

Siena College Research Institute
November 13-17, 2011
625 New York State Residents
MOE +/- 3.9%

Q1. 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Very excited	22%	18%	26%	33%	17%	19%	13%	29%	15%	17%	25%	20%	24%	18%	21%	21%	22%	21%	21%	20%	22%	34%	25%	20%	19%	22%	26%
Somewhat excited	45%	44%	46%	44%	55%	42%	38%	41%	50%	47%	48%	43%	46%	46%	48%	37%	42%	52%	43%	45%	51%	43%	47%	44%	46%	47%	42%
Not very excited	20%	24%	17%	17%	16%	22%	27%	17%	22%	23%	17%	22%	18%	22%	19%	27%	21%	20%	18%	21%	14%	13%	17%	22%	21%	21%	15%
Not at all excited	12%	13%	11%	6%	11%	16%	21%	12%	11%	13%	9%	14%	12%	15%	11%	14%	14%	8%	16%	14%	12%	9%	11%	13%	14%	9%	16%
Don't know	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	2%	0%	0%	2%	0%	0%	1%	2%	0%	1%	0%	1%	
Refused	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%

Q2. 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	Suburbs	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%	15%	3%	7%	2%	8%	7%	8%	9%	7%	7%	9%	7%	8%	8%	9%	6%	7%	4%	11%	7%	7%	8%	8%	6%
Less money	34%	29%	39%	26%	40%	40%	34%	34%	27%	38%	36%	33%	35%	23%	40%	31%	42%	28%	30%	32%	45%	31%	40%	31%	35%	33%	38%
About the same	55%	60%	51%	55%	54%	51%	62%	53%	63%	54%	51%	57%	56%	55%	49%	59%	46%	60%	62%	59%	48%	52%	51%	57%	56%	57%	55%
Don't know	3%	3%	3%	3%	2%	2%	2%	4%	4%	0%	4%	2%	2%	8%	3%	2%	3%	2%	2%	2%	3%	6%	1%	3%	1%	2%	1%
Refused	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	6%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%

Q3. 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
More	14%	12%	15%	25%	8%	13%	5%	18%	12%	10%	15%	13%	9%	12%	16%	19%	12%	17%	11%	11%	15%	20%	15%	14%	13%	7%	20%
Fewer	21%	13%	28%	22%	19%	23%	18%	25%	14%	20%	21%	21%	23%	15%	23%	18%	24%	24%	17%	16%	31%	29%	23%	20%	25%	17%	21%
Same	61%	70%	54%	49%	70%	62%	72%	51%	71%	68%	61%	62%	66%	62%	57%	59%	59%	58%	69%	70%	49%	43%	61%	61%	59%	75%	58%
Don't know	3%	4%	2%	4%	3%	1%	4%	5%	2%	2%	4%	3%	1%	9%	3%	4%	4%	2%	3%	2%	4%	9%	0%	4%	2%	1%	1%
Refused	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	2%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%

Q4. 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
More money	11%	11%	12%	23%	5%	9%	5%	12%	10%	11%	15%	9%	13%	4%	10%	12%	13%	12%	9%	10%	15%	11%	12%	10%	11%	10%	9%
Less money	29%	24%	32%	23%	37%	31%	22%	29%	21%	33%	33%	27%	28%	18%	33%	29%	35%	25%	25%	28%	28%	33%	27%	27%	27%	35%	
About the same	56%	61%	52%	53%	54%	56%	68%	54%	65%	54%	48%	60%	57%	64%	52%	55%	46%	60%	63%	59%	51%	56%	52%	58%	57%	61%	56%
Don't know	3%	3%	4%	1%	4%	3%	4%	4%	4%	2%	4%	3%	1%	13%	5%	3%	4%	2%	4%	3%	4%	6%	2%	4%	4%	2%	0%
Refused	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	2%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%

