

Q13. 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?																												
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other	
Very excited	33%	32%	35%	40%	42%	22%	22%	37%	29%	31%	35%	32%	35%	22%	36%	32%	21%	40%	40%	32%	27%	27%	44%	45%	27%	30%	36%	33%
Somewhat excited	34%	35%	33%	33%	39%	34%	32%	31%	37%	34%	39%	31%	40%	38%	32%	30%	30%	38%	35%	37%	29%	26%	33%	40%	34%	35%	33%	
Not very excited	17%	18%	17%	13%	11%	23%	22%	15%	20%	18%	14%	18%	14%	15%	17%	20%	25%	13%	13%	15%	22%	16%	12%	16%	20%	15%	17%	
Not at all excited	15%	15%	15%	11%	8%	20%	24%	16%	11%	15%	9%	18%	11%	18%	15%	17%	22%	8%	12%	14%	21%	12%	9%	16%	14%	14%	17%	
Don't know/Refused	2%	1%	2%	3%	1%	1%	0%	1%	3%	1%	3%	1%	0%	7%	1%	2%	2%	1%	0%	2%	0%	2%	0%	2%	2%	1%	0%	

Q14. Compared to last year, do you plan to spend more money on holiday gifts, less money or about the same?																												
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other	
More money	9%	12%	6%	12%	14%	5%	3%	10%	10%	7%	9%	9%	6%	8%	10%	12%	8%	10%	10%	8%	16%	7%	15%	8%	7%	9%	8%	
Less money	28%	21%	35%	28%	28%	31%	25%	27%	34%	25%	29%	27%	27%	20%	29%	29%	37%	22%	23%	22%	32%	44%	22%	21%	31%	27%	27%	
About the same	61%	66%	57%	58%	57%	63%	69%	60%	55%	66%	59%	61%	65%	66%	59%	57%	52%	68%	66%	68%	51%	47%	63%	69%	59%	64%	64%	
Don't know/Refused	2%	1%	2%	2%	1%	2%	3%	3%	2%	1%	2%	2%	2%	6%	1%	1%	4%	0%	1%	2%	2%	3%	0%	2%	2%	1%	1%	

Q15. Compared to last holiday season, would you say that you are better off, worse off or about the same regarding your personal finances?																												
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other	
Better off	29%	37%	23%	39%	36%	27%	11%	31%	30%	27%	28%	30%	30%	34%	25%	33%	19%	32%	38%	27%	37%	58%	11%	31%	31%	23%		
Worse off	19%	19%	20%	17%	23%	21%	15%	21%	15%	20%	24%	17%	19%	9%	18%	22%	28%	16%	15%	15%	33%	21%	2%	9%	23%	18%		
About the same	51%	44%	58%	44%	41%	52%	74%	47%	55%	53%	48%	52%	50%	58%	57%	44%	52%	52%	47%	56%	39%	43%	39%	80%	46%	50%		
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%		

Q16. ***What is the total amount of money you plan to spend on gifts during this holiday season?																												
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other	
\$0-\$299	29%	26%	32%	39%	19%	25%	35%	36%	23%	25%	24%	32%	20%	37%	31%	38%	49%	22%	12%	24%	40%	35%	22%	26%	34%	18%		
\$300-\$399	12%	12%	12%	17%	9%	9%	10%	12%	10%	13%	11%	12%	13%	5%	11%	10%	14%	12%	7%	12%	10%	17%	19%	6%	10%	9%		
\$400-\$499	9%	12%	7%	5%	15%	8%	11%	7%	12%	11%	10%	9%	11%	6%	9%	10%	10%	12%	6%	11%	13%	7%	9%	9%	12%	8%		
\$500-\$599	13%	11%	15%	15%	11%	13%	12%	14%	14%	12%	16%	12%	12%	14%	17%	12%	14%	15%	11%	13%	12%	15%	13%	17%	14%	9%		
\$600-\$699	3%	3%	3%	3%	5%	2%	4%	2%	4%	4%	3%	3%	2%	4%	4%	4%	2%	5%	4%	3%	0%	3%	2%	4%	2%	7%		
\$700-\$799	3%	4%	2%	4%	1%	4%	2%	2%	3%	4%	3%	3%	3%	0%	3%	4%	1%	4%	4%	3%	2%	1%	4%	3%	2%	3%		
\$800-\$899	2%	1%	2%	1%	3%	2%	2%	1%	2%	2%	3%	1%	2%	0%	2%	1%	1%	3%	3%	2%	1%	0%	1%	2%	2%	1%		
\$900-\$999	2%	3%	2%	0%	4%	3%	3%	2%	2%	2%	2%	2%	3%	0%	3%	1%	0%	3%	4%	3%	2%	2%	2%	2%	2%	2%		
\$1,000 or more	26%	29%	23%	16%	32%	34%	21%	23%	30%	28%	29%	25%	34%	34%	21%	20%	9%	27%	48%	30%	19%	20%	29%	31%	22%	41%		

