Q13. As the holiday season begins wo	, , ,	Gen			Ag			1	Regio			n in HH		Reli	•		Ι, υ	Income	۵		Ethnicity		Believe	in Santa		Party	
		Gei	luci		75	, c			Region	•	Cilliare			iteli	51011			\$50K-	- 		Afr Amer		Delleve	iii Jaiita		raity	Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	
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%	19%	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 pl	an to spend	more	mone	y on h	oliday g	gifts, le	ss mo	ney o	r abou	t the s	ame?	<u> </u>										<u> </u>				<u> </u>	
		Gen			Ag				Regio			n in HH		Reli	gion			Incom	e		Ethnicity		Believe	in Santa		Party	<del>,                                    </del>
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
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%	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, fe	wer or the sa			r of inc			st yea						ı				ı										
		Gen	nder		Ag	ge	1		Regio	1	Childre	n in HH		Reli	gion	ı		Incom	e		Ethnicity	1	Believe	in Santa		Party	
			_														.4=0.4	\$50K-	44.001		Afr Amer		.,		_	_	Ind/
	Total	M	F	18-34				NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	•	White	/Black	Latino	Yes	No	Dem		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%		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%		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%
O16 Barriadia idaalaa aa aa ilataa aa aa			<u> </u>																								
Q16. Per individual on your list, are yo	u spending r	Gen		y, iess			ut the	same				n in HH	1	Dalie	rion		1	Income			Ethnicity		Believe	in Conto		Party	
		Ger	luer		Ag	ge I			Regio	1	Ciliare	11111111111		Reli	gion	ı		\$50K-	e I		Afr Amer		believe	III Santa		Party	Ind/
	Tatal		_	10 24	25 40	FO C4	٥.	NIVC	Cha	11	V	NI.	Cath	laiala	Duck	Other	4¢E0K	1 '	\$100K+	14/b:4-			V	Na	D	D = ==	
Nava manau	Total 13%	M	F 12%	17%	<b>35-49</b> 9%	13%	12%			Upst	Yes	No 12%	Cath 14%	Jewish		Other	<\$50K	\$100K		White	/Black	Latino	Yes 13%	No 120/	<b>Dem</b> 15%		Othe
More money		14%	_						11%	12%	15%			6%	16%	13%	14%	16%	10%	8%	19%	28%		13%		10%	14%
Less money	27%	24%	29%	22%	30%	33%	20%		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%		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 m	oney you pla	n to s	spend	on gift	ts durin	ng this	holida	y seas	on?									1			I						
		Gen	nder		Ag	ge			Regio	1	Childre	n in HH		Reli	gion			Incom	e		Ethnicity		Believe	in Santa		Party	
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
\$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%
1 1	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%
\$600-\$699			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%
\$600-\$699 \$700-\$799	4%	4%	470																							-	
\$700-\$799												2%					2%	4%	1%	4%	1%	1%	3%	2%	3%	1%	3%
\$700-\$799 \$800-\$899	2%	3%	2%	2%	2%	4%	2%	1%	2%	5%	2%	2%	4%	1%	2%	2%		4% 2%		4% 4%	1% 1%	1% 3%	3% 3%	2% 3%	3% 4%	1% 4%	3% 3%
\$700-\$799								1% 2%									2% 4% 12%	4% 2% 25%	1% 5% 39%	4% 4% 24%	1% 1% 22%	1% 3% 13%	3% 3% 22%	2% 3% 23%	3% 4% 24%	1% 4% 23%	3% 3% 31%

Holiday1114 Crosstabs.xlsx 1 of 5

	Gende			to conduct online this yea Age				Region			Childre	n in HH		Relig	rion			Income	۵ .	Ethnicity			Believe		Party		
		Gei	luci		7.5		1		Kegioi		Cilliare			IVEIIE		1		\$50K-	- 		Afr Amer		Delieve	III Janta		rait	Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K		\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	