Q5. 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Better off	23%	27%	19%	43%	18%	15%	10%	25%	23%	21%	27%	21%	21%	33%	17%	30%	13%	27%	35%	22%	17%	28%	20%	24%	19%	22%	22%
Worse off	30%	28%	31%	19%	33%	34%	31%	30%	31%	28%	25%	31%	35%	16%	28%	23%	37%	28%	22%	31%	25%	25%	33%	28%	31%	28%	35%
About the same	47%	44%	50%	39%	49%	50%	58%	45%	44%	51%	47%	47%	44%	48%	54%	47%	49%	45%	43%	46%	58%	47%	47%	47%	49%	50%	43%
Don't know	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Q6. **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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
\$0-\$299	27%	24%	30%	26%	17%	30%	36%	30%	25%	24%	23%	29%	18%	39%	32%	33%	38%	20%	15%	23%	38%	22%	22%	29%	26%	18%	24%
\$300-\$399	14%	15%	14%	22%	12%	10%	8%	13%	17%	14%	17%	12%	12%	8%	15%	19%	18%	12%	12%	12%	15%	18%	14%	14%	13%	12%	15%
\$400-\$499	9%	8%	9%	8%	12%	9%	6%	9%	10%	7%	12%	7%	6%	17%	8%	12%	10%	12%	5%	7%	18%	8%	7%	9%	10%	3%	10%
\$500-\$599	13%	12%	13%	14%	16%	11%	9%	13%	11%	14%	11%	14%	16%	11%	10%	12%	11%	12%	14%	14%	7%	18%	12%	13%	10%	14%	19%
\$600-\$699	3%	4%	3%	1%	5%	4%	2%	4%	1%	4%	3%	3%	2%	6%	4%	2%	2%	4%	3%	3%	0%	5%	4%	3%	4%	2%	4%
\$700-\$799	4%	4%	3%	3%	5%	3%	4%	4%	3%	3%	3%	4%	6%	2%	2%	2%	6%	0%	5%	4%	3%	4%	7%	2%	3%	4%	2%
\$800-\$899	3%	2%	3%	4%	3%	2%	2%	3%	3%	3%	3%	2%	2%	2%	3%	3%	2%	2%	5%	4%	0%	2%	2%	3%	3%	2%	2%
\$900-\$999	2%	2%	1%	1%	3%	2%	2%	1%	1%	3%	3%	1%	2%	0%	2%	2%	1%	5%	1%	2%	0%	2%	1%	2%	1%	4%	3%
\$1,000 or more	26%	29%	23%	22%	27%	30%	30%	23%	29%	28%	25%	27%	36%	15%	23%	16%	11%	34%	41%	30%	19%	20%	31%	24%	29%	39%	21%
** The results of this question are based only on those that answered with an amount (N=550). Margin of error for this question: +/-4.2%																											
Q7. What percentage of your holiday shopping is done online?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
None	43%	39%	47%	33%	36%	43%	67%	42%	37%	49%	32%	48%	40%	37%	52%	37%	64%	31%	24%	42%	51%	50%	43%	44%	47%	37%	34%
More than none but less than 25%	21%	22%	20%	21%	24%	23%	16%	18%	26%	21%	24%	20%	23%	15%	20%	21%	20%	22%	22%	21%	19%	15%	22%	21%	24%	22%	18%
25% to just under 50%	14%	12%	15%	17%	17%	14%	4%	14%	14%	14%	17%	12%	16%	12%	8%	20%	8%	18%	18%	16%	5%	16%	19%	12%	11%	20%	13%
50% to just under 75%	13%	17%	10%	16%	14%	12%	8%	17%	12%	9%	14%	13%	16%	13%	11%	12%	4%	21%	20%	12%	11%	16%	12%	13%	11%	12%	24%
75% to 100%	9%	9%	8%	12%	9%	8%	5%	9%	12%	7%	13%	7%	5%	21%	9%	11%	3%	9%	16%	9%	12%	3%	4%	11%	7%	9%	11%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
Refused	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q8. (If shopping online) What is the single most important reason you shop online?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Lower prices	20%	21%	19%	34%	15%	11%	10%	20%	14%	23%	22%	18%	16%	17%	22%	20%	25%	12%	13%	41%	36%	16%	22%	26%	12%	18%	
24 hour shopping	16%	15%	18%	15%	17%	15%	20%	23%	9%	12%	15%	17%	19%	14%	17%	12%	17%	18%	16%	14%	16%	16%	17%	13%	18%	18%	
Better selection	11%	10%	12%	14%	8%	12%	5%	9%	15%	11%	18%	6%	12%	8%	10%	12%	16%	6%	10%	11%	11%	5%	16%	8%	9%	8%	
Avoid crowds	30%	32%	27%	23%	32%	35%	29%	29%	37%	24%	25%	33%	32%	34%	23%	32%	31%	29%	33%	33%	19%	27%	28%	29%	34%	28%	
Real time price comparison	6%	9%	3%	1%	14%	2%	7%	5%	5%	9%	10%	4%	5%	7%	7%	6%	1%	6%	10%	5%	7%	12%	5%	6%	5%	10%	
Better customer service	1%	0%	2%	1%	1%	1%	0%	0%	4%	0%	1%	1%	2%	0%	0%	2%	2%	0%	1%	0%	0%	0%	2%	1%	2%	1%	
Item not sold in stores locally	11%	8%	13%	7%	10%	16%	16%	8%	7%	16%	6%	14%	6%	7%	14%	15%	13%	11%	9%	12%	7%	11%	11%	8%	14%	15%	
Other	5%	4%	6%	4%	1%	8%	9%	4%	6%	5%	2%	7%	6%	12%	6%	0%	4%	3%	6%	7%	0%	7%	4%	6%	5%	6%	
Don't know/Refused	1%	2%	0%	0%	1%	1%	4%	1%	2%	1%	2%	1%	1%	0%	1%	0%	1%	2%	1%	2%	0%	0%	1%	0%	3%	0%	
Q9. 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 2012?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	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%	84%	83%	82%	83%	85%	85%	78%	90%	86%	84%	83%	84%	78%	83%	83%	81%	83%	85%	85%	87%	76%	88%	81%	82%	85%	82%
Pay later	12%	12%	13%	14%	15%	11%	9%	17%	8%	9%	14%	12%	14%	18%	11%	11%	13%	16%	11%	12%	8%	19%	10%	13%	14%	17%	
Don't know/Refused	4%	4%	5%	4%	2%	4%	6%	5%	2%	5%	2%	5%	2%	3%	7%	5%	6%	1%	4%	3%	5%	5%	2%	5%	4%	2%	

