

Siena College Research Institute  
November 4-10, 2020  
803 New York State Residents  
MOE +/- 4.4%

Q1. 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			Party		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	Dem	Rep	Ind/Other	Yes	No
Very excited	17%	17%	18%	22%	22%	11%	13%	18%	16%	17%	26%	12%	16%	30%	20%	14%	15%	17%	21%	16%	12%	28%	18%	23%	9%	21%	16%
Somewhat excited	42%	42%	43%	48%	41%	42%	36%	36%	50%	44%	48%	39%	50%	30%	41%	42%	36%	46%	48%	44%	34%	43%	43%	39%	51%	46%	41%
Not very excited	23%	22%	23%	21%	16%	31%	27%	24%	24%	20%	13%	29%	22%	18%	21%	24%	21%	24%	22%	24%	26%	18%	24%	17%	27%	20%	23%
Not at all excited	15%	17%	13%	7%	18%	16%	24%	19%	8%	15%	11%	18%	12%	18%	16%	19%	27%	10%	7%	13%	26%	11%	14%	15%	14%	11%	17%
Don't know/Refused	3%	1%	2%	2%	3%	1%	1%	3%	1%	3%	3%	1%	0%	4%	2%	2%	1%	2%	2%	2%	2%	0%	1%	5%	0%	2%	2%
Q2. Compared to last year at this time, would you say you are more excited for the upcoming holiday season, less excited than you were last year or about the same?																											
	Gender		Age				Region			Children in HH		Religion				Income			Ethnicity			Party		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	Dem	Rep	Ind/Other	Yes	No
More excited	16%	15%	17%	17%	16%	16%	12%	18%	10%	18%	19%	14%	13%	21%	19%	17%	17%	16%	18%	15%	13%	19%	18%	15%	11%	19%	15%
Less excited	41%	35%	47%	32%	42%	47%	49%	43%	47%	36%	36%	45%	51%	33%	43%	36%	36%	41%	41%	41%	49%	35%	48%	40%	38%	39%	42%
About the same	41%	48%	36%	50%	42%	36%	38%	37%	42%	46%	44%	40%	36%	45%	38%	46%	45%	43%	40%	43%	37%	43%	33%	43%	51%	39%	43%
Don't know/Refused	1%	2%	0%	1%	0%	1%	0%	2%	1%	0%	0%	1%	0%	1%	0%	2%	2%	0%	0%	0%	1%	2%	0%	2%	1%	2%	0%
Q3. 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			Party		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	Dem	Rep	Ind/Other	Yes	No
More money	10%	13%	8%	19%	9%	6%	3%	13%	2%	11%	17%	6%	9%	13%	9%	13%	9%	14%	10%	9%	12%	16%	12%	7%	10%	14%	9%
Less money	38%	32%	44%	37%	45%	42%	31%	39%	41%	36%	37%	40%	38%	17%	45%	43%	49%	41%	29%	32%	50%	46%	44%	33%	36%	40%	38%
About the same	48%	51%	46%	41%	43%	51%	61%	42%	55%	50%	43%	51%	51%	62%	42%	42%	40%	41%	60%	56%	32%	37%	43%	56%	53%	42%	50%
Don't know/Refused	4%	4%	2%	3%	4%	1%	5%	6%	2%	3%	3%	3%	1%	8%	3%	2%	2%	3%	1%	2%	7%	1%	1%	4%	1%	3%	3%
Q4. 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			Party		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	Dem	Rep	Ind/Other	Yes	No
Better off	24%	32%	16%	32%	25%	20%	13%	26%	23%	21%	33%	18%	22%	33%	27%	23%	19%	24%	33%	23%	25%	33%	21%	32%	27%	22%	25%
Worse off	22%	21%	23%	18%	25%	29%	13%	23%	21%	21%	21%	23%	23%	11%	25%	23%	38%	22%	9%	20%	21%	21%	20%	15%	25%	26%	21%
About the same	53%	47%	60%	50%	50%	50%	72%	49%	56%	56%	45%	58%	54%	53%	47%	54%	42%	54%	57%	57%	54%	44%	58%	53%	48%	53%	54%
Don't know/Refused	1%	1%	1%	0%	0%	1%	2%	2%	0%	1%	1%	1%	0%	3%	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%

