

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			Believe in Santa		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	Yes	No	Dem	Rep	Ind/Other
Very excited	26%	27%	26%	35%	27%	19%	18%	29%	26%	23%	35%	21%	32%	21%	25%	22%	20%	25%	34%	26%	20%	38%	41%	19%	26%	28%	26%
Somewhat excited	36%	36%	35%	38%	34%	38%	36%	34%	35%	38%	35%	36%	36%	33%	41%	33%	30%	42%	39%	35%	31%	41%	29%	39%	33%	41%	44%
Not very excited	19%	19%	19%	14%	17%	23%	26%	17%	23%	19%	14%	22%	17%	21%	15%	23%	23%	16%	16%	21%	17%	10%	16%	21%	23%	15%	15%
Not at all excited	18%	16%	19%	10%	22%	19%	18%	18%	15%	20%	15%	19%	14%	22%	18%	21%	25%	16%	11%	17%	28%	11%	13%	20%	18%	15%	15%
Don't know/Refused	2%	2%	1%	3%	0%	1%	1%	2%	1%	1%	0%	2%	1%	4%	1%	1%	2%	0%	0%	1%	3%	0%	1%	1%	1%	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			Believe in Santa		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	Yes	No	Dem	Rep	Ind/Other
More money	9%	11%	8%	17%	6%	7%	4%	11%	5%	10%	11%	8%	10%	7%	9%	8%	13%	10%	8%	8%	13%	12%	13%	8%	9%	8%	7%
Less money	31%	27%	34%	24%	41%	35%	23%	32%	27%	33%	33%	31%	32%	13%	33%	35%	45%	28%	23%	29%	41%	34%	26%	34%	31%	27%	33%
About the same	57%	59%	56%	55%	53%	57%	70%	56%	65%	55%	55%	59%	57%	73%	57%	56%	37%	62%	69%	61%	41%	54%	61%	56%	58%	63%	59%
Don't know/Refused	2%	3%	2%	3%	0%	1%	3%	2%	3%	3%	1%	2%	1%	7%	2%	1%	5%	0%	0%	2%	5%	0%	0%	3%	2%	2%	0%

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			Believe in Santa		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	Yes	No	Dem	Rep	Ind/Other
Better off	25%	27%	23%	43%	18%	21%	11%	30%	24%	19%	32%	21%	23%	15%	24%	33%	20%	27%	37%	21%	31%	34%	25%	26%	26%	18%	31%
Worse off	21%	21%	21%	13%	26%	30%	16%	19%	21%	24%	18%	23%	24%	11%	26%	17%	29%	21%	15%	20%	23%	24%	20%	22%	19%	26%	24%
About the same	52%	50%	54%	43%	56%	49%	71%	49%	53%	57%	49%	54%	52%	74%	50%	48%	52%	52%	48%	59%	46%	43%	55%	51%	55%	56%	45%
Don't know/Refused	1%	2%	1%	1%	0%	0%	1%	2%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	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			Believe in Santa		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	Yes	No	Dem	Rep	Ind/Other
\$0-\$299	31%	28%	33%	35%	26%	28%	26%	36%	23%	29%	25%	34%	21%	46%	34%	35%	50%	22%	8%	28%	47%	25%	19%	36%	30%	18%	29%
\$300-\$399	11%	11%	11%	14%	6%	12%	16%	11%	12%	12%	10%	12%	9%	18%	13%	11%	12%	14%	8%	13%	10%	9%	10%	12%	14%	10%	8%
\$400-\$499	9%	9%	10%	7%	13%	8%	11%	9%	7%	10%	10%	9%	9%	3%	9%	12%	9%	14%	6%	10%	13%	8%	10%	9%	10%	12%	10%
\$500-\$599	13%	12%	14%	16%	14%	9%	12%	14%	15%	11%	13%	13%	12%	9%	14%	14%	11%	11%	18%	11%	6%	17%	15%	12%	13%	9%	20%
\$600-\$699	4%	4%	4%	4%	1%	6%	5%	5%	3%	4%	4%	4%	5%	2%	2%	6%	3%	4%	3%	5%	3%	5%	7%	2%	3%	4%	4%
\$700-\$799	2%	1%	3%	3%	1%	2%	2%	2%	2%	2%	2%	2%	3%	1%	3%	0%	2%	4%	1%	2%	2%	3%	1%	2%	2%	1%	2%
\$800-\$899	4%	2%	5%	3%	6%	2%	3%	3%	3%	5%	4%	3%	4%	4%	1%	5%	1%	3%	6%	5%	2%	4%	5%	3%	4%	5%	5%
\$900-\$999	3%	3%	3%	4%	3%	3%	2%	3%	3%	2%	3%	3%	4%	0%	3%	1%	2%	5%	3%	2%	4%	3%	4%	2%	3%	4%	2%
\$1,000 or more	24%	30%	18%	14%	30%	29%	23%	17%	32%	26%	30%	20%	33%	17%	22%	15%	10%	24%	46%	25%	14%	26%	28%	22%	21%	37%	22%

