2%	1%	1%	1%	0%	2%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Per individual on your list, are you spending more money, less money or about the same as last year?																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
More	7%	6%	7%	9%	8%	6%	6%	3%	11%	11%	7%	4%	8%	3%	9%	6%	8%	6%	7%	11%	4%
Less	42%	47%	35%	40%	40%	43%	50%	39%	35%	37%	46%	40%	39%	37%	36%	52%	46%	45%	37%	43%	41%
Same	48%	43%	55%	49%	50%	47%	42%	54%	52%	49%	46%	53%	51%	55%	54%	38%	41%	47%	55%	46%	50%
Don't know	3%	3%	3%	2%	2%	3%	2%	4%	2%	3%	2%	3%	3%	5%	0%	3%	4%	3%	1%	1%	4%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Compared to last holiday season, would you say that you are better off, worse off or about the same regarding your personal finances?																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Better off	14%	12%	8%	18%	15%	13%	15%	9%	16%	27%	11%	6%	12%	8%	15%	18%	15%	14%	17%	19%	10%
Worse off	45%	46%	37%	52%	45%	45%	47%	50%	39%	37%	49%	46%	42%	62%	38%	49%	51%	42%	38%	35%	51%
Same	40%	41%	55%	29%	39%	42%	36%	41%	44%	35%	40%	47%	45%	29%	47%	32%	34%	45%	45%	46%	37%
Don't know	1%	1%	0%	0%	1%	0%	2%	0%	0%	2%	0%	1%	0%	1%	0%	2%	0%	0%	0%	0%	1%
Refused	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%

What is the total amount of money you plan to spend on gifts during this holiday season?																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
\$0-\$299	25%	31%	15%	20%	23%	27%	36%	18%	19%	38%	14%	24%	14%	27%	17%	46%	42%	15%	13%	21%	28%
\$300-\$399	10%	9%	7%	8%	11%	9%	13%	7%	8%	13%	9%	8%	6%	24%	10%	10%	11%	14%	6%	11%	9%
\$400-\$499	9%	4%	12%	15%	10%	8%	4%	8%	14%	12%	8%	8%	9%	13%	13%	4%	10%	9%	8%	7%	10%
\$500-\$599	11%	11%	13%	10%	13%	9%	10%	10%	12%	8%	14%	11%	14%	11%	11%	7%	9%	13%	13%	11%	11%
\$600-\$699	4%	5%	5%	2%	4%	3%	2%	2%	6%	3%	5%	3%	3%	0%	8%	2%	1%	3%	7%	6%	2%
\$700-\$799	4%	3%	5%	8%	2%	6%	2%	6%	4%	4%	6%	1%	6%	4%	2%	3%	2%	6%	4%	5%	3%
\$800-\$899	3%	1%	4%	2%	1%	4%	2%	2%	4%	2%	4%	1%	5%	0%	2%	1%	2%	2%	4%	4%	2%
\$900-\$999	3%	3%	2%	5%	4%	2%	2%	3%	3%	3%	3%	3%	4%	0%	4%	2%	1%	4%	4%	5%	2%
\$1,000+	20%	20%	25%	21%	22%	19%	18%	30%	17%	11%	27%	23%	28%	10%	18%	15%	10%	26%	34%	23%	19%
Don't know/Refused	12%	11%	13%	9%	10%	13%	10%	15%	12%	5%	11%	18%	11%	11%	14%	10%	12%	8%	7%	8%	14%

What percentage of your holiday shopping is done online?																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
0%	51%	51%	51%	52%	47%	56%	50%	43%	58%	47%	40%	68%	47%	40%	56%	56%	76%	45%	21%	38%	60%
25%	28%	29%	33%	25%	26%	30%	27%	35%	25%	32%	33%	20%	32%	40%	26%	21%	12%	37%	43%	38%	22%
50%	12%	12%	9%	17%	16%	9%	14%	13%	10%	13%	17%	6%	12%	17%	9%	13%	6%	13%	22%	15%	11%
75%	5%	8%	4%	3%	7%	3%	5%	6%	4%	2%	9%	4%	5%	0%	7%	5%	3%	6%	9%	5%	5%
100%	2%	0%	2%	3%	5%	0%	2%	2%	3%	7%	1%	1%	3%	2%	0%	4%	3%	0%	4%	4%	1%
Don't know	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Do you plan to purchase gift cards as gifts this holiday season?																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Yes	46%	47%	47%	51%	43%	49%	37%	52%	51%	44%	57%	38%	55%	40%	46%	37%	40%	51%	54%	58%	38%
No	49%	50%	48%	42%	53%	44%	59%	39%	44%	53%	39%	54%	40%	50%	49%	58%	53%	48%	38%	39%	55%
Not sure	5%	3%	5%	7%	4%	6%	4%	9%	4%	3%	4%	9%	5%	10%	4%	4%	7%	1%	8%	3%	6%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Do you believe the current state of the economy will have a positive effect on your holiday spending plans, a negative effect or no effect at all?																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Positive	9%	10%	7%	6%	7%	10%	10%	7%	8%	8%	10%	7%	7%	1%	13%	10%	13%	4%	11%	11%	7%
Negative	56%	58%	48%	58%	54%	57%	58%	62%	48%	54%	59%	52%	58%	68%	43%	56%	53%	62%	54%	54%	57%
No effect	35%	29%	45%	35%	38%	31%	30%	30%	42%	36%	29%	40%	35%	31%	42%	30%	34%	32%	35%	35%	34%
Not sure	1%	3%	0%	0%	1%	2%	1%	0%	2%	2%	1%	1%	0%	0%	1%	4%	1%	3%	0%	0%	2%

