

Siena College Research Institute  
 December 2-6, 2018  
 906 New York State Residents  
 MOE +/- 3.4%

Q13. 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	
	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
Very excited	26%	24%	27%	33%	28%	22%	15%	27%	26%	24%	33%	22%	32%	23%	29%	19%	20%	28%	32%	25%	31%	26%	32%	23%
Somewhat excited	40%	40%	40%	44%	39%	43%	30%	38%	39%	42%	43%	38%	41%	31%	34%	44%	40%	43%	39%	41%	30%	41%	44%	38%
Not very excited	21%	24%	18%	13%	22%	21%	34%	20%	23%	21%	14%	25%	18%	32%	24%	19%	24%	19%	23%	21%	17%	16%	16%	23%
Not at all excited	13%	12%	13%	8%	11%	13%	20%	14%	11%	12%	9%	15%	8%	14%	12%	18%	16%	10%	9%	11%	16%	14%	6%	16%
Don't know/Refused	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	3%	2%	0%

Q14. 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	
	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
More money	15%	19%	12%	21%	21%	12%	5%	16%	13%	16%	20%	13%	22%	3%	14%	13%	12%	18%	20%	15%	12%	23%	18%	14%
Less money	33%	27%	39%	39%	35%	28%	30%	37%	32%	30%	36%	32%	29%	25%	40%	37%	42%	37%	20%	28%	47%	40%	33%	34%
About the same	50%	53%	47%	40%	43%	60%	61%	44%	54%	54%	44%	53%	48%	70%	45%	49%	44%	45%	59%	56%	37%	36%	48%	50%
Don't know/Refused	1%	1%	2%	0%	1%	0%	4%	2%	0%	1%	0%	2%	1%	2%	1%	1%	1%	0%	1%	1%	4%	1%	1%	2%

Q15. 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	
	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
Better off	30%	36%	25%	40%	37%	21%	18%	34%	26%	28%	33%	29%	33%	20%	31%	30%	27%	34%	35%	28%	36%	34%	30%	31%
Worse off	22%	20%	24%	24%	23%	21%	21%	23%	20%	23%	26%	20%	19%	18%	27%	24%	31%	22%	10%	20%	24%	28%	22%	22%
About the same	47%	43%	51%	36%	40%	58%	61%	43%	53%	49%	40%	51%	47%	61%	42%	46%	42%	44%	55%	52%	39%	38%	47%	47%
Don't know/Refused	1%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%

Q16. **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	
	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
\$0-\$299	32%	28%	36%	35%	27%	31%	38%	39%	22%	30%	24%	37%	25%	41%	33%	38%	51%	19%	15%	30%	36%	36%	29%	32%
\$300-\$399	13%	12%	14%	19%	10%	11%	9%	14%	9%	14%	14%	13%	12%	10%	11%	17%	16%	17%	6%	11%	15%	17%	12%	13%
\$400-\$499	8%	10%	6%	10%	7%	8%	6%	8%	8%	8%	10%	7%	7%	9%	5%	10%	6%	13%	7%	8%	9%	6%	8%	7%
\$500-\$599	14%	14%	13%	14%	16%	12%	12%	11%	17%	15%	14%	14%	14%	8%	17%	13%	12%	14%	16%	13%	17%	15%	12%	14%
\$600-\$699	5%	6%	5%	5%	6%	6%	5%	5%	7%	5%	7%	4%	7%	9%	4%	4%	4%	5%	8%	6%	8%	4%	7%	4%
\$700-\$799	3%	4%	3%	4%	4%	3%	3%	2%	6%	3%	5%	2%	4%	1%	4%	2%	1%	5%	5%	3%	3%	6%	3%	3%
\$800-\$899	2%	2%	2%	3%	1%	1%	2%	2%	1%	2%	2%	2%	2%	0%	3%	2%	1%	2%	3%	2%	3%	0%	1%	2%
\$900-\$999	3%	4%	2%	3%	4%	3%	3%	3%	3%	3%	4%	3%	5%	3%	4%	2%	2%	5%	4%	3%	1%	5%	4%	3%
\$1,000 or more	19%	20%	18%	7%	24%	25%	22%	15%	27%	18%	20%	18%	25%	19%	18%	12%	7%	19%	37%	24%	10%	11%	20%	17%

\*\* The results of this question are based only on those that answered with an amount (N=862). Margin of error for this question: +/-3.5%

