

Siena Research Institute
11/15/09 - 11/18/09
620 New York State Residents +/-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			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
Very excited	22%	19%	25%	29%	22%	18%	19%	18%	31%	22%	29%	17%	26%	19%	25%	16%	19%	21%	27%	19%	29%	20%
Somewhat excited	42%	41%	43%	42%	45%	45%	34%	41%	38%	46%	44%	41%	44%	33%	42%	42%	37%	45%	51%	47%	44%	37%
Not very excited	19%	21%	16%	19%	16%	20%	23%	21%	18%	16%	12%	23%	18%	20%	19%	18%	19%	20%	13%	20%	17%	17%
Not at all excited	17%	18%	16%	10%	17%	17%	25%	20%	14%	15%	14%	19%	11%	28%	14%	24%	26%	14%	9%	13%	9%	25%
Don't know	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
Refused	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			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
More money	4%	7%	2%	14%	3%	2%	2%	6%	4%	2%	7%	3%	5%	4%	2%	5%	6%	5%	4%	5%	4%	5%
Less money	48%	44%	52%	35%	57%	52%	39%	45%	48%	51%	53%	45%	49%	32%	51%	48%	51%	54%	40%	50%	49%	45%
About the same	45%	48%	42%	50%	38%	44%	54%	45%	45%	46%	40%	48%	43%	60%	43%	44%	39%	41%	56%	43%	46%	48%
Don't know	2%	2%	2%	2%	2%	2%	3%	3%	3%	1%	0%	4%	1%	4%	4%	2%	4%	1%	0%	2%	1%	2%
Refused	1%	0%	1%	0%	1%	0%	2%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Are you buying gifts for more, fewer or the same number of individuals as last year?																						
	Gender			Age				Region			Children in HH		Religion				Income			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
More	8%	8%	9%	23%	3%	8%	4%	10%	5%	8%	10%	8%	5%	15%	10%	11%	12%	10%	3%	11%	7%	7%
Fewer	25%	23%	26%	27%	25%	24%	20%	30%	24%	18%	24%	25%	25%	18%	22%	27%	27%	26%	21%	28%	16%	24%
Same	64%	67%	62%	48%	68%	67%	71%	55%	71%	71%	65%	63%	67%	64%	65%	58%	54%	63%	76%	59%	76%	66%
Don't know	3%	2%	4%	1%	4%	1%	4%	4%	0%	3%	2%	4%	2%	4%	3%	4%	7%	1%	0%	2%	1%	4%
Refused	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	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			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
More money	8%	10%	6%	11%	8%	8%	4%	9%	7%	7%	9%	7%	11%	4%	5%	7%	14%	6%	5%	8%	4%	7%
Less money	34%	29%	39%	29%	38%	38%	25%	31%	32%	38%	38%	32%	34%	25%	37%	34%	38%	40%	26%	35%	36%	28%
About the same	55%	60%	50%	58%	49%	52%	66%	56%	57%	52%	50%	57%	53%	68%	54%	52%	43%	52%	68%	53%	57%	62%
Don't know	4%	1%	6%	2%	5%	2%	5%	4%	4%	3%	3%	4%	2%	2%	4%	6%	5%	1%	2%	4%	1%	2%
Refused	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	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			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
Better off	13%	16%	10%	22%	11%	12%	6%	13%	11%	13%	17%	10%	11%	12%	12%	16%	11%	14%	17%	14%	11%	12%
Worse off	40%	38%	41%	34%	42%	42%	35%	39%	40%	40%	39%	40%	43%	37%	38%	38%	50%	38%	30%	39%	41%	33%
About the same	46%	45%	47%	44%	43%	45%	57%	47%	48%	45%	42%	49%	44%	46%	50%	45%	37%	47%	53%	45%	48%	53%
Don't know	1%	1%	2%	0%	4%	0%	1%	1%	1%	2%	2%	1%	2%	4%	0%	1%	1%	0%	2%	0%	2%	
Refused	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	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			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
\$0-\$299	30%	31%	29%	42%	21%	28%	38%	43%	13%	23%	22%	35%	22%	44%	32%	34%	55%	17%	9%	30%	16%	26%
\$300-\$399	13%	13%	13%	9%	17%	12%	11%	16%	6%	13%	9%	16%	10%	11%	15%	16%	14%	16%	9%	14%	12%	13%
\$400-\$499	11%	9%	12%	17%	10%	9%	7%	10%	9%	13%	13%	9%	8%	6%	8%	18%	9%	15%	9%	11%	9%	13%
\$500-\$599	11%	9%	13%	13%	9%	13%	10%	8%	18%	11%	14%	10%	15%	16%	8%	7%	6%	13%	17%	11%	14%	10%
\$600-\$699	4%	3%	4%	2%	6%	1%	4%	2%	9%	3%	6%	2%	5%	1%	1%	5%	2%	7%	3%	6%	3%	3%
\$700-\$799	3%	3%	3%	0%	6%	1%	4%	3%	1%	5%	3%	4%	2%	8%	5%	3%	2%	5%	4%	4%	9%	0%
\$800-\$899	2%	2%	3%	0%	2%	4%	4%	1%	5%	3%	2%	3%	4%	0%	2%	1%	4%	2%	1%	4%	1%	3%
\$900-\$999	3%	3%	3%	2%	2%	5%	3%	1%	2%	5%	4%	2%	1%	2%	9%	1%	2%	4%	3%	3%	1%	4%
\$1,000 or more	23%	27%	20%	15%	26%	26%	20%	16%	36%	24%	29%	19%	33%	13%	20%	14%	6%	22%	45%	19%	36%	27%