None	34%	26%	41%	21%	29%	32%	57%			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 purch	ase fo	or oth	ers du	ring th	e holid	ay seas	son, w	hich c	of thes	e two	stateme	nts mor	e close	ly match	nes vo	ur appr	oach? [	CHOICE	S ROTAT	ED]	ı			ı			
			nder		Ag	•			Region			n in HH		Relig			1	Income		Ethnicity			Believe	in Santa	a Party		v
																		\$50K-			Afr Amer						Ind
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	l .	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	
I try, as much as I can, to buy practical																											
gifts, things that they need and will use	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%
more than impractical things that they																											
While I may give some items that they may																											
need like clothes, this is the time to splurge	210/	220/	240/	200/	2.40/	210/	220/	210/	220/	240/	200/	200/	220/	200/	220/	200/	200/	300/	40%	220/	28%	2.40/	210/	210/	210/	250/	200
on special or memorable gifts that they	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%
want more than they need																											
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 in	tend t	o pav	for all	vour g	ifts and	othe	r cnor	ding i	rash	or as so	on oc th	o bill o	rrives o	r do w	ou nlan	to nav	off vou	haliday	cnondin	a over a ne		ima that	sould ov	+004	11 1	to
								.i spci	iuiiig ii	Casii	01 43 30	on as th	e Dili a	ilives, o	ı uu yı	ou piaii	to pay	oii youi	nonuay	spenum	g over a pe	erioa or i	ume mai	coula ex	tena w	ell in	w
2015?					, o u g		2 0 0 1110	л эрсі	iuiiig ii	i casii	01 43 30	on as th	e bili a	ilives, o	i uo y	ou pian	to pay	on your	nonuay	spenum	ig over a pe	erioa or i	ime mat	. could ex	tena w	ell in	
2015?		Ger	nder		Ag			. Тэрсг	Region			n in HH	e Dili a	Relig		ou pian	to pay	Income		spenum	Ethnicity	erioa or 1		in Santa	iteria w	Part	
2015?		Ger						Л					e Dili a			ou pian	to pay	•		spenum	· .	eriod or t			tena w		у
2015?	Total				Ag				Region				Cath		ion			Income		White	Ethnicity	Latino			Dem	Part	y Ind/
2015? Pay now	Total 83%		nder		Ag	ge		NYC	Region	1	Childre	n in HH		Relig	ion			Income	e		Ethnicity Afr Amer		Believe	in Santa		Part	y Ind/ Othe
		м	nder	18-34	Ag 35-49	se 50-64	65+	NYC 80%	Region	n Upst	Childre Yes	n in HH No	Cath	Relig Jewish	ion Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Ethnicity Afr Amer /Black	Latino	Believe Yes	in Santa No	Dem	Part Rep	y Ind/ Othe
Pay now Pay later	83%	<b>M</b> 88%	nder F 79%	<b>18-34</b> 85%	<b>Ag 35-49</b> 86%	<b>50-64</b>	<b>65+</b> 81%	NYC 80% 16%	Region Subs 87%	Upst 85%	Childre Yes 89%	No 80%	<b>Cath</b> 83%	Relig Jewish 81%	prot	Other	<\$ <b>50K</b>	\$50K- \$100K 81%	\$100K+	White	Ethnicity Afr Amer /Black 82%	Latino 84%	Yes	in Santa No 81%	<b>Dem</b> 82%	Part Rep 83%	Ind/ Othe 89%
Pay now	83% 13%	M 88% 10%	F 79% 16%	<b>18-34</b> 85% 13%	<b>35-49</b> 86% 11%	50-64 82% 16%	<b>65+</b> 81% 13%	NYC 80% 16%	Region Subs 87% 11%	Upst 85% 11%	Yes 89% 9%	No 80% 16%	Cath 83% 15%	Relig Jewish 81% 14%	rion Prot 81% 17%	Other 88% 8%	<\$50K 82% 13%	\$50K- \$100K 81% 16%	\$100K+ 89% 9%	White 85% 12%	Ethnicity Afr Amer /Black 82% 11%	Latino 84% 13%	Yes 87% 11%	No 81% 14%	<b>Dem</b> 82% 14%	Part  Rep 83% 12%	y Ind/ Othe 89%