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Q10. Do you plan to purchase a gift for yourself 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Yes	31%	31%	32%	44%	28%	28%	19%	43%	24%	22%	32%	32%	30%	35%	25%	40%	35%	29%	30%	25%	37%	50%	32%	32%	32%	22%	36%
No	67%	69%	65%	55%	71%	69%	80%	55%	75%	76%	67%	67%	69%	61%	72%	59%	64%	70%	69%	73%	60%	49%	67%	66%	66%	76%	64%
Don't know/Refused	2%	0%	3%	1%	2%	2%	2%	2%	1%	2%	1%	2%	1%	4%	3%	1%	1%	1%	1%	2%	3%	1%	1%	2%	2%	2%	1%

Q11. 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			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Positive	6%	6%	7%	8%	6%	7%	4%	9%	5%	4%	7%	6%	5%	0%	9%	7%	9%	8%	2%	4%	12%	18%	8%	6%	8%	4%	6%
Negative	39%	38%	40%	31%	47%	44%	31%	42%	35%	38%	39%	39%	42%	41%	35%	38%	44%	33%	33%	39%	41%	32%	45%	37%	40%	44%	36%
No effect	53%	56%	51%	59%	47%	48%	64%	47%	60%	58%	53%	54%	53%	57%	53%	54%	45%	58%	64%	57%	44%	49%	47%	56%	51%	52%	56%
Don't know/Refused	1%	0%	2%	2%	0%	2%	1%	2%	1%	1%	1%	2%	0%	2%	2%	1%	2%	1%	1%	1%	4%	1%	1%	2%	1%	0%	1%

Q12. Do you normally shop on Black Friday, that is, the Friday after Thanksgiving?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Yes	19%	17%	20%	30%	18%	16%	5%	25%	9%	17%	22%	17%	14%	11%	16%	33%	26%	13%	19%	12%	27%	33%	18%	19%	23%	10%	11%
No	78%	79%	77%	66%	79%	81%	91%	70%	89%	80%	74%	79%	82%	81%	81%	63%	70%	83%	78%	84%	69%	62%	75%	79%	75%	86%	81%
Sometimes	4%	4%	3%	4%	3%	3%	3%	5%	2%	3%	3%	4%	4%	5%	3%	4%	4%	3%	4%	4%	4%	5%	7%	2%	1%	4%	8%
Don't know/Refused	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Q13. Will you be shopping on the Friday after Thanksgiving 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Yes	19%	18%	20%	33%	19%	13%	7%	27%	11%	13%	24%	16%	16%	12%	17%	29%	22%	18%	18%	11%	37%	36%	18%	20%	21%	10%	13%
No	74%	73%	74%	57%	76%	78%	89%	63%	84%	80%	66%	77%	76%	72%	77%	65%	70%	74%	74%	81%	56%	50%	69%	75%	72%	85%	77%
Maybe	7%	8%	5%	10%	4%	8%	3%	8%	5%	6%	10%	5%	7%	9%	6%	6%	7%	8%	8%	6%	6%	12%	11%	5%	6%	4%	10%
Don't know/Refused	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	7%	0%	0%	1%	1%	0%	1%	0%	2%	1%	1%	1%	0%	1%

Q14. (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			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
More than 75%	18%	24%	13%	26%	14%	9%	6%	20%	34%	6%	18%	19%	20%	15%	10%	25%	26%	16%	4%	3%	21%	41%	6%	25%	14%	7%	13%
Between 50 and 75%	29%	24%	34%	27%	38%	29%	24%	33%	14%	28%	32%	26%	25%	0%	40%	27%	36%	25%	28%	21%	38%	28%	29%	29%	33%	32%	32%
More than 25% but less than 50%	20%	22%	17%	18%	20%	20%	41%	19%	19%	23%	21%	20%	31%	22%	14%	14%	14%	21%	21%	23%	20%	16%	22%	19%	18%	13%	23%
Less than 25%	29%	25%	34%	28%	24%	39%	23%	25%	30%	38%	26%	32%	20%	62%	35%	31%	21%	39%	37%	47%	18%	15%	41%	24%	35%	39%	29%
Don't know/Refused	3%	5%	2%	2%	3%	3%	6%	3%	3%	5%	3%	4%	4%	0%	1%	4%	3%	0%	9%	6%	3%	0%	2%	3%	0%	3%	

