		Ger	nder	1	Ag	e			Region	1	Childre	n in HH		Relig	ion			Income	9		Ethnicity		Believe i	in Santa
					Ι													\$50K-			Afr Amer			
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/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%	19%	23%	21%	17%	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%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	3%	2%	0%
Q14. Compared to last year, do you pla	n to spend	more	mone	y on ho	oliday g	ifts, les	s mor	ey or	about	the sa	ne?													
		Gender			Ag	e			Region	1	Childre	n in HH		Relig	ion			Income	•	Ethnicity			Believe in Sa	
											_	•						\$50K-			Afr Amer	_		
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/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 th	at yo	u are be	etter of	f, wors	e off o	or abo	ut the	same r	egarding	your pe	rsonal	finances	5?									
		Ger	nder		Ag	e			Region	1	Childre	n in HH	Religion					Incom	9		Ethnicity		Believe i	in Santa
																		\$50K-			Afr Amer			
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/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%
																					1			22%
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%	22/0
Worse off About the same		20% 43%	_	24% 36%	23% 40%	21% 58%	21% 61%	23% 43%	20% 53%	23% 49%		20% 51%		18% 61%	27% 42%	24% 46%	31% 42%	22% 44%	10% 55%	20% 52%	24% 39%	28% 38%	22% 47%	+
	22%	-	_								26%		19%								ł			-
About the same	22% 47%	43%	51%	36%	40%	58%	61%	43%	53%	49%	26% 40%	51%	19% 47%	61%	42%	46%	42%	44%	55%	52%	39%	38%	47%	47%
About the same	22% 47% 1%	43% 0%	51% 1%	36% 0%	40% 0%	58% 0%	61% 0%	43% 0%	53% 1%	49%	26% 40%	51%	19% 47%	61%	42%	46%	42%	44%	55%	52%	39%	38%	47%	47%
About the same Don't know/Refused	22% 47% 1%	43% 0% an to s	51% 1%	36% 0%	40% 0%	58% 0% g this h	61% 0%	43% 0% seaso	53% 1%	49% 1%	26% 40%	51% 1%	19% 47%	61%	42% 0%	46%	42%	44%	55% 0%	52%	39%	38%	47%	47% 0%
About the same Don't know/Refused	22% 47% 1%	43% 0% an to s	51% 1% spend nder	36% 0% on gift:	40% 0% s during	58% 0% g this he	61% 0% oliday	43% 0% seaso	53% 1% on? Region	49% 1%	26% 40% 0% Childre	51% 1%	19% 47%	61% 1%	42% 0%	46%	42%	44% 0% Income \$50K-	55%	52%	39% 1% Ethnicity Afr Amer	38%	47% 1%	47% 0%
About the same Don't know/Refused  Q16. **What is the total amount of mo	22% 47% 1%	43% 0% an to s	51% 1% spend nder	36% 0% on gift:	40% 0% s during Ag 35-49	58% 0% g this here se 50-64	61% 0% oliday	43% 0% seaso	53% 1% on? Region	49% 1% Upst	26% 40% 0%	51% 1% n in HH	19% 47% 1% Cath	61% 1%	42% 0%	46%	42%	44% 0%	55% 0%	52%	39% 1% Ethnicity	38%	47% 1%	47% 0%
About the same Don't know/Refused	22% 47% 1% oney you pl Total 32%	43% 0% an to s	51% 1% spend nder	36% 0% on gift:	40% 0% s during	58% 0% g this he	61% 0% oliday 65+ 38%	43% 0% seaso	53% 1% on? Region Subs 22%	49% 1%	26% 40% 0% Childre	51% 1% n in HH	19% 47% 1%	61% 1% Relig	42% 0% sion	46%	42%	44% 0% Income \$50K- \$100K 19%	55%	52%	39% 1% Ethnicity Afr Amer	38%	47% 1% Believe	47% 0% in Santa