Pay now Pay later	83% 13% 4%	M 88% 10% 2%	79% 16%	18-34 85% 13% 2%	35-49 86% 11% 3%	50-64 82% 16% 2%	65+ 81% 13% 6%	NYC 80% 16% 5%	Subs 87% 11% 2%	Upst 85% 11% 4%	Yes 89% 9% 3%	No 80% 16% 4%	Cath 83% 15% 3%	Relig Jewish 81% 14% 5%	Prot 81% 17% 2%	Other 88% 8% 4%	<\$50K 82% 13% 5%	\$50K- \$100K 81% 16%	\$100K+ 89% 9%	White 85% 12%	Ethnicity Afr Amer /Black 82% 11%	Latino 84% 13%	Yes 87% 11%	No 81% 14%	<b>Dem</b> 82% 14%	Part  Rep 83% 12%	
Pay now Pay later Don't know/Refused	83% 13% 4%	M 88% 10% 2% f mor	79% 16%	18-34 85% 13% 2%	35-49 86% 11% 3%	50-64 82% 16% 2% charita	65+ 81% 13% 6%	NYC 80% 16% 5%	Subs 87% 11% 2%	Upst 85% 11% 4%	Yes 89% 9% 3% ocus on	No 80% 16% 4%	Cath 83% 15% 3%	Relig Jewish 81% 14% 5%	Prot 81% 17% 2% oliday	Other 88% 8% 4%	<\$50K 82% 13% 5%	\$50K- \$100K 81% 16%	\$100K+ 89% 9% 1%	White 85% 12%	Ethnicity Afr Amer /Black 82% 11%	Latino 84% 13%	Yes 87% 11% 2%	No 81% 14%	<b>Dem</b> 82% 14%	Part  Rep 83% 12%	y Ind/ Othe 89% 9% 2%
Pay now Pay later Don't know/Refused	83% 13% 4%	M 88% 10% 2% f mor	79% 16% 6%	18-34 85% 13% 2%	35-49 86% 11% 3%	50-64 82% 16% 2% charita	65+ 81% 13% 6%	NYC 80% 16% 5%	Region Subs 87% 11% 2% ations	Upst 85% 11% 4%	Yes 89% 9% 3% ocus on	No 80% 16% 4% the need	Cath 83% 15% 3%	Religion 14% 5% ng the h	Prot 81% 17% 2% oliday	Other 88% 8% 4%	<\$50K 82% 13% 5%	\$50K- \$100K 81% 16% 2%	\$100K+ 89% 9% 1%	White 85% 12%	Ethnicity Afr Amer /Black 82% 11% 7%	Latino 84% 13%	Yes 87% 11% 2%	No 81% 14% 5%	<b>Dem</b> 82% 14%	Rep 83% 12% 5%	y Ind/ Othe 89% 9% 2%
Pay now Pay later Don't know/Refused	83% 13% 4%	M 88% 10% 2% of mor	79% 16% 6%	18-34 85% 13% 2%	35-49 86% 11% 3% gifts to	50-64 82% 16% 2% charita	65+ 81% 13% 6% able o	NYC 80% 16% 5% rganiz	Subs 87% 11% 2% ations Region	Upst 85% 11% 4% that fo	Yes 89% 9% 3% ocus on	No 80% 16% 4% the need	Cath 83% 15% 3%	Religion 14% 5% ng the h	Prot 81% 17% 2% oliday	Other 88% 8% 4%	<\$50K 82% 13% 5%	\$50K- \$100K 81% 16% 2%	\$100K+ 89% 9% 1%	White 85% 12%	Ethnicity Afr Amer /Black 82% 11% 7%	Latino 84% 13%	Yes 87% 11% 2%	No 81% 14% 5%	<b>Dem</b> 82% 14%	Rep 83% 12% 5%	y   Ind/ Othe 89% 9% 2%   2%
Pay now Pay later Don't know/Refused	83% 13% 4% ions o	M 88% 10% 2% of mor	F 79% 16% 6% ney, fonder	18-34 85% 13% 2%	35-49 86% 11% 3% gifts to	50-64 82% 16% 2% charita	65+ 81% 13% 6% able o	NYC 80% 16% 5% rganiz	Subs 87% 11% 2% ations Region	Upst 85% 11% 4% that fo	Yes 89% 9% 3% occus on	No 80% 16% 4% the need	Cath 83% 15% 3%	Relig Jewish 81% 14% 5% ng the h Relig	Prot 81% 17% 2% oliday	Other 88% 8% 4%	<\$50K 82% 13% 5%	\$50K- \$100K 81% 16% 2%	\$100K+ 89% 9% 1%	White 85% 12% 3%	Ethnicity Afr Amer /Black 82% 11% 7% Ethnicity Afr Amer	Latino 84% 13% 4%	Yes 87% 11% 2% Believe	in Santa  No  81% 14% 5%  in Santa	Dem 82% 14% 3%	Rep 83% 12% 5%	y Ind/ Othe 89% 9% 2% y Ind/ Othe
Pay now Pay later Don't know/Refused Q21. This year will you be making any donat	83% 13% 4% ions o	M 88% 10% 2% of mor Ger	F 79% 16% 6% ney, fonder	18-34 85% 13% 2% pod or g	35-49 86% 11% 3% gifts to Ag	50-64 82% 16% 2% charita	65+ 81% 13% 6% able o	NYC 80% 16% 5% rganiz NYC 71%	Subs 87% 11% 2% ations Region	Upst 85% 11% 4% that for	Yes 89% 9% 3% ocus on Childre	No 80% 16% 4% the need in in HH	Cath 83% 15% 3% dy duri	Relig Jewish 81% 14% 5% ng the h Relig	Prot 81% 17% 2% oliday gion	Other 88% 8% 4% season	<\$50K 82% 13% 5% ?	\$50K-   \$100K   81%   16%   2%	\$100K+ 89% 9% 1%	White 85% 12% 3% White	Ethnicity Afr Amer /Black 82% 11% 7%  Ethnicity Afr Amer /Black	Latino 84% 13% 4%	Yes 87% 11% 2% Believe	in Santa  No 81% 14% 5% in Santa No	Dem 82% 14% 3%	Rep 83% 12% 5% Part	y Ind/ Othe 89% 9% 2% V Ind/ Othe