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Q17. What percentage of your holiday shopping do you plan to conduct online this year?																								
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa	
	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
None	24%	24%	24%	16%	15%	24%	49%	25%	18%	27%	15%	28%	19%	30%	28%	24%	33%	16%	13%	23%	26%	20%	25%	24%
More than none but less than 25%	16%	17%	16%	18%	14%	16%	19%	16%	17%	17%	16%	17%	15%	16%	19%	16%	18%	18%	14%	14%	21%	21%	17%	16%
25% to just under 50%	19%	18%	21%	22%	21%	22%	8%	20%	17%	19%	24%	17%	22%	9%	21%	19%	19%	22%	19%	19%	21%	24%	21%	18%
50% to just under 75%	20%	21%	19%	27%	22%	15%	14%	19%	21%	20%	22%	18%	22%	21%	14%	22%	17%	25%	22%	21%	14%	17%	18%	20%
75% to 100%	20%	20%	20%	18%	27%	23%	10%	19%	26%	17%	22%	19%	22%	22%	18%	19%	13%	20%	32%	22%	18%	18%	19%	21%
Don't know/Refused	1%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	2%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%

Q18. When do you typically start your holiday shopping?																								
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa	
	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
After Halloween	12%	10%	13%	9%	14%	14%	9%	9%	11%	15%	15%	10%	14%	6%	15%	9%	9%	13%	14%	13%	9%	12%	13%	11%
After Thanksgiving	48%	50%	46%	47%	57%	47%	42%	48%	54%	44%	49%	47%	54%	54%	44%	42%	44%	48%	56%	49%	44%	50%	47%	48%
As close to the holidays as possible	21%	22%	19%	29%	17%	16%	16%	23%	18%	19%	23%	19%	16%	13%	24%	25%	21%	22%	18%	18%	24%	23%	20%	21%
After the holidays	2%	2%	2%	4%	1%	2%	0%	3%	1%	1%	3%	1%	3%	1%	1%	2%	3%	1%	2%	1%	3%	2%	4%	1%
I never stop shopping/I shop throughout the year	9%	6%	12%	6%	5%	13%	13%	7%	10%	11%	7%	10%	8%	11%	6%	12%	10%	11%	6%	10%	10%	5%	11%	8%
I don't do holiday shopping	8%	9%	8%	6%	4%	7%	18%	10%	5%	8%	3%	11%	6%	13%	9%	10%	13%	4%	4%	8%	10%	7%	6%	9%
Don't know/Refused	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%

Q19. 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	
	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
Yes	68%	69%	67%	57%	70%	70%	80%	67%	72%	67%	67%	68%	74%	66%	70%	60%	56%	70%	82%	70%	60%	67%	74%	65%
No	31%	30%	31%	42%	29%	28%	19%	33%	25%	31%	32%	30%	25%	32%	29%	39%	44%	29%	16%	29%	39%	32%	24%	34%
Don't know/Refused	1%	1%	2%	0%	1%	2%	1%	0%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%

Q20. 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	
	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
Yes	31%	30%	31%	33%	37%	22%	24%	35%	30%	25%	35%	27%	28%	22%	35%	31%	27%	29%	35%	27%	30%	35%	37%	27%
No	68%	69%	68%	66%	62%	77%	75%	64%	69%	73%	64%	72%	71%	76%	65%	68%	72%	69%	64%	72%	70%	63%	61%	72%
Don't know/Refused	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	0%	2%	0%	1%	0%	2%	2%	1%

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	
	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
Merry Christmas	49%	50%	49%	41%	49%	56%	62%	40%	51%	60%	45%	52%	66%	7%	63%	37%	49%	54%	48%	58%	35%	44%	58%	46%
Happy Holidays	41%	39%	44%	50%	42%	37%	29%	46%	44%	35%	45%	39%	31%	72%	27%	52%	41%	40%	42%	36%	43%	47%	34%	44%
Seasons' Greetings	5%	7%	3%	6%	7%	3%	5%	8%	3%	2%	6%	5%	2%	9%	7%	6%	5%	4%	7%	3%	13%	6%	6%	5%
Other	3%	3%	2%	3%	2%	3%	3%	4%	1%	3%	3%	3%	1%	8%	2%	4%	4%	2%	2%	2%	6%	2%	1%	4%
Don't know/Refused	1%	1%	2%	1%	0%	1%	1%	2%	2%	1%	1%	1%	0%	4%	1%	2%	1%	1%	1%	1%	3%	1%	1%	2%
Q22. 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	
	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
Yes	72%	75%	70%	76%	82%	70%	56%	61%	76%	83%	84%	66%	88%	14%	77%	68%	65%	79%	79%	73%	64%	85%	84%	67%
No	28%	25%	30%	23%	18%	30%	44%	39%	24%	17%	16%	34%	12%	86%	23%	32%	35%	20%	21%	27%	36%	14%	16%	32%
Refused	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%
Q23. (If put up a 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	
	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
Real tree	31%	36%	27%	31%	32%	33%	26%	32%	27%	33%	32%	30%	30%	36%	29%	33%	21%	31%	42%	35%	24%	26%	35%	29%
Artificial tree	69%	64%	73%	69%	68%	67%	74%	68%	72%	67%	68%	69%	70%	64%	71%	67%	79%	69%	58%	65%	76%	74%	65%	71%
Q24. (If put up a Christmas Tree) Which of the following is on top of your tree?																								
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa	
	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
Angel	32%	33%	31%	23%	31%	38%	44%	22%	36%	38%	28%	35%	36%	23%	39%	21%	27%	30%	37%	36%	25%	26%	36%	29%
Star	47%	47%	48%	52%	53%	37%	43%	60%	41%	40%	50%	46%	46%	42%	45%	53%	51%	48%	45%	43%	58%	52%	45%	49%
Bow	6%	7%	5%	9%	4%	5%	2%	6%	6%	5%	8%	4%	5%	0%	8%	5%	4%	9%	5%	5%	4%	9%	7%	5%
Nothing	7%	6%	8%	8%	5%	10%	4%	6%	6%	8%	7%	7%	5%	9%	3%	13%	9%	7%	4%	8%	6%	4%	5%	8%
Something Else	7%	6%	8%	8%	5%	9%	5%	5%	7%	9%	6%	8%	7%	18%	5%	7%	9%	6%	7%	7%	5%	10%	7%	7%
Don't know/Refused	1%	2%	1%	1%	1%	1%	2%	1%	4%	0%	1%	1%	0%	9%	1%	1%	0%	0%	2%	1%	1%	0%	0%	2%
Q25. Would you say you believe in Santa Claus or not?																								
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa	
	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
Believe	31%	28%	34%	26%	29%	36%	33%	29%	31%	33%	34%	30%	44%	11%	30%	24%	32%	30%	31%	30%	27%	35%		
Do not believe	68%	71%	66%	73%	70%	64%	66%	70%	68%	66%	65%	70%	56%	86%	70%	75%	67%	70%	68%	69%	73%	65%		
Don't know/Refused	1%	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%	0%	3%	0%	1%	1%	0%	1%	1%	1%	0%		

