

Siena College Research Institute
 November 15-17, 2010
 622 New York State Residents
 MOE +/- 3.9%

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			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Very excited	24%	21%	26%	31%	25%	20%	14%	21%	24%	26%	30%	19%	31%	21%	22%	16%	25%	23%	25%	25%	23%	23%	25%	24%
Somewhat excited	45%	43%	47%	46%	50%	44%	39%	37%	53%	51%	51%	41%	43%	45%	49%	46%	33%	55%	48%	46%	46%	45%	54%	49%
Not very excited	18%	19%	17%	10%	17%	21%	29%	24%	12%	15%	13%	22%	17%	12%	18%	21%	22%	13%	18%	19%	17%	20%	13%	18%
Not at all excited	13%	16%	10%	14%	8%	16%	17%	19%	11%	7%	6%	18%	10%	22%	10%	17%	21%	8%	8%	9%	14%	11%	7%	9%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
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%

Compared to past years, do you plan to spend more money on holiday gifts, less money or about the same?																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
More money	4%	7%	1%	10%	1%	4%	2%	4%	1%	6%	3%	4%	3%	2%	5%	5%	6%	3%	3%	3%	4%	4%	2%	3%
Less money	37%	32%	42%	29%	45%	37%	33%	38%	40%	34%	39%	36%	36%	21%	38%	45%	47%	34%	33%	38%	37%	43%	34%	30%
About the same	57%	59%	55%	60%	53%	57%	63%	55%	59%	58%	56%	58%	60%	74%	56%	46%	45%	63%	62%	56%	57%	53%	62%	66%
Don't know	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	0%	0%	2%	2%	1%	0%	2%	1%
Refused	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	2%	1%	2%	1%	0%	0%	1%	0%	0%	0%	1%

Are you buying gifts for more, fewer or the same number of individuals as last year?																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
More	10%	10%	11%	12%	11%	10%	6%	9%	5%	15%	12%	9%	10%	10%	11%	11%	10%	15%	7%	12%	10%	12%	9%	9%
Fewer	20%	19%	21%	10%	23%	25%	22%	20%	22%	20%	17%	22%	20%	6%	24%	22%	24%	17%	16%	21%	20%	20%	16%	17%
Same	67%	68%	66%	76%	63%	63%	68%	66%	70%	65%	68%	66%	70%	75%	63%	63%	62%	66%	76%	63%	68%	66%	74%	72%
Don't know	2%	2%	1%	2%	1%	1%	3%	3%	3%	0%	2%	1%	0%	8%	0%	3%	2%	2%	1%	1%	2%	2%	1%	1%
Refused	1%	1%	1%	0%	2%	0%	1%	2%	0%	1%	1%	1%	0%	0%	2%	2%	3%	0%	0%	3%	0%	0%	0%	0%

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			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
More money	8%	13%	4%	17%	4%	9%	6%	8%	9%	8%	8%	9%	9%	5%	4%	13%	6%	10%	7%	7%	9%	9%	5%	8%
Less money	32%	27%	37%	25%	39%	31%	28%	32%	33%	31%	33%	32%	30%	21%	36%	38%	35%	32%	31%	28%	34%	35%	31%	26%
About the same	56%	56%	56%	56%	54%	58%	60%	53%	56%	59%	57%	56%	58%	70%	56%	47%	53%	57%	62%	60%	55%	53%	63%	64%
Don't know	3%	3%	2%	2%	2%	2%	5%	5%	2%	1%	0%	4%	3%	4%	2%	2%	4%	0%	1%	4%	2%	3%	1%	2%
Refused	1%	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	0%	0%	0%

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			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Better off	17%	22%	13%	27%	17%	17%	5%	15%	18%	20%	20%	15%	15%	13%	22%	19%	18%	21%	17%	15%	19%	16%	16%	22%
Worse off	26%	27%	26%	12%	27%	36%	31%	22%	36%	26%	23%	29%	24%	19%	29%	28%	30%	24%	24%	32%	24%	24%	30%	24%
About the same	56%	51%	60%	61%	56%	47%	63%	63%	46%	54%	57%	56%	60%	68%	48%	53%	52%	54%	60%	53%	57%	60%	54%	53%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%