About the same Don't know/Refused  Q16. **What is the total amount of mo \$0-\$299 \$300-\$399	22% 47% 1% oney you pl	43% 0% an to s Ger	51% 1% spend nder F 36% 14%	36% 0% on gift:	40% 0% s during Ag 35-49 27% 10%	58% 0% g this he e 50-64 31% 11%	61% 0% oliday 65+ 38% 9%	43% 0% seaso NYC 39% 14%	53% 1% on? Region Subs 22% 9%	49% 1% Upst 30% 14%	26% 40% 0% Childre	51% 1% n in HH	19% 47% 1% Cath 25% 12%	61% 1% Relig Jewish 41% 10%	42% 0% cion Prot 33% 11%	46% 0% Other 38% 17%	42% 0% <\$50K	44% 0% Income \$50K- \$100K 19%	\$100K+ 15% 6%	52% 0% White	39% 1% Ethnicity Afr Amer /Black	38% 0% Latino 36% 17%	47% 1% Believe	47% 0% in Santa No 32%
About the same Don't know/Refused  Q16. **What is the total amount of mo \$0-\$299 \$300-\$399 \$400-\$499	22% 47% 1% oney you pl Total 32%	43% 0% an to s Ger M 28%	51% 1% spend nder F 36% 14%	36% 0% on gift: 18-34 35%	40% 0% s during Ag 35-49 27%	58% 0% g this hase 50-64 31%	61% 0% oliday 65+ 38% 9% 6%	43% 0% seaso NYC 39% 14% 8%	53% 1% on? Region Subs 22%	49% 1% 1 Upst 30%	26% 40% 0% Childre Yes 24%	51% 1% n in HH No 37%	19% 47% 1% Cath 25%	61% 1% Relig Jewish 41% 10% 9%	42% 0% sion Prot 33%	46% 0% Other 38%	42% 0% <\$50K 51%	44% 0% Income \$50K- \$100K 19%	\$100K+ 15%	52% 0% White 30%	39% 1% Ethnicity Afr Amer /Black 36%	38% 0% Latino 36%	47% 1% Believe	47% 0% in Sant No 32%
About the same Don't know/Refused  Q16. **What is the total amount of mo \$0-\$299 \$300-\$399 \$400-\$499	22% 47% 1% oney you pl Total 32% 13%	43% 0% an to s Ger M 28% 12%	51% 1% spend nder F 36% 14% 6% 13%	36% 0% on gift: 18-34 35% 19%	40% 0% s during Ag 35-49 27% 10% 7% 16%	58% 0% g this he e 50-64 31% 11%	61% 0% oliday 65+ 38% 9%	43% 0% seaso NYC 39% 14% 8% 11%	53% 1% nn? Region Subs 22% 9% 8% 17%	49% 1% Upst 30% 14% 8% 15%	26% 40% 0% Childre Yes 24% 14%	51% 1% n in HH No 37% 13%	19% 47% 1% 	61% 1% Relig Jewish 41% 10% 9% 8%	42% 0% cion Prot 33% 11%	46% 0% Other 38% 17%	42% 0% - \$50K 51% 16%	44%   0%	\$100K+ 15% 6%	52% 0% White 30% 11%	39% 1% Ethnicity Afr Amer /Black 36% 15%	38% 0% Latino 36% 17%	47% 1%  Believe i  Yes 29% 12%	47% 0% in Sant No 32% 13% 7%
About the same Don't know/Refused  Q16. **What is the total amount of mo \$0-\$299 \$300-\$399 \$400-\$499 \$500-\$599 \$600-\$699	22% 47% 1% oney you pl Total 32% 13% 8%	43% 0% an to s Ger M 28% 12% 10%	51% 1% spend nder F 36% 14% 6% 13% 5%	36% 0% on gift: 18-34 35% 19% 10%	40% 0% s during Ag 35-49 27% 10% 7% 16% 6%	58% 0% g this hore 50-64 31% 11% 8% 12% 6%	61% 0% oliday 65+ 38% 9% 6% 12% 5%	NYC 39% 14% 8% 11% 5%	53% 1% on? Region Subs 22% 9% 8% 17% 7%	49% 1% Upst 30% 14% 8% 15% 5%	26% 40% 0% Childre Yes 24% 14% 10% 14% 7%	51% 1% n in HH No 37% 13% 7%	19% 47% 1% 	61% 1% Relig Jewish 41% 10% 9% 8%	42% 0% ion Prot 33% 11% 5% 17% 4%	46% 0% Other 38% 17% 10% 13% 4%	42% 0% <\$50K 51% 16% 6%	17% 13% 14% 5%	\$100K+ 15% 6% 7%	52% 0% White 30% 11% 8%	39% 1% Ethnicity Afr Amer /Black 36% 15% 9%	38% 0% Latino 36% 17% 6%	47% 1%  Believe i  Yes 29% 12% 8%	47% 0% in Santa No 32% 13%