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Q5. 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			Party			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	Dem	Rep	Ind/Other	Yes	No
\$0-\$299	32%	35%	28%	41%	24%	28%	25%	41%	24%	26%	26%	35%	17%	41%	33%	40%	44%	26%	19%	26%	47%	27%	29%	23%	33%	15%	37%
\$300-\$399	12%	10%	14%	8%	16%	10%	11%	8%	19%	11%	9%	13%	12%	17%	14%	10%	13%	14%	12%	13%	6%	7%	15%	12%	9%	9%	13%
\$400-\$499	5%	5%	5%	1%	6%	7%	11%	4%	5%	6%	5%	5%	5%	2%	6%	5%	5%	5%	5%	7%	4%	2%	5%	6%	5%	4%	5%
\$500-\$599	11%	10%	11%	12%	11%	10%	10%	13%	8%	10%	13%	10%	12%	10%	11%	11%	11%	10%	13%	10%	10%	18%	12%	7%	13%	10%	12%
\$600-\$699	3%	3%	3%	4%	3%	4%	1%	2%	3%	4%	3%	3%	3%	0%	1%	5%	2%	3%	3%	3%	2%	6%	2%	5%	3%	8%	1%
\$700-\$799	2%	1%	2%	0%	1%	3%	2%	2%	2%	1%	1%	2%	3%	3%	0%	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%
\$800-\$899	2%	2%	2%	4%	0%	1%	4%	2%	1%	3%	1%	2%	2%	1%	3%	2%	0%	4%	1%	2%	0%	4%	0%	1%	4%	1%	
\$900-\$999	2%	2%	2%	1%	2%	6%	3%	1%	2%	3%	2%	3%	4%	1%	1%	3%	2%	2%	3%	2%	1%	4%	1%	5%	2%	4%	2%
\$1,000 or more	32%	32%	32%	30%	38%	33%	32%	27%	35%	36%	39%	28%	43%	24%	31%	24%	20%	34%	43%	35%	29%	29%	30%	41%	33%	45%	27%
** The results of this question are based only on those that answered with an amount (N=641). Margin of error for this question: +/-5.0%																											
Q6. What percentage of your holiday shopping do you plan to conduct online this year?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
None	22%	21%	22%	16%	13%	24%	36%	25%	10%	25%	16%	26%	20%	34%	27%	17%	40%	13%	8%	25%	24%	11%	19%	24%	15%	19%	23%
More than none but less than 25%	9%	10%	8%	6%	10%	6%	11%	10%	7%	8%	6%	10%	9%	6%	8%	9%	9%	9%	5%	9%	6%	6%	6%	11%	9%	11%	8%
25% to just under 50%	9%	7%	10%	7%	8%	10%	11%	8%	8%	10%	11%	7%	9%	5%	11%	7%	10%	11%	7%	7%	10%	11%	10%	9%	8%	10%	8%
50% to just under 75%	19%	21%	17%	25%	19%	16%	15%	17%	23%	18%	18%	19%	19%	15%	13%	23%	13%	21%	26%	19%	21%	19%	16%	22%	23%	21%	18%
75% to 100%	38%	36%	41%	44%	46%	41%	23%	36%	48%	34%	44%	35%	41%	34%	39%	39%	22%	43%	54%	37%	31%	52%	47%	29%	44%	34%	40%
Don't know/Refused	4%	5%	2%	2%	3%	4%	5%	4%	4%	5%	5%	3%	2%	7%	2%	5%	5%	3%	0%	3%	7%	1%	3%	4%	1%	4%	4%
Q7. 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			Party			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	Dem	Rep	Ind/Other	Yes	No
Yes	66%	62%	71%	62%	67%	68%	74%	55%	73%	75%	67%	67%	78%	68%	65%	57%	54%	74%	76%	74%	55%	59%	68%	73%	64%	74%	64%
No	26%	31%	22%	28%	29%	27%	20%	34%	22%	19%	27%	26%	19%	23%	29%	32%	40%	18%	19%	19%	34%	35%	23%	23%	31%	23%	27%
Don't know/Refused	8%	7%	6%	10%	4%	5%	6%	11%	5%	5%	7%	7%	3%	10%	6%	11%	6%	8%	5%	7%	10%	6%	9%	5%	5%	3%	8%
Q8. 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			Party			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	Dem	Rep	Ind/Other	Yes	No
