

Siena College Research Institute
November 3-17, 2014
809 New York State Residents
MOE +/- 3.4%

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	23%	20%	25%	36%	17%	16%	18%	22%	24%	23%	29%	20%	23%	18%	25%	23%	23%	26%	22%	23%	20%	27%	24%	23%	19%	26%	29%
Somewhat excited	35%	36%	35%	31%	45%	38%	31%	35%	37%	35%	38%	35%	38%	35%	36%	35%	32%	36%	43%	36%	37%	31%	41%	32%	35%	41%	38%
Not very excited	23%	26%	21%	17%	25%	24%	26%	22%	26%	23%	19%	25%	24%	24%	22%	21%	21%	25%	21%	24%	20%	22%	23%	23%	25%	23%	18%
Not at all excited	18%	18%	18%	15%	13%	21%	25%	21%	13%	13%	15%	21%	15%	23%	17%	21%	24%	13%	13%	17%	23%	20%	11%	21%	22%	10%	15%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	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	7%	8%	7%	11%	3%	7%	7%	7%	7%	8%	7%	7%	8%	5%	7%	7%	7%	7%	10%	5%	13%	13%	6%	8%	10%	7%	6%
Less money	32%	28%	36%	33%	33%	35%	24%	31%	32%	35%	36%	30%	34%	20%	37%	29%	35%	33%	26%	31%	31%	36%	37%	31%	29%	31%	29%
About the same	59%	63%	56%	56%	61%	57%	67%	61%	61%	56%	56%	62%	57%	71%	55%	62%	57%	59%	62%	62%	55%	50%	57%	60%	61%	60%	62%
Don't know/Refused	1%	1%	2%	0%	2%	1%	2%	1%	1%	1%	1%	1%	0%	4%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	2%	3%

Q15. Are you buying gifts for more, fewer or the same number of individuals as last 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
More	13%	13%	13%	22%	9%	10%	7%	16%	10%	10%	13%	13%	11%	8%	16%	16%	17%	14%	11%	9%	18%	24%	12%	13%	19%	4%	14%
Fewer	22%	17%	26%	22%	25%	25%	12%	24%	21%	19%	20%	23%	22%	6%	25%	22%	23%	20%	14%	17%	28%	32%	25%	21%	20%	18%	17%
Same	63%	68%	59%	54%	65%	64%	77%	56%	69%	69%	65%	62%	67%	82%	58%	59%	57%	65%	73%	73%	48%	40%	63%	63%	59%	77%	69%
Don't know/Refused	2%	2%	2%	1%	2%	1%	4%	3%	0%	2%	1%	2%	0%	4%	1%	3%	3%	1%	2%	1%	5%	3%	0%	3%	1%	2%	1%

Q16. Per individual on your list, are you spending more money, less money or about the same as last 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
More money	13%	14%	12%	17%	9%	13%	12%	15%	11%	12%	15%	12%	14%	6%	16%	13%	14%	16%	10%	8%	19%	28%	13%	13%	15%	10%	14%
Less money	27%	24%	29%	22%	30%	33%	20%	24%	28%	29%	26%	27%	27%	19%	31%	25%	26%	29%	23%	28%	31%	23%	31%	25%	25%	25%	28%
About the same	58%	62%	55%	59%	59%	52%	65%	58%	60%	57%	56%	59%	57%	71%	52%	60%	56%	54%	67%	63%	46%	45%	54%	59%	57%	63%	56%
Don't know/Refused	3%	1%	4%	2%	2%	2%	3%	3%	1%	2%	3%	2%	2%	5%	1%	2%	4%	1%	1%	1%	4%	4%	2%	3%	2%	3%	2%