For each of the following current events, please tell me whether that event is having a positive effect upon your holiday spending plans, a negative effect or no effect at all.																					
The recent drop in the price of gasoline																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Positive	51%	49%	49%	54%	52%	50%	43%	47%	61%	59%	51%	45%	50%	36%	59%	51%	52%	54%	46%	58%	47%
Negative	5%	4%	5%	5%	6%	4%	4%	5%	5%	5%	4%	6%	6%	9%	2%	5%	9%	2%	3%	5%	5%
No effect	43%	47%	45%	40%	42%	44%	53%	46%	33%	36%	45%	48%	43%	55%	39%	45%	38%	43%	52%	37%	48%
Not sure	1%	0%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%	2%	0%	0%	1%	0%

The election of Barack Obama as president																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Positive	33%	46%	15%	28%	34%	32%	41%	28%	28%	41%	29%	32%	32%	29%	32%	35%	39%	31%	30%	33%	33%
Negative	10%	4%	21%	10%	12%	8%	5%	12%	13%	10%	7%	12%	13%	2%	12%	6%	8%	8%	10%	11%	9%
No effect	53%	46%	57%	59%	51%	54%	50%	53%	55%	47%	60%	50%	50%	67%	52%	54%	46%	56%	59%	54%	52%
Not sure	4%	4%	7%	3%	3%	6%	3%	7%	4%	2%	3%	7%	4%	1%	5%	6%	6%	4%	1%	2%	6%
Home heating costs																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Positive	9%	7%	7%	12%	11%	6%	9%	10%	7%	8%	10%	8%	10%	6%	9%	7%	13%	9%	7%	11%	7%
Negative	41%	43%	36%	48%	35%	47%	34%	47%	43%	40%	41%	41%	38%	35%	43%	45%	43%	38%	38%	40%	41%
No effect	48%	48%	53%	38%	54%	43%	55%	39%	48%	50%	47%	48%	49%	53%	47%	48%	42%	52%	52%	47%	50%
Not sure	2%	2%	4%	1%	0%	4%	2%	3%	2%	2%	2%	3%	3%	6%	2%	0%	2%	1%	3%	2%	2%
The declines on the Stock Market over the last two months																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Positive	4%	3%	3%	2%	3%	5%	4%	6%	3%	2%	5%	5%	4%	3%	3%	4%	7%	4%	1%	4%	4%
Negative	53%	60%	46%	53%	58%	49%	55%	60%	47%	49%	53%	56%	57%	58%	47%	52%	45%	54%	54%	46%	58%
No effect	40%	35%	48%	44%	38%	43%	39%	34%	46%	44%	41%	38%	38%	39%	46%	40%	45%	39%	44%	46%	37%
Not sure	3%	3%	3%	0%	1%	4%	2%	1%	4%	5%	1%	2%	1%	0%	5%	4%	3%	3%	0%	5%	1%
Talk of a new federal economic stimulus plan																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Positive	21%	22%	17%	19%	20%	22%	23%	21%	19%	20%	26%	17%	23%	21%	20%	18%	26%	20%	18%	25%	18%
Negative	14%	14%	17%	8%	16%	12%	17%	11%	13%	14%	11%	17%	16%	9%	11%	15%	16%	13%	9%	12%	15%
No effect	58%	57%	59%	69%	61%	55%	55%	60%	60%	57%	60%	56%	55%	64%	61%	59%	51%	58%	70%	59%	58%
Not sure	7%	8%	6%	4%	3%	11%	5%	9%	8%	9%	3%	9%	6%	6%	9%	7%	7%	10%	2%	4%	9%