**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			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
\$0-\$299	26%	26%	27%	28%	19%	24%	40%	37%	11%	21%	21%	30%	18%	52%	30%	25%	46%	18%	9%	25%	26%	28%	23%	11%
\$300-\$399	13%	16%	10%	24%	8%	8%	12%	12%	19%	9%	13%	12%	13%	13%	9%	13%	12%	14%	10%	8%	15%	13%	7%	16%
\$400-\$499	14%	14%	14%	12%	20%	13%	5%	13%	12%	17%	15%	14%	15%	9%	13%	16%	13%	18%	12%	13%	15%	17%	7%	20%
\$500-\$599	11%	9%	13%	14%	9%	11%	9%	9%	14%	10%	11%	11%	10%	6%	14%	10%	10%	12%	10%	9%	11%	12%	14%	6%
\$600-\$699	4%	5%	4%	3%	4%	6%	5%	3%	3%	7%	4%	5%	5%	0%	3%	7%	2%	7%	2%	3%	5%	3%	5%	9%
\$700-\$799	2%	3%	1%	2%	2%	3%	2%	3%	0%	2%	2%	2%	3%	2%	2%	0%	2%	3%	1%	2%	2%	2%	2%	3%
\$800-\$899	4%	5%	4%	3%	4%	6%	2%	5%	1%	5%	5%	3%	4%	1%	7%	3%	3%	4%	7%	2%	5%	5%	7%	3%
\$900-\$999	3%	4%	2%	2%	4%	2%	3%	3%	2%	3%	4%	2%	2%	2%	3%	5%	4%	3%	3%	3%	3%	3%	2%	4%
\$1,000 or more	23%	20%	26%	12%	29%	26%	22%	14%	38%	25%	25%	21%	29%	14%	18%	22%	9%	21%	47%	34%	18%	18%	34%	28%

** The results of this question are based only on those that answered with an amount (N=523). Margin of error for this question: +/-4.3%

What percentage of your holiday shopping is done online?																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
None	45%	43%	46%	35%	35%	44%	73%	55%	33%	39%	32%	53%	43%	46%	45%	42%	68%	35%	18%	46%	44%	48%	38%	33%
25%	29%	29%	30%	32%	33%	33%	18%	18%	38%	38%	38%	24%	35%	25%	30%	25%	20%	37%	36%	32%	29%	24%	32%	42%
50%	16%	16%	15%	18%	22%	12%	5%	13%	21%	15%	18%	14%	14%	15%	17%	17%	6%	18%	28%	14%	16%	15%	25%	14%
75%	7%	9%	6%	11%	10%	6%	1%	8%	6%	7%	9%	6%	5%	4%	7%	15%	3%	7%	15%	5%	9%	10%	5%	8%
100%	2%	1%	3%	3%	1%	4%	1%	4%	1%	1%	2%	2%	3%	7%	1%	0%	3%	2%	2%	2%	2%	4%	1%	2%
Don't know	1%	1%	0%	0%	0%	1%	2%	1%	1%	0%	0%	1%	1%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%
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%

Do you plan to purchase gift cards as gifts this holiday season?																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Yes	42%	41%	43%	44%	48%	40%	33%	29%	54%	51%	47%	39%	49%	34%	38%	39%	37%	48%	45%	45%	42%	41%	50%	49%
No	52%	53%	51%	52%	46%	55%	60%	63%	43%	45%	48%	55%	45%	63%	56%	57%	59%	49%	47%	49%	53%	55%	42%	46%
Not sure	6%	6%	5%	5%	5%	7%	8%	3%	5%	5%	5%	6%	6%	3%	5%	4%	5%	4%	9%	6%	5%	4%	8%	4%
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%

Do you believe the current state of the economy will have a negative effect on your holiday spending plans, a positive effect or no effect at all?																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	Yes	No	Dem	Rep	Ind/ Other
Positive	5%	4%	6%	3%	6%	3%	6%	6%	3%	4%	4%	5%	4%	3%	7%	4%	7%	5%	0%	5%	5%	6%	1%	5%
Negative	41%	42%	39%	30%	46%	46%	37%	39%	40%	42%	41%	41%	43%	30%	44%	34%	42%	44%	35%	41%	41%	47%	43%	34%
No effect	53%	53%	53%	65%	47%	50%	55%	52%	56%	53%	53%	53%	52%	64%	46%	62%	49%	51%	64%	52%	53%	46%	55%	59%
Don't know/Refused	2%	1%	2%	2%	1%	1%	2%	2%	0%	1%	2%	1%	1%	4%	3%	0%	2%	0%	1%	1%	2%	1%	2%	2%