** The results of this question are based only on those that answered with an amount (N=745). Margin of error for this question: +/- 7.4%

Q17. What percentage of your holiday shopping do you plan to conduct online this year?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		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	Yes	No	Dem	Rep	Ind/Other
None	33%	31%	35%	24%	22%	37%	54%	32%	29%	36%	24%	37%	32%	29%	36%	29%	52%	23%	14%	32%	41%	31%	31%	34%	28%	31%	25%
More than none but less than 25%	16%	16%	17%	15%	18%	16%	16%	12%	19%	21%	17%	16%	17%	18%	17%	18%	15%	22%	14%	17%	17%	16%	14%	18%	15%	22%	21%
25% to just under 50%	17%	18%	16%	21%	17%	17%	14%	20%	15%	14%	19%	16%	18%	12%	20%	16%	10%	21%	22%	15%	19%	22%	20%	16%	19%	15%	18%
50% to just under 75%	15%	17%	13%	14%	19%	15%	9%	13%	12%	19%	18%	13%	16%	18%	12%	14%	12%	15%	20%	17%	12%	11%	18%	13%	17%	17%	14%
75% to 100%	18%	18%	19%	26%	23%	14%	5%	22%	25%	10%	20%	17%	17%	21%	15%	24%	10%	18%	30%	18%	10%	20%	17%	18%	20%	15%	23%
Don't know/Refused	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	2%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%

Q18. Thinking about the gifts that you purchase for others during the holiday season, which of these two statements more closely matches your approach?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		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	Yes	No	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	62%	60%	64%	56%	59%	69%	69%	60%	64%	63%	61%	63%	63%	58%	68%	58%	69%	65%	50%	60%	65%	66%	61%	63%	60%	55%	67%
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	31%	32%	30%	38%	37%	26%	21%	32%	31%	29%	36%	29%	33%	33%	23%	37%	23%	32%	46%	34%	28%	34%	33%	31%	34%	37%	30%
Don't know/Refused	7%	8%	6%	6%	4%	5%	10%	7%	5%	7%	3%	8%	4%	9%	8%	5%	8%	3%	4%	7%	7%	0%	6%	6%	6%	8%	3%
Q19. As you plan your holiday spending, do you intend to pay for all your gifts and other spending in cash or as soon as the bill arrives, or do you plan to pay off your holiday spending over a period of time that could extend well into 2017?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		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	Yes	No	Dem	Rep	Ind/ Other
Pay now	83%	82%	84%	85%	85%	83%	81%	79%	83%	88%	84%	83%	86%	83%	81%	85%	82%	80%	95%	85%	73%	86%	88%	82%	84%	92%	81%
Pay later	12%	13%	11%	9%	14%	15%	14%	16%	12%	8%	14%	11%	11%	13%	15%	11%	11%	20%	5%	12%	18%	14%	10%	13%	13%	7%	18%
Don't know/Refused	5%	5%	5%	7%	2%	2%	5%	6%	6%	3%	1%	6%	3%	5%	4%	4%	6%	0%	0%	3%	9%	0%	2%	5%	3%	1%	1%
Q20. 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			Believe in Santa		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	Yes	No	Dem	Rep	Ind/ Other
Yes	76%	75%	77%	70%	78%	78%	82%	67%	84%	81%	81%	73%	79%	84%	73%	74%	60%	85%	88%	83%	60%	68%	81%	74%	77%	88%	82%
No	20%	19%	20%	22%	20%	19%	15%	25%	14%	16%	15%	23%	18%	12%	23%	21%	34%	13%	10%	15%	31%	27%	14%	22%	19%	11%	17%
Don't know/Refused	4%	6%	3%	8%	2%	3%	2%	7%	2%	2%	4%	4%	3%	4%	4%	5%	6%	2%	2%	2%	8%	5%	5%	3%	4%	1%	1%
Q21. 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			Believe in Santa		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	Yes	No	Dem	Rep	Ind/ Other
Yes	37%	35%	39%	41%	32%	44%	28%	37%	37%	38%	39%	37%	37%	34%	42%	35%	36%	36%	41%	34%	41%	37%	41%	36%	37%	35%	41%
No	60%	61%	59%	55%	66%	53%	72%	61%	60%	59%	59%	60%	60%	66%	55%	63%	62%	60%	57%	64%	54%	61%	58%	61%	61%	64%	55%
Don't know/Refused	3%	3%	3%	4%	3%	3%	1%	3%	2%	4%	2%	3%	3%	0%	4%	2%	2%	4%	2%	2%	5%	2%	1%	3%	2%	1%	4%
Q22. 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			Believe in Santa		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	Yes	No	Dem	Rep	Ind/ Other
Merry Christmas	51%	53%	50%	40%	51%	62%	57%	39%	52%	66%	47%	55%	71%	3%	58%	35%	50%	54%	51%	56%	31%	62%	61%	48%	41%	76%	55%
Happy Holidays	38%	35%	40%	51%	39%	30%	29%	48%	37%	27%	44%	34%	23%	76%	32%	53%	37%	38%	43%	35%	52%	33%	31%	42%	48%	19%	35%
Seasons' Greetings	6%	6%	6%	3%	7%	6%	9%	8%	7%	4%	6%	6%	4%	5%	8%	7%	9%	6%	3%	3%	15%	5%	6%	6%	5%	5%	7%
Vol: Other	2%	3%	1%	3%	2%	1%	4%	3%	1%	2%	1%	3%	1%	6%	2%	3%	1%	2%	2%	3%	1%	0%	1%	2%	2%	0%	1%
Don't know/Refused	3%	3%	2%	3%	1%	0%	2%	3%	3%	2%	1%	2%	1%	9%	0%	2%	2%	0%	2%	3%	0%	0%	1%	2%	3%	0%	1%
Q23. Do you put up a Christmas Tree in your home for the holiday season?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		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	Yes	No	Dem	Rep	Ind/ Other
Yes	72%	72%	71%	72%	77%	74%	69%	61%	72%	84%	80%	68%	85%	6%	80%	67%	62%	78%	80%	76%	56%	85%	85%	67%	67%	85%	79%
No	28%	27%	28%	28%	23%	26%	31%	38%	27%	16%	20%	31%	15%	94%	20%	33%	38%	22%	20%	24%	44%	15%	15%	33%	32%	15%	21%
Refused	1%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Siena College Research Institute
November 7-21, 2016
800 New York State Residents
MOE +/- 4.0%