Q15. 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Yes	77%	76%	78%	73%	77%	79%	83%	72%	76%	83%	78%	76%	80%	81%	74%	73%	70%	83%	83%	83%	52%	80%	86%	73%	71%	89%	84%
No	20%	21%	19%	23%	20%	19%	15%	25%	21%	14%	18%	22%	18%	10%	24%	24%	25%	15%	15%	15%	43%	17%	12%	24%	26%	11%	11%
Don't know/Refused	3%	3%	2%	4%	3%	2%	1%	3%	3%	2%	4%	2%	2%	9%	2%	3%	4%	2%	2%	2%	5%	3%	2%	3%	3%	0%	5%

Q16. 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Yes	31%	26%	35%	35%	31%	29%	26%	30%	27%	33%	32%	30%	32%	19%	32%	31%	34%	26%	30%	30%	31%	38%	39%	27%	27%	40%	36%
No	66%	70%	62%	60%	67%	68%	71%	65%	71%	64%	65%	67%	66%	71%	65%	65%	62%	70%	70%	67%	68%	56%	57%	70%	67%	59%	62%
Don't know/Refused	3%	4%	2%	5%	2%	3%	2%	4%	3%	3%	3%	3%	2%	10%	3%	3%	4%	4%	1%	3%	1%	6%	4%	3%	6%	1%	2%

Q17. Of the following, what do you, personally, enjoy most about 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Spending time with family and friends	77%	76%	78%	79%	85%	73%	70%	75%	77%	79%	81%	75%	76%	80%	75%	80%	70%	84%	77%	77%	76%	76%	72%	79%	80%	79%	78%
People being in the holiday spirit	8%	11%	6%	13%	4%	8%	7%	11%	8%	6%	5%	10%	8%	7%	6%	13%	10%	5%	11%	9%	4%	13%	12%	7%	8%	4%	9%
Religious services and events	8%	6%	9%	3%	8%	8%	11%	8%	6%	9%	8%	8%	10%	0%	10%	3%	11%	5%	8%	8%	12%	2%	9%	7%	4%	12%	8%
Going shopping	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	2%	0%	1%	1%	0%	1%	
The food	4%	4%	4%	5%	2%	5%	4%	3%	6%	3%	4%	4%	3%	7%	4%	3%	6%	3%	2%	3%	4%	7%	4%	4%	5%	3%	2%
Don't know/Refused	2%	2%	2%	0%	1%	3%	6%	2%	3%	2%	1%	3%	2%	7%	3%	1%	2%	2%	2%	2%	3%	0%	1%	2%	2%	2%	2%

Q18. And what do you, personally, enjoy the least about 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Overeating and gaining weight	8%	9%	6%	13%	2%	8%	8%	7%	12%	6%	9%	7%	10%	10%	6%	5%	9%	9%	9%	8%	7%	12%	3%	10%	7%	11%	3%
Going shopping	14%	16%	13%	15%	18%	14%	8%	14%	15%	14%	16%	13%	11%	23%	13%	17%	13%	16%	12%	13%	14%	18%	9%	17%	17%	11%	13%
The commercialization of the holiday	39%	39%	39%	22%	43%	46%	53%	31%	38%	50%	34%	42%	45%	33%	36%	34%	35%	37%	47%	47%	30%	16%	47%	36%	34%	50%	51%
Financial costs associated with it	16%	14%	19%	21%	18%	14%	9%	19%	15%	14%	21%	14%	12%	7%	19%	24%	23%	14%	9%	12%	20%	26%	13%	18%	17%	12%	12%
How hectic it is	18%	18%	19%	25%	16%	15%	13%	23%	16%	15%	19%	19%	19%	21%	19%	19%	17%	21%	18%	16%	22%	27%	24%	16%	19%	14%	18%
Don't know/Refused	4%	4%	4%	4%	2%	2%	8%	6%	5%	1%	3%	4%	3%	6%	6%	1%	4%	4%	4%	4%	7%	2%	3%	4%	6%	3%	3%

For each of the following statements, tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree.