Pay now Pay later Don't know/Refused Q21. This year will you be making any donat Yes	83% 13% 4% ions o	M 88% 10% 2% of mor Ger M 70%	79% 16% 6% ney, fonder	18-34 85% 13% 2% bood or § 18-34 70%	Ag 35-49 86% 11% 3% gifts to Ag 35-49 78%	50-64 82% 16% 2% charita ge 50-64 75%	65+ 81% 13% 6% able o	NYC 80% 16% 5% NYC 71% 25%	Subs 87% 11% 2% ations Region Subs 80%	Upst 85% 11% 4% that for Upst 76%	Yes 89% 9% 3% Occus on Childre Yes 74%	No 80% 16% 4% the needs in HH No 76%	Cath 83% 15% 3% dy duri Cath 75%	Relig Jewish 81% 14% 5% ng the h Relig Jewish 86%	Prot 81% 17% 2% oliday sion Prot 80%	Other 88% 8% 4% Season Other 70%	<\$50K 82% 13% 5% ? - - - \$50K 64%	Solution   Solution	\$100K+ 89% 9% 1%	White 85% 12% 3% White 79%	Ethnicity Afr Amer /Black 82% 11% 7%  Ethnicity Afr Amer /Black 79%	Latino 84% 13% 4% Latino 66%	Yes 87% 11% 2% Believe Yes 82%	in Santa  No 81% 14% 5%  in Santa  No 71%	Dem 82% 14% 3% Dem 80%	Rep 83% 12% 5% Part Rep 78%	y Ind/ Othe 89% 9% 2% Ind/ Othe
Pay now Pay later Don't know/Refused Q21. This year will you be making any donat Yes	83% 13% 4% ions o Total 75% 23%	M 88% 10% 2% of mor Ger M 70% 26%	79% 16% 6% ey, fonder F 78%	18-34 85% 13% 2% Dood or § 18-34 70% 25%	Ag 35-49 86% 11% 3% gifts to Ag 35-49 78% 20%	50-64 82% 16% 2% charita ge 50-64 75% 21%	65+ 81% 13% 6% able o 65+ 79% 19%	NYC 80% 16% 5% NYC 71% 25%	Region Subs 87% 11% 2% ations Region Subs 80% 20%	Upst 85% 11% 4% that for 10 Upst 76% 21%	Yes 89% 9% 3% Occus on Childre Yes 74% 24%	No 80% 16% 4% the need in in HH No 76% 21%	Cath 83% 15% 3% dy duri Cath 75% 22%	Relig Jewish 81% 14% 5% ng the h Relig Jewish 86% 13%	Prot 81% 2% oliday 500 Prot 80% 18%	Other 88% 4% 4% Other 70% 28%	<\$50K 82% 13% 5% ? \$50K 64% 32%	Income   \$50K-   \$100K   81%   16%   2%       Income   \$50K-   \$100K   78%   20%	\$100K+ 89% 9% 1% 1% \$100K+ 86% 12%	White 85% 12% 3% White 79% 19%	Ethnicity Afr Amer /Black 82% 11% 7%  Ethnicity Afr Amer /Black 79% 20%	Latino 84% 13% 4% Latino 66% 29%	Yes 87% 111% 2% Believe Yes 82% 15%	in Santa  No 81% 14% 5%  in Santa  No 71% 26%	Dem 82% 14% 3% Dem 80% 18%	Part  Rep 83% 12% 5%  Part  Rep 78% 22%	y Ind/ Othe 89% 9% 2% V Ind/ Othe 78% 19%
Pay now Pay later Don't know/Refused  Q21. This year will you be making any donat  Yes No Don't know/Refused	83% 13% 4% ions o Total 75% 23% 3%	M 88% 10% 2% of mor Ger M 70% 26% 3%	F 79% 16% 6% eey, fonder F 78% 19% 2%	18-34 85% 13% 2% bood or g 18-34 70% 25% 5%	35-49 86% 11% 3% gifts to Ag 35-49 78% 20% 1%	50-64 82% 16% 2% charita ge 50-64 75% 21% 3%	65+ 81% 13% 6% 8ble o 65+ 79% 19%	NYC 80% 16% 5% rganiz NYC 71% 25% 4%	Region Subs 87% 11% 2% ations Region Subs 80% 20% 1%	Upst 85% 11% 4% that for 1 Upst 76% 21% 3%	Yes 89% 9% 3% Cus on Childre Yes 74% 24% 2%	No 80% 16% 4% the needs in HH No 76% 21% 3%	Cath 83% 15% 3% dy duri Cath 75% 22% 3%	Relig Jewish 81% 14% 5% ng the h Relig Jewish 86% 13%	Prot 81% 2% oliday 500 Prot 80% 18%	Other 88% 4% 4% Other 70% 28%	<\$50K 82% 13% 5% ? \$50K 64% 32%	Income   \$50K-   \$100K   81%   16%   2%       Income   \$50K-   \$100K   78%   20%	\$100K+ 89% 9% 1% 1% \$100K+ 86% 12%	White 85% 12% 3% White 79% 19%	Ethnicity Afr Amer /Black 82% 11% 7%  Ethnicity Afr Amer /Black 79% 20%	Latino 84% 13% 4% Latino 66% 29%	Yes 87% 111% 2% Believe Yes 82% 15%	in Santa  No 81% 14% 5%  in Santa  No 71% 26%	Dem 82% 14% 3% Dem 80% 18%	Part  Rep 83% 12% 5%  Part  Rep 78% 22%	y Ind/ Othe 89% 9% 2% V Ind/ Othe 78% 19%