Q24. (If put up Christmas tree) Do you have a real tree or an artificial tree in your home?																											
	Total	Gender		Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
		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	Yes	No	Dem	Rep	Ind/ Other
Real tree	38%	40%	36%	35%	47%	37%	28%	36%	36%	41%	43%	35%	39%	59%	29%	43%	36%	35%	45%	44%	27%	30%	38%	38%	32%	49%	44%
Artificial tree	61%	60%	63%	65%	51%	63%	72%	63%	64%	59%	57%	65%	61%	41%	69%	57%	63%	65%	55%	55%	71%	70%	61%	61%	68%	50%	55%
Refused	1%	0%	1%	0%	2%	0%	0%	1%	0%	1%	1%	1%	0%	0%	2%	0%	1%	1%	0%	1%	2%	0%	1%	1%	0%	1%	1%

Q25. Would you say you believe in Santa Claus or not?																											
	Total	Gender		Age				Region			Children in HH		Religion				Income			Ethnicity			Party				
		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			Dem	Rep	Ind/ Other
Believe	32%	30%	34%	27%	32%	35%	39%	29%	34%	35%	36%	31%	43%	7%	29%	29%	32%	36%	32%	32%	19%	46%			34%	36%	33%
Do not believe	65%	68%	63%	70%	68%	64%	60%	68%	64%	64%	62%	68%	56%	92%	70%	68%	67%	63%	68%	67%	79%	53%			65%	62%	67%
Don't know/Refused	2%	2%	3%	3%	0%	1%	2%	4%	2%	1%	2%	1%	0%	1%	1%	4%	2%	1%	0%	1%	2%	1%			1%	2%	1%

Nature of the Sample	
New York State Residents	
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Religion	
Catholic	34%
Jewish	7%
Protestant	26%
Other	27%
Age	
18 to 34	29%
35 to 49	25%
50 to 64	23%
65 and older	16%
Children in Household	
Yes	36%
No	62%
Income	
Less than \$50,000	29%
\$50,000 - \$100,000	30%
\$100,000 or more	24%
Gender	
Male	48%
Female	52%
Ethnicity	
White	57%
African American/Black	13%
Latino	15%
Party (Among Registered Voters)	
Democrat	47%
Republican	20%
Independent/Other	24%