New York State's budget deficit																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Positive	5%	4%	2%	2%	7%	3%	7%	3%	5%	6%	4%	5%	3%	8%	4%	7%	11%	1%	3%	5%	5%
Negative	41%	42%	44%	31%	44%	39%	42%	45%	38%	43%	39%	42%	46%	36%	37%	39%	41%	47%	34%	43%	40%
No effect	52%	52%	53%	64%	49%	56%	50%	50%	57%	51%	56%	52%	50%	56%	55%	54%	46%	51%	63%	52%	53%
Not sure	2%	2%	1%	2%	1%	3%	2%	3%	1%	0%	1%	2%	1%	0%	3%	0%	2%	1%	0%	0%	2%
This year will you be making any donations of money, food or gifts to charitable organizations that focus on the needy during the holiday season?																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Yes	77%	76%	90%	75%	71%	83%	71%	82%	81%	69%	80%	82%	82%	87%	80%	65%	64%	85%	86%	75%	79%
No	21%	22%	10%	25%	29%	15%	28%	16%	18%	31%	18%	16%	18%	11%	18%	33%	36%	14%	14%	25%	19%
Refused	1%	2%	0%	0%	1%	2%	1%	2%	1%	0%	1%	2%	1%	2%	2%	2%	0%	1%	0%	0%	2%
Do you plan to volunteer any of your time this holiday season for organizations that help people during the holidays?																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Yes	37%	40%	41%	39%	33%	40%	36%	35%	38%	40%	42%	27%	40%	40%	40%	30%	31%	38%	42%	44%	32%
No	62%	59%	58%	60%	65%	59%	63%	63%	61%	60%	56%	71%	60%	60%	59%	68%	68%	60%	58%	56%	67%
Refused	1%	1%	1%	1%	1%	2%	1%	2%	1%	0%	2%	2%	0%	0%	1%	2%	1%	3%	0%	1%	2%
Of the following, what do you, personally, enjoy most about the holiday season? [CHOICES ROTATED]																					
	Party				Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Spending time with family and friends	74%	69%	80%	71%	72%	76%	72%	75%	76%	70%	75%	78%	73%	73%	75%	77%	72%	76%	76%	79%	71%
People being in the holiday spirit	6%	7%	8%	4%	7%	5%	5%	10%	5%	5%	7%	6%	6%	15%	3%	6%	7%	5%	7%	6%	6%
Religious services and events	6%	7%	6%	6%	6%	6%	9%	5%	5%	3%	4%	10%	9%	0%	9%	2%	9%	7%	3%	1%	10%
Going shopping	2%	3%	0%	4%	0%	4%	1%	1%	5%	5%	1%	2%	2%	6%	2%	2%	0%	4%	3%	2%	2%
The food	10%	12%	5%	14%	12%	7%	12%	7%	8%	17%	10%	3%	9%	6%	9%	12%	10%	9%	10%	11%	9%
Don't know/Refused	2%	2%	0%	0%	2%	1%	2%	2%	1%	0%	3%	1%	1%	1%	1%	2%	2%	0%	1%	1%	1%

And what do you, personally, enjoy the least about the holiday season? [CHOICES ROTATED]																					
		Party			Gender		Region			Age			Religion				Income			Children in HH	
	Total	Dem	Rep	Ind/Other	M	F	NYC	Subs	Upst	18-34	35-54	55+	Cath	Jewish	Prot	Other	<\$50,000	\$50,000 to \$100,000	>\$100,000	Yes	No
Overeating and gaining weight	11%	9%	14%	10%	8%	12%	11%	9%	11%	15%	7%	9%	11%	21%	11%	7%	11%	10%	10%	7%	13%
Going shopping	13%	14%	8%	18%	12%	14%	15%	14%	9%	13%	15%	9%	12%	8%	10%	17%	11%	17%	12%	16%	10%
The commercialization of the holiday	33%	32%	40%	32%	35%	31%	23%	38%	39%	14%	33%	49%	34%	32%	38%	27%	33%	30%	33%	25%	38%
Financial costs associated with it	16%	16%	12%	19%	16%	16%	19%	14%	14%	23%	17%	9%	14%	12%	13%	22%	20%	17%	12%	20%	13%
How hectic it is	24%	22%	23%	19%	25%	23%	25%	22%	24%	32%	25%	17%	26%	19%	24%	23%	17%	25%	29%	29%	20%
Don't know/Refused	4%	6%	3%	1%	4%	4%	7%	4%	2%	3%	2%	7%	3%	8%	4%	4%	7%	1%	3%	2%	6%