Do you normally shop on Black Friday, that is, the Friday after Thanksgiving?																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	Yes	No	Dem	Rep	Ind/ Other
Yes	22%	24%	21%	34%	29%	13%	6%	24%	19%	22%	33%	14%	20%	8%	25%	28%	24%	25%	21%	21%	23%	22%	16%	21%
No	74%	71%	77%	61%	68%	84%	92%	71%	78%	76%	62%	83%	75%	92%	73%	70%	72%	72%	77%	78%	72%	74%	82%	76%
Sometimes	3%	5%	2%	5%	3%	3%	1%	5%	3%	2%	5%	2%	5%	0%	2%	2%	3%	3%	2%	1%	4%	4%	2%	2%
Don't know/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%

Will you be shopping on the Friday after Thanksgiving this year?																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	Yes	No	Dem	Rep	Ind/ Other
Yes	22%	26%	19%	35%	27%	15%	7%	21%	21%	25%	34%	14%	23%	13%	24%	23%	20%	27%	22%	17%	25%	23%	16%	23%
No	68%	64%	71%	48%	65%	78%	87%	65%	71%	70%	55%	78%	69%	76%	65%	70%	72%	60%	72%	75%	65%	67%	80%	65%
Maybe	9%	10%	8%	18%	7%	6%	4%	13%	7%	5%	11%	7%	7%	9%	10%	8%	8%	12%	5%	7%	9%	9%	3%	11%
Don't know/Refused	1%	1%	1%	0%	0%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%

(If definitely or possibly shopping on Black Friday this year) About what percentage of your holiday shopping do you expect to complete on that day?																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	Yes	No	Dem	Rep	Ind/ Other
More than 75%	15%	19%	10%	24%	5%	18%	8%	19%	14%	10%	12%	18%	10%	25%	12%	25%	25%	9%	12%	17%	15%	21%	3%	12%
Between 50 and 75%	27%	24%	31%	21%	38%	19%	15%	33%	10%	28%	32%	21%	15%	25%	48%	25%	38%	22%	32%	39%	24%	29%	27%	31%
More than 25% but less than 50%	30%	30%	29%	31%	31%	23%	38%	24%	43%	30%	37%	20%	36%	0%	25%	32%	15%	43%	17%	13%	36%	26%	35%	19%
Less than 25%	25%	22%	29%	20%	25%	36%	36%	21%	34%	25%	19%	35%	35%	50%	16%	16%	17%	24%	39%	25%	25%	20%	35%	37%
Don't know/Refused	3%	5%	0%	3%	0%	3%	4%	2%	0%	6%	0%	6%	4%	0%	0%	2%	5%	2%	0%	6%	1%	4%	0%	1%

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			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	Yes	No	Dem	Rep	Ind/ Other
Yes	77%	71%	82%	60%	84%	80%	81%	69%	87%	79%	78%	75%	82%	73%	74%	73%	64%	80%	94%	86%	73%	78%	82%	85%
No	19%	24%	15%	34%	12%	17%	18%	28%	12%	14%	17%	21%	15%	25%	18%	25%	31%	17%	5%	11%	23%	20%	10%	12%
Don't know/Refused	4%	5%	3%	6%	4%	3%	1%	3%	1%	7%	5%	4%	3%	1%	7%	3%	5%	3%	1%	3%	4%	2%	8%	3%

Siena College Research Institute
November 15-17, 2010
622 New York State Residents
MOE +/- 3.9%

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			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Yes	33%	32%	34%	34%	39%	31%	22%	30%	30%	39%	37%	30%	33%	31%	39%	28%	30%	39%	37%	31%	34%	35%	39%	32%
No	63%	63%	62%	63%	56%	65%	76%	67%	67%	55%	60%	65%	62%	67%	57%	68%	66%	58%	57%	63%	62%	62%	56%	63%
Don't know/Refused	4%	5%	4%	3%	5%	4%	2%	3%	3%	6%	3%	5%	5%	1%	4%	4%	4%	3%	6%	5%	4%	3%	6%	5%

