

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		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	26%	24%	27%	41%	26%	15%	17%	26%	29%	24%	35%	20%	28%	28%	23%	27%	23%	29%	26%	25%	23%	37%	30%	23%	27%	22%	22%
Somewhat excited	41%	38%	44%	40%	45%	43%	37%	39%	41%	44%	40%	42%	44%	44%	40%	39%	37%	41%	46%	43%	47%	32%	42%	41%	44%	38%	46%
Not very excited	18%	19%	16%	10%	13%	25%	25%	18%	18%	17%	13%	20%	15%	14%	22%	16%	20%	15%	16%	18%	12%	19%	15%	19%	18%	22%	16%
Not at all excited	15%	19%	12%	8%	17%	17%	20%	17%	12%	15%	11%	18%	14%	13%	15%	18%	19%	15%	11%	14%	18%	12%	12%	17%	10%	18%	17%
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%	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%	0%	0%	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		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%	11%	26%	12%	5%	4%	15%	11%	10%	15%	11%	10%	12%	11%	19%	15%	11%	13%	9%	20%	23%	12%	13%	14%	7%	14%
Less money	33%	29%	37%	27%	31%	43%	28%	37%	24%	33%	32%	33%	33%	14%	40%	29%	45%	32%	21%	30%	38%	38%	33%	33%	35%	33%	35%
About the same	53%	54%	51%	45%	57%	52%	63%	44%	65%	56%	51%	54%	57%	71%	47%	49%	39%	56%	64%	59%	40%	37%	54%	52%	50%	59%	50%
Don't know	2%	2%	1%	2%	1%	1%	3%	3%	0%	1%	1%	2%	1%	3%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%	1%	1%
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%	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		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	15%	13%	16%	26%	11%	10%	9%	15%	13%	15%	20%	11%	11%	11%	16%	19%	16%	15%	17%	13%	16%	24%	14%	15%	22%	9%	13%
Fewer	16%	18%	15%	15%	15%	18%	15%	18%	14%	14%	14%	18%	15%	6%	21%	15%	19%	15%	13%	14%	26%	17%	16%	15%	13%	15%	19%
Same	67%	68%	67%	58%	71%	70%	74%	64%	67%	71%	64%	69%	72%	82%	61%	64%	61%	68%	70%	72%	53%	59%	67%	68%	64%	75%	67%
Don't know	2%	2%	2%	1%	3%	1%	2%	3%	2%	1%	2%	2%	2%	0%	1%	2%	4%	1%	0%	1%	3%	1%	2%	2%	1%	1%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
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		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	16%	19%	14%	31%	13%	8%	10%	21%	15%	12%	16%	17%	12%	11%	15%	26%	21%	12%	17%	12%	30%	28%	16%	16%	17%	12%	16%
Less money	25%	23%	26%	18%	28%	32%	20%	26%	17%	28%	25%	25%	24%	12%	29%	25%	30%	23%	19%	23%	23%	28%	24%	25%	24%	25%	23%
About the same	56%	55%	57%	49%	58%	59%	66%	50%	65%	58%	57%	55%	63%	77%	50%	48%	46%	62%	63%	64%	40%	39%	58%	56%	56%	62%	59%
Don't know	3%	3%	2%	2%	2%	1%	4%	3%	3%	1%	2%	3%	1%	0%	5%	0%	3%	3%	2%	1%	6%	4%	2%	3%	3%	1%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	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		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
Better off	23%	28%	19%	39%	24%	14%	14%	28%	22%	18%	23%	24%	20%	22%	22%	30%	20%	25%	31%	21%	31%	29%	20%	25%	26%	17%	22%
Worse off	26%	23%	29%	17%	27%	37%	27%	24%	25%	30%	26%	26%	32%	12%	29%	18%	33%	28%	21%	28%	18%	27%	28%	26%	22%	39%	28%
About the same	50%	48%	51%	45%	49%	49%	59%	48%	51%	52%	50%	49%	47%	66%	48%	51%	47%	46%	48%	50%	51%	43%	51%	49%	52%	43%	49%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Refused	1%	1%	1%	0%	0%	0%	0%	1%	2%	0%	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%	1%

Q6. **What is the total amount of money you plan to spend on gifts during this holiday season?																												
	Gender			Age				Region			Children in		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	23%	22%	24%	24%	23%	21%	24%	28%	19%	20%	16%	29%	18%	17%	26%	29%	36%	17%	7%	18%	30%	28%	24%	23%	22%	12%	25%	
\$300-\$399	10%	9%	11%	11%	7%	10%	13%	11%	9%	11%	9%	12%	8%	18%	13%	9%	16%	9%	6%	10%	7%	14%	7%	12%	12%	9%	7%	
\$400-\$499	10%	10%	11%	7%	13%	12%	10%	9%	11%	12%	10%	11%	12%	16%	9%	7%	10%	12%	11%	12%	5%	13%	9%	11%	11%	15%	7%	
\$500-\$599	14%	17%	12%	20%	11%	11%	11%	15%	15%	13%	15%	14%	12%	20%	14%	15%	13%	13%	16%	13%	15%	18%	13%	15%	14%	10%	22%	
\$600-\$699	4%	3%	5%	4%	4%	5%	3%	4%	3%	6%	5%	3%	7%	0%	2%	3%	4%	4%	5%	4%	4%	1%	7%	2%	2%	6%	6%	
\$700-\$799	3%	3%	3%	2%	4%	2%	5%	3%	7%	2%	4%	3%	3%	4%	2%	4%	1%	4%	5%	4%	4%	1%	4%	3%	4%	5%	0%	
\$800-\$899	3%	3%	2%	3%	2%	4%	5%	2%	2%	5%	2%	3%	3%	2%	2%	4%	2%	4%	3%	4%	2%	0%	1%	4%	2%	4%	3%	
\$900-\$999	3%	2%	4%	3%	3%	4%	2%	3%	2%	3%	3%	2%	3%	0%	2%	4%	3%	3%	3%	3%	4%	0%	3%	3%	3%	5%	2%	
\$1,000 or more	29%	30%	28%	26%	33%	31%	28%	26%	32%	30%	37%	23%	32%	23%	30%	24%	15%	34%	46%	31%	28%	24%	33%	26%	30%	33%	27%	