** The results of this question are based only on those that answered with an amount (N=534). Margin of error for this question: +/-4.2%

What percentage of your holiday shopping is done online?																						
	Gender			Age				Region			Children in HH		Religion				Income			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
None	51%	50%	51%	51%	39%	50%	74%	61%	37%	46%	34%	61%	41%	61%	58%	54%	74%	40%	25%	48%	40%	46%
25%	22%	22%	22%	17%	26%	25%	14%	13%	28%	28%	29%	18%	29%	21%	14%	17%	10%	32%	26%	20%	25%	24%
50%	15%	14%	16%	17%	19%	13%	6%	13%	18%	15%	21%	11%	13%	4%	19%	19%	7%	19%	23%	20%	15%	19%
75%	7%	8%	7%	12%	8%	7%	1%	9%	7%	6%	9%	6%	9%	8%	6%	6%	4%	7%	17%	9%	10%	6%
100%	4%	4%	4%	4%	5%	2%	3%	3%	5%	4%	3%	4%	5%	6%	1%	3%	4%	2%	8%	3%	5%	6%
Don't know	1%	2%	1%	0%	2%	2%	2%	1%	5%	0%	3%	1%	2%	0%	3%	0%	2%	0%	2%	0%	5%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Do you plan to purchase gift cards as gifts this holiday season?																							
	Gender			Age				Region			Children in HH		Religion				Income			Party			
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other	
Yes	37%	33%	40%	35%	39%	41%	31%	26%	48%	43%	42%	34%	43%	39%	39%	28%	31%	44%	41%	37%	44%	40%	
No	56%	59%	54%	55%	58%	51%	60%	66%	45%	52%	52%	59%	50%	56%	55%	65%	60%	49%	55%	55%	49%	55%	
Not sure	6%	8%	5%	8%	3%	8%	9%	7%	7%	5%	6%	6%	7%	5%	6%	6%	8%	6%	4%	7%	7%	6%	
Refused	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%	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			Party			
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other	
Positive	4%	4%	5%	5%	3%	5%	5%	5%	4%	3%	4%	4%	3%	2%	6%	5%	6%	5%	1%	6%	1%	7%	
Negative	45%	42%	48%	43%	49%	51%	35%	48%	43%	43%	48%	44%	49%	41%	46%	42%	48%	49%	37%	49%	44%	38%	
No effect	49%	54%	45%	51%	47%	43%	59%	45%	53%	52%	45%	51%	46%	56%	47%	51%	43%	45%	61%	44%	55%	56%	
Don't know/Refused	2%	0%	3%	1%	2%	1%	1%	2%	0%	2%	2%	1%	1%	1%	2%	1%	3%	0%	0%	1%	1%	0%	

Do you normally shop on Black Friday, that is, the Friday after Thanksgiving?																							
	Gender			Age				Region			Children in HH		Religion				Income			Party			
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other	
Yes	19%	19%	20%	25%	24%	16%	7%	19%	11%	24%	28%	13%	20%	2%	23%	21%	15%	28%	14%	21%	20%	13%	
No	76%	77%	75%	63%	73%	81%	91%	75%	84%	72%	65%	84%	76%	92%	71%	74%	81%	67%	80%	74%	77%	80%	
Sometimes	5%	4%	5%	12%	3%	3%	2%	6%	4%	3%	7%	3%	4%	6%	5%	5%	4%	5%	5%	2%	6%	6%	
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	

