As the holiday season begins would you sa	ay you a	re very	excite	d, som	ewhat e	excited,	not ve	ry exci	ted or not	at all e	xcited al	bout the	upcom	ing holid	ay sea	son?						
		Ger	nder		A	ge			Region		Childre	n in HH		Relig	ion			Income	:		Party	1
	Total	М	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 sp	end mo	re mon	ney on l	noliday	gifts, l	ess mor	ney or a	about t	he same?													
		Ger	nder		A	ge			Region		Childre	n in HH		Relig	ion			Income	:		Party	
																		\$50K-				Ind/
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	Dem	Rep	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 th	e same	1		ividual	s as las	t year?		1									1					
		Ger	nder		A;	ge			Region		Childre	n in HH		Relig	ion	1		Income)		Party	
			_														4	\$50K-		_	_	Ind/
DA a una	Total	M	F		35-49 3%	50-64 8%	65+	NYC 10%	Suburbs	Upst	Yes 10%	No	Cath	Jewish	Prot	Other	<\$50K	•	\$100K+	Dem	Rep	Other
More	8% 25%	8%	9% 26%	23% 27%	25%	24%	4% 20%	30%	5% 24%	8% 18%	24%	8% 25%	5% 25%	15% 18%	10% 22%	11% 27%	12% 27%	10% 26%	3% 21%	11% 28%	7% 16%	7%
Fewer Same	64%	23% 67%	62%	48%	68%	67%	71%	55%	71%	71%	65%	63%	67%	64%	65%	58%	54%	63%	76%	59%	76%	24% 66%
Don't know	3%	2%	4%	1%	4%	1%	4%	4%	0%	3%	2%	4%	2%	4%	3%	58% 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%
Refused	0%	0%	U%	0%	0%	U%	170	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Per individual on your list, are you spendi	ng more	money	, loss r	nonev	or ahoi	it the c	ama as	last va	ar?													
rei maividuai on your list, are you spendi	lig illore		nder	lioney		ge	airie as	last ye	Region		Childre	n in HH		Relig	ion			Income	,		Party	,
		GCI	luci			50			Region		Ciliare	<u> </u>		itelig	,1011			\$50K-	•		rarty	Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K		\$100K+	Dem	Rep	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%

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		Ger	nder		A	ge			Region	ı	Childre	n in HH		Relig	ion			Income	<u> </u>		Party	1
	Total	м	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%	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 ho	oliday s	eason?	•	•								•					
		Ger	nder		Αį	ge			Region		Childre	n in HH		Relig	ion			Income	:		Party	1
																		\$50K-				Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	Dem	Rep	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 o	nly on those that answered	with an	amount (f	N=534). N	largin of e	rror for th	is questi	on: +/-4.2	%													
																					<u> </u>	
What percentage of your holid	lay shopping is done	e online	e?																			
		Ger	nder		Αį	ge			Region		Childre	n in HH		Relig	ion			Income	<u> </u>		Party	
																		\$50K-				Ind/
	Total	М	F		35-49		65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	•	\$100K+	Dem	Rep	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%

		Ger	nder		A	ge			Region		Childre	n in HH		Relig	ion			Income	2		Party	
																		\$50K-				Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	Dem	Rep	Othe