About the same Don't know/Refused  Q16. **What is the total amount of mo \$0-\$299 \$300-\$399 \$400-\$499 \$500-\$599 \$600-\$699 \$700-\$799	22% 47% 1% oney you pl Total 32% 13% 8% 14%	43% 0% an to s Ger M 28% 12% 10% 14%	51% 1% spend nder F 36% 14% 6% 13%	36% 0% on gift: 18-34 35% 19% 10% 14%	40% 0% s during Ag 35-49 27% 10% 7% 16%	58% 0% g this hise 50-64 31% 11% 8% 12% 6% 3%	61% 0% 0/8 0liday 65+ 38% 9% 6% 12% 5% 3%	43% 0% seaso NYC 39% 14% 8% 11%	53% 1%  nn?  Region  Subs 22% 9% 8% 17% 7% 6%	49% 1% Upst 30% 14% 8% 15% 5% 3%	26% 40% 0% Childre Yes 24% 14% 10% 14% 7% 5%	51% 1% n in HH No 37% 13% 7% 14%	19% 47% 1% 	61% 1% Relig Jewish 41% 10% 9% 8% 9% 1%	42% 0% ion Prot 33% 11% 5% 17%	46% 0% Other 38% 17% 10% 13%	42% 0% - \$50K 51% 16% 6% 12%	17% 13% 14% 55% 55%	\$100K+ 15% 6% 7% 16% 8% 5%	52% 0% White 30% 11% 8% 13%	39% 1% Ethnicity Afr Amer /Black 36% 15% 9% 17% 8% 3%	38% 0% Latino 36% 17% 6% 15%	47% 1%  Believe i  Yes 29% 12% 8% 12%	47% 0% in Sant No 32% 13% 7% 14%
About the same Don't know/Refused  Q16. **What is the total amount of mo \$0-\$299 \$300-\$399 \$400-\$499 \$500-\$599 \$600-\$699 \$700-\$799	22% 47% 1% oney you pl Total 32% 13% 8% 14% 5%	43% 0% an to s Ger M 28% 12% 10% 14% 6%	51% 1% spend nder F 36% 14% 6% 13% 5%	36% 0% on gift: 18-34 35% 19% 10% 14% 5%	40% 0% s during Ag 35-49 27% 10% 7% 16% 6%	58% 0% g this hore 50-64 31% 11% 8% 12% 6%	61% 0% oliday 65+ 38% 9% 6% 12% 5% 3% 2%	NYC 39% 14% 8% 11% 5%	53% 1% on? Region Subs 22% 9% 8% 17% 7%	49% 1% Upst 30% 14% 8% 15% 5%	26% 40% 0% Childre Yes 24% 14% 10% 14% 7%	51% 1% n in HH No 37% 13% 7% 14% 4%	19% 47% 1% 	61% 1% Relig Jewish 41% 10% 9% 8%	42% 0% ion Prot 33% 11% 5% 17% 4%	46% 0% Other 38% 17% 10% 13% 4%	42% 0% - \$50K 51% 16% 6% 12% 4%	17% 13% 14% 5%	\$100K+ 15% 6% 7% 16% 8%	52% 0% White 30% 11% 8% 13% 6%	39% 1% Ethnicity Afr Amer /Black 36% 15% 9% 17% 8%	38% 0% Latino 36% 17% 6% 15% 4%	47% 1%  Believe  Yes 29% 12% 8% 12% 7%	47% 0%  in Sant  No 32% 13% 7% 14% 4% 3%
About the same Don't know/Refused  Q16. **What is the total amount of mo \$0-\$299 \$300-\$399 \$400-\$499 \$500-\$599 \$600-\$699	22% 47% 1% oney you pl Total 32% 13% 8% 14% 5% 3%	43% 0% an to s Ger M 28% 12% 10% 14% 6% 4%	51% 1% spend nder F 36% 14% 6% 13% 5% 3%	36% 0% on gift: 18-34 35% 19% 10% 14% 5% 4%	40% 0% s during Ag 35-49 27% 10% 7% 16% 6% 4%	58% 0% g this hise 50-64 31% 11% 8% 12% 6% 3%	61% 0% 0/8 0liday 65+ 38% 9% 6% 12% 5% 3%	NYC 39% 14% 8% 11% 5% 2%	53% 1%  nn?  