** The results of this question are based only on those that answered with an amount (N=625). Margin of error for this question: +/-3.9%

Q7. What percentage of your holiday shopping is done online?																												
	Gender			Age				Region			Children in		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	43%	41%	45%	42%	38%	33%	65%	47%	40%	41%	36%	47%	22%	45%	40%	63%	35%	19%	37%	55%	51%	48%	40%	43%	40%	36%		
More than none but less than 25%	21%	20%	22%	17%	20%	32%	17%	19%	16%	26%	21%	20%	23%	28%	19%	18%	15%	30%	23%	23%	18%	17%	20%	21%	19%	27%	24%	
25% to just under 50%	16%	17%	15%	11%	21%	20%	11%	14%	20%	15%	18%	14%	14%	19%	18%	15%	10%	16%	27%	19%	10%	8%	17%	15%	13%	19%	18%	
50% to just under 75%	12%	14%	10%	14%	16%	10%	4%	9%	13%	14%	15%	10%	12%	5%	10%	17%	7%	12%	20%	14%	11%	8%	10%	13%	15%	10%	11%	
75% to 100%	7%	7%	8%	15%	5%	5%	1%	11%	8%	3%	8%	7%	5%	26%	6%	9%	5%	7%	11%	7%	5%	14%	5%	9%	9%	4%	10%	
Don't know	1%	1%	1%	1%	0%	1%	0%	1%	2%	0%	1%	1%	0%	0%	2%	1%	0%	0%	1%	0%	2%	2%	0%	1%	2%	1%	0%	
Refused	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	

Q8. (If shopping online) What is the single most important reason you shop online?																												
	Gender			Age				Region			Children in		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	
Lower prices	12%	14%	11%	21%	8%	9%	12%	16%	13%	9%	16%	9%	8%	18%	13%	16%	19%	12%	8%	9%	14%	29%	13%	13%	15%	5%	7%	
24 hour shopping	23%	23%	23%	13%	30%	27%	22%	22%	28%	21%	25%	21%	27%	35%	19%	17%	16%	24%	27%	26%	17%	10%	23%	23%	23%	28%	20%	
Better selection	10%	9%	11%	15%	8%	9%	7%	11%	11%	9%	8%	12%	14%	12%	4%	10%	8%	15%	6%	10%	4%	11%	7%	12%	14%	7%	7%	
Avoid crowds	30%	33%	28%	26%	29%	36%	28%	32%	29%	29%	26%	34%	33%	17%	35%	27%	27%	38%	28%	48%	33%	26%	32%	33%	26%	34%		
Real time price comparison	6%	7%	4%	6%	7%	4%	7%	4%	6%	8%	8%	4%	7%	7%	2%	9%	3%	6%	7%	7%	0%	10%	8%	5%	1%	12%	4%	
Better customer service	0%	0%	1%	0%	0%	1%	3%	1%	1%	0%	0%	1%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	2%	1%		
Item not sold in stores locally	13%	11%	16%	16%	13%	12%	16%	11%	5%	21%	13%	14%	8%	4%	19%	19%	20%	13%	8%	14%	15%	5%	17%	12%	11%	15%	18%	
Other	3%	2%	4%	3%	4%	3%	1%	3%	3%	3%	3%	3%	3%	0%	5%	3%	5%	1%	3%	4%	3%	0%	3%	3%	2%	2%	7%	
Don't know/Refused	1%	1%	2%	1%	2%	1%	3%	1%	4%	1%	2%	1%	0%	6%	3%	0%	2%	1%	2%	2%	0%	2%	2%	1%	1%	1%	2%	

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 2013?																												
	Gender			Age				Region			Children in		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	84%	83%	84%	88%	86%	81%	80%	79%	85%	88%	86%	82%	85%	91%	81%	86%	79%	85%	91%	86%	80%	77%	81%	85%	82%	88%	87%	
Pay later	12%	12%	11%	10%	11%	14%	14%	16%	10%	8%	11%	12%	12%	6%	13%	9%	14%	13%	8%	10%	11%	20%	15%	10%	13%	10%	10%	
Don't know/Refused	5%	5%	5%	2%	3%	5%	6%	5%	5%	4%	3%	6%	3%	3%	6%	5%	7%	2%	2%	4%	9%	3%	4%	5%	5%	2%	3%	

Q10. Do you plan to purchase a gift for yourself this holiday season?																											
	Gender			Age				Region			Children in		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	28%	28%	28%	42%	27%	23%	18%	32%	28%	23%	26%	29%	24%	23%	27%	35%	29%	32%	24%	24%	40%	36%	30%	27%	28%	25%	31%
No	69%	70%	69%	55%	72%	75%	79%	64%	68%	76%	70%	69%	74%	71%	70%	63%	68%	66%	75%	74%	57%	61%	67%	71%	69%	74%	66%
Don't know/Refused	3%	2%	3%	3%	1%	2%	3%	4%	4%	1%	4%	2%	2%	5%	3%	1%	3%	1%	1%	2%	3%	3%	3%	3%	1%	3%	