Q19A. 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			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Strongly agree	46%	46%	46%	27%	44%	61%	60%	35%	52%	56%	37%	50%	53%	45%	41%	38%	46%	42%	52%	58%	21%	24%	51%	44%	43%	57%	50%
Somewhat agree	17%	18%	16%	23%	16%	13%	13%	21%	14%	14%	18%	16%	13%	13%	17%	25%	15%	20%	19%	13%	29%	15%	15%	18%	20%	10%	22%
Neither agree nor disagree	7%	7%	6%	6%	7%	5%	8%	7%	10%	4%	4%	8%	5%	6%	9%	8%	5%	8%	7%	6%	9%	9%	4%	8%	5%	6%	6%
Somewhat disagree	14%	16%	13%	19%	18%	9%	9%	17%	12%	12%	15%	14%	16%	10%	9%	17%	14%	12%	15%	11%	15%	24%	13%	15%	14%	14%	12%
Strongly disagree	15%	12%	18%	24%	14%	12%	9%	19%	12%	13%	26%	10%	13%	23%	23%	10%	18%	17%	7%	11%	26%	26%	17%	15%	16%	13%	9%
Don't know/Refused	1%	1%	1%	2%	1%	0%	1%	1%	0%	1%	1%	1%	0%	4%	1%	1%	1%	0%	0%	1%	0%	2%	0%	1%	1%	0%	0%

Q19B. I try to purchase most of my gifts from locally owned and operated businesses.																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Strongly agree	33%	35%	31%	28%	30%	36%	41%	29%	28%	39%	26%	36%	33%	41%	36%	25%	42%	29%	30%	33%	31%	38%	36%	31%	32%	35%	29%
Somewhat agree	26%	28%	24%	23%	32%	26%	24%	24%	24%	30%	30%	24%	30%	24%	22%	25%	22%	28%	28%	30%	15%	21%	30%	25%	25%	32%	32%
Neither agree nor disagree	9%	9%	9%	10%	10%	6%	9%	9%	10%	8%	9%	9%	9%	5%	9%	10%	7%	7%	12%	10%	8%	6%	9%	9%	8%	10%	9%
Somewhat disagree	19%	18%	21%	28%	19%	19%	10%	21%	25%	15%	23%	18%	18%	21%	14%	29%	13%	28%	18%	18%	26%	21%	16%	21%	18%	15%	24%
Strongly disagree	11%	9%	13%	11%	8%	11%	13%	13%	13%	7%	11%	11%	9%	5%	14%	11%	12%	9%	11%	8%	18%	13%	8%	12%	14%	7%	7%
Don't know/Refused	2%	1%	3%	1%	1%	2%	2%	3%	0%	1%	1%	2%	1%	3%	4%	0%	4%	1%	0%	1%	3%	1%	1%	2%	2%	1%	1%

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Q19C. The holiday season is my favorite time of the 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Strongly agree	35%	29%	40%	39%	35%	35%	27%	43%	30%	28%	38%	33%	39%	28%	34%	28%	41%	32%	28%	29%	40%	52%	49%	28%	34%	36%	38%
Somewhat agree	26%	29%	22%	31%	24%	22%	20%	20%	28%	31%	26%	25%	26%	18%	28%	23%	19%	29%	28%	27%	24%	19%	23%	27%	23%	28%	20%
Neither agree nor disagree	9%	11%	8%	6%	12%	9%	10%	7%	13%	10%	9%	9%	7%	15%	8%	13%	7%	10%	15%	11%	6%	9%	8%	10%	8%	9%	12%
Somewhat disagree	18%	16%	19%	19%	18%	17%	20%	17%	20%	17%	17%	19%	19%	25%	14%	20%	20%	17%	16%	19%	19%	16%	12%	20%	20%	20%	14%
Strongly disagree	12%	15%	10%	6%	10%	17%	22%	13%	9%	13%	10%	13%	8%	15%	14%	16%	12%	12%	13%	14%	12%	5%	7%	15%	13%	7%	16%
Don't know/Refused	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Q19D. 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			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Strongly agree	26%	26%	25%	32%	19%	27%	25%	31%	26%	19%	23%	27%	28%	23%	25%	23%	27%	29%	21%	21%	28%	47%	24%	26%	24%	25%	24%
Somewhat agree	18%	21%	15%	20%	19%	16%	14%	16%	20%	19%	23%	15%	21%	7%	17%	16%	17%	18%	15%	18%	19%	18%	24%	15%	19%	17%	14%
Neither agree nor disagree	4%	5%	3%	2%	6%	3%	4%	4%	3%	5%	5%	3%	4%	4%	3%	5%	4%	2%	7%	5%	0%	5%	2%	5%	3%	8%	2%
Somewhat disagree	21%	21%	21%	21%	25%	18%	17%	19%	17%	26%	22%	21%	20%	22%	20%	24%	19%	24%	25%	23%	17%	14%	18%	22%	20%	24%	23%
Strongly disagree	31%	26%	36%	25%	31%	36%	40%	29%	35%	32%	28%	33%	26%	44%	35%	31%	32%	27%	30%	33%	36%	16%	31%	32%	34%	25%	36%
Don't know/Refused	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	1%