Of the following, what do you, personally, enjoy most about the holiday season?																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Spending time with family and friends	76%	73%	79%	69%	82%	73%	74%	74%	73%	79%	78%	75%	78%	72%	78%	72%	68%	80%	78%	77%	75%	78%	71%	80%
People being in the holiday spirit	7%	9%	5%	10%	4%	9%	9%	5%	10%	8%	7%	7%	7%	8%	6%	7%	10%	5%	6%	7%	7%	9%	8%	5%
Religious services and events	7%	6%	7%	3%	6%	8%	12%	7%	6%	8%	7%	6%	9%	6%	10%	1%	8%	6%	7%	8%	6%	4%	15%	5%
Going shopping	2%	2%	3%	3%	4%	0%	0%	3%	4%	1%	4%	1%	2%	6%	0%	5%	4%	2%	2%	3%	2%	2%	4%	0%
The food	6%	7%	5%	14%	3%	6%	3%	8%	5%	3%	3%	8%	4%	8%	3%	13%	8%	5%	5%	5%	6%	7%	1%	7%
Don't know/Refused	2%	3%	1%	2%	1%	4%	2%	3%	2%	0%	0%	3%	0%	1%	4%	2%	2%	2%	1%	0%	2%	1%	1%	2%

And what do you, personally, enjoy the least about the holiday season?																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Overeating and gaining weight	10%	11%	8%	5%	14%	9%	8%	9%	14%	8%	12%	8%	10%	6%	6%	12%	6%	11%	14%	11%	9%	7%	8%	15%
Going shopping	16%	15%	17%	8%	23%	15%	12%	16%	16%	16%	17%	15%	15%	27%	15%	17%	14%	16%	21%	13%	18%	15%	16%	19%
The commercialization of the holiday	38%	43%	33%	30%	33%	44%	50%	32%	35%	46%	28%	45%	42%	30%	38%	34%	35%	43%	31%	40%	36%	34%	46%	37%
Financial costs associated with it	16%	13%	20%	27%	16%	11%	11%	22%	11%	13%	22%	12%	12%	14%	23%	16%	25%	16%	8%	15%	17%	21%	13%	12%
How hectic it is	16%	13%	19%	30%	12%	15%	11%	17%	21%	13%	20%	13%	19%	19%	12%	16%	15%	13%	22%	16%	17%	21%	13%	14%
Don't know/Refused	4%	5%	3%	0%	2%	6%	9%	4%	3%	4%	1%	6%	2%	4%	5%	5%	5%	1%	4%	5%	3%	3%	4%	3%

For each of the following statements, tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree.																								
The holiday season is now just too long. I wish the decorations and advertisements did not start so early.																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Strongly agree	44%	44%	44%	21%	44%	60%	56%	38%	45%	51%	33%	53%	45%	44%	46%	41%	39%	46%	45%	50%	42%	43%	52%	48%
Somewhat agree	18%	17%	20%	27%	16%	15%	17%	16%	24%	18%	22%	16%	18%	17%	19%	20%	18%	17%	22%	14%	20%	17%	18%	19%
Neither agree nor disagree	7%	6%	8%	8%	8%	5%	7%	8%	11%	3%	8%	6%	6%	10%	6%	7%	6%	7%	8%	7%	7%	7%	3%	5%
Somewhat disagree	15%	15%	14%	22%	17%	8%	10%	16%	9%	16%	20%	11%	12%	15%	16%	19%	19%	14%	11%	10%	17%	15%	11%	19%
Strongly disagree	15%	16%	14%	22%	16%	12%	9%	20%	11%	12%	17%	13%	18%	13%	13%	13%	19%	16%	15%	19%	13%	19%	15%	9%
Don't know/Refused	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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I try to purchase most of my gifts from locally owned and operated businesses.																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Strongly agree	32%	30%	34%	22%	34%	33%	39%	31%	22%	38%	25%	37%	30%	32%	32%	33%	43%	31%	20%	36%	30%	33%	31%	30%
Somewhat agree	27%	27%	27%	27%	27%	30%	22%	25%	27%	30%	29%	26%	30%	28%	32%	15%	21%	28%	26%	27%	26%	24%	33%	27%
Neither agree nor disagree	10%	12%	9%	7%	10%	11%	14%	10%	13%	9%	8%	12%	6%	7%	8%	19%	9%	11%	12%	11%	10%	10%	13%	8%
Somewhat disagree	22%	23%	20%	36%	23%	13%	13%	19%	33%	18%	28%	17%	23%	19%	20%	24%	20%	21%	31%	16%	25%	22%	15%	28%
Strongly disagree	8%	7%	10%	8%	6%	11%	11%	13%	5%	5%	11%	7%	9%	13%	6%	8%	6%	9%	10%	8%	8%	10%	8%	7%
Don't know/Refused	1%	1%	1%	0%	0%	1%	3%	2%	0%	0%	0%	2%	1%	2%	2%	0%	2%	0%	0%	1%	1%	1%	0%	1%