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		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
Negative	32%	33%	31%	23%	33%	39%	33%	30%	32%	35%	30%	33%	35%	15%	33%	29%	36%	33%	23%	32%	18%	39%	32%	32%	23%	49%	34%
Positive	10%	10%	9%	13%	9%	7%	7%	14%	10%	4%	12%	8%	9%	3%	8%	13%	11%	9%	9%	6%	14%	15%	10%	9%	13%	2%	5%
No effect	57%	56%	59%	62%	57%	53%	58%	55%	57%	60%	56%	58%	55%	82%	56%	57%	51%	57%	67%	61%	66%	41%	56%	58%	62%	48%	60%
Don't know/Refused	1%	2%	1%	2%	1%	1%	3%	2%	1%	2%	2%	1%	1%	0%	3%	0%	2%	1%	1%	1%	1%	5%	3%	1%	2%	2%	0%

Q12. Do you normally shop on Black Friday, that is, the Friday after Thanksgiving?																											
	Gender			Age				Region			Children in		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	19%	21%	17%	23%	27%	16%	7%	17%	17%	23%	27%	14%	15%	21%	19%	25%	18%	22%	20%	16%	27%	23%	20%	19%	20%	18%	19%
No	76%	74%	78%	73%	69%	80%	89%	76%	80%	74%	68%	81%	80%	74%	76%	71%	77%	74%	76%	81%	68%	68%	74%	77%	75%	80%	78%
Sometimes	4%	4%	4%	4%	4%	4%	4%	6%	3%	3%	3%	5%	4%	5%	4%	4%	4%	3%	3%	5%	8%	5%	4%	5%	3%	4%	
Don't know/Refused	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	2%	1%	0%	1%	0%	0%

Q13. Will you be shopping on the Friday after Thanksgiving this year?																											
	Gender			Age				Region			Children in		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	23%	26%	21%	32%	29%	18%	9%	26%	18%	22%	31%	18%	20%	12%	21%	34%	23%	25%	26%	18%	32%	37%	23%	23%	25%	22%	19%
No	69%	64%	73%	58%	62%	77%	83%	65%	74%	70%	62%	73%	73%	74%	72%	59%	67%	68%	69%	75%	60%	50%	69%	69%	69%	72%	73%
Maybe	7%	9%	5%	9%	7%	4%	6%	6%	6%	8%	6%	8%	6%	13%	6%	7%	9%	6%	3%	6%	6%	11%	6%	7%	6%	5%	7%
Don't know/Refused	1%	1%	2%	1%	1%	1%	2%	2%	2%	0%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	1%	1%	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		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 75%	10%	10%	11%	10%	9%	10%	7%	9%	8%	12%	15%	6%	13%	0%	10%	10%	18%	4%	7%	7%	10%	18%	14%	8%	13%	8%	8%
Between 50 and 75%	21%	19%	25%	21%	23%	21%	23%	24%	21%	19%	25%	18%	16%	15%	25%	26%	25%	22%	15%	14%	42%	16%	22%	22%	20%	28%	10%
More than 25% but less than 50%	31%	27%	37%	37%	27%	28%	30%	32%	33%	30%	27%	35%	32%	16%	32%	33%	30%	36%	31%	32%	25%	30%	34%	31%	29%	27%	34%
Less than 25%	34%	42%	23%	30%	37%	37%	34%	32%	36%	35%	30%	38%	38%	70%	30%	28%	25%	32%	44%	43%	20%	33%	28%	35%	36%	43%	
Don't know/Refused	3%	3%	4%	2%	4%	4%	7%	3%	2%	4%	4%	3%	2%	0%	3%	2%	2%	6%	3%	3%	3%	2%	3%	3%	2%	6%	

Q15. **This year some large retailers have announced that they will expand the Black Friday shopping by opening on Thanksgiving night around 8 or 9 pm. Do you think retailers should or should not be open to shoppers on Thanksgiving night?																											
	Gender			Age				Region			Children in		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
Should	38%	38%	37%	55%	36%	31%	22%	48%	39%	23%	42%	36%	25%	57%	39%	49%	41%	37%	37%	28%	61%	41%	33%	40%	41%	22%	32%
Should not	54%	53%	55%	43%	51%	59%	69%	42%	59%	69%	50%	56%	67%	31%	52%	45%	51%	59%	50%	62%	32%	52%	59%	51%	52%	70%	64%
Don't know/Refused	8%	9%	8%	1%	13%	10%	10%	10%	2%	8%	8%	9%	8%	12%	9%	6%	8%	4%	13%	10%	7%	6%	8%	9%	7%	9%	4%

** N=446 MOE +/- 4.6%

Q16. 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		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	77%	73%	82%	70%	74%	85%	83%	74%	82%	79%	79%	76%	79%	97%	77%	71%	64%	85%	88%	83%	70%	66%	81%	76%	81%	80%	82%
No	19%	23%	15%	23%	22%	14%	16%	22%	15%	17%	15%	21%	18%	3%	20%	23%	32%	12%	10%	14%	25%	29%	17%	20%	15%	16%	
Don't know/Refused	4%	5%	3%	7%	4%	2%	1%	4%	3%	3%	6%	3%	3%	0%	3%	6%	5%	2%	3%	3%	6%	5%	3%	4%	4%	2%	