Region  Subs 22% 9% 8% 17% 7% 6%	49% 1% Upst 30% 14% 8% 15% 5% 3%	26% 40% 0% Childre Yes 24% 14% 10% 14% 7% 5%	51% 1% 1% n in HH  No 37% 13% 7% 14% 4% 2%	19% 47% 1% 	61% 1% Relig Jewish 41% 10% 9% 8% 9% 1%	42% 0% ion Prot 33% 11% 5% 17% 4%	0%  Other 38% 17% 10% 13% 4% 2%	42% 0% -<\$50K 51% 16% 6% 12% 4% 1%	17% 13% 14% 55% 55%	\$100K+ 15% 6% 7% 16% 8% 5%	52% 0% White 30% 11% 8% 13% 6% 3%	39% 1% Ethnicity Afr Amer /Black 36% 15% 9% 17% 8% 3%	38% 0% Latino 36% 17% 6% 15% 4% 6%	47% 1%  Believe i  Yes 29% 12% 8% 12% 7% 3%	47% 0% in Sant No 32% 13% 7% 14% 4%

		Gen	ıder	r Age					Region	1	Childre	n in HH		Relig	ion			Income	,	Ethnicity			Believe in Santa	
		-			1				ricg.o.		Cimare							\$50K-	•		Afr Amer		Deneve	1
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/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 holid	ay sho	pping	?																					
		Gen	ıder		Ag	e			Regior	1	Children in HH		Religion				Income			Ethnicity			Believe in Santa	
																		\$50K-			Afr Amer			
	Total	M	F	18-34	35-49	50-64		NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/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	9%	6%	12%	6%	5%	13%	13%	7%	10%	11%	7%	10%	8%	11%	6%	12%	10%	11%	6%	10%	10%	5%	11%	8%
the year	370	076	12/0	070	3/0	13/0	13/0	7 /0	10%	11/0	7 70	1076	070	11/0	076	12/0	1076	11/6	076	1076	1076	3/6	11/0	676
I don't do holiday shopping	8%	9%	8%	6%	4%	7%	18%		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%
O40 This security was be said to see the	<u></u>				· • • • • • • •	l 'A - I					11		-1	Ale e le ell										
Q19. This year will you be making any dona	tions o		••	od or g			ole or	í –					during			ason?	ı	•	. 1		Fall of the		Dallana 1	
	-	Gen	iaer		Ag	e			Region	1	Childre	n in HH		Relig	ion		I	\$50K-	2		Ethnicity Afr Amer		Believe	in Santa
	Total	м	_	10 24	35-49	FO 64	CE.	NIVC	Cuba	Linet	Yes	No	Cath	lovida	Dret	Othor	-¢E0V		\$100K+	\A/bita	_	Latina	Vac	No
	LIOTAL	I IVI				50-64								Jewish	Prot	Other	<\$50K	•		White	/Black 60%	Latino 67%	<b>Yes</b> 74%	No
Vee		_	F											CC0/	700/	C00/	FC0/							
Yes	68%	69%	67%	57%	70%	70%	80%	67%	72%	67%	67%	68%	74%	66%	70%	60%	56%	70%	82%	70%		.,,		65%
No	68% 31%	69% 30%	67% 31%	57% 42%	70% 29%	70% 28%	80% 19%	67% 33%	72% 25%	67% 31%	67% 32%	68% 30%	74% 25%	32%	29%	39%	44%	29%	16%	29%	39%	32%	24%	34%
	68%	69%	67%	57%	70%	70%	80%	67%	72%	67%	67%	68%	74%									.,,		
No Don't know/Refused	68% 31% 1%	69% 30% 1%	67% 31% 2%	57% 42% 0%	70% 29% 1%	70% 28% 2%	80% 19% 1%	67% 33% 0%	72% 25% 2%	67% 31% 2%	67% 32% 1%	68% 30% 1%	74% 25%	32%	29%	39%	44%	29%	16%	29%	39%	32%	24%	34%
No	68% 31% 1%	69% 30% 1%	67% 31% 2% day se	57% 42% 0%	70% 29% 1% or organ	70% 28% 2% nization	80% 19% 1%	67% 33% 0% t help	72% 25% 2% people	67% 31% 2% e durin	67% 32% 1% g the ho	68% 30% 1% lidays?	74% 25%	32%	29%	39%	44%	29%	16%	29%	39% 2%	32%	24%	34%
No Don't know/Refused	68% 31% 1%	69% 30% 1% is holi	67% 31% 2% day se	57% 42% 0%	70% 29% 1%	70% 28% 2% nization	80% 19% 1%	67% 33% 0% t help	72% 25% 2%	67% 31% 2% e durin	67% 32% 1%	68% 30% 1% lidays?	74% 25%	32%	29%	39%	44%	29%	16%	29%	39%	32%	24%	34%