Q17. **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%	29%	33%	42%	23%	21%	31%	35%	29%	27%	29%	31%	23%	38%	31%	35%	41%	24%	14%	25%	37%	40%	29%	32%	31%	19%	23%
\$300-\$399	11%	9%	12%	10%	10%	10%	15%	11%	10%	11%	9%	12%	9%	13%	12%	12%	11%	12%	8%	11%	11%	8%	11%	11%	7%	15%	12%
\$400-\$499	11%	12%	9%	9%	13%	14%	10%	12%	9%	10%	12%	10%	11%	12%	11%	10%	13%	12%	9%	10%	13%	12%	10%	11%	12%	10%	9%
\$500-\$599	11%	13%	9%	10%	11%	12%	11%	12%	9%	10%	12%	10%	13%	7%	12%	8%	10%	10%	14%	12%	8%	12%	10%	11%	12%	12%	12%
\$600-\$699	5%	5%	5%	4%	6%	5%	3%	4%	10%	3%	2%	7%	6%	4%	8%	2%	4%	5%	6%	5%	5%	7%	7%	4%	3%	9%	3%
\$700-\$799	4%	4%	4%	5%	4%	4%	3%	3%	1%	7%	5%	4%	5%	0%	3%	5%	4%	6%	4%	5%	2%	5%	5%	4%	4%	8%	3%
\$800-\$899	2%	3%	2%	2%	2%	4%	2%	1%	2%	5%	2%	2%	4%	1%	2%	2%	2%	4%	1%	4%	1%	1%	3%	2%	3%	1%	3%
\$900-\$999	3%	2%	4%	3%	3%	3%	4%	2%	4%	4%	4%	3%	4%	1%	4%	2%	4%	2%	5%	4%	1%	3%	3%	3%	4%	4%	3%
\$1,000 or more	23%	23%	22%	15%	28%	28%	20%	20%	28%	23%	25%	22%	26%	24%	18%	24%	12%	25%	39%	24%	22%	13%	22%	23%	24%	23%	31%

** The results of this question are based only on those that answered with an amount (N=723). Margin of error for this question: +/-3.6%

Q18. 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	34%	26%	41%	21%	29%	32%	57%	38%	25%	34%	24%	39%	34%	36%	41%	24%	43%	30%	14%	32%	43%	37%	36%	33%	33%	36%	24%
More than none but less than 25%	16%	16%	17%	13%	15%	20%	16%	12%	24%	16%	16%	16%	19%	15%	16%	13%	16%	17%	17%	15%	10%	18%	18%	15%	14%	18%	17%
25% to just under 50%	19%	22%	16%	20%	20%	22%	13%	15%	20%	24%	24%	16%	22%	11%	23%	16%	18%	19%	23%	19%	15%	20%	17%	20%	21%	21%	16%
50% to just under 75%	17%	21%	13%	23%	20%	16%	6%	18%	16%	15%	21%	15%	16%	22%	8%	25%	12%	19%	26%	20%	14%	15%	16%	17%	18%	17%	22%
75% to 100%	13%	14%	12%	22%	14%	9%	6%	14%	15%	10%	14%	13%	9%	14%	11%	20%	11%	14%	20%	14%	13%	11%	12%	13%	13%	7%	18%
Don't know/Refused	1%	2%	1%	2%	1%	1%	2%	2%	0%	1%	1%	2%	1%	1%	0%	2%	1%	1%	0%	1%	4%	0%	1%	1%	1%	0%	2%

Q19. 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			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	65%	65%	64%	62%	64%	67%	70%	64%	65%	65%	63%	66%	65%	57%	75%	59%	66%	70%	58%	65%	63%	62%	66%	64%	66%	60%	60%
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%	31%	36%	34%	31%	22%	31%	32%	31%	36%	29%	33%	39%	22%	36%	30%	26%	40%	32%	28%	34%	31%	31%	31%	35%	36%
Don't know/Refused	4%	3%	5%	2%	2%	2%	9%	4%	3%	4%	1%	5%	2%	3%	4%	4%	4%	3%	2%	3%	8%	3%	3%	4%	3%	5%	4%

Q20. 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 2015?																											
	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%	88%	79%	85%	86%	82%	81%	80%	87%	85%	89%	80%	83%	81%	81%	88%	82%	81%	89%	85%	82%	84%	87%	81%	82%	83%	89%
Pay later	13%	10%	16%	13%	11%	16%	13%	16%	11%	11%	9%	16%	15%	14%	17%	8%	13%	16%	9%	12%	11%	13%	11%	14%	14%	12%	9%
Don't know/Refused	4%	2%	6%	2%	3%	2%	6%	5%	2%	4%	3%	4%	3%	5%	2%	4%	5%	2%	1%	3%	7%	4%	2%	5%	3%	5%	2%