Pay now Pay later Don't know/Refused  Q21. This year will you be making any donat  Yes No Don't know/Refused	83% 13% 4% ions o Total 75% 23% 3%	M 88% 10% 2% of mor Ger M 70% 26% 3%	F 79% 16% 6% eey, fonder F 78% 19% 2%	18-34 85% 13% 2% bood or g 18-34 70% 25% 5%	35-49 86% 11% 3% gifts to Ag 35-49 78% 20% 1%	50-64 82% 16% 2% charita ge 50-64 75% 21% 3%	65+ 81% 13% 6% 8ble o 65+ 79% 19%	NYC 80% 16% 5% rganiz NYC 71% 25% 4%	Region Subs 87% 11% 2% ations Region Subs 80% 20% 1%	Upst 4% Upst 76% 21% 3%	Childre  Yes 89% 9% 3%  Occus on Childre  Yes 74% 24% 2%  ing the limits of the limits	No 80% 16% 4% the needs in HH No 76% 21% 3%	Cath 83% 15% 3% dy duri Cath 75% 22% 3%	Relig Jewish 81% 14% 5% ng the h Relig Jewish 86% 13%	Prot 81% 2% 2% 2%	Other 88% 4% 4% Other 70% 28%	<\$50K 82% 13% 5% ? \$50K 64% 32%	Income   \$50K-   \$100K   81%   16%   2%       Income   \$50K-   \$100K   78%   20%	\$100K+ 89% 9% 1% 1% \$100K+ 86% 12% 2%	White 85% 12% 3% White 79% 19%	Ethnicity Afr Amer /Black 82% 11% 7%  Ethnicity Afr Amer /Black 79% 20%	Latino 84% 13% 4% Latino 66% 29%	Yes 87% 11% 2% Believe Yes 82% 15% 2%	in Santa  No 81% 14% 5%  in Santa  No 71% 26%	Dem 82% 14% 3% Dem 80% 18%	Part  Rep 83% 12% 5%  Part  Rep 78% 22%	y Ind/ Other 89% 2% Y Ind/ Other 78% 19% 3%
Pay now Pay later Don't know/Refused Q21. This year will you be making any donat Yes	83% 13% 4% ions o Total 75% 23% 3%	M 88% 10% 2% of mor Ger M 70% 26% 3%	F 79% 16% 6% eey, fonder F 78% 19% 2% days	18-34 85% 13% 2% bood or g 18-34 70% 25% 5%	35-49 86% 11% 3% gifts to Ag 35-49 78% 20% 1%	50-64 82% 16% 2% charita ge 50-64 75% 21% 3%	65+ 81% 13% 6% 8ble o 65+ 79% 19%	NYC 80% 16% 5% rganiz NYC 71% 25% 4%	Subs   87%   11%   2%	Upst 4% Upst 76% 21% 3%	Childre  Yes 89% 9% 3%  Occus on Childre  Yes 74% 24% 2%  ing the limits of the limits	No 80% 16% 4% 16 No 76% 21% 3% nolidays	Cath 83% 15% 3% dy duri Cath 75% 22% 3%	Relig 3 Jewish 81% 14% 5% ng the h Relig Jewish 86% 13% 1%	Prot 81% 2% 2% 2%	Other 88% 4% 4% Other 70% 28%	<\$50K 82% 13% 5% ? \$50K 64% 32%	Solution   Solution	\$100K+ 89% 9% 1% 1% \$100K+ 86% 12% 2%	White 85% 12% 3% White 79% 19%	Ethnicity Afr Amer /Black 82% 11% 7%  Ethnicity Afr Amer /Black 79% 20% 2%	Latino 84% 13% 4% Latino 66% 29%	Yes 87% 11% 2% Believe Yes 82% 15% 2%	in Santa	Dem 82% 14% 3% Dem 80% 18%	Rep 83% 12% 5% Part Rep 78% 22% 0%	y Ind/ Other 89% 2% Y Ind/ Other 78% 19% 3%
Pay now Pay later Don't know/Refused  Q21. This year will you be making any donat  Yes No Don't know/Refused	83% 13% 4% ions o Total 75% 23% 3%	M 88% 10% 2% of mor Ger M 70% 26% 3% is holi	F 79% 16% 6% eey, fonder F 78% 19% 2% days	18-34 85% 13% 2% Dood or g 18-34 70% 25% 5%	Age 35-49 86% 11% 3% gifts to Age 78% 20% 1% Age 78%	50-64 82% 16% 2% charitage 50-64 75% 21% 3%	65+ 81% 13% 6% able o 65+ 79% 19% 1%	NYC 80% 16% 5% Figaniz NYC 71% 25% 4% at hel	Subs   87%   11%   2%	Upst 85% 4% 4% 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	Childre  Yes 89% 9% 3%  Occus on Childre  Yes 74% 24% 2%  ing the limits of the limits	No 80% 16% 4% 16 No 76% 21% 3% nolidays	Cath 83% 15% 3% dy duri Cath 75% 22% 3%	Relig 3 Jewish 81% 14% 5% ng the h Relig Jewish 86% 13% 1%	Prot   81%   2%	Other 88% 8% 4%	<\$50K 82% 13% 5% ? \$50K 64% 32% 4%	Income \$50K-\$100K 81% 16% 2% Income \$50K-\$100K 2% 2% Income \$50K-\$100K \$50K-\$50K-\$50K-\$50K-\$50K-\$50K-\$50K-\$50K-	\$100K+ 89% 9% 1% 1% \$100K+ 86% 12% 2%	White 85% 12% 3% White 79% 19%	Ethnicity Afr Amer /Black 82% 11% 7%  Ethnicity Afr Amer /Black 79% 20% 2%  Ethnicity	Latino 84% 13% 4% Latino 66% 29%	Yes 87% 11% 2% Believe Yes 82% 15% 2%	in Santa	Dem 82% 14% 3% Dem 80% 18%	Rep 83% 12% 5% Part Rep 78% 22% 0%	y