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 t	the economy v	vill hav	e a ne	gative e	effect o	n vour	 holiday	spend	ing plans,	a posit	ve effec	t or no ef	fect at	all?								<u> </u>
•			nder			ge			Region	•		n in HH		Relig	ion			Income	•		Party	
																		\$50K-				Ind/
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	Dem	Rep	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%
				40/	20/	40/	40/	20/	00/	30/	2%	1%	1%	1%	2%	1%	3%	0%	0%	1%	1%	0%
Don't know/Refused	2%	0%	3%	1%	2%	1%	1%	2%	0%	2%	270	170	170	1%	2%	1%	3%	0%	0%	1%	1/0	070
•						1%	1%	2%	0%	2%	270	170	170	170	2%	1%	3%	0%	U%	1%	1/0	070
Don't know/Refused Do you normally shop on Black Frida		Friday			iving?		1%	2%	0% Region	2%		n in HH	170	Relig		1%	3%	Income		1%	Party	
•		Friday	after T		iving?	1% ge	1%	2%		2%			170	-		176	370			1%		
•		Friday	after T	hanksg	iving?	ge	65+	NYC		Upst			Cath	-		Other		Income	2	Dem		
•	ay, that is, the	Friday Ger	after 1	hanksg	iving?	ge			Region		Childre	n in HH		Relig	ion			Income \$50K-	2		Party	Ind/
Do you normally shop on Black Frida	ry, that is, the	Friday Ger M	after 1	hanksg	iving? A	ge 50-64	65+	NYC	Region Suburbs	Upst	Childre	n in HH	Cath	Relig	ion Prot	Other	<\$50K	\$50K- \$100K	\$100K+	Dem	Party Rep	Ind/ Other
Do you normally shop on Black Frida	Total	Friday Ger M	after Toder F 20%	18-34 25%	35-49 24%	50-64	65+ 7%	NYC 19%	Region Suburbs 11%	Upst 24%	Childre Yes 28%	n in HH No 13%	Cath 20%	Relig Jewish 2%	Prot 23%	Other 21%	<\$ 50K 15%	\$50K- \$100K	\$100K+	Dem 21%	Party Rep 20%	Ind/ Other
Do you normally shop on Black Frida Yes No	Total 19% 76%	Friday Ger M 19% 77%	after Toder F 20% 75%	18-34 25% 63%	35-49 24% 73%	50-64 16% 81%	65+ 7% 91%	NYC 19% 75%	Region Suburbs 11% 84%	Upst 24% 72%	Childre Yes 28% 65%	No 13% 84%	Cath 20% 76%	Relig Jewish 2% 92%	Prot 23% 71%	Other 21% 74%	<\$50K 15% 81%	\$50K- \$100K 28% 67%	\$100K+ 14% 80%	Dem 21% 74%	Party Rep 20% 77%	Ind/ Other 13% 80%
Po you normally shop on Black Frida Yes No Sometimes Don't know/Refused	Total 19% 76% 5% 0%	Friday Ger M 19% 77% 4% 0%	after 1 nder F 20% 75% 5% 0%	18-34 25% 63% 12% 0%	35-49 24% 73% 3%	50-64 16% 81% 3%	65+ 7% 91% 2%	NYC 19% 75% 6%	Region Suburbs 11% 84% 4%	Upst 24% 72% 3%	Childre Yes 28% 65% 7%	No 13% 84% 3%	Cath 20% 76% 4%	Relig Jewish 2% 92% 6%	Prot 23% 71% 5%	Other 21% 74% 5%	<\$50K 15% 81% 4%	\$50K- \$100K 28% 67% 5%	\$100K+ 14% 80% 5%	Dem 21% 74% 5%	Party Rep 20% 77% 2%	Ind/ Other 13% 80% 6%
Do you normally shop on Black Frida Yes No Sometimes	Total 19% 76% 5% 0%	Friday	after 1 nder F 20% 75% 5% 0%	18-34 25% 63% 12% 0%	35-49 24% 73% 3% 0%	50-64 16% 81% 3% 0%	65+ 7% 91% 2%	NYC 19% 75% 6%	Region Suburbs 11% 84% 4% 1%	Upst 24% 72% 3%	Yes 28% 65% 7% 0%	No 13% 84% 3% 0%	Cath 20% 76% 4%	Relig Jewish 2% 92% 6% 0%	Prot 23% 71% 5% 0%	Other 21% 74% 5%	<\$50K 15% 81% 4%	\$50K- \$100K 28% 67% 5% 0%	\$100K+ 14% 80% 5% 1%	Dem 21% 74% 5%	Party Rep 20% 77% 2% 0%	Ind/ Other 13% 80% 6% 1%