Q21. 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	75%	70%	78%	70%	78%	75%	79%	71%	80%	76%	74%	76%	75%	86%	80%	70%	64%	78%	86%	79%	79%	66%	82%	71%	80%	78%	78%
No	23%	26%	19%	25%	20%	21%	19%	25%	20%	21%	24%	21%	22%	13%	18%	28%	32%	20%	12%	19%	20%	29%	15%	26%	18%	22%	19%
Don't know/Refused	3%	3%	2%	5%	1%	3%	1%	4%	1%	3%	2%	3%	3%	1%	2%	2%	4%	2%	2%	2%	2%	6%	2%	3%	2%	0%	3%

Q22. 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	36%	34%	38%	35%	43%	37%	24%	37%	40%	33%	39%	35%	32%	31%	47%	37%	37%	34%	38%	31%	44%	42%	41%	34%	40%	31%	31%
No	62%	64%	61%	63%	56%	60%	74%	60%	60%	66%	60%	63%	66%	68%	51%	62%	60%	65%	61%	68%	53%	55%	57%	64%	58%	69%	66%
Don't know/Refused	2%	2%	2%	2%	1%	3%	2%	3%	0%	1%	1%	2%	2%	1%	1%	1%	3%	2%	0%	1%	3%	3%	2%	2%	2%	1%	3%

Siena College Research Institute
November 3-17, 2014
809 New York State Residents
MOE +/- 3.4%

Q23. Of the following, during this time of the year, which greeting is the one you yourself most often use, is it...																											
	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%	51%	52%	40%	50%	57%	62%	38%	57%	64%	48%	53%	70%	12%	60%	35%	50%	53%	53%	59%	30%	43%	62%	47%	44%	65%	60%
Happy Holidays	38%	37%	38%	47%	42%	32%	29%	49%	37%	25%	40%	37%	21%	63%	31%	54%	42%	37%	38%	30%	55%	48%	29%	42%	46%	25%	35%
Seasons' Greetings	6%	7%	5%	5%	4%	7%	7%	10%	2%	4%	7%	5%	6%	8%	8%	3%	5%	5%	4%	4%	14%	7%	4%	7%	7%	4%	2%
Vol: Other	1%	1%	0%	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%	4%	0%	0%	2%	0%	0%	1%	0%	0%	2%	0%	1%	1%	0%
Don't know/Refused	4%	4%	4%	6%	4%	3%	2%	3%	4%	6%	5%	4%	2%	13%	0%	7%	1%	5%	4%	6%	2%	2%	4%	4%	2%	4%	3%
Q24. 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	70%	69%	70%	68%	72%	75%	68%	55%	78%	82%	79%	65%	89%	9%	77%	63%	69%	72%	71%	75%	59%	73%	83%	64%	66%	85%	73%
No	30%	30%	30%	32%	27%	25%	31%	44%	22%	17%	21%	35%	11%	90%	22%	37%	31%	28%	29%	24%	41%	27%	17%	35%	33%	15%	26%
Refused	0%	1%	0%	0%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%
Q25. (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			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
Real tree	38%	38%	39%	33%	44%	45%	27%	44%	33%	37%	40%	37%	38%	79%	41%	36%	34%	39%	50%	42%	31%	34%	35%	41%	46%	33%	35%
Artificial tree	61%	60%	61%	65%	56%	53%	72%	55%	67%	62%	59%	62%	62%	21%	59%	61%	65%	61%	49%	58%	65%	66%	64%	59%	52%	67%	65%
Refused	1%	1%	1%	1%	0%	2%	1%	1%	0%	1%	1%	1%	0%	0%	0%	3%	1%	0%	1%	0%	4%	0%	2%	1%	1%	0%	0%
Q26. Would you say you believe in Santa Claus or not?																											
	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
Believe	30%	30%	30%	20%	33%	36%	35%	23%	39%	33%	31%	30%	39%	8%	29%	27%	27%	39%	30%	33%	24%	26%	100%	0%	25%	37%	36%
Do not believe	68%	68%	69%	79%	65%	64%	62%	75%	60%	66%	69%	68%	60%	92%	69%	71%	72%	60%	69%	65%	76%	74%	0%	100%	74%	61%	63%
Don't know/Refused	1%	3%	0%	1%	2%	0%	3%	2%	1%	1%	1%	2%	1%	0%	2%	2%	1%	1%	1%	2%	0%	0%	0%	0%	2%	2%	1%
Q27. As you think about winter, which of the following two statements is closer to your opinion: [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
I dread it. The holidays may be enjoyable, but I can't stand the darkness, the cold and the ice and snow take a toll on me.	36%	30%	42%	37%	33%	35%	42%	36%	32%	39%	28%	40%	37%	31%	32%	38%	41%	37%	26%	35%	36%	34%	32%	38%	31%	34%	30%
It may be cold but it is a special time of year. I look forward to winter sports, sitting by a fire, catching up on reading, putting on my winter clothes and all the holidays and events the season provides.	60%	66%	54%	59%	64%	62%	54%	59%	63%	58%	67%	56%	60%	62%	65%	57%	57%	59%	70%	61%	58%	64%	62%	58%	65%	64%	65%
Don't know/Refused	4%	3%	5%	4%	3%	3%	4%	5%	4%	3%	4%	4%	3%	8%	3%	5%	2%	4%	3%	4%	6%	2%	5%	3%	3%	2%	5%

