

Siena College Research Institute
November 17-21, 2013
631 New York State Residents
MOE +/- 3.9%

Q17. 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?																											
	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
Yes	76%	74%	78%	69%	84%	76%	77%	74%	77%	78%	82%	72%	78%	73%	79%	72%	70%	81%	84%	79%	74%	69%	87%	72%	79%	87%	75%
No	20%	21%	18%	25%	13%	20%	19%	21%	15%	20%	15%	22%	17%	19%	17%	25%	25%	15%	12%	17%	19%	30%	12%	22%	17%	10%	22%
Don't know/Refused	4%	6%	3%	6%	3%	4%	4%	5%	8%	2%	3%	6%	4%	8%	4%	3%	4%	4%	4%	4%	7%	1%	6%	4%	3%	3%	

Q18. Do you plan to volunteer any of your time this holiday season for organizations that help people during the holidays?																											
	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
Yes	33%	30%	35%	29%	38%	33%	26%	31%	30%	36%	35%	31%	32%	18%	38%	32%	27%	37%	40%	32%	35%	28%	39%	30%	30%	31%	40%
No	63%	65%	61%	65%	59%	62%	72%	64%	64%	61%	62%	64%	64%	77%	57%	64%	68%	59%	59%	64%	59%	67%	58%	65%	65%	66%	57%
Don't know/Refused	4%	5%	4%	6%	3%	5%	2%	5%	6%	2%	3%	5%	4%	5%	5%	4%	5%	4%	1%	4%	5%	5%	3%	5%	5%	3%	3%

Q19. Of the following, during this time of the year, which greeting is the one you yourself most often use, is it... [CHOICES ROTATED]																											
	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
Merry Christmas	47%	46%	48%	38%	41%	53%	61%	35%	53%	58%	40%	51%	65%	4%	56%	25%	46%	47%	47%	55%	25%	38%	66%	39%	36%	67%	50%
Happy Holidays	44%	47%	42%	56%	53%	32%	32%	54%	40%	35%	50%	41%	30%	73%	35%	68%	43%	46%	49%	39%	62%	51%	28%	51%	53%	28%	45%
Seasons' Greetings	4%	2%	6%	2%	4%	8%	3%	5%	4%	3%	6%	3%	5%	4%	5%	2%	7%	3%	2%	3%	10%	5%	5%	4%	7%	3%	3%
Vol: Other	2%	1%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	0%	11%	1%	1%	1%	1%	1%	2%	0%	1%	0%	2%	3%	1%	0%
Don't know/Refused	3%	4%	3%	3%	1%	5%	2%	4%	2%	3%	2%	4%	1%	8%	3%	3%	3%	3%	1%	2%	2%	4%	1%	4%	2%	2%	2%

Q20. Do you put up a Christmas Tree in your home for the holiday season?																											
	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
Yes	73%	70%	76%	71%	79%	78%	64%	62%	77%	84%	79%	69%	85%	17%	82%	66%	67%	81%	79%	74%	69%	82%	88%	68%	70%	78%	85%
No	27%	30%	23%	29%	21%	22%	36%	37%	23%	16%	20%	31%	15%	83%	18%	34%	32%	19%	21%	26%	31%	18%	12%	32%	29%	22%	15%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%

Q21. (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	42%	45%	39%	50%	45%	38%	26%	39%	45%	43%	48%	37%	47%	74%	33%	42%	26%	48%	52%	47%	31%	33%	38%	44%	40%	47%	41%
Artificial tree	57%	54%	60%	50%	53%	61%	73%	59%	54%	57%	50%	62%	52%	26%	65%	58%	74%	51%	45%	52%	67%	67%	61%	55%	59%	53%	57%
Refused	1%	1%	1%	0%	2%	1%	1%	2%	1%	0%	2%	0%	1%	0%	2%	0%	0%	0%	3%	1%	3%	0%	2%	1%	1%	0%	3%

Q22. Would you say you believe in Santa Claus or not?																											
	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
Believe	30%	24%	35%	14%	35%	34%	42%	24%	34%	35%	31%	29%	45%	5%	31%	18%	30%	31%	33%	33%	20%	26%			28%	40%	30%
Do not believe	69%	75%	63%	84%	63%	66%	57%	74%	65%	65%	67%	70%	55%	89%	68%	81%	69%	68%	67%	66%	80%	74%			71%	60%	70%
Don't know/Refused	1%	1%	2%	2%	2%	0%	1%	2%	2%	0%	2%	1%	0%	6%	1%	1%	1%	1%	0%	1%	0%	0%			1%	1%	0%