** The results of this question are based only on those that answered with an amount (N=727). Margin of error for this question: +/- 4.5%

Q17. What percentage of your holiday shopping do you plan to conduct online this year?																												
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other	
None	28%	23%	33%	20%	20%	30%	53%	31%	25%	27%	17%	33%	27%	31%	29%	28%	46%	18%	12%	26%	44%	27%	23%	31%	29%	24%		
More than none but less than 25%	18%	17%	19%	20%	15%	19%	19%	18%	17%	18%	16%	19%	16%	13%	23%	18%	17%	23%	14%	19%	9%	19%	20%	16%	19%	16%		
25% to just under 50%	17%	19%	15%	22%	11%	20%	11%	13%	20%	20%	15%	18%	19%	12%	20%	14%	14%	21%	19%	18%	16%	21%	13%	16%	20%			
50% to just under 75%	16%	15%	17%	11%	25%	15%	10%	13%	19%	18%	23%	12%	20%	10%	14%	7%	15%	26%	19%	7%	14%	15%	17%	14%	20%			
75% to 100%	19%	24%	15%	25%	28%	14%	6%	23%	18%	15%	26%	16%	16%	27%	13%	25%	13%	22%	28%	16%	20%	20%	20%	20%	19%			
Don't know/Refused	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	3%	2%	1%	6%	1%	2%	2%	1%	0%	2%	3%	1%	2%	3%	2%			

Q18. Thinking about the gifts that you purchase for others during the holiday season, which of these two statements more closely matches your approach? [CHOICES ROTATED]																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other
I try, as much as I can, to buy practical gifts, things that they need and will use more than impractical things that they may want	61%	65%	58%	63%	56%	70%	62%	61%	60%	63%	64%	60%	61%	63%	64%	59%	64%	63%	58%	58%	65%	71%	61%	61%	63%	66%	51%
While I may give some items that they may need like clothes, this is the time to splurge on special or memorable gifts that they want more than they need	32%	31%	33%	34%	43%	24%	26%	31%	34%	33%	31%	34%	33%	24%	30%	37%	27%	32%	40%	36%	29%	26%	36%	29%	31%	28%	44%
Don't know/Refused	6%	4%	8%	3%	1%	6%	12%	8%	6%	4%	5%	7%	5%	13%	6%	4%	9%	4%	2%	6%	6%	3%	3%	10%	6%	6%	5%
Q19. 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?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other
Yes	76%	74%	77%	69%	80%	80%	77%	74%	80%	75%	80%	75%	80%	78%	77%	72%	69%	80%	80%	80%	64%	81%	74%	83%	75%	83%	77%
No	22%	23%	21%	28%	19%	19%	20%	24%	19%	22%	19%	23%	19%	18%	20%	27%	29%	17%	20%	18%	33%	19%	24%	15%	23%	14%	22%
Don't know/Refused	2%	3%	2%	3%	1%	0%	2%	3%	1%	2%	1%	2%	1%	4%	3%	1%	3%	2%	0%	2%	3%	0%	2%	2%	2%	2%	1%
Q20. Do you plan to volunteer any of your time this holiday season for organizations that help people during the holidays?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other
Yes	36%	33%	38%	33%	44%	38%	28%	38%	33%	35%	38%	35%	40%	34%	29%	36%	36%	32%	40%	33%	40%	47%	33%	31%	35%	34%	49%
No	62%	66%	58%	64%	52%	60%	71%	59%	62%	64%	60%	62%	59%	58%	66%	63%	60%	67%	58%	65%	57%	53%	65%	67%	63%	64%	50%
Don't know/Refused	3%	1%	4%	3%	4%	2%	1%	3%	5%	2%	2%	3%	1%	8%	5%	2%	4%	1%	2%	2%	3%	0%	1%	3%	2%	2%	1%
Q21. Of the following, during this time of the year, which greeting is the one you yourself most often use, is it... [CHOICES ROTATED]																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other
Merry Christmas	55%	58%	52%	41%	59%	64%	66%	39%	65%	68%	55%	56%	71%	6%	64%	44%	43%	58%	61%	64%	36%	44%	56%	58%	46%	70%	66%
Happy Holidays	35%	33%	36%	50%	33%	27%	22%	45%	28%	26%	35%	35%	25%	69%	29%	41%	41%	33%	35%	28%	46%	47%	39%	29%	44%	26%	26%
Seasons' Greetings	5%	4%	5%	5%	4%	4%	6%	9%	3%	1%	5%	5%	2%	6%	4%	7%	9%	4%	2%	2%	12%	6%	3%	7%	6%	1%	2%
Vol: Other	1%	1%	2%	1%	1%	1%	2%	1%	0%	2%	1%	1%	1%	4%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	0%	3%
Don't know/Refused	4%	3%	5%	4%	3%	3%	4%	5%	4%	3%	4%	3%	0%	16%	2%	6%	5%	4%	1%	5%	5%	2%	2%	6%	3%	3%	3%
Q22. Do you put up a Christmas Tree in your home for the holiday season?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other
Yes	70%	67%	72%	67%	74%	75%	65%	58%	75%	80%	78%	66%	85%	16%	78%	59%	60%	76%	75%	74%	54%	79%	75%	68%	65%	77%	81%
No	29%	31%	27%	31%	26%	25%	35%	41%	22%	20%	21%	33%	15%	82%	20%	40%	39%	22%	24%	26%	44%	18%	24%	30%	33%	22%	19%
Refused	1%	2%	1%	2%	0%	1%	0%	1%	3%	0%	1%	1%	0%	2%	1%	1%	1%	2%	1%	0%	2%	4%	1%	1%	2%	1%	0%
Q23. (If put up Christmas Tree) Do you have a real tree or an artificial tree in your home?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other
Real tree	42%	45%	39%	42%	44%	47%	33%	37%	41%	46%	44%	41%	45%	67%	44%	38%	23%	42%	59%	47%	34%	37%	44%	40%	41%	47%	43%
Artificial tree	58%	55%	61%	58%	56%	53%	66%	63%	58%	54%	56%	58%	55%	33%	56%	62%	76%	57%	41%	53%	66%	63%	56%	59%	59%	53%	56%
Refused	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%