No Don't know/Refused	68% 31% 1%	69% 30% 1% is holi	67% 31% 2% day se	57% 42% 0% eason fo	70% 29% 1% or organ	70% 28% 2% nization e	80% 19% 1% ns tha	67% 33% 0% t help	72% 25% 2% people	67% 31% 2% e durin	67% 32% 1% g the ho	68% 30% 1% lidays?	74% 25%	32% 2% Relig	29%	39%	1%	29% 1% Income	16%	29%	39% 2% Ethnicity	32%	24%	34%
No Don't know/Refused	68% 31% 1% time th	69% 30% 1% sis holid Gen	67% 31% 2% day se	57% 42% 0% eason fo	70% 29% 1% or organ	70% 28% 2% nization e	80% 19% 1% ns tha	67% 33% 0% t help	72% 25% 2% people Region	67% 31% 2% e durin	67% 32% 1% g the ho Childre	68% 30% 1% lidays? n in HH	74% 25% 1%	32% 2% Relig	29% 1% sion	39%	1%	29% 1% Income \$50K-	16%	29%	39% 2% Ethnicity Afr Amer	32%	24% 2% Believe	34% 1% in Santa
No Don't know/Refused Q20. Do you plan to volunteer any of your t	68% 31% 1% time th	69% 30% 1% sis holid Gen	67% 31% 2% day sender	57% 42% 0% eason fo	70% 29% 1% or organ Ag 35-49	70% 28% 2% nization e	80% 19% 1% ns tha	67% 33% 0% t help NYC 35%	72% 25% 2% people Region	67% 31% 2% e durin	67% 32% 1% g the ho Childre	68% 30% 1% lidays? n in HH	74% 25% 1% Cath	32% 2% Relig	29% 1% sion Prot	39% 1% Other	44% 1% <\$50K	29% 1% Income \$50K- \$100K	16% 2% 2 \$100K+	29% 1% White	39% 2% Ethnicity Afr Amer /Black	32% 1% Latino	24% 2% Believe	34% 1% in Santa

Q=1. O. the following, dufing tills	time of the year	, whic	h gre	eting is	the on	you yo	oursel	f most	often	use, is	it														
		Ger	nder		Αį	ge			Regio	ı	Childre	n in HH		Relig	gion			Incom	9	Ethnicity			Believe in Santa		
																		\$50K-			Afr Amer				
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/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 Tr	ree in vour home	for t	he ho	lidav se	ason?																				
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		nder		Ag	e			Regio	ı	Childre	n in HH		Relig	zion			Incom	2		Ethnicity		Believe	in Santa	
_															,			\$50K-			Afr Amer				
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	
Yes	72%	75%	+	76%	82%	70%	56%	61%	76%	83%	84%	66%	88%	14%	77%	68%	65%	79%	79%	73%	64%	85%	84%	67%	
No	28%	25%	+	23%	18%	30%	44%		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%	
	0,0	0,0	0,0	170	070	0,0	0,0	170	070	0,0	0,0	0,0	070	070	070	0,0	070	1,0	0,0	0,70	0,0	1,0	2,0	0,0	
Q23. (If put up a Christmas Tree) D	Do you have a re	al tree	e or a	artific	ial tree	in you	hom	e?						I							I				
		Gender Age						Regio	า	Childre	n in HH	Religion				Incom	e		Ethnicity		Believe	in Santa			
																		\$50K-			Afr Amer				
	Total	М	F	18-34	35-49		65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/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) V	Which of the foll	owing	is on	top of	your tr	ee?																			