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Q25. Do you plan on making a New Year's resolution this year?																											
	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
Yes	34%	33%	34%	40%	36%	25%	25%	39%	33%	28%	34%	33%	40%	23%	33%	30%	37%	33%	29%	28%	45%	51%	37%	32%	39%	33%	21%
No	64%	64%	63%	57%	62%	72%	72%	58%	63%	71%	64%	63%	56%	73%	65%	69%	61%	64%	68%	69%	53%	44%	59%	66%	58%	63%	78%
Don't know/Refused	3%	2%	3%	3%	2%	3%	3%	3%	4%	2%	2%	3%	4%	4%	2%	1%	2%	3%	2%	3%	2%	4%	2%	3%	4%	1%	
Q26. (If making a New Year's resolution) In a few words, what do you anticipate your resolution to be?																											
	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
Get in shape/Be healthier	17%	13%	20%	13%	16%	24%	20%	9%	22%	26%	14%	19%	17%	6%	22%	11%	15%	12%	26%	19%	15%	3%	14%	18%	19%	20%	14%
Lose weight	15%	14%	16%	5%	19%	24%	19%	13%	13%	20%	17%	12%	22%	19%	9%	9%	9%	21%	15%	18%	9%	18%	23%	10%	13%	32%	8%
Be a better person	14%	14%	14%	17%	11%	8%	19%	12%	17%	17%	8%	19%	10%	32%	17%	16%	13%	13%	15%	20%	11%	6%	9%	17%	12%	15%	19%
Get a new job	8%	7%	9%	13%	11%	0%	0%	12%	4%	3%	10%	6%	5%	0%	6%	17%	11%	8%	0%	3%	15%	17%	7%	8%	10%	0%	0%
Quit smoking	7%	9%	6%	7%	8%	8%	4%	12%	0%	5%	6%	8%	8%	0%	8%	5%	12%	7%	6%	4%	14%	17%	4%	9%	4%	2%	21%
Spend more time with friends and family	6%	8%	4%	11%	0%	6%	9%	6%	8%	5%	6%	6%	7%	6%	8%	3%	9%	7%	3%	5%	3%	9%	9%	4%	6%	5%	6%
Get organized	6%	7%	6%	2%	11%	8%	4%	8%	7%	2%	8%	5%	10%	0%	4%	3%	4%	2%	14%	6%	3%	4%	12%	3%	6%	11%	0%
Make more money	4%	5%	3%	7%	5%	0%	2%	7%	4%	0%	6%	3%	5%	0%	1%	7%	7%	6%	0%	3%	7%	4%	4%	4%	2%	0%	12%
Save money	4%	5%	4%	4%	8%	2%	0%	5%	4%	4%	4%	4%	3%	0%	6%	7%	1%	11%	4%	2%	6%	4%	2%	5%	7%	4%	0%
Travel	2%	2%	1%	4%	0%	2%	3%	0%	1%	0%	3%	1%	0%	0%	7%	3%	0%	0%	1%	0%	4%	1%	1%	0%	2%	6%	
Take up a new hobby	1%	1%	1%	0%	0%	4%	2%	1%	2%	0%	0%	2%	1%	0%	0%	3%	1%	0%	0%	1%	2%	0%	2%	0%	1%	2%	0%
Volunteer/Help others	1%	0%	2%	0%	0%	2%	4%	1%	2%	1%	0%	1%	1%	0%	2%	0%	1%	1%	0%	1%	1%	0%	3%	0%	1%	2%	0%
Vol: Other	7%	5%	9%	11%	0%	10%	6%	8%	11%	4%	9%	6%	6%	19%	11%	2%	9%	2%	3%	7%	6%	13%	6%	8%	8%	4%	8%
Don't know/Refused	8%	10%	6%	7%	11%	6%	7%	6%	7%	13%	12%	5%	4%	18%	8%	12%	5%	10%	14%	11%	7%	0%	4%	11%	11%	2%	6%
Q27. As you look back over this year, 2013 and take stock of it, which of these two statements comes closer to your view: [CHOICES ROTATED]																											
	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
I'm glad this year is coming to close. I'm ready to hit the restart button and put this year behind me.	38%	40%	35%	33%	38%	38%	41%	40%	34%	37%	38%	38%	38%	26%	41%	39%	47%	30%	28%	36%	36%	46%	38%	37%	35%	34%	41%
While everything hasn't been perfect, I had a good year, made progress on many of my goals and I'll remember 2013 fondly.	60%	58%	63%	67%	60%	58%	57%	59%	66%	60%	62%	60%	60%	74%	57%	60%	51%	69%	71%	62%	63%	54%	59%	61%	64%	66%	55%
Don't know/Refused	2%	2%	2%	0%	2%	3%	3%	1%	1%	3%	1%	2%	1%	0%	2%	1%	2%	0%	2%	2%	1%	0%	2%	2%	1%	1%	4%

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Nature of the Sample	
New York State Residents	
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Religion	
Catholic	36%
Jewish	8%
Protestant	28%
Other	26%
Age	
18 to 34	30%
35 to 49	26%
50 to 64	24%
65 and older	17%
Children in Household	
Yes	39%
No	60%
Income	
Less than \$50,000	33%
\$50,000 - \$100,000	28%
\$100,000 or more	23%
Gender	
Male	48%
Female	52%
Ethnicity	
White	63%
African American/Black	19%
Latino	12%
Party (Among Registered Voters)	
Democrat	47%
Republican	22%
Independent/Other	24%