Po you normally shop on Black Frida Yes No Sometimes Don't know/Refused	Total 19% 76% 5% 0%	Friday	after 1 nder F 20% 75% 5% 0%	18-34 25% 63% 12% 0%	35-49 24% 73% 3% 0%	50-64 16% 81% 3%	65+ 7% 91% 2%	NYC 19% 75% 6%	Region Suburbs 11% 84% 4%	Upst 24% 72% 3%	Yes 28% 65% 7% 0%	No 13% 84% 3%	Cath 20% 76% 4%	Relig Jewish 2% 92% 6%	Prot 23% 71% 5% 0%	Other 21% 74% 5%	<\$50K 15% 81% 4%	\$50K- \$100K 28% 67% 5%	\$100K+ 14% 80% 5% 1%	Dem 21% 74% 5%	Party Rep 20% 77% 2%	Ind/ Other 13% 80% 6% 1%
Po you normally shop on Black Frida Yes No Sometimes Don't know/Refused	Total 19% 76% 5% 0%	Friday	after 1 nder F 20% 75% 5% 0%	18-34 25% 63% 12% 0%	35-49 24% 73% 3% 0%	50-64 16% 81% 3% 0%	65+ 7% 91% 2%	NYC 19% 75% 6%	Region Suburbs 11% 84% 4% 1%	Upst 24% 72% 3%	Yes 28% 65% 7% 0%	No 13% 84% 3% 0%	Cath 20% 76% 4%	Relig Jewish 2% 92% 6% 0%	Prot 23% 71% 5% 0%	Other 21% 74% 5%	<\$50K 15% 81% 4% 0%	\$50K- \$100K 28% 67% 5% 0%	\$100K+ 14% 80% 5% 1%	Dem 21% 74% 5%	Party Rep 20% 77% 2% 0%	Ind/ Other 13% 80% 6% 1%
Po you normally shop on Black Frida Yes No Sometimes Don't know/Refused	Total 19% 76% 5% 0% after Thanksgi	Friday Ger M 19% 77% 4% 0% ving th	after 1 nder F 20% 75% 5% 0% is year	18-34 25% 63% 12% 0%	35-49 24% 73% 3% 0%	50-64 16% 81% 3% 0%	65+ 7% 91% 2% 0%	NYC 19% 75% 6% 0%	Region Suburbs 11% 84% 4% 1% Region	Upst 24% 72% 3% 0%	Childre Yes 28% 65% 7% 0% Childre	No 13% 84% 3% 0%	Cath 20% 76% 4% 0%	Relig Jewish 2% 92% 6% 0%	Prot 23% 71% 5% 0%	Other 21% 74% 5% 0%	<\$50K 15% 81% 4% 0%	\$50K- \$100K 28% 67% 5% 0%	\$100K+ 14% 80% 5% 1%	Dem 21% 74% 5% 0%	Party Rep 20% 77% 2% 0% Party	Ind/ Other 13% 80% 6% 1%
Yes No Sometimes Don't know/Refused Will you be shopping on the Friday a	Total 19% 76% 5% 0% after Thanksgi	Friday Ger M 19% 77% 4% 0% ving th Ger	after 1 nder F 20% 75% 5% 0% is year	18-34 25% 63% 12% 0%	35-49 24% 73% 3% 0%	50-64 16% 81% 3% 0%	65+ 7% 91% 2% 0%	NYC 19% 75% 6% 0%	Region Suburbs 11% 84% 4% 1% Region Suburbs	Upst 24% 72% 3% 0%	Childre Yes 28% 65% 7% 0% Childre	No 13% 84% 3% 0% No No	Cath 20% 76% 4% 0%	Relig Jewish 2% 92% 6% 0% Relig	Prot 23% 71% 5% 0% cion Prot	Other 21% 74% 5% 0% Other	<\$50K 15% 81% 4% 0%	\$50K- \$100K 28% 67% 5% 0% Income \$50K- \$100K	\$100K+ 14% 80% 5% 1%	Dem 21% 74% 5% 0%	Party Rep 20% 77% 2% 0% Party Rep	Ind/ Other 13% 80% 6% 1% Ind/ Other
Yes No Sometimes Don't know/Refused Will you be shopping on the Friday a	Total 19% 76% 5% 0% after Thanksgi Total 20%	Friday	after 1 nder F 20% 75% 5% 0% is year nder F 16%	18-34 25% 63% 12% 0%	35-49 24% 73% 3% 0% April 20%	50-64 16% 81% 3% 0% ge 50-64 13%	65+ 7% 91% 2% 0% 65+ 7%	NYC 19% 75% 6% 0% NYC 23%	Region Suburbs 11% 84% 4% 1% Region Suburbs 20%	Upst 24% 72% 3% 0% Upst 18%	Childre Yes 28% 65% 7% 0% Childre Yes 31%	No 13% 84% 3% 0% In in HH No 12%	Cath 20% 76% 4% 0% Cath 17%	Relig Jewish 2% 92% 6% 0% Relig Jewish 9%	Frot 23% 71% 5% 0% cion Prot 19%	Other 21% 74% 5% 0% Other 29%	<\$50K 15% 81% 4% 0% <\$50K 19%	Income \$50K- \$100K 28% 67% 5% 0% Income \$50K- \$100K 23%	\$100K+ 14% 80% 5% 1% 	Dem 21% 74% 5% 0% Dem 21%	Party Rep 20% 77% 2% 0% Party Rep 22%	Ind/ Other 13% 80% 6% 1% Ind/ Other 13%

(If shopping on Black Friday this year) Ab	out what	percei	ntage o	f your	holiday	shoppi	ng do y	ou exp	ect to con	nplete	on that o	lay?										