Q19E. 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			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Strongly agree	55%	50%	60%	45%	57%	61%	62%	55%	57%	55%	57%	54%	63%	31%	62%	41%	63%	48%	52%	53%	63%	61%	67%	51%	52%	63%	59%
Somewhat agree	28%	30%	26%	37%	28%	21%	21%	26%	29%	29%	26%	29%	26%	25%	22%	39%	25%	33%	28%	29%	23%	31%	24%	29%	29%	19%	30%
Neither agree nor disagree	4%	7%	3%	4%	6%	5%	4%	4%	3%	5%	6%	4%	3%	8%	6%	4%	3%	7%	3%	4%	4%	2%	3%	5%	7%	4%	1%
Somewhat disagree	7%	8%	7%	10%	5%	7%	8%	9%	7%	6%	6%	8%	6%	23%	5%	9%	5%	8%	10%	9%	5%	0%	4%	9%	8%	11%	3%
Strongly disagree	5%	5%	4%	3%	4%	5%	6%	5%	5%	4%	4%	5%	3%	12%	4%	7%	3%	3%	7%	5%	6%	3%	2%	6%	4%	3%	7%
Don't know/Refused	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	3%	0%	1%	0%	1%	0%

Q19F. I hate to admit it but at this point I'm more Scrooge than Santa.																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Strongly agree	11%	12%	11%	6%	10%	19%	12%	10%	11%	13%	10%	12%	11%	6%	12%	13%	15%	9%	12%	11%	11%	9%	9%	12%	12%	8%	12%
Somewhat agree	12%	14%	10%	16%	10%	10%	13%	12%	14%	10%	9%	13%	10%	8%	10%	19%	14%	13%	9%	11%	13%	14%	9%	13%	14%	10%	11%
Neither agree nor disagree	7%	8%	6%	8%	7%	7%	7%	8%	6%	6%	5%	8%	4%	12%	9%	8%	6%	5%	7%	7%	4%	6%	6%	7%	4%	9%	11%
Somewhat disagree	19%	20%	17%	16%	23%	17%	21%	17%	16%	22%	23%	17%	19%	18%	18%	18%	14%	21%	18%	19%	19%	8%	20%	18%	20%	23%	16%
Strongly disagree	48%	43%	53%	49%	48%	47%	45%	47%	50%	49%	49%	47%	55%	35%	48%	40%	46%	52%	50%	49%	50%	58%	53%	46%	49%	48%	47%
Don't know/Refused	3%	2%	4%	6%	2%	1%	2%	6%	2%	0%	3%	3%	1%	21%	3%	1%	4%	0%	4%	3%	3%	5%	2%	3%	1%	2%	3%

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MOE +/- 3.9%

For each of the following types of gifts, please tell me whether you are planning on buying that type of gift, not planning on buying it or not sure if you are buying that type of gift this holiday season.																											
Q20A. Clothing																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Plan on buying	73%	72%	74%	74%	87%	71%	56%	74%	72%	72%	80%	70%	81%	52%	66%	77%	68%	80%	77%	70%	75%	84%	75%	73%	76%	73%	76%
Not plan on buying	18%	18%	17%	15%	8%	19%	32%	16%	18%	20%	10%	21%	13%	19%	27%	15%	22%	13%	14%	19%	18%	8%	15%	18%	16%	20%	14%
Not sure	8%	8%	8%	10%	5%	9%	9%	9%	10%	7%	10%	7%	6%	27%	7%	6%	8%	7%	9%	10%	6%	7%	10%	8%	6%	7%	10%
Refused	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	2%	2%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%
Q20B. Toys																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Plan on buying	57%	53%	60%	54%	70%	56%	47%	55%	51%	62%	70%	51%	60%	55%	54%	58%	57%	62%	56%	56%	58%	61%	60%	56%	58%	63%	57%
Not plan on buying	37%	39%	35%	40%	27%	38%	43%	38%	40%	34%	22%	44%	34%	36%	40%	37%	36%	32%	39%	38%	35%	30%	36%	37%	35%	34%	40%
Not sure	5%	5%	5%	4%	3%	6%	7%	6%	7%	3%	7%	4%	5%	7%	6%	3%	5%	5%	4%	5%	6%	7%	3%	6%	5%	4%	3%
Refused	1%	2%	1%	2%	0%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	3%	0%	0%	1%	1%	3%	0%	1%	2%	0%	0%	0%
Q20C. Jewelry																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Plan on buying	29%	31%	27%	40%	27%	27%	15%	31%	27%	26%	27%	30%	22%	24%	36%	27%	29%	33%	28%	29%	34%	30%	28%	31%	21%	26%	
Not plan on buying	57%	54%	59%	41%	60%	60%	72%	53%	63%	58%	59%	56%	57%	60%	62%	48%	58%	55%	58%	54%	54%	57%	57%	57%	64%	60%	
Not sure	14%	14%	13%	18%	13%	12%	10%	15%	9%	15%	14%	13%	16%	13%	14%	13%	14%	11%	13%	17%	13%	13%	14%	10%	15%	14%	
Refused	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	2%	0%	0%	1%	1%	0%	0%	1%	2%	0%	0%	
Q20D. Television																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Plan on buying	9%	11%	7%	15%	9%	7%	3%	11%	9%	7%	11%	8%	9%	2%	10%	9%	8%	13%	11%	7%	14%	11%	9%	9%	11%	7%	
Not plan on buying	84%	80%	89%	78%	84%	86%	90%	81%	88%	86%	83%	85%	87%	86%	85%	79%	83%	82%	82%	87%	79%	80%	84%	84%	82%	88%	87%
Not sure	6%	9%	3%	6%	7%	7%	5%	7%	2%	6%	6%	6%	4%	10%	4%	11%	7%	5%	7%	5%	6%	9%	6%	6%	5%	3%	6%
Refused	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	2%	0%	0%	1%	1%	0%	0%	1%	2%	0%	0%	
Q20E. Desktop Computer																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Plan on buying	5%	7%	3%	7%	4%	4%	3%	9%	1%	2%	5%	5%	3%	7%	4%	9%	6%	5%	5%	2%	12%	8%	3%	5%	7%	1%	5%
Not plan on buying	91%	88%	94%	86%	93%	94%	91%	85%	97%	94%	91%	91%	93%	90%	90%	88%	88%	91%	91%	95%	79%	87%	93%	90%	86%	96%	92%
Not sure	3%	4%	3%	5%	3%	2%	4%	5%	1%	3%	4%	3%	4%	1%	5%	1%	5%	4%	3%	2%	8%	5%	3%	3%	5%	2%	3%
Refused	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	2%	0%	0%	1%	1%	0%	0%	1%	2%	0%	0%	0%