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Q26. Which of the following comes closest to your view:																								
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa	
	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
Fruitcake is a delicious treat that I love	32%	38%	26%	32%	21%	31%	47%	39%	26%	26%	25%	35%	31%	24%	37%	31%	35%	30%	31%	27%	38%	34%	35%	30%
Fruitcake is awful and I would never eat it	44%	41%	46%	31%	52%	54%	41%	36%	53%	48%	44%	44%	43%	48%	46%	43%	36%	46%	52%	50%	39%	36%	45%	44%
I've never had fruitcake	21%	19%	24%	37%	23%	12%	8%	21%	18%	23%	28%	18%	24%	20%	14%	24%	28%	20%	14%	20%	19%	26%	18%	23%
Don't know/Refused	3%	2%	4%	0%	5%	3%	5%	4%	3%	2%	3%	3%	3%	8%	3%	2%	1%	4%	3%	3%	4%	4%	3%	3%
Q27. Do you stay up until midnight on New Year's Eve?																								
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa	
	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
Yes	71%	75%	67%	79%	77%	65%	52%	78%	67%	64%	77%	68%	76%	54%	71%	70%	68%	70%	76%	65%	77%	84%	71%	71%
No	17%	14%	20%	10%	12%	19%	34%	13%	16%	23%	14%	19%	12%	27%	21%	16%	17%	18%	13%	21%	11%	10%	17%	17%
It varies/Sometimes	12%	11%	13%	10%	10%	16%	14%	9%	17%	13%	10%	14%	11%	19%	8%	14%	14%	12%	11%	14%	12%	6%	12%	12%
Q28. Do you typically go out or stay in on New Year's Eve?																								
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Believe in Santa	
	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
Go out	23%	25%	21%	34%	21%	21%	13%	27%	24%	17%	24%	22%	25%	19%	25%	21%	22%	20%	31%	19%	25%	36%	21%	24%
Stay in	62%	59%	65%	45%	60%	71%	80%	58%	60%	68%	63%	62%	59%	69%	64%	61%	59%	65%	59%	66%	60%	46%	68%	59%
It varies	15%	16%	14%	21%	19%	8%	7%	15%	15%	15%	14%	16%	16%	11%	11%	18%	19%	15%	10%	14%	15%	17%	11%	17%

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<b>Nature of the Sample</b>	
<b>New York State Residents</b>	
<b>Region</b>	
<b>NYC</b>	43%
<b>Suburbs</b>	21%
<b>Upstate</b>	36%
<b>Religion</b>	
<b>Catholic</b>	35%
<b>Jewish</b>	9%
<b>Protestant</b>	21%
<b>Other</b>	32%
<b>Age</b>	
<b>18 to 34</b>	30%
<b>35 to 49</b>	26%
<b>50 to 64</b>	24%
<b>65 and older</b>	17%
<b>Children in Household</b>	
<b>Yes</b>	35%
<b>No</b>	64%
<b>Income</b>	
<b>Less than \$50,000</b>	39%
<b>\$50,000 - \$100,000</b>	27%
<b>\$100,000 or more</b>	26%
<b>Gender</b>	
<b>Male</b>	48%
<b>Female</b>	52%
<b>Ethnicity</b>	
<b>White</b>	65%
<b>African American/Black</b>	16%
<b>Latino</b>	16%