		Ger	nder		Α	ge			Region		Childre	n in HH		Relig	ion			Income	•		Party	<u> </u>
			_												_		4	\$50K-	4			Ind/
	Total	M	F		35-49		65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	·	\$100K+	Dem	Rep	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 donatio	ns of mo	ney, fo	od or g	ifts to	charital	ole orga	nizatio	ns that	focus on	the nee	dy durir	ng the ho	liday se	eason?								
		Ger	nder		A	ge			Region		Childre	n in HH		Relig	ion			Income	2		Party	<i>-</i>
																		\$50K-				Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	Dem	Rep	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	e this ho	lidav se	eason f	or orga	nizatio	ns that	help pe	ople d	uring the l	nolidav	s?	1				1				<u> </u>	l	
, ,		1	nder	Ī		ge		•	Region	•		n in HH		Relig	ion			Income	•		Party	,
						Ĭ								Ĭ				\$50K-			•	Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K		\$100K+	Dem	Rep	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 N	MOST a	bout th	ne holic	lay sea	son?						•										
		Ger	nder		Α	ge			Region		Childre	n in HH		Relig	ion			Income	•		Party	,
																		\$50K-				Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	Dem	Rep	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%

Overeating and gaining weight Going shopping The commercialization of the holiday	Total	Ger M	nder		A	ze 💮			Region		Child			Dalia			1	Income	-		Party	
Going shopping		M							Region		Childre	n in AA		Relig	ion				-		raity	
Going shopping	7%	141	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	Dem	Rep	Ind/ Othe
		6%	8%	9%	7%	5%	7%	7%	11%	5%	8%	6%	7%	15%	5%	6%	5%	6%	13%	6%	10%	7%
The commercialization of the holiday	14%	15%	12%	25%	10%	12%	11%	14%	20%	10%	15%	13%	14%	8%	13%	14%	13%	14%	13%	13%	8%	14%
	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 I	ne whe	ther yo	u stro	l ngly agr	ee, son	newhat	agree,	neithe	r agree no	r disag	ree, som	l Iewhat d	isagree	or stron	gly disa	agree.						
The holiday season is now just too long. I v	wish the	decor	ations	and adv	ertisen/	nents d	id not	start so	early.													
		Ger	nder		A	ge			Region		Childre	n in HH		Relig	ion			Income	<u> </u>		Party	
																		\$50K-				Ind/
	Total	М	F		35-49		65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	·	\$100K+	Dem	Rep	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 loca	ally owr	ned and	d opera	ted bus	inesse	<u> </u>											<u> </u>	<u> </u>				<u> </u>
		Ger	nder		Αį	ge			Region		Childre	n in HH		Relig	ion			Income	9		Party	
																		\$50K-				Ind/
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	Dem	Rep	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%

The holiday season is my favorite time of	the year	·.																				
		Ger	nder		Ą	ge			Region		Childre	n in HH		Relig	gion			Incom	е		Party	
	Total	м	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 yea	r that I	get a	hance	to conr	ect wit	h man	y peop	le I care al	oout an	d appre	ciate.										
		Ger	der		A	ge			Region		Childre	n in HH		Relig	gion			Incom	е		Party	
																		\$50K-			l	Ind/
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	Dem	Rep	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 holid	days are	a time	to sto	and re	l eflect o	n what	is mos	t impo	l rtant in life	 			1						ļ			<u> </u>
		Ger	der		A	ge			Region		Childre	n in HH		Relig	gion			Incom	е		Party	
	Takal		_	40.24	25 40	50.64	65 .	NIVC	Cubumba	11	V	N1-	Cath	latala	Dunt	Other	4¢E014	\$50K-	ć100V.	D	D	Ind/
Character and Ch	Total	M	F		35-49		65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<u> </u>	\$100K	•	Dem	Rep	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%

I hate to admit it but at this point I'i	m more Scroog	ge than	Santa.																			
		Ger	nder		A	ge			Region		Childre	n in HH		Relig	ion			Income	•		Party	
																		\$50K-				Ind/
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	Dem	Rep	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, whi	ch gree	ting is	the one	you yo	ourself	most o	ften us	e, is it					•		•	•	•		•		
		Ger	nder		A	ge			Region		Childre	n in HH		Relig	ion			Income	;		Party	
																		\$50K-				Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	Dem	Rep	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%