Q17. 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		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	39%	37%	40%	38%	43%	39%	29%	36%	47%	36%	42%	36%	38%	34%	44%	34%	33%	41%	45%	36%	43%	43%	39%	39%	39%	40%	43%
No	58%	59%	56%	59%	50%	58%	68%	57%	51%	62%	53%	61%	60%	61%	49%	63%	61%	57%	53%	61%	53%	48%	57%	58%	58%	56%	55%
Don't know/Refused	4%	4%	4%	3%	7%	3%	3%	7%	1%	2%	5%	3%	2%	5%	7%	3%	6%	3%	3%	3%	4%	9%	4%	4%	3%	5%	2%

Q18. Of the following, what do you, personally, enjoy most about the holiday season?																											
	Gender			Age				Region			Children in		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
Spending time with family and friends	76%	74%	78%	75%	78%	77%	74%	71%	85%	77%	80%	74%	83%	74%	72%	74%	73%	78%	80%	77%	75%	73%	79%	75%	79%	74%	76%
People being in the holiday spirit	8%	8%	7%	7%	9%	8%	5%	10%	4%	7%	8%	8%	5%	11%	11%	8%	8%	7%	8%	7%	9%	11%	8%	7%	9%	4%	7%
Religious services and events	7%	5%	9%	4%	3%	8%	16%	8%	5%	8%	5%	9%	8%	5%	11%	1%	7%	8%	5%	8%	7%	4%	6%	8%	6%	13%	5%
Going shopping	2%	1%	3%	3%	2%	0%	0%	2%	1%	1%	4%	1%	1%	0%	2%	4%	2%	2%	2%	1%	1%	5%	2%	1%	1%	2%	1%
The food	5%	9%	2%	9%	6%	3%	1%	7%	4%	4%	3%	6%	2%	7%	3%	10%	6%	5%	4%	5%	6%	5%	4%	6%	4%	3%	7%
Don't know/Refused	2%	3%	2%	1%	2%	3%	3%	2%	2%	2%	1%	3%	1%	3%	2%	3%	4%	1%	1%	2%	2%	2%	2%	2%	1%	3%	3%

Q19. And what do you, personally, enjoy the least about the holiday season?																											
	Gender			Age				Region			Children in		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
Overeating and gaining weight	10%	9%	11%	17%	8%	8%	5%	15%	10%	5%	12%	10%	8%	11%	11%	13%	16%	6%	9%	6%	14%	22%	12%	9%	12%	4%	4%
Going shopping	13%	10%	15%	13%	16%	9%	11%	14%	17%	8%	16%	11%	13%	14%	13%	11%	13%	12%	13%	11%	16%	14%	13%	13%	12%	12%	17%
The commercialization of the holiday	41%	46%	37%	32%	39%	48%	54%	36%	37%	51%	33%	46%	38%	45%	44%	41%	35%	50%	41%	47%	33%	28%	41%	41%	39%	51%	46%
Financial costs associated with it	14%	16%	13%	12%	19%	14%	11%	14%	15%	14%	18%	12%	18%	8%	14%	12%	19%	13%	9%	14%	17%	17%	13%	15%	15%	13%	11%
How hectic it is	17%	15%	19%	24%	14%	16%	12%	15%	19%	19%	19%	16%	17%	22%	14%	20%	11%	18%	25%	19%	15%	14%	15%	18%	18%	16%	22%
Don't know/Refused	4%	3%	5%	2%	5%	4%	7%	6%	2%	3%	3%	4%	5%	0%	5%	3%	7%	2%	2%	3%	5%	5%	6%	3%	3%	4%	2%

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

Q20A. The holiday season is now just too long. I wish the decorations and advertisements did not start so early.																											
	Gender			Age				Region			Children in		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
Strongly agree	44%	46%	42%	26%	46%	57%	58%	31%	52%	55%	40%	46%	48%	53%	40%	40%	38%	48%	46%	55%	25%	17%	43%	44%	40%	56%	48%
Somewhat agree	20%	19%	20%	18%	23%	22%	15%	19%	18%	22%	23%	17%	25%	14%	18%	16%	17%	21%	25%	20%	17%	20%	21%	19%	22%	18%	14%
Neither agree nor disagree	8%	8%	9%	8%	8%	7%	5%	11%	9%	4%	10%	7%	8%	11%	8%	7%	8%	8%	6%	10%	13%	6%	9%	9%	6%	11%	
Somewhat disagree	13%	14%	11%	21%	8%	7%	11%	17%	12%	8%	10%	14%	9%	13%	13%	18%	16%	8%	10%	9%	21%	18%	11%	13%	15%	8%	9%
Strongly disagree	15%	12%	18%	27%	14%	6%	11%	22%	9%	11%	17%	14%	9%	8%	20%	19%	20%	15%	11%	9%	26%	32%	17%	14%	14%	11%	18%
Don't know/Refused	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%

