

Siena College Research Institute
November 19-22, 2019
802 New York State Residents
MOE +/- 3.6%

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	34%	36%	33%	42%	39%	28%	25%	34%	35%	35%	41%	31%	40%	19%	33%	34%	29%	39%	37%	33%	25%	47%	44%	30%
Somewhat excited	37%	36%	38%	37%	38%	38%	35%	33%	41%	40%	40%	36%	36%	54%	37%	35%	37%	36%	42%	41%	31%	37%	36%	37%
Not very excited	18%	18%	18%	14%	15%	19%	25%	19%	17%	17%	12%	21%	15%	16%	19%	19%	21%	15%	14%	17%	26%	12%	11%	21%
Not at all excited	10%	10%	10%	6%	8%	14%	13%	13%	8%	8%	7%	11%	8%	11%	10%	11%	12%	9%	6%	8%	18%	3%	8%	12%
Don't know/Refused	1%	1%	0%	0%	0%	1%	2%	0%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	0%	1%	1%	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	17%	21%	13%	24%	23%	11%	8%	16%	22%	15%	24%	13%	17%	23%	17%	17%	14%	22%	16%	15%	14%	26%	25%	13%
Less money	26%	22%	30%	32%	27%	24%	18%	27%	22%	28%	25%	26%	26%	17%	31%	24%	36%	21%	20%	22%	30%	33%	24%	27%
About the same	54%	56%	52%	42%	49%	60%	71%	53%	54%	55%	48%	58%	56%	58%	47%	56%	45%	55%	63%	59%	47%	41%	50%	56%
Don't know/Refused	3%	1%	4%	2%	2%	6%	3%	4%	1%	3%	3%	3%	1%	3%	5%	2%	5%	2%	1%	3%	9%	0%	1%	4%

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	32%	37%	26%	42%	38%	24%	14%	33%	33%	28%	40%	27%	32%	31%	30%	32%	24%	37%	37%	28%	29%	42%	38%	28%
Worse off	20%	19%	21%	24%	18%	21%	15%	21%	14%	22%	20%	20%	20%	9%	18%	24%	26%	20%	12%	21%	18%	21%	17%	21%
About the same	47%	43%	51%	31%	43%	54%	71%	43%	52%	49%	39%	52%	47%	60%	50%	42%	48%	43%	50%	50%	51%	34%	44%	49%
Don't know/Refused	1%	1%	2%	4%	1%	1%	0%	3%	1%	1%	1%	2%	0%	0%	2%	2%	2%	1%	1%	1%	1%	3%	1%	1%

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	30%	23%	37%	40%	19%	28%	34%	36%	23%	29%	20%	37%	24%	34%	32%	34%	49%	25%	11%	26%	37%	31%	22%	34%
\$300-\$399	13%	13%	13%	13%	14%	13%	11%	13%	11%	13%	13%	13%	11%	10%	15%	14%	17%	11%	8%	12%	14%	17%	12%	13%
\$400-\$499	9%	12%	7%	10%	10%	9%	8%	9%	10%	9%	9%	10%	11%	8%	8%	8%	9%	11%	9%	9%	9%	10%	10%	9%
\$500-\$599	11%	11%	12%	12%	16%	10%	6%	13%	11%	10%	15%	9%	10%	15%	12%	12%	10%	11%	15%	11%	11%	15%	11%	11%
\$600-\$699	5%	4%	6%	6%	3%	6%	2%	4%	5%	6%	7%	4%	6%	3%	4%	5%	5%	5%	4%	6%	3%	1%	6%	4%
\$700-\$799	5%	7%	3%	4%	7%	4%	3%	3%	7%	5%	7%	4%	4%	4%	3%	7%	2%	9%	5%	5%	3%	7%	6%	4%
\$800-\$899	2%	3%	2%	2%	3%	2%	3%	2%	2%	3%	3%	2%	2%	0%	4%	2%	1%	3%	4%	3%	2%	2%	3%	3%
\$900-\$999	3%	5%	2%	3%	5%	1%	2%	5%	0%	3%	5%	2%	2%	6%	3%	4%	2%	4%	4%	3%	4%	3%	4%	3%
\$1,000 or more	21%	23%	19%	9%	23%	26%	30%	15%	32%	21%	21%	21%	30%	20%	19%	15%	6%	20%	40%	27%	18%	14%	27%	19%

** The results of this question are based only on those that answered with an amount (N=745). Margin of error for this question: +/-3.7%

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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	18%	14%	22%	7%	9%	20%	49%	16%	12%	24%	8%	24%	20%	20%	24%	10%	25%	15%	7%	21%	20%	10%	19%	18%
More than none but less than 25%	15%	14%	16%	18%	13%	14%	16%	15%	13%	15%	14%	16%	14%	18%	14%	17%	16%	15%	14%	15%	11%	18%	13%	16%
25% to just under 50%	24%	24%	23%	34%	25%	20%	9%	24%	24%	22%	31%	20%	25%	19%	24%	25%	28%	23%	21%	21%	30%	30%	27%	22%
50% to just under 75%	21%	26%	17%	22%	27%	23%	11%	20%	25%	21%	28%	18%	22%	20%	17%	24%	15%	24%	30%	22%	19%	25%	22%	21%
75% to 100%	19%	19%	19%	19%	23%	20%	11%	20%	24%	14%	19%	19%	18%	22%	19%	21%	13%	20%	27%	20%	17%	15%	18%	20%
Don't know/Refused	3%	2%	3%	1%	3%	4%	4%	4%	1%	3%	0%	4%	2%	1%	2%	4%	3%	2%	2%	2%	2%	2%	1%	3%