Q24. (If put up a Christmas Tree) \	Which of the follo	,	is on nder	top of	your tro				Regio	1	Childre	n in HH		Reli	gion			Incom	e		Ethnicity		Believe	in Santa	
Q24. (If put up a Christmas Tree) \	Which of the follo	,		top of	•				Regio	1 	Childre	n in HH		Relig	gion			Incom	e		Ethnicity Afr Amer		Believe	in Santa	
Q24. (If put up a Christmas Tree) \	Which of the follo	Gei	nder F		•	ge	65+		Subs		Childre Yes	n in HH No	Cath	Relig Jewish	gion Prot	Other	<\$50K		\$100K+	White		Latino	Believe Yes	in Santa No	
Q24. (If put up a Christmas Tree) V		<b>Gei M</b> 33%	nder F 31%		A	ge	<b>65+</b> 44%						<b>Cath</b> 36%			Other 21%	<\$50K	\$50K-		White	Afr Amer	Latino 26%			
Angel	Total	Gei	nder F 31%	18-34	A <sub>ξ</sub>	50-64	_	NYC	Subs	Upst	Yes	No		Jewish	Prot			\$50K- \$100K	\$100K+		Afr Amer /Black		Yes	No	
Angel Star	Total	<b>Gei M</b> 33%	nder F 31%	<b>18-34</b> 23%	<b>35-49</b>	<b>50-64</b> 38%	44%	NYC 22%	Subs	Upst	<b>Yes</b> 28%	<b>No</b> 35%	36%	Jewish	<b>Prot</b> 39%	21%	27%	\$50K- \$100K 30%	<b>\$100K+</b> 37%	36%	Afr Amer /Black 25%	26%	<b>Yes</b> 36%	No 29%	
Angel Star	Total 32% 47%	M 33% 47%	F 31% 48%	<b>18-34</b> 23% 52%	35-49 31% 53%	50-64 38% 37%	44% 43%	NYC 22% 60% 6% 6%	Subs 36% 41% 6% 6%	Upst 38% 40% 5% 8%	Yes 28% 50%	No 35% 46%	36% 46%	Jewish 23% 42%	Prot 39% 45% 8% 3%	21% 53%	27% 51%	\$50K- \$100K 30% 48%	\$100K+ 37% 45%	36% 43%	Afr Amer /Black 25% 58%	26% 52%	Yes 36% 45%	No 29% 49%	
Angel Star Bow Nothing	Total 32% 47% 6%	M 33% 47% 7%	F 31% 48% 5%	18-34 23% 52% 9%	35-49 31% 53% 4%	50-64 38% 37% 5%	44% 43% 2%	NYC 22% 60% 6%	Subs 36% 41% 6%	Upst 38% 40% 5%	Yes 28% 50% 8%	No 35% 46% 4%	36% 46% 5%	Jewish 23% 42% 0%	Prot 39% 45% 8%	21% 53% 5%	27% 51% 4%	\$50K- \$100K 30% 48% 9%	\$100K+ 37% 45% 5%	36% 43% 5%	Afr Amer /Black 25% 58% 4%	26% 52% 9%	Yes 36% 45% 7%	No 29% 49% 5%	
Angel Star Bow	Total 32% 47% 6% 7%	M 33% 47% 7% 6%	F 31% 48% 5% 8%	18-34 23% 52% 9% 8%	35-49 31% 53% 4% 5%	50-64 38% 37% 5% 10%	44% 43% 2% 4%	NYC 22% 60% 6% 6%	Subs 36% 41% 6% 6%	Upst 38% 40% 5% 8%	Yes 28% 50% 8% 7%	No 35% 46% 4% 7%	36% 46% 5% 5%	Jewish 23% 42% 0% 9%	Prot 39% 45% 8% 3%	21% 53% 5% 13%	27% 51% 4% 9%	\$50K- \$100K 30% 48% 9% 7%	\$100K+ 37% 45% 5% 4%	36% 43% 5% 8%	Afr Amer /Black 25% 58% 4% 6%	26% 52% 9% 4%	Yes 36% 45% 7% 5%	No 29% 49% 5% 8%	