Q20B. I try to purchase most of my gifts from locally owned and operated businesses.																											
	Gender			Age				Region			Children in		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
Strongly agree	31%	32%	30%	20%	35%	36%	39%	26%	32%	35%	31%	30%	30%	20%	37%	27%	33%	35%	23%	34%	24%	24%	37%	26%	30%	40%	30%
Somewhat agree	34%	34%	35%	34%	37%	34%	30%	32%	31%	39%	36%	33%	33%	26%	32%	41%	37%	38%	28%	36%	36%	30%	33%	35%	33%	33%	35%
Neither agree nor disagree	10%	9%	11%	13%	9%	11%	8%	10%	11%	9%	12%	9%	12%	22%	8%	8%	7%	7%	17%	10%	8%	14%	9%	11%	12%	8%	12%
Somewhat disagree	16%	16%	15%	22%	14%	12%	12%	19%	16%	12%	14%	17%	17%	21%	14%	15%	15%	13%	22%	14%	19%	18%	14%	17%	17%	13%	14%
Strongly disagree	8%	8%	8%	11%	5%	7%	9%	12%	9%	4%	8%	9%	8%	11%	7%	9%	9%	7%	9%	5%	11%	15%	6%	10%	7%	5%	8%
Don't know/Refused	1%	1%	1%	1%	0%	1%	3%	1%	1%	1%	1%	1%	1%	0%	2%	0%	1%	0%	0%	1%	2%	0%	1%	1%	1%	1%	0%

Q20C. The holiday season is my favorite time of the year.																											
	Gender			Age				Region			Children in		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
Strongly agree	34%	28%	39%	40%	36%	29%	28%	39%	35%	26%	36%	32%	38%	21%	32%	33%	40%	28%	27%	28%	46%	50%	43%	28%	33%	32%	30%
Somewhat agree	29%	31%	28%	31%	30%	29%	26%	23%	34%	34%	35%	26%	32%	36%	31%	22%	27%	33%	34%	34%	19%	22%	26%	31%	31%	31%	29%
Neither agree nor disagree	9%	9%	9%	5%	12%	11%	6%	9%	4%	12%	7%	10%	9%	14%	9%	8%	7%	12%	7%	9%	5%	8%	8%	10%	10%	9%	8%
Somewhat disagree	14%	15%	13%	14%	11%	15%	15%	17%	11%	12%	12%	15%	11%	11%	15%	18%	14%	12%	15%	15%	13%	15%	12%	15%	13%	14%	16%
Strongly disagree	14%	17%	10%	11%	11%	15%	21%	12%	16%	14%	10%	16%	10%	18%	12%	18%	11%	13%	17%	14%	17%	6%	9%	16%	12%	14%	16%
Don't know/Refused	1%	1%	1%	0%	0%	0%	3%	0%	1%	1%	0%	1%	0%	0%	2%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%

Q20D. 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		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
Strongly agree	24%	24%	25%	28%	22%	25%	23%	26%	20%	25%	26%	23%	26%	7%	25%	32%	18%	22%	25%	24%	32%	31%	27%	23%	22%	22%	18%
Somewhat agree	21%	22%	21%	22%	21%	23%	21%	19%	25%	23%	23%	20%	24%	20%	19%	20%	18%	26%	25%	24%	12%	23%	22%	22%	21%	26%	23%
Neither agree nor disagree	8%	10%	7%	9%	10%	5%	7%	5%	12%	10%	9%	8%	11%	7%	8%	6%	6%	10%	9%	9%	6%	10%	7%	9%	9%	10%	5%
Somewhat disagree	19%	18%	20%	15%	19%	21%	20%	19%	20%	19%	19%	19%	18%	24%	19%	20%	18%	16%	23%	22%	20%	9%	18%	19%	20%	18%	25%
Strongly disagree	27%	27%	27%	26%	28%	27%	27%	32%	23%	24%	23%	30%	22%	42%	29%	28%	25%	26%	29%	25%	30%	26%	26%	28%	28%	23%	30%
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%	0%	0%	0%

Q20E. 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		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
Strongly agree	54%	49%	58%	56%	54%	55%	53%	53%	57%	53%	58%	51%	59%	31%	63%	42%	59%	60%	40%	51%	63%	62%	59%	50%	56%	56%	47%
Somewhat agree	26%	28%	25%	28%	26%	26%	27%	26%	27%	27%	24%	28%	28%	23%	24%	28%	25%	24%	34%	27%	24%	18%	27%	27%	30%	25%	24%
Neither agree nor disagree	7%	7%	6%	6%	7%	7%	5%	7%	5%	6%	7%	6%	6%	12%	4%	8%	6%	8%	6%	7%	3%	9%	6%	7%	6%	7%	10%
Somewhat disagree	6%	8%	4%	3%	8%	5%	7%	7%	4%	7%	5%	7%	5%	15%	3%	8%	4%	5%	9%	7%	4%	6%	4%	8%	5%	4%	6%
Strongly disagree	6%	6%	7%	7%	4%	6%	9%	6%	7%	7%	4%	8%	1%	16%	5%	13%	6%	4%	10%	7%	6%	4%	3%	8%	3%	8%	13%
Don't know/Refused	1%	1%	0%	0%	1%	1%	0%	1%	0%	1%	1%	1%	1%	2%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%	0%

Q20F. I hate to admit it but at this point I'm more Scrooge than Santa.																											
	Gender			Age				Region			Children in		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
Strongly agree	13%	16%	9%	14%	14%	13%	9%	14%	14%	10%	13%	12%	12%	12%	15%	14%	10%	16%	10%	10%	15%	18%	11%	13%	12%	11%	14%
Somewhat agree	14%	16%	12%	11%	16%	17%	13%	13%	10%	18%	14%	13%	13%	11%	14%	15%	17%	11%	13%	15%	11%	11%	11%	15%	10%	14%	20%
Neither agree nor disagree	9%	10%	8%	9%	9%	8%	9%	9%	8%	10%	7%	10%	8%	9%	11%	7%	6%	8%	10%	11%	6%	4%	5%	11%	8%	12%	6%
Somewhat disagree	17%	17%	17%	14%	17%	19%	19%	16%	17%	18%	16%	18%	18%	18%	19%	16%	15%	19%	20%	20%	12%	13%	17%	17%	14%	21%	22%
Strongly disagree	45%	39%	51%	52%	43%	42%	44%	45%	49%	43%	48%	44%	46%	46%	44%	45%	46%	50%	39%	44%	54%	49%	53%	41%	52%	39%	38%
Don't know/Refused	2%	2%	2%	1%	2%	1%	5%	3%	2%	1%	1%	2%	3%	4%	1%	2%	2%	1%	1%	2%	2%	4%	3%	2%	3%	1%	0%

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.