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Q20F. Laptop Computer																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Plan on buying	10%	13%	9%	17%	11%	8%	5%	13%	14%	5%	10%	10%	9%	3%	11%	12%	12%	12%	12%	6%	15%	20%	8%	11%	12%	8%	10%
Not plan on buying	83%	79%	86%	74%	82%	86%	90%	79%	82%	88%	84%	82%	84%	90%	82%	81%	79%	83%	87%	78%	72%	86%	81%	80%	87%	81%	
Not sure	6%	7%	5%	8%	7%	5%	3%	7%	3%	6%	6%	6%	5%	6%	6%	5%	9%	4%	6%	6%	8%	5%	6%	6%	5%	8%	
Refused	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	2%	2%	0%	0%	1%	1%	0%	0%	1%	2%	0%	1%

Q20G. Smartphone (iPhone, Android, Blackberry)																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Plan on buying	10%	11%	9%	16%	11%	7%	3%	11%	12%	8%	11%	10%	11%	6%	9%	11%	13%	11%	9%	7%	14%	20%	10%	10%	12%	7%	9%
Not plan on buying	84%	81%	87%	76%	87%	85%	90%	81%	81%	90%	83%	85%	84%	90%	85%	84%	82%	82%	85%	88%	78%	76%	86%	83%	81%	90%	85%
Not sure	5%	6%	4%	7%	2%	7%	5%	7%	6%	2%	6%	5%	5%	2%	6%	4%	3%	7%	6%	3%	8%	4%	4%	5%	6%	3%	6%
Refused	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	2%	2%	0%	0%	1%	1%	0%	0%	1%	2%	0%	0%

Q20H. Tablet (iPad, Playbook, Galaxy Tab)																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Plan on buying	11%	15%	8%	18%	12%	9%	4%	14%	9%	9%	12%	11%	11%	3%	10%	17%	12%	10%	13%	9%	13%	19%	11%	11%	9%	14%	10%
Not plan on buying	78%	72%	84%	68%	80%	81%	86%	71%	84%	84%	79%	78%	79%	87%	81%	70%	80%	81%	75%	84%	69%	70%	81%	77%	77%	83%	80%
Not sure	10%	12%	7%	13%	8%	10%	8%	14%	6%	6%	8%	10%	9%	8%	8%	12%	6%	9%	11%	6%	18%	9%	7%	11%	12%	4%	10%
Refused	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	2%	1%	2%	2%	0%	1%	1%	1%	2%	0%	1%	2%	0%	0%

Q20I. E-Reader (Nook, Kindle)																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Plan on buying	10%	11%	9%	16%	6%	11%	7%	11%	13%	7%	9%	11%	14%	9%	6%	9%	10%	12%	10%	9%	9%	18%	12%	10%	10%	10%	12%
Not plan on buying	79%	79%	79%	71%	82%	81%	82%	75%	80%	83%	80%	79%	77%	82%	83%	76%	78%	80%	77%	81%	77%	70%	79%	79%	75%	84%	80%
Not sure	10%	9%	11%	12%	12%	8%	8%	12%	7%	9%	12%	9%	8%	7%	10%	13%	9%	8%	12%	8%	13%	13%	9%	10%	13%	6%	8%
Refused	1%	1%	1%	1%	0%	1%	3%	1%	0%	1%	0%	1%	0%	2%	1%	2%	3%	0%	0%	1%	1%	0%	0%	1%	2%	0%	0%