Angel Star Bow Nothing Something Else Don't know/Refused	Total 32% 47% 6% 7% 7% 1%	M 33% 47% 7% 6% 6% 2%	F 31% 48% 5% 8%	18-34 23% 52% 9% 8% 8%	35-49 31% 53% 4% 5% 5%	50-64 38% 37% 5% 10% 9%	44% 43% 2% 4% 5%	NYC 22% 60% 6% 6% 5%	Subs 36% 41% 6% 6% 7%	Upst 38% 40% 5% 8% 9%	Yes 28% 50% 8% 7% 6%	No 35% 46% 4% 7% 8%	36% 46% 5% 5% 7%	Jewish 23% 42% 0% 9% 18%	Prot 39% 45% 8% 3% 5%	21% 53% 5% 13% 7%	27% 51% 4% 9% 9%	\$50K- \$100K 30% 48% 9% 7% 6%	\$100K+ 37% 45% 5% 4% 7%	36% 43% 5% 8% 7%	Afr Amer /Black 25% 58% 4% 6% 5%	26% 52% 9% 4% 10%	Yes 36% 45% 7% 5% 7%	No 29% 49% 5% 8% 7%	
Angel Star Bow Nothing Something Else	Total 32% 47% 6% 7% 7% 1%	M 33% 47% 6% 6% 2% not?	F 31% 48% 5% 8%	18-34 23% 52% 9% 8% 8%	35-49 31% 53% 4% 5% 5%	50-64 38% 37% 5% 10% 9% 1%	44% 43% 2% 4% 5%	NYC 22% 60% 6% 6% 1%	Subs 36% 41% 6% 6% 7%	Upst 38% 40% 5% 8% 9% 0%	Yes 28% 50% 8% 7% 6%	No 35% 46% 4% 7% 8% 1%	36% 46% 5% 5% 7%	Jewish 23% 42% 0% 9% 18%	Prot 39% 45% 8% 3% 5% 1%	21% 53% 5% 13% 7%	27% 51% 4% 9% 9%	\$50K- \$100K 30% 48% 9% 7% 6%	\$100K+ 37% 45% 5% 4% 7% 2%	36% 43% 5% 8% 7%	Afr Amer /Black 25% 58% 4% 6% 5%	26% 52% 9% 4% 10%	Yes 36% 45% 7% 5% 7%	No 29% 49% 5% 8% 7%	
Angel Star Bow Nothing Something Else Don't know/Refused	Total 32% 47% 6% 7% 7% 1%	M 33% 47% 7% 6% 6% 2% not? Gen	F 31% 48% 5% 8% 1%	18-34 23% 52% 9% 8% 8% 1%	Ag 35-49 31% 53% 4% 5% 5% 1%	50-64 38% 37% 5% 10% 9% 1%	44% 43% 2% 4% 5% 2%	NYC 22% 60% 6% 5% 1%	Subs 36% 41% 6% 6% 7% 4%	Upst 38% 40% 5% 8% 9% 0%	Yes 28% 50% 8% 7% 6% 1%	No 35% 46% 4% 7% 8% 1%	36% 46% 5% 5% 7% 0%	Jewish 23% 42% 0% 9% 18% 9%	Prot 39% 45% 8% 3% 5% 1% sion	21% 53% 5% 13% 7% 1%	27% 51% 4% 9% 9% 0%	\$50K- \$100K 30% 48% 9% 7% 6% 0%	\$100K+ 37% 45% 5% 4% 7% 2%	36% 43% 5% 8% 7% 1%	Afr Amer /Black 25% 58% 4% 6% 5% 1% Ethnicity Afr Amer	26% 52% 9% 4% 10% 0%	Yes 36% 45% 7% 5% 7%	No 29% 49% 5% 8% 7%	
Angel Star Bow Nothing Something Else Don't know/Refused  Q25. Would you say you believe in	Total 32% 47% 6% 7% 1% 1% n Santa Claus or	M 33% 47% 7% 6% 6% 2% not? Gei	F 31% 48% 5% 8% 1% 1%	18-34 23% 52% 9% 8% 8% 1%	Ag 35-49 31% 53% 4% 5% 5% 1% Ag 35-49	50-64 38% 37% 5% 10% 9% 1%	44% 43% 2% 4% 5% 2%	NYC 22% 60% 6% 5% 1%	Subs 36% 41% 6% 6% 7% 4% Region	Upst 38% 40% 5% 8% 9% 0% Upst	Yes 28% 50% 8% 7% 6% 1% Childre	No 35% 46% 4% 7% 8% 1%	36% 46% 5% 5% 7% 0%	Jewish 23% 42% 0% 9% 18% 9% Relig	Prot 39% 45% 8% 3% 5% 1% Prot	21% 53% 5% 13% 7% 1% Other	27% 51% 4% 9% 9% 0%	\$50K- \$100K 30% 48% 9% 7% 6% 0% Income \$50K- \$100K	\$100K+ 37% 45% 5% 4% 7% 2%	36% 43% 5% 8% 7% 1%	Afr Amer /Black 25% 58% 4% 6% 5% 1% Ethnicity Afr Amer /Black	26% 52% 9% 4% 10% 0%	Yes 36% 45% 7% 5% 7%	No 29% 49% 5% 8% 7%	