Q21A. Clothing																												
	Gender			Age				Region			Children in		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	
Plan on buying	73%	69%	78%	80%	76%	74%	61%	71%	76%	74%	86%	65%	78%	70%	71%	72%	67%	78%	81%	76%	71%	71%	75%	73%	76%	77%	72%	
Not plan on buying	18%	20%	16%	14%	14%	19%	27%	18%	18%	18%	10%	24%	15%	18%	17%	21%	23%	13%	13%	18%	22%	16%	16%	19%	15%	15%	22%	
Not sure	8%	10%	7%	6%	9%	8%	11%	10%	6%	8%	4%	11%	7%	9%	12%	6%	10%	8%	6%	6%	7%	13%	9%	8%	9%	8%	5%	
Refused	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

Q21B. Toys																												
	Gender			Age				Region			Children in		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	
Plan on buying	62%	56%	67%	68%	70%	58%	49%	62%	62%	62%	78%	51%	65%	69%	62%	58%	57%	68%	68%	64%	56%	68%	63%	62%	67%	64%	56%	
Not plan on buying	33%	39%	28%	27%	27%	37%	46%	34%	32%	33%	19%	43%	29%	26%	35%	38%	37%	27%	28%	32%	40%	25%	32%	34%	28%	35%	37%	
Not sure	5%	5%	4%	6%	3%	4%	5%	4%	5%	4%	3%	6%	7%	5%	3%	4%	5%	4%	4%	4%	4%	6%	4%	4%	1%	7%		
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%	

Q21C. Jewelry																												
	Gender			Age				Region			Children in		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	
Plan on buying	26%	26%	26%	35%	25%	23%	17%	29%	30%	21%	26%	26%	26%	22%	28%	27%	21%	32%	29%	24%	31%	34%	27%	26%	28%	23%	24%	
Not plan on buying	57%	57%	58%	52%	56%	57%	69%	57%	53%	61%	58%	57%	54%	47%	57%	63%	62%	51%	56%	57%	57%	53%	53%	60%	57%	56%	55%	
Not sure	17%	17%	16%	13%	19%	20%	15%	15%	18%	18%	15%	17%	20%	31%	15%	10%	17%	17%	15%	19%	12%	13%	20%	14%	15%	21%	21%	
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%	

Q21D. Television																												
	Gender			Age				Region			Children in		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	
Plan on buying	10%	11%	9%	13%	13%	7%	5%	10%	12%	9%	16%	6%	12%	0%	9%	12%	9%	14%	8%	8%	18%	9%	8%	11%	9%	12%	13%	
Not plan on buying	82%	79%	85%	79%	79%	87%	90%	81%	80%	85%	76%	87%	81%	91%	83%	81%	84%	80%	84%	86%	73%	79%	84%	82%	85%	79%	84%	
Not sure	7%	9%	6%	8%	7%	6%	4%	8%	7%	7%	8%	7%	7%	9%	8%	7%	6%	8%	6%	8%	12%	8%	7%	6%	10%	3%		
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%	

Q21E. Desktop Computer																												
	Gender			Age				Region			Children in		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	
Plan on buying	3%	3%	3%	2%	3%	3%	3%	5%	2%	1%	3%	3%	3%	3%	2%	3%	3%	3%	2%	4%	8%	2%	4%	5%	2%	2%		
Not plan on buying	92%	90%	94%	92%	95%	91%	94%	90%	92%	94%	91%	93%	93%	94%	92%	91%	92%	93%	90%	95%	93%	80%	92%	92%	92%	96%	91%	
Not sure	5%	7%	3%	6%	3%	6%	2%	5%	6%	5%	5%	5%	4%	3%	5%	7%	5%	4%	7%	3%	13%	6%	5%	4%	2%	7%		
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%	

Q21F. Laptop Computer																												
	Gender			Age				Region			Children in		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	
Plan on buying	10%	12%	8%	16%	11%	6%	6%	14%	9%	6%	13%	8%	7%	8%	13%	13%	10%	12%	13%	6%	19%	19%	11%	9%	10%	6%	9%	
Not plan on buying	85%	81%	89%	82%	82%	89%	93%	81%	84%	90%	82%	86%	88%	83%	81%	84%	85%	85%	83%	89%	77%	73%	85%	85%	86%	88%	83%	
Not sure	5%	7%	3%	2%	7%	5%	2%	5%	7%	4%	4%	5%	5%	9%	6%	3%	5%	3%	5%	4%	4%	8%	4%	5%	3%	5%	7%	
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%	