Will you be shopping on the Friday after Thanksgiving this year?																							
	Gender			Age				Region			Children in HH		Religion				Income			Party			
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other	
Yes	20%	25%	16%	42%	20%	13%	7%	23%	20%	18%	31%	12%	17%	9%	19%	29%	19%	23%	20%	21%	22%	13%	
No	69%	65%	73%	47%	69%	77%	83%	63%	74%	73%	58%	77%	73%	79%	70%	61%	74%	64%	66%	65%	68%	80%	
Maybe	9%	9%	9%	8%	10%	9%	8%	14%	4%	6%	8%	10%	9%	11%	11%	8%	5%	11%	12%	12%	10%	7%	
Don't know/Refused	2%	1%	2%	3%	1%	1%	2%	1%	1%	2%	3%	1%	2%	2%	0%	2%	2%	2%	1%	1%	1%	1%	

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(If 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			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
More than 75%	6%	10%	0%	9%	4%	0%	14%	8%	0%	8%	6%	7%	1%	0%	2%	13%	9%	8%	0%	5%	7%	0%
Between 50 and 75%	24%	25%	22%	28%	26%	16%	12%	33%	19%	14%	21%	31%	10%	14%	44%	29%	48%	15%	0%	13%	23%	46%
More than 25% but less than 50%	39%	28%	55%	35%	44%	32%	37%	30%	53%	42%	40%	33%	58%	14%	27%	26%	17%	42%	58%	38%	51%	31%
Less than 25%	28%	33%	22%	24%	25%	48%	30%	26%	26%	33%	30%	28%	23%	72%	28%	31%	26%	29%	42%	40%	17%	23%
Don't know/Refused	3%	3%	2%	4%	0%	4%	7%	3%	2%	2%	3%	2%	7%	0%	0%	1%	0%	5%	0%	4%	2%	0%
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			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
Yes	72%	66%	78%	63%	70%	77%	82%	63%	83%	78%	77%	70%	78%	73%	76%	62%	58%	79%	85%	71%	80%	78%
No	20%	24%	17%	18%	25%	18%	15%	27%	11%	18%	19%	22%	18%	23%	17%	27%	29%	17%	11%	22%	16%	16%
Don't know/Refused	7%	9%	5%	19%	5%	4%	3%	10%	6%	4%	5%	8%	4%	5%	7%	10%	13%	4%	4%	7%	5%	7%
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			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
Yes	30%	25%	36%	34%	32%	31%	22%	27%	30%	34%	40%	24%	30%	28%	37%	29%	33%	30%	31%	33%	30%	26%
No	65%	72%	59%	63%	62%	67%	75%	68%	66%	62%	56%	71%	67%	66%	58%	66%	63%	65%	65%	62%	68%	66%
Don't know/Refused	4%	4%	5%	3%	7%	2%	3%	5%	3%	4%	4%	4%	3%	6%	5%	5%	4%	5%	3%	5%	1%	8%
Of the following, what do you, personally, enjoy MOST about the holiday season?																						
	Gender			Age				Region			Children in HH		Religion				Income			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
Spending time with family and friends	72%	71%	73%	78%	70%	73%	71%	66%	75%	79%	82%	66%	80%	75%	71%	62%	63%	77%	80%	74%	79%	64%
People being in the holiday spirit	9%	10%	9%	5%	10%	14%	5%	11%	11%	6%	7%	11%	7%	11%	9%	12%	10%	9%	8%	10%	3%	14%
Religious services and events	8%	5%	11%	3%	8%	8%	15%	11%	7%	5%	4%	11%	6%	9%	11%	8%	10%	8%	2%	10%	10%	3%
Going shopping	0%	1%	0%	2%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	2%	0%	2%	0%
The food	6%	8%	5%	10%	8%	4%	2%	9%	4%	5%	4%	8%	4%	3%	8%	10%	11%	4%	5%	4%	4%	12%
Don't know/Refused	3%	5%	2%	2%	4%	1%	7%	3%	3%	4%	3%	4%	2%	2%	2%	7%	6%	2%	3%	2%	2%	8%