Q20J. MP3 Player (iPod, Zune)																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa		Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Plan on buying	10%	10%	9%	13%	14%	7%	5%	11%	9%	8%	13%	8%	8%	12%	9%	14%	10%	9%	10%	7%	15%	18%	9%	10%	12%	6%	11%
Not plan on buying	83%	83%	84%	77%	79%	88%	88%	80%	83%	86%	79%	85%	85%	83%	83%	79%	82%	83%	85%	86%	70%	77%	85%	82%	81%	90%	80%
Not sure	6%	6%	6%	8%	7%	5%	5%	7%	7%	4%	8%	5%	6%	3%	7%	6%	6%	8%	5%	6%	14%	5%	6%	6%	5%	9%	9%
Refused	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	2%	2%	0%	0%	1%	1%	0%	0%	1%	2%	0%	0%

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Q21. 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Merry Christmas	53%	52%	53%	43%	49%	58%	67%	45%	47%	65%	48%	55%	65%	13%	58%	39%	49%	54%	57%	59%	38%	43%	64%	47%	49%	68%	49%
Happy Holidays	37%	38%	37%	45%	43%	31%	25%	42%	45%	27%	42%	35%	30%	66%	30%	48%	40%	34%	37%	33%	37%	44%	30%	41%	38%	27%	41%
Seasons' Greetings	8%	7%	8%	11%	7%	8%	4%	11%	7%	5%	8%	8%	5%	8%	11%	10%	9%	11%	4%	4%	23%	10%	5%	9%	10%	4%	8%
Other	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Don't know/Refused	2%	3%	1%	1%	1%	3%	5%	2%	1%	3%	1%	3%	1%	10%	2%	3%	3%	1%	2%	2%	1%	2%	1%	2%	3%	1%	2%
Q22. Approximately how many holiday parties, events or pageants to you plan to attend 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Mean:	3.1	3.4	2.8	4.3	2.7	2.9	2.3	3.3	3.0	2.9	3.3	3.0	3.7	3.0	2.5	3.0	2.4	3.4	4.0	3.2	2.0	4.2	3.4	3.0	3.1	3.7	3.0
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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Yes	75%	74%	75%	77%	81%	74%	68%	64%	78%	86%	86%	69%	87%	15%	75%	72%	73%	76%	81%	78%	64%	78%	88%	69%	74%	87%	73%
No	25%	26%	24%	23%	19%	25%	31%	35%	22%	14%	14%	30%	13%	81%	24%	28%	27%	24%	19%	21%	35%	22%	12%	30%	25%	13%	27%
Refused	0%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	4%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%
Q24. (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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Real tree	40%	47%	35%	36%	47%	47%	25%	38%	51%	36%	46%	37%	45%	62%	34%	41%	27%	40%	54%	46%	23%	39%	49%	35%	41%	47%	38%
Artificial tree	59%	52%	65%	63%	53%	52%	75%	61%	48%	63%	53%	62%	55%	38%	64%	59%	73%	58%	46%	54%	77%	61%	51%	64%	58%	51%	62%
Refused	1%	2%	0%	1%	0%	2%	0%	1%	1%	0%	0%	1%	0%	0%	2%	0%	0%	2%	0%	0%	0%	0%	0%	1%	1%	2%	0%
Q25. 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	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/Other
Believe	30%	25%	35%	17%	33%	40%	32%	24%	32%	36%	33%	29%	40%	13%	27%	25%	32%	28%	27%	36%	16%	31%			30%	36%	34%
Do not believe	69%	74%	64%	82%	66%	59%	67%	75%	66%	63%	65%	70%	59%	82%	73%	74%	68%	71%	70%	63%	84%	69%			70%	62%	65%
Don't know/Refused	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	5%	1%	1%	0%	0%	3%	2%	0%	0%			0%	2%	1%

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Nature of the Sample	
New York State Residents	
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Religion	
Catholic	40%
Jewish	7%
Protestant	29%
Other	22%
Age	
18 to 34	29%
35 to 49	26%
50 to 64	24%
65 and older	17%
Children in Household	
Yes	33%
No	66%
Income	
Less than \$50,000	31%
\$50,000 - \$100,000	28%
\$100,000 or more	25%
Gender	
Male	48%
Female	52%
Ethnicity	
White	64%
African American/Black	17%
Latino	12%
Party (Among Registered Voters)	
Democrat	42%
Republican	25%
Independent/Other	22%