Q21G. Smartphone (such as iPhone, Android, Blackberry)																												
	Gender			Age				Region			Children in		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	
Plan on buying	11%	16%	7%	17%	13%	8%	4%	16%	12%	5%	14%	9%	10%	8%	11%	14%	11%	9%	19%	7%	13%	25%	9%	12%	13%	9%	13%	
Not plan on buying	84%	80%	88%	80%	82%	87%	91%	78%	84%	91%	81%	86%	86%	83%	85%	81%	85%	86%	78%	88%	82%	72%	88%	83%	82%	86%	83%	
Not sure	5%	5%	5%	3%	5%	5%	5%	6%	4%	3%	5%	5%	4%	9%	4%	5%	4%	4%	4%	4%	5%	3%	3%	6%	5%	5%	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%	0%	0%	0%	
Q21H. Tablet (such as iPad, Microsoft Surface, Google Nexus)																												
	Gender			Age				Region			Children in		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	
Plan on buying	14%	16%	12%	20%	17%	8%	6%	17%	15%	9%	17%	11%	13%	9%	14%	17%	12%	15%	16%	9%	20%	31%	12%	15%	15%	7%	18%	
Not plan on buying	75%	73%	77%	70%	67%	83%	86%	70%	75%	81%	70%	78%	76%	75%	78%	72%	78%	76%	69%	81%	67%	56%	77%	74%	74%	80%	74%	
Not sure	11%	11%	11%	10%	15%	10%	8%	12%	10%	10%	12%	10%	11%	16%	8%	12%	10%	8%	14%	10%	13%	13%	10%	11%	11%	12%	7%	
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	
Q21I. E-Reader (such as a Nook, Kindle)																												
	Gender			Age				Region			Children in		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	
Plan on buying	8%	9%	8%	11%	9%	6%	4%	10%	8%	7%	9%	8%	7%	4%	9%	9%	8%	8%	10%	6%	13%	15%	9%	7%	10%	8%	9%	
Not plan on buying	82%	81%	82%	82%	79%	80%	87%	82%	78%	84%	82%	81%	81%	84%	82%	81%	83%	80%	81%	83%	78%	77%	79%	84%	81%	79%	81%	
Not sure	9%	9%	10%	6%	11%	12%	8%	9%	13%	8%	9%	10%	11%	12%	8%	9%	11%	8%	10%	10%	8%	8%	10%	9%	8%	12%	10%	
Refused	1%	1%	0%	0%	1%	1%	1%	0%	2%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%	1%	
Q21J. MP3 Player (such as an iPod)																												
	Gender			Age				Region			Children in		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	
Plan on buying	10%	10%	10%	18%	11%	6%	2%	10%	9%	11%	15%	7%	8%	7%	8%	14%	9%	12%	11%	9%	15%	14%	11%	9%	9%	8%	12%	
Not plan on buying	83%	82%	84%	74%	81%	88%	92%	82%	82%	85%	79%	86%	85%	88%	81%	81%	82%	82%	85%	85%	78%	74%	84%	83%	88%	84%	73%	
Not sure	7%	8%	6%	8%	7%	7%	5%	8%	9%	4%	6%	7%	6%	5%	11%	5%	9%	6%	4%	6%	7%	11%	5%	8%	3%	9%	15%	
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%	0%	0%	0%	
Q22. 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		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	55%	52%	58%	51%	51%	62%	63%	42%	57%	70%	51%	58%	70%	11%	60%	41%	57%	56%	50%	64%	35%	49%	66%	49%	45%	75%	60%	
Happy Holidays	38%	42%	34%	47%	41%	31%	25%	50%	38%	24%	44%	34%	27%	83%	31%	50%	32%	39%	46%	32%	54%	44%	29%	43%	47%	20%	37%	
Seasons' Greetings	5%	3%	6%	2%	5%	5%	7%	6%	4%	4%	4%	5%	2%	1%	6%	5%	7%	4%	2%	3%	8%	6%	5%	5%	6%	3%	1%	
Other	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	
Don't know/Refused	2%	2%	2%	0%	3%	1%	3%	2%	1%	3%	0%	3%	1%	2%	3%	3%	3%	0%	2%	2%	3%	1%	1%	3%	2%	2%	2%	
Q23. Do you put up a Christmas Tree in your home for the holiday season?																												
	Gender			Age				Region			Children in		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%	72%	78%	76%	76%	77%	75%	64%	83%	84%	82%	71%	89%	19%	80%	66%	73%	78%	77%	80%	63%	82%	86%	69%	72%	89%	74%	
No	24%	28%	21%	24%	23%	23%	25%	36%	17%	15%	18%	28%	10%	78%	20%	34%	26%	21%	23%	19%	36%	18%	14%	31%	27%	11%	26%	
Refused	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	3%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	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		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	39%	42%	37%	37%	38%	46%	34%	40%	41%	37%	42%	37%	35%	59%	39%	46%	30%	36%	58%	41%	34%	32%	38%	39%	38%	38%	46%
Artificial tree	60%	57%	62%	62%	60%	53%	65%	59%	57%	61%	58%	61%	63%	41%	59%	54%	68%	63%	42%	58%	66%	66%	60%	60%	62%	61%	51%
Refused	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	0%	2%	0%	2%	0%	1%	1%	0%	2%	2%	1%	1%	1%	3%
Q25. Would you say you believe in Santa Claus or not?																											