Pay now Pay later Don't know/Refused  Q21. This year will you be making any donat  Yes No Don't know/Refused	83% 13% 4% ions o Total 75% 23% 3% me th	M 88% 10% 2% of mor Ger M 70% 26% 3% is holi	F 79% 16% 6% eey, fonder F 78% 2% dday s	18-34 85% 13% 2% Dood or g 18-34 70% 25% 5%	Age 35-49 86% 11% 3% gifts to Age 78% 20% 1% Age 78%	50-64 82% 16% 2% charita ge 50-64 75% 21% 3%	65+ 81% 13% 6% able o 65+ 79% 19% 1%	NYC 80% 16% 5% 5% Fganiz NYC 71% 25% 4% NYC NYC	Subs   87%   11%   2%	Upst 85% 4% 4% 4	Childre Yes 89% 9% 3% Occus on Childre Yes 74% 24% 26 Childre	No 80% 16% 4% the need in HH No 76% 21% 3% in HH	Cath 83% 3% 4y duri	Relig Jewish 81% 14% 5% ng the h Relig Jewish 86% 13% 1%	Prot   81%   2%	Other 88% 8% 4%	<\$50K 82% 13% 5% ? \$50K 64% 32% 4%	Income \$50K-\$100K 81% 16% 2% Income \$50K-\$100K 2% 2% Income \$50K-\$100K \$50K-\$50K-\$50K-\$50K-\$50K-\$50K-\$50K-\$50K-	\$100K+ 89% 9% 1% \$100K+ 86% 12% 2%	White 85% 12% 3% White 79% 19% 2%	Ethnicity Afr Amer /Black 82% 11% 7%  Ethnicity Afr Amer /Black 20% 2%  Ethnicity Afr Amer	Latino 84% 13% 4% Latino 66% 29% 6%	Yes   87%   11%   2%	in Santa  No 81% 14% 5%  in Santa  No 71% 26% 3%  in Santa	Dem 82% 14% 3% Dem 80% 18% 2%	Rep 83% 12% 5% Part Rep 78% 22% 0%	y
Pay now Pay later Don't know/Refused  Q21. This year will you be making any donat  Yes No Don't know/Refused  Q22. Do you plan to volunteer any of your ti	83% 4% 4% Total 75% 23% 3% Total	M 88% 10% 2% of mor Ger M 70% 26% 3% is holi	F 79% 16% 6% eey, for der 19% 2% dday s	18-34 85% 13% 2% bood or g 18-34 70% 25% 5%	Age 35-49 86% 11% 3% gifts to Age 20% 1% 1% 35-49 35-49 35-49 35-49 35-49 35-49	50-64 82% 16% 2% charitage 50-64 75% 21% 3%	65+ 81% 13% 6% able o 65+ 79% 19% 1%	NYC 80% 16% 5% 16% 171% 171% 171% 171% 171% 171% 171%	Subs   87%   11%   2%	Upst 85% 4% 4% Upst 76% 21% 3% Ulpst Upst Upst Upst Upst Upst Upst Upst U	Yes 89% 9% 3% ocus on Childre Yes 74% 24% 2% Childre Yes	n in HH  No 80% 16% 4% the need in in HH  No 76% 21% 3% nolidays in in HH	Cath 83% 3% 3% Cath 75% 3% 3% 22% 3% Cath	Relig Jewish 81% 14% 5% ng the h Relig 186% 13% 1% Relig	Prot   81%   2%	Other 88% 8% 4% 4% Season Other 70% 28% 2% Other	<\$50K 82% 13% 5% ? \$50K 64% 32% 4%	Income \$50K- \$100K 81% 16% 2% Income \$50K- \$100K 2% Income \$50K- \$50K- \$50K- \$50K- \$50K- \$50K- \$50K-	\$100K+ 89% 9% 1% \$100K+ \$6% 12% 2%	White 85% 12% 3% White 79% 19% 2%	Ethnicity Afr Amer /Black 82% 11% 7%  Ethnicity Afr Amer /Black 79% 20% 2%  Ethnicity Afr Amer /Black	Latino 84% 13% 4% Latino 66% 29% 6%	Yes   87%   11%   2%	in Santa	Dem 82% 14% 3% Dem 80% 18% 2%	Rep   83%   12%   5%	y

Holiday1114 Crosstabs.xlsx 2 of 5

		Gender			Ag	ge			Region		Childre	n in HH		Relig	gion			Income	2		Ethnicity		Believe in Santa			Part	у
														Ì				\$50K-			Afr Amer						Ind
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Oth
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%	609