Angel Star Bow Nothing Something Else Don't know/Refused  Q25. Would you say you believe in	Total 32% 47% 6% 7% 1%  n Santa Claus or  Total 31%	M 33% 47% 7% 6% 6% 2% not? Gei	F   31%   48%   5%   8%   1%	18-34 23% 52% 9% 8% 1% 18-34	Ag 35-49 31% 53% 4% 5% 5% 1% Ag 35-49 29%	50-64 38% 37% 5% 10% 9% 1% ee 50-64 36%	44% 43% 2% 4% 5% 2% 65+ 33%	NYC 22% 60% 6% 5% 1% NYC 29%	Subs 36% 41% 6% 6% 7% 4% Region Subs 31%	Upst 38% 40% 5% 8% 9% 0% Upst 33%	Yes 28% 50% 8% 7% 6% 1% Childre Yes 34%	No 35% 46% 4% 7% 8% 1% n in HH No 30%	36% 46% 5% 5% 7% 0% ————————————————————————————————	Jewish 23% 42% 0% 9% 18% 9% Relig Jewish 11%	Prot 39% 45% 8% 3% 5% 1% Prot 30%	21% 53% 5% 13% 7% 1% Other 24%	27% 51% 4% 9% 9% 0%  <\$50K 32%	\$50K- \$100K 30% 48% 9% 7% 6% 0% Income \$50K- \$100K 30%	\$100K+ 37% 45% 5% 4% 7% 2% \$100K+ 31%	36% 43% 5% 8% 7% 1% White 30%	Afr Amer /Black 25% 58% 4% 6% 5% 1% Ethnicity Afr Amer /Black 27%	26% 52% 9% 4% 10% 0% Latino 35%	Yes 36% 45% 7% 5% 7%	No 29% 49% 5% 8% 7%	
Angel Star Bow Nothing Something Else Don't know/Refused  Q25. Would you say you believe in	Total 32% 47% 6% 7% 1% 1% n Santa Claus or	M 33% 47% 7% 6% 6% 2% not? Gei	F   31%   48%   5%   8%   1%	18-34 23% 52% 9% 8% 8% 1%	Ag 35-49 31% 53% 4% 5% 5% 1% Ag 35-49	50-64 38% 37% 5% 10% 9% 1%	44% 43% 2% 4% 5% 2%	NYC 22% 60% 6% 5% 1%	Subs 36% 41% 6% 6% 7% 4% Region	Upst 38% 40% 5% 8% 9% 0% Upst	Yes 28% 50% 8% 7% 6% 1% Childre	No 35% 46% 4% 7% 8% 1%	36% 46% 5% 5% 7% 0%	Jewish 23% 42% 0% 9% 18% 9% Relig	Prot 39% 45% 8% 3% 5% 1% Prot	21% 53% 5% 13% 7% 1% Other	27% 51% 4% 9% 9% 0%	\$50K- \$100K 30% 48% 9% 7% 6% 0% Income \$50K- \$100K	\$100K+ 37% 45% 5% 4% 7% 2%	36% 43% 5% 8% 7% 1%	Afr Amer /Black 25% 58% 4% 6% 5% 1% Ethnicity Afr Amer /Black	26% 52% 9% 4% 10% 0%	Yes 36% 45% 7% 5% 7%	No 29% 49% 5% 8% 7%	

Q26. Which of the following comes closest	to your	view	:																					
	Gender				Ag	e			Regio	n	Childre	n in HH		Relig	ion			Income	e	Ethnicity			Believe in Santa	
																		\$50K-			Afr Amer			
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/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?									•	-		-			•	-	-	•	•	•		
		Ger	nder		Ag	e			Regio	n	Childre	n in HH		Relig	ion			Income	9		Ethnicity		Believe i	n Santa
																		\$50K-			Afr Amer			
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/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 N	ew Yea	ır's Ev	e?							•	•						-	-	•	-		-		
		Ger	nder		Ag	e			Regio	n	Childre	n in HH		Relig	ion			Income	9		Ethnicity		Believe i	n Santa
																		\$50K-			Afr Amer			
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/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%

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

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