And what do you, personally, enjoy the LEAST about the holiday season?																						
	Gender			Age				Region			Children in HH		Religion				Income			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
Overeating and gaining weight	7%	6%	8%	9%	7%	5%	7%	7%	11%	5%	8%	6%	7%	15%	5%	6%	5%	6%	13%	6%	10%	7%
Going shopping	14%	15%	12%	25%	10%	12%	11%	14%	20%	10%	15%	13%	14%	8%	13%	14%	13%	14%	13%	13%	8%	14%
The commercialization of the holiday	41%	38%	44%	27%	36%	51%	54%	34%	41%	50%	35%	45%	40%	49%	43%	39%	36%	41%	46%	39%	48%	42%
Financial costs associated with it	15%	13%	17%	13%	21%	13%	10%	18%	9%	16%	15%	15%	17%	16%	12%	15%	26%	13%	5%	16%	12%	11%
How hectic it is	17%	20%	15%	22%	19%	18%	7%	18%	17%	17%	21%	15%	19%	4%	19%	18%	15%	21%	17%	19%	18%	18%
Don't know/Refused	6%	7%	4%	3%	7%	1%	11%	10%	3%	2%	5%	6%	3%	8%	7%	7%	5%	5%	5%	6%	3%	7%

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			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
Strongly agree	48%	42%	54%	28%	47%	63%	57%	38%	51%	58%	41%	53%	51%	48%	50%	44%	55%	44%	47%	46%	51%	50%
Somewhat agree	17%	18%	17%	22%	16%	17%	13%	16%	18%	19%	17%	18%	18%	21%	13%	17%	10%	23%	20%	16%	26%	16%
Neither agree nor disagree	5%	6%	4%	5%	5%	3%	9%	8%	4%	2%	7%	4%	4%	3%	5%	8%	6%	5%	5%	6%	2%	8%
Somewhat disagree	13%	13%	14%	22%	16%	6%	7%	16%	13%	10%	16%	12%	12%	16%	15%	14%	14%	13%	12%	16%	8%	9%
Strongly disagree	15%	20%	11%	24%	15%	10%	13%	20%	14%	10%	19%	13%	16%	12%	17%	15%	14%	14%	16%	15%	13%	17%
Don't know/Refused	1%	2%	0%	0%	1%	0%	2%	2%	0%	0%	0%	1%	0%	0%	0%	2%	2%	0%	0%	1%	0%	0%

I try to purchase most of my gifts from locally owned and operated businesses.																						
	Gender			Age				Region			Children in HH		Religion				Income			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
Strongly agree	27%	28%	26%	24%	24%	27%	35%	21%	28%	34%	25%	28%	32%	26%	20%	24%	29%	26%	22%	28%	22%	23%
Somewhat agree	27%	27%	28%	24%	30%	30%	22%	27%	22%	31%	29%	26%	24%	26%	37%	25%	27%	32%	27%	27%	34%	25%
Neither agree nor disagree	14%	13%	14%	20%	13%	13%	9%	16%	14%	11%	13%	15%	13%	16%	13%	15%	14%	14%	12%	14%	12%	16%
Somewhat disagree	16%	14%	18%	18%	15%	16%	16%	18%	18%	12%	15%	17%	15%	22%	19%	15%	8%	17%	21%	17%	18%	19%
Strongly disagree	14%	18%	11%	12%	16%	13%	13%	15%	17%	10%	16%	13%	15%	10%	10%	18%	20%	9%	18%	13%	14%	16%
Don't know/Refused	2%	1%	3%	1%	2%	1%	5%	3%	0%	2%	2%	2%	1%	1%	1%	4%	3%	2%	0%	2%	1%	1%

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11/15/09 - 11/18/09
620 New York State Residents +/-3.9%