Siena College Research Institute
November 6-15, 2017
804 New York State Residents
MOE +/- 4.2%

Q24. Would you say you believe in Santa Claus or not?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other
Believe	33%	32%	34%	25%	37%	34%	37%	24%	37%	41%	39%	30%	46%	7%	34%	25%	30%	36%	33%	35%	19%	40%	33%	35%	26%	40%	43%
Do not believe	66%	68%	65%	75%	62%	65%	63%	75%	63%	58%	60%	70%	54%	93%	65%	75%	70%	64%	66%	64%	81%	60%	67%	64%	74%	59%	57%
Don't know/Refused	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	1%	0%
Q25. Do you believe that today there is a War on Christmas, or not?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other
Yes, there is a War on Christmas	33%	32%	34%	27%	36%	39%	33%	29%	39%	35%	38%	31%	37%	17%	43%	25%	35%	31%	33%	36%	18%	34%	33%	32%	26%	52%	37%
No, there is NOT a war on Christmas	59%	61%	58%	67%	58%	55%	56%	62%	55%	59%	57%	61%	58%	71%	50%	68%	56%	63%	64%	57%	71%	62%	63%	57%	69%	41%	59%
Don't know/Refused	8%	7%	8%	6%	5%	6%	11%	9%	6%	7%	5%	8%	5%	12%	7%	7%	9%	6%	3%	7%	11%	4%	4%	11%	6%	8%	3%
Q26. Over the course of the holiday season, which of the following holidays will you celebrate? [CHOICES ROTATED]																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Financially Year Ago		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/Other
Christmas	85%	85%	85%	84%	86%	91%	86%	77%	88%	93%	82%	88%	98%	24%	97%	80%	84%	89%	88%	86%	87%	93%	86%	84%	83%	91%	90%
Hanukkah	15%	13%	17%	15%	15%	14%	11%	18%	21%	7%	18%	12%	9%	98%	5%	9%	11%	13%	19%	17%	8%	8%	14%	17%	17%	13%	10%
Kwanzaa	5%	5%	5%	3%	7%	5%	4%	8%	4%	1%	3%	6%	3%	4%	5%	8%	6%	5%	2%	1%	22%	4%	3%	4%	4%	4%	4%
Festivus	3%	3%	4%	0%	5%	6%	3%	3%	4%	4%	4%	3%	3%	2%	3%	4%	3%	4%	4%	3%	3%	2%	2%	5%	4%	3%	4%
Vol: Something else	3%	5%	2%	5%	1%	3%	4%	5%	1%	3%	2%	4%	0%	1%	1%	8%	4%	3%	2%	1%	4%	2%	3%	3%	3%	1%	2%
Don't know/Refused	5%	5%	4%	3%	4%	4%	3%	6%	2%	4%	3%	5%	1%	0%	2%	9%	4%	5%	3%	4%	7%	1%	4%	4%	3%	3%	6%

Nature of the Sample	
New York State Residents	
Gender	
Male	48%
Female	52%
Age	
18 to 34	29%
35 to 49	25%
50 to 64	23%
65 and older	16%
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Children in Household	
Yes	32%
No	66%
Religion	
Catholic	33%
Jewish	7%
Protestant	24%
Other	30%
Race/Ethnicity	
White	57%
African American/Black	13%
Latino	15%
Income	
Less than \$50,000	32%
\$50,000 to \$100,000	26%
\$100,000 or more	28%
Party (Among Registered Voters)	
Democrat	39%
Republican	20%
Independent/Other	18%