The holiday season is my favorite time of the year.																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Strongly agree	34%	30%	37%	39%	33%	33%	31%	35%	35%	32%	39%	30%	37%	18%	39%	29%	44%	31%	25%	40%	31%	39%	28%	33%
Somewhat agree	31%	32%	30%	32%	36%	26%	26%	22%	42%	36%	37%	27%	36%	8%	36%	29%	26%	35%	33%	34%	30%	28%	38%	31%
Neither agree nor disagree	7%	7%	7%	6%	10%	5%	8%	9%	4%	8%	7%	8%	5%	24%	7%	6%	5%	9%	7%	7%	8%	6%	11%	7%
Somewhat disagree	15%	17%	14%	19%	9%	18%	20%	17%	9%	18%	9%	20%	14%	23%	12%	20%	12%	17%	14%	11%	18%	16%	15%	16%
Strongly disagree	11%	12%	11%	3%	11%	18%	14%	16%	10%	6%	7%	15%	9%	26%	5%	17%	12%	6%	21%	8%	13%	12%	8%	13%
Don't know/Refused	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	2%	0%	0%	1%	0%	0%	1%	0%	0%	0%

The holiday season is the only time during the year that I get a chance to connect with many people I care about and appreciate.																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Strongly agree	20%	22%	19%	21%	20%	20%	19%	22%	19%	19%	21%	20%	23%	17%	20%	17%	29%	20%	12%	22%	20%	22%	19%	14%
Somewhat agree	21%	22%	20%	24%	18%	23%	21%	22%	19%	21%	21%	21%	24%	7%	23%	19%	18%	27%	15%	21%	21%	17%	20%	29%
Neither agree nor disagree	4%	5%	3%	3%	2%	6%	8%	3%	6%	4%	2%	6%	4%	1%	3%	6%	2%	3%	7%	2%	5%	4%	4%	4%
Somewhat disagree	22%	19%	24%	24%	24%	18%	21%	16%	29%	25%	23%	21%	20%	20%	27%	20%	21%	19%	24%	24%	20%	21%	26%	21%
Strongly disagree	32%	32%	33%	27%	36%	33%	29%	36%	28%	30%	33%	32%	29%	55%	27%	38%	30%	30%	42%	32%	33%	35%	31%	32%
Don't know/Refused	0%	0%	1%	0%	0%	0%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%

For me, more than anything else, the holidays are a time to stop and reflect on what is most important in life.																								
	Gender			Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Strongly agree	51%	48%	54%	45%	52%	59%	47%	46%	52%	57%	53%	50%	63%	31%	57%	31%	58%	52%	37%	55%	49%	49%	56%	53%
Somewhat agree	25%	27%	23%	18%	30%	25%	25%	22%	31%	26%	22%	28%	22%	12%	27%	33%	21%	28%	33%	27%	25%	28%	28%	23%
Neither agree nor disagree	6%	5%	6%	13%	2%	4%	8%	7%	7%	4%	7%	5%	4%	19%	2%	10%	7%	2%	8%	4%	7%	5%	6%	7%
Somewhat disagree	10%	11%	9%	17%	8%	5%	11%	14%	4%	8%	12%	9%	6%	19%	7%	17%	8%	9%	14%	7%	11%	10%	6%	9%
Strongly disagree	7%	8%	6%	6%	7%	6%	8%	10%	6%	5%	6%	7%	4%	19%	7%	8%	6%	8%	8%	6%	8%	8%	4%	7%
Don't know/Refused	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%