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%	359
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%
· · · · · · · · · · · · · · · · ·	.,.		.,.		.,.		_,-		.,.				_,-		0,1				.,.				.,.			.,.	
Q24. Do you put up a Christmas Tree in you	r home	e for t	he ho	liday se	ason?							l					l	!		!	ļ		ļ				
<u> </u>	1		nder	,	Ag	re .			Region		Childre	n in HH		Relig	ion			Income	3		Ethnicity		Believe i	n Santa		Part	v
					<u> </u>				ricgio.		Cilliaic	<u> </u>		, teng				\$50K-	-		Afr Amer		Delice I	Janea			Inc
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Unst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Ren	Oth
Yes	70%	69%		68%	72%	75%	68%		78%	82%	79%	65%	89%	9%	77%	63%	69%	72%	71%	75%	59%	73%	83%	64%		85%	739
No .	30%	30%	30%	32%	27%	25%	31%		22%	17%	21%	35%	11%	90%	22%	37%	31%	28%	29%	24%	41%	27%	17%	35%	33%	15%	269
Refused	0%	1%	0%	0%	1%	0%	1%		1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%
neiuseu	0/0	1/0	0/0	070	1/0	0/0	1/0	0/0	1/0	1/0	1/0	0/0	1/0	1/0	0/0	U/0	0/0	U/0	0/0	1/0	0/0	1/0	0/0	1/0	070	0/0	0%
Q25. (If put up Christmas Tree) Do you hav	2 702	troo	oran	artificia	l troo i	n vour	homo					l					l	l .									
223. (ii pat up ciiristillas 11ee) Do you llav	area		nder		Ag				Region		Childre	n in HH		Relia	rion			Income	<u> </u>	1	Ethnicity		Believe i	n Santa		Part	v
		Gei	luci		75				Kegioi		Cilliare			IVEIIE	1011			\$50K-	-		Afr Amer		Delieve	ii Janta		rait	Ind
	Total	м	F	10 24	25 40	50-64	CE.	NVC	Subs	Llmct	Yes	No	Cath	Jewish	Drot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Don	Oth
Real tree	38%	38%	39%	33%	44%	45%	27%		33%	37%	40%	37%	38%	79%	41%	36%	34%	39%	50%	42%	31%	34%	35%	41%	46%	33%	359
Artificial tree	61%	60%		65%	56%	53%	72%		67%	62%	59%	62%	62%	21%	59%	61%	65%	61%	49%	58%	65%	66%	64%	59%	52%	67%	659
		1%				2%	1%	1%							0%									1%		0%	
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 C	2115 05	no+3																									<u> </u>
Q26. Would you say you believe in Santa C	aus or		nder					1	Region		Ch:ldua	n in HH		Relia			1	Income		1	Ethnicity		Believe i	- C1-		Part	
		Gei	luer		Ag	je I			Region	ļ	Ciliare	11 111 1111		Keliş	jion			\$50K-	=		Afr Amer		believe i	ii Santa		Part	y Ind
	Total	м	F	10 24	25 40	50-64	CE.	NVC	Subs	Upst	Yes	No	Cath	Jewish	Drot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Don	Oth
Delieus	30%	30%	30%	20%	33%	36%	35%		39%	33%	31%	30%	39%	8%	29%	27%	27%	39%	30%	33%	24%	26%	100%	0%		37%	369
Believe																				65%					25%		
Do not believe	68%	68%	69%	79%	65%	64%	62%		60%	66%	69%	68%	60%	92%	69%	71%	72%	60%	69%		76%	74%	0%	100%	74%	61%	639
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%	19
007 4 11:1 1 1 1 1 1 1		٠	<u> </u>		l	<u>.                                    </u>		L.,	- 10						ļ		ļ	ļ							<u> </u>		<u> </u>
Q27. As you think about winter, which of t	ne folio			tateme			o your							- "			1			1			- · ·		ı		
		Ger	nder		Ag	e			Regior	1	Childre	n in HH		Relig	ion	1		Income	2		Ethnicity		Believe i	n Santa		Part	<del>-</del>
			_														4	\$50K-			Afr Amer				_	_	Ind
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	кер	Oth
	Total			I	l	1																					l
I dread it. The holidays may be enjoyable,								1760/	32%	39%	28%	40%	37%	31%	32%	38%	41%	37%	26%	35%	36%	34%	32%	38%	31%	34%	309
but I can't stand the darkness, the cold and		30%	42%	37%	33%	35%	42%	30%									ı	1	l	ı	ī				1		<u> </u>