Siena College Research Institute
November 3-17, 2014
809 New York State Residents
MOE +/- 3.4%

Q28. And as winter approaches, do you think in New York this year, we will have more than the average amount of snow, right about the average or that this year we will have less than the average amount of snow?																											
	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 than average	39%	42%	37%	51%	36%	37%	34%	37%	47%	37%	42%	38%	39%	32%	44%	39%	42%	40%	36%	37%	33%	53%	37%	40%	37%	43%	35%
Right about average	37%	39%	36%	29%	43%	41%	38%	34%	31%	45%	39%	36%	39%	39%	34%	38%	30%	41%	50%	41%	30%	26%	44%	35%	37%	41%	42%
Less than average	16%	14%	19%	17%	16%	17%	15%	19%	19%	12%	15%	17%	18%	16%	14%	17%	22%	15%	12%	15%	25%	18%	14%	18%	19%	10%	20%
Don't know/Refused	7%	5%	9%	3%	4%	6%	13%	10%	3%	6%	4%	9%	4%	13%	8%	6%	5%	5%	3%	6%	12%	3%	5%	8%	8%	5%	4%
Q29. And thinking specifically about snow, would you describe yourself more as: [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
Someone that gets excited about snow coming and looks forward to enjoying the related activities and its quiet beauty	43%	46%	40%	50%	45%	42%	33%	41%	41%	47%	54%	36%	41%	39%	47%	45%	41%	42%	50%	44%	42%	49%	47%	42%	47%	45%	45%
Someone that figures out how to endure it, get it cleared away and wouldn't be upset if we had very little of it	55%	52%	58%	48%	55%	56%	65%	56%	58%	52%	46%	61%	58%	61%	53%	52%	57%	57%	49%	55%	58%	48%	51%	56%	52%	54%	54%
Don't know/Refused	2%	2%	2%	3%	0%	2%	2%	3%	1%	1%	1%	3%	1%	0%	0%	3%	2%	1%	1%	1%	0%	3%	2%	2%	1%	1%	0%

Siena College Research Institute
 November 3-17, 2014
 809 New York State Residents
 MOE +/- 3.4%

Nature of the Sample	
New York State Residents	
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Religion	
Catholic	34%
Jewish	8%
Protestant	23%
Other	32%
Age	
18 to 34	29%
35 to 49	25%
50 to 64	23%
65 and older	16%
Children in Household	
Yes	37%
No	61%
Income	
Less than \$50,000	37%
\$50,000 - \$100,000	28%
\$100,000 or more	20%
Gender	
Male	48%
Female	52%
Ethnicity	
White	58%
African American/Black	13%
Latino	16%
Party (Among Registered Voters)	
Democrat	44%
Republican	22%
Independent/Other	23%