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I hate to admit it but at this point I'm more Scrooge than Santa.																								
	Total	Gender		Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
		M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Strongly agree	10%	10%	11%	10%	7%	16%	9%	13%	10%	6%	7%	13%	10%	2%	8%	15%	17%	5%	9%	13%	9%	11%	5%	10%
Somewhat agree	13%	15%	11%	16%	11%	11%	14%	16%	11%	10%	12%	13%	13%	28%	8%	13%	14%	12%	9%	9%	15%	13%	13%	11%
Neither agree nor disagree	6%	5%	8%	5%	5%	6%	9%	8%	5%	5%	7%	5%	13%	7%	3%	7%	6%	3%	8%	5%	6%	5%	4%	4%
Somewhat disagree	20%	24%	16%	19%	21%	18%	21%	14%	29%	21%	21%	19%	21%	7%	17%	27%	13%	25%	23%	19%	20%	19%	19%	22%
Strongly disagree	49%	44%	54%	48%	55%	47%	43%	45%	45%	57%	51%	47%	49%	41%	58%	42%	47%	51%	56%	51%	48%	48%	58%	53%
Don't know/Refused	2%	2%	2%	2%	1%	2%	4%	4%	2%	0%	2%	2%	1%	10%	3%	0%	3%	2%	0%	0%	3%	3%	0%	0%
Of the following, during this time of the year, which greeting is the one you yourself most often use, is it?																								
	Total	Gender		Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
		M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Merry Christmas	53%	53%	54%	40%	52%	63%	61%	35%	64%	69%	47%	59%	68%	15%	60%	37%	48%	58%	51%	61%	50%	43%	81%	51%
Happy Holidays	38%	39%	37%	47%	44%	30%	26%	49%	35%	27%	47%	32%	28%	61%	31%	54%	38%	36%	43%	36%	39%	47%	17%	44%
Seasons' Greetings	5%	4%	5%	8%	2%	4%	8%	9%	1%	2%	5%	5%	2%	14%	6%	5%	9%	3%	3%	2%	6%	5%	1%	4%
Other	1%	0%	2%	2%	1%	1%	2%	2%	0%	1%	1%	1%	1%	4%	1%	0%	2%	1%	2%	1%	1%	3%	0%	0%
Don't know/Refused	2%	3%	2%	3%	1%	2%	3%	4%	0%	1%	1%	3%	0%	6%	3%	4%	3%	1%	1%	1%	3%	3%	1%	1%
Do you put up a Christmas Tree in your home for the holiday season?																								
	Total	Gender		Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
		M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Yes	74%	71%	76%	72%	82%	71%	63%	55%	83%	90%	83%	67%	89%	4%	84%	63%	66%	81%	77%	86%	69%	67%	90%	78%
No	26%	28%	23%	28%	17%	29%	36%	44%	17%	10%	16%	32%	11%	96%	15%	37%	34%	19%	21%	14%	30%	32%	10%	22%
Refused	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	2%	0%	1%	1%	0%	0%
(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			Believe in Santa Claus		Party		
		M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Real tree	42%	44%	40%	35%	52%	41%	22%	35%	43%	46%	52%	32%	32%	52%	45%	58%	26%	47%	57%	33%	47%	37%	43%	45%
Artificial tree	58%	56%	60%	64%	48%	59%	77%	65%	56%	54%	47%	68%	68%	48%	55%	40%	74%	53%	43%	67%	52%	63%	57%	55%
Refused	0%	0%	1%	2%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%
Would you say you believe in Santa Claus or not?																								
	Total	Gender		Age				Region			Children in HH		Religion				Income			Believe in Santa Claus		Party		
		M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Yes	No	Dem	Rep	Ind/Other
Believe	30%	28%	32%	18%	33%	34%	38%	21%	34%	39%	32%	29%	36%	11%	34%	24%	38%	23%	34%			28%	42%	26%
Do not believe	69%	71%	67%	82%	66%	64%	60%	78%	66%	59%	68%	69%	64%	88%	64%	75%	61%	76%	66%			71%	56%	73%
Don't know/Refused	1%	1%	1%	0%	1%	2%	2%	1%	0%	2%	0%	2%	0%	1%	2%	1%	1%	0%	0%			1%	2%	1%

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 MOE +/- 3.9%

Nature of the Sample	
New York State Residents	
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Religion	
Catholic	37%
Jewish	8%
Protestant	28%
Other	22%
Age	
18 to 34	23%
35 to 49	36%
50 to 64	23%
65 and older	17%
Children in Household	
Yes	42%
No	57%
Income	
Less than \$50,000	31%
\$50,000 - \$100,000	33%
\$100,000 or more	21%
Gender	
Male	48%
Female	52%
Party	
Democrat	43%
Republican	22%
Independent/Other	26%