but I can't stand the darkness, the cold and the ice and snow take a toll on me.		30%	42%	37%	33%	35%	42%	30%																	-		1
but I can't stand the darkness, the cold and the ice and snow take a toll on me. It may be cold but it is a special time of		30%	42%	37%	33%	35%	42%	30%																			
but I can't stand the darkness, the cold and the ice and snow take a toll on me. It may be cold but it is a special time of year. I look forward to winter sports,	36%																										
but I can't stand the darkness, the cold and the ice and snow take a toll on me. 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,				37% 59%	33% 64%	35% 62%		59%		58%	67%	56%	60%	62%	65%	57%	57%	59%	70%	61%	58%	64%	62%	58%	65%	64%	65
but I can't stand the darkness, the cold and the ice and snow take a toll on me. It may be cold but it is a special time of year. I look forward to winter sports,	36%									58%	67%	56%	60%	62%	65%	57%	57%	59%	70%	61%	58%	64%	62%	58%	65%	64%	659
but I can't stand the darkness, the cold and the ice and snow take a toll on me. 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,	36%									58%	67%	56%	60%	62%	65%	57%	57%	59%	70%	61%	58%	64%	62%	58%	65%	64%	659
but I can't stand the darkness, the cold and the ice and snow take a toll on me. 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	36%							59%		58%	67%	56%	60%	62%	65%	57%	57%	59%	70%	61%	58%	64%	62% 5%	58%	65%	64%	

Holiday1114 Crosstabs.xlsx 3 of 5

		Gei	nder		Ag	e			Regio	n	Childre	n in HH		Relig	ion			Income	е		Ethnicity		Believe	in Santa		Party	/
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
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 d	escrib	e yours	elf mo	re as: [	CHOIC	ES RO	TATE	D]		•				•		•	•		•	•		•			
		Gei	nder		Ag	e			Regio	n	Childre	n in HH		Relig	ion			Income	3		Ethnicity		Relieve	in Santa		Party	,
															,			IIICOIII	_		Ethinicity		Delieve	Janta			
														- IVEIIE				\$50K-			Afr Amer		Delieve	Julia			Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes		Cath			Other	<\$50K	\$50K-	\$100K+	White		Latino	Yes	No	Dem	Rep	Ind/ Othe
Someone that gets excited about snow	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes		Cath			Other	<\$50K	\$50K-		White	Afr Amer	Latino			Dem	Rep	
				<b>18-34</b> 50%						Upst		No	Cath				<\$50K	\$50K-		White	Afr Amer	Latino 49%					
coming and looks forward to enjoying the												No		Jewish	Prot		·	\$50K- \$100K	\$100K+		Afr Amer /Black		Yes	No			Othe
coming and looks forward to enjoying the related activities and its quiet beauty	43%											No		Jewish	Prot		·	\$50K- \$100K	\$100K+		Afr Amer /Black		Yes	No			Othe
Someone that gets excited about snow coming and looks forward to enjoying the related activities and its quiet beauty Someone that figures out how to endure it get it cleared away and wouldn't be upset	43%	46%	40%		45%	42%	33%	41%	41%		54%	No		Jewish	Prot	45%	·	\$50K- \$100K	\$100K+		Afr Amer /Black		Yes	No	47%	45%	Othe
coming and looks forward to enjoying the related activities and its quiet beauty Someone that figures out how to endure it	43%	46%	40%	50%	45%	42%	33%	41%	41%	47%	54%	No 36%	41%	Jewish 39%	Prot 47%	45%	41%	\$50K- \$100K 42%	\$100K+	44%	Afr Amer /Black 42%	49%	Yes 47%	No 42%	47%	45%	Othe 45%

Holiday1114 Crosstabs.xlsx 4 of 5

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%

Holiday1114 Crosstabs.xlsx 5 of 5