	Gender			Age				Region			Children in		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	37%	30%	44%	28%	40%	38%	50%	33%	35%	42%	41%	35%	47%	12%	38%	28%	39%	39%	30%	39%	28%	42%			37%	42%	35%
Do not believe	62%	69%	55%	70%	59%	61%	50%	65%	65%	56%	59%	64%	52%	85%	62%	70%	59%	61%	70%	60%	71%	57%			62%	58%	64%
Don't know/Refused	1%	1%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	3%	0%	2%	2%	0%	0%	1%	1%	2%			1%	0%	1%	
Q26. Do you think you will gain weight during this holiday season, lose weight or remain at about the same weight as you are now?																											
	Gender			Age				Region			Children in		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
Gain weight	27%	26%	28%	31%	28%	28%	18%	25%	30%	30%	29%	27%	28%	25%	27%	28%	30%	29%	21%	26%	31%	31%	27%	28%	27%	26%	26%
Lose weight	6%	6%	6%	6%	9%	6%	4%	7%	6%	6%	7%	6%	4%	6%	8%	8%	9%	6%	3%	6%	9%	6%	7%	6%	5%	7%	6%
Remain about the same weight	66%	67%	65%	63%	62%	66%	78%	68%	65%	65%	65%	67%	68%	69%	65%	63%	61%	65%	75%	68%	60%	63%	66%	67%	68%	66%	67%
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%
Q27. Do you plan on making a New Year's resolution this year?																											
	Gender			Age				Region			Children in		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	39%	33%	45%	50%	45%	33%	21%	48%	32%	33%	45%	35%	40%	30%	39%	42%	42%	38%	38%	33%	46%	60%	43%	37%	43%	35%	35%
No	59%	65%	53%	49%	52%	66%	77%	50%	66%	65%	53%	63%	59%	70%	58%	57%	56%	61%	62%	66%	51%	36%	55%	62%	55%	64%	61%
Don't know/Refused	2%	2%	2%	1%	3%	1%	2%	2%	2%	2%	1%	2%	2%	0%	3%	2%	2%	1%	0%	1%	3%	4%	2%	2%	2%	1%	3%
Q28. (If making a New Year's resolution) In a few words, what do you anticipate your resolution to be?																											
	Gender			Age				Region			Children in		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
Lose weight	18%	10%	23%	14%	17%	22%	18%	13%	22%	24%	20%	16%	18%	19%	21%	14%	14%	22%	22%	18%	15%	21%	19%	18%	18%	26%	14%
Get in shape/Be healthier	13%	13%	13%	9%	18%	15%	21%	11%	17%	15%	10%	17%	16%	14%	11%	12%	14%	13%	14%	14%	6%	17%	15%	12%	15%	8%	17%
Be a better person	11%	13%	10%	9%	12%	10%	13%	9%	21%	9%	10%	11%	10%	25%	6%	15%	9%	9%	17%	14%	4%	7%	12%	11%	11%	13%	18%
Quit smoking	8%	11%	6%	13%	7%	4%	0%	6%	5%	13%	9%	7%	9%	9%	10%	6%	11%	12%	0%	8%	5%	14%	6%	9%	7%	9%	4%
Spend more time with friends and family	8%	6%	9%	6%	7%	7%	13%	8%	3%	9%	9%	6%	6%	6%	6%	12%	7%	4%	12%	8%	7%	4%	6%	8%	9%	8%	3%
Get organized	8%	2%	12%	12%	6%	4%	7%	11%	5%	5%	10%	6%	9%	0%	10%	8%	9%	7%	9%	4%	15%	8%	7%	8%	8%	6%	11%
Make more money	7%	10%	5%	8%	6%	8%	5%	10%	0%	4%	9%	5%	4%	0%	12%	6%	10%	5%	5%	2%	18%	10%	8%	6%	10%	2%	4%
Get a new job	6%	8%	4%	11%	3%	3%	0%	9%	3%	1%	6%	6%	5%	0%	1%	12%	8%	6%	1%	3%	6%	11%	2%	8%	7%	3%	6%
Take up a new hobby	2%	2%	2%	3%	0%	4%	2%	2%	1%	4%	0%	4%	2%	12%	1%	2%	3%	1%	4%	4%	0%	0%	0%	4%	1%	5%	0%
Save money	2%	3%	1%	0%	4%	3%	0%	1%	2%	2%	3%	1%	0%	0%	4%	2%	2%	0%	3%	1%	7%	0%	3%	1%	2%	2%	2%
Travel	1%	2%	1%	0%	2%	2%	0%	2%	0%	1%	0%	2%	1%	0%	3%	0%	0%	4%	0%	2%	0%	0%	2%	1%	1%	0%	4%
Volunteer/Help others	1%	1%	1%	0%	0%	3%	2%	0%	1%	1%	0%	1%	2%	4%	0%	0%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%
Other	4%	4%	4%	2%	3%	4%	11%	4%	1%	4%	4%	3%	4%	0%	8%	0%	4%	2%	3%	4%	7%	1%	6%	2%	1%	8%	4%
Don't know/Refused	12%	16%	10%	11%	15%	11%	7%	13%	16%	8%	11%	13%	15%	11%	7%	12%	7%	14%	7%	15%	11%	6%	13%	11%	9%	11%	13%

Siena College Research Institute
 November 12-15, 18, 2012
 727 New York State Residents
 MOE +/- 3.6%

Nature of the Sample	
New York State Residents	
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Religion	
Catholic	36%
Jewish	6%
Protestant	28%
Other	27%
Age	
18 to 34	29%
35 to 49	26%
50 to 64	23%
65 and older	16%
Children in Household	
Yes	40%
No	59%
Income	
Less than \$50,000	35%
\$50,000 - \$100,000	28%
\$100,000 or more	23%
Gender	
Male	48%
Female	52%
Ethnicity	
White	62%
African American/Black	16%
Latino	13%
Party (Among Registered Voters)	
Democrat	45%
Republican	25%
Independent/Other	22%