The holiday season is my favorite time of the year.																						
	Gender			Age				Region			Children in HH		Religion				Income			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
Strongly agree	31%	33%	30%	35%	33%	26%	31%	32%	33%	30%	35%	29%	38%	16%	40%	21%	32%	28%	34%	31%	36%	24%
Somewhat agree	28%	26%	30%	32%	27%	29%	23%	27%	24%	31%	35%	23%	31%	25%	27%	24%	26%	31%	27%	24%	38%	22%
Neither agree nor disagree	11%	10%	12%	12%	12%	9%	11%	13%	10%	10%	9%	13%	7%	19%	10%	17%	7%	13%	13%	12%	7%	14%
Somewhat disagree	15%	19%	10%	11%	12%	19%	19%	11%	19%	16%	10%	18%	13%	15%	13%	19%	16%	17%	12%	15%	11%	22%
Strongly disagree	15%	12%	17%	10%	15%	17%	16%	17%	14%	12%	11%	17%	12%	26%	10%	20%	19%	11%	14%	19%	8%	18%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	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			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
Strongly agree	22%	25%	20%	31%	20%	19%	22%	25%	28%	15%	20%	23%	28%	9%	25%	16%	21%	21%	22%	27%	21%	10%
Somewhat agree	17%	18%	16%	19%	16%	17%	17%	17%	11%	19%	17%	17%	13%	5%	21%	24%	20%	18%	16%	16%	17%	16%
Neither agree nor disagree	5%	6%	5%	5%	6%	5%	4%	7%	3%	5%	6%	5%	5%	11%	4%	5%	4%	8%	2%	6%	6%	6%
Somewhat disagree	21%	20%	21%	16%	22%	22%	22%	14%	25%	27%	23%	19%	22%	27%	20%	17%	16%	23%	28%	19%	25%	30%
Strongly disagree	34%	31%	37%	27%	36%	36%	33%	36%	32%	33%	33%	35%	32%	45%	30%	37%	38%	30%	33%	33%	31%	38%
Don't know/Refused	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	4%	0%	1%	1%	0%	0%	0%	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			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
Strongly agree	51%	46%	55%	58%	49%	46%	55%	47%	56%	51%	51%	50%	64%	25%	55%	37%	52%	50%	46%	48%	50%	47%
Somewhat agree	24%	27%	22%	18%	27%	31%	19%	23%	21%	28%	28%	22%	20%	30%	28%	27%	21%	32%	24%	27%	37%	17%
Neither agree nor disagree	7%	6%	8%	7%	6%	8%	8%	7%	4%	9%	8%	6%	5%	8%	5%	11%	6%	6%	10%	7%	4%	12%
Somewhat disagree	8%	10%	5%	10%	7%	6%	9%	9%	9%	5%	5%	10%	5%	19%	4%	10%	5%	7%	9%	9%	3%	9%
Strongly disagree	9%	9%	9%	7%	12%	8%	7%	12%	10%	5%	8%	10%	5%	18%	7%	13%	15%	3%	11%	9%	5%	12%
Don't know/Refused	1%	1%	1%	0%	0%	1%	3%	1%	0%	2%	0%	1%	0%	0%	1%	2%	2%	1%	0%	0%	1%	2%

Siena Research Institute
 11/15/09 - 11/18/09
 620 New York State Residents +/-3.9%

I hate to admit it but at this point I'm more Scrooge than Santa.																						
	Gender			Age				Region			Children in HH		Religion				Income			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
Strongly agree	12%	11%	13%	5%	15%	15%	11%	12%	16%	10%	13%	12%	14%	19%	5%	13%	18%	11%	8%	13%	10%	13%
Somewhat agree	16%	16%	15%	16%	19%	13%	12%	19%	11%	14%	13%	17%	15%	19%	15%	16%	16%	16%	17%	19%	13%	12%
Neither agree nor disagree	9%	8%	9%	13%	7%	7%	10%	12%	6%	7%	8%	9%	8%	8%	6%	13%	7%	13%	4%	10%	9%	8%
Somewhat disagree	17%	22%	13%	26%	13%	19%	17%	16%	21%	17%	14%	20%	15%	10%	19%	22%	18%	17%	17%	17%	13%	21%
Strongly disagree	44%	41%	48%	40%	45%	46%	47%	37%	45%	53%	51%	40%	49%	33%	55%	35%	40%	42%	53%	39%	54%	45%
Don't know/Refused	2%	2%	2%	1%	1%	1%	4%	3%	1%	0%	1%	2%	0%	11%	1%	0%	1%	1%	0%	2%	0%	0%
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			Party		
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K-\$100K	\$100K+	Dem	Rep	Ind/Other
Merry Christmas	56%	54%	58%	50%	57%	57%	61%	45%	64%	65%	60%	53%	74%	4%	70%	39%	56%	63%	53%	47%	71%	61%
Happy Holidays	35%	34%	35%	46%	33%	35%	26%	41%	31%	29%	34%	36%	22%	71%	26%	47%	34%	31%	41%	43%	25%	31%
Seasons' Greetings	3%	4%	2%	0%	2%	4%	9%	5%	2%	2%	0%	5%	1%	11%	2%	4%	5%	2%	3%	4%	2%	4%
Other	4%	6%	1%	3%	5%	3%	1%	5%	1%	3%	4%	3%	1%	11%	2%	6%	6%	1%	2%	5%	0%	1%
Don't know/Refused	3%	3%	3%	0%	4%	1%	3%	4%	1%	2%	2%	3%	2%	4%	0%	4%	0%	3%	2%	1%	2%	4%