Q18. 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	63%	63%	63%	56%	63%	64%	75%	60%	71%	63%	64%	63%	70%	71%	59%	58%	48%	65%	81%	67%	56%	61%	69%	61%
No	25%	26%	24%	31%	24%	24%	18%	26%	15%	29%	24%	25%	21%	19%	24%	30%	36%	23%	12%	24%	26%	26%	21%	27%
Don't know/Refused	12%	11%	13%	14%	13%	12%	7%	14%	15%	8%	12%	12%	8%	10%	17%	12%	16%	11%	7%	9%	18%	13%	10%	11%

Q19. 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	32%	37%	28%	37%	32%	28%	27%	33%	35%	29%	37%	29%	33%	34%	33%	30%	28%	31%	39%	30%	33%	36%	42%	28%
No	56%	56%	55%	46%	55%	62%	67%	55%	52%	58%	53%	58%	57%	59%	53%	56%	56%	55%	54%	60%	52%	46%	46%	61%
Don't know/Refused	12%	7%	17%	17%	12%	10%	6%	11%	13%	13%	11%	13%	10%	7%	14%	14%	16%	14%	6%	10%	15%	18%	12%	11%

Q20. Of the following, during this time of the year, which greeting is the one you yourself most often use, is it... [CHOICES ROTATED]																								
	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	51%	50%	53%	47%	49%	52%	62%	37%	58%	64%	52%	51%	68%	8%	64%	35%	49%	54%	53%	60%	33%	53%	61%	47%
Happy Holidays	38%	39%	37%	42%	44%	39%	23%	48%	35%	29%	39%	38%	25%	72%	30%	51%	39%	36%	42%	33%	47%	38%	31%	42%
Seasons' Greetings	6%	7%	6%	7%	4%	6%	7%	8%	6%	4%	5%	7%	5%	6%	3%	9%	6%	7%	4%	4%	14%	8%	6%	6%
Other	2%	2%	2%	1%	1%	1%	3%	1%	2%	3%	1%	2%	1%	5%	1%	2%	3%	1%	1%	2%	2%	1%	1%	2%
Don't know/Refused	3%	3%	3%	2%	2%	2%	5%	6%	0%	1%	2%	3%	1%	9%	2%	3%	3%	2%	0%	2%	4%	0%	1%	3%

Q21. 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%	74%	71%	76%	77%	73%	63%	58%	82%	83%	81%	68%	89%	25%	75%	67%	69%	75%	80%	78%	60%	81%	87%	67%
No	26%	25%	27%	23%	21%	25%	37%	38%	18%	16%	17%	31%	11%	72%	23%	31%	29%	24%	20%	21%	38%	17%	12%	32%
Refused	2%	1%	2%	1%	1%	2%	0%	4%	0%	0%	2%	1%	0%	3%	2%	1%	2%	2%	0%	1%	2%	2%	1%	1%

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Q22. (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	34%	40%	28%	36%	40%	31%	23%	39%	34%	29%	40%	30%	35%	41%	33%	32%	21%	35%	48%	35%	31%	33%	41%	30%
Artificial tree	65%	59%	72%	64%	59%	68%	77%	60%	66%	70%	59%	69%	65%	59%	65%	66%	79%	65%	51%	65%	67%	67%	59%	69%
Refused	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	2%	0%	0%	1%

Q23. Would you say you believe in Santa Claus or not?																								
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity				
	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		
Believe	30%	30%	30%	28%	29%	33%	30%	28%	38%	28%	35%	27%	41%	14%	32%	22%	29%	29%	32%	30%	23%	34%		
Do not believe	66%	66%	67%	68%	69%	64%	67%	67%	58%	70%	62%	69%	56%	83%	64%	76%	67%	68%	66%	67%	71%	62%		
Don't know/Refused	4%	3%	4%	4%	2%	4%	3%	5%	4%	2%	3%	4%	4%	3%	5%	2%	4%	3%	2%	3%	6%	4%		

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Nature of the Sample	
New York State Residents	
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Religion	
Catholic	33%
Jewish	7%
Protestant	26%
Other	32%
Age	
18 to 34	30%
35 to 49	26%
50 to 64	24%
65 and older	17%
Children in Household	
Yes	36%
No	63%
Income	
Less than \$50,000	36%
\$50,000 - \$100,000	31%
\$100,000 or more	26%
Gender	
Male	48%
Female	52%
Ethnicity	
White	59%
African American/Black	14%
Latino	16%