Yes	23%	21%	25%	22%	21%	29%	15%	23%	25%	23%	25%	22%	21%	31%	27%	19%	19%	23%	25%	23%	33%	11%	21%	24%	23%	26%	22%
No	72%	73%	72%	73%	79%	64%	83%	72%	72%	71%	71%	74%	76%	66%	72%	73%	79%	71%	70%	72%	63%	87%	73%	72%	75%	71%	73%
Don't know/Refused	5%	6%	3%	5%	1%	7%	1%	5%	3%	5%	4%	5%	3%	4%	1%	8%	2%	6%	5%	5%	4%	2%	6%	4%	2%	3%	4%

Q9. Thinking specifically about the Thanksgiving holiday and the Coronavirus Pandemic, would you say that due to the virus your Thanksgiving plans will be very different this year, only somewhat different or that despite the Coronavirus, your Thanksgiving will be pretty much the same as before?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
Very different	41%	43%	39%	39%	30%	46%	52%	47%	38%	35%	45%	46%	34%	46%	37%	38%	45%	39%	37%	53%	45%	51%	27%	36%	41%	40%	
Somewhat different	23%	21%	26%	22%	24%	22%	22%	18%	24%	29%	20%	26%	23%	15%	20%	27%	19%	20%	30%	24%	22%	23%	23%	28%	23%	24%	
Pretty much the same	35%	35%	36%	38%	46%	31%	25%	34%	37%	35%	44%	29%	30%	52%	34%	36%	43%	35%	31%	39%	25%	32%	26%	49%	35%	35%	
Don't know/Refused	1%	1%	0%	1%	0%	0%	1%	2%	2%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	
Q10. Will you be gathering in person with friends and/or family that do not live with you for Thanksgiving, or not?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
Gathering with friends and/or family that do not live with you	41%	40%	41%	36%	48%	41%	43%	35%	43%	46%	44%	39%	43%	49%	46%	38%	45%	47%	48%	33%	36%	36%	55%	42%	51%	38%	
Not gathering with friends and/or family	52%	52%	53%	58%	47%	52%	47%	57%	50%	47%	49%	55%	49%	47%	47%	59%	50%	45%	46%	61%	54%	56%	42%	53%	41%	56%	
Don't know/Refused	7%	7%	6%	6%	5%	7%	9%	8%	7%	7%	7%	6%	8%	4%	7%	3%	5%	8%	6%	5%	10%	7%	3%	5%	8%	6%	
Q11. Will you be traveling to visit family and/or friends for Thanksgiving, or not?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
Traveling	14%	16%	12%	17%	10%	16%	11%	15%	13%	13%	14%	14%	10%	33%	14%	12%	14%	17%	11%	16%	12%	15%	9%	17%	18%	16%	14%
Not traveling	82%	81%	86%	81%	88%	83%	84%	81%	84%	83%	83%	84%	88%	66%	84%	84%	85%	81%	87%	82%	85%	82%	90%	80%	78%	81%	83%
Don't know/Refused	4%	4%	2%	3%	2%	1%	5%	4%	4%	4%	3%	2%	2%	1%	2%	3%	1%	2%	2%	2%	3%	2%	1%	3%	4%	3%	3%
Q12. Will you be connecting up with family and/or friends on Thanksgiving via Zoom or a similar web-based application?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
Yes	40%	38%	43%	41%	41%	42%	36%	37%	52%	37%	36%	42%	42%	37%	41%	38%	29%	46%	49%	39%	46%	37%	48%	26%	38%	40%	41%
No	55%	57%	53%	55%	56%	54%	54%	58%	42%	59%	61%	52%	54%	58%	56%	55%	67%	51%	45%	57%	52%	55%	48%	67%	60%	56%	54%
Don't know/Refused	5%	5%	4%	4%	3%	4%	9%	5%	6%	5%	3%	6%	4%	4%	4%	4%	3%	6%	4%	4%	3%	8%	5%	6%	2%	4%	5%
Q13. Do you plan to go shopping for holiday gifts at a physical store either on Black Friday or on Small Business Saturday?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
Yes	23%	28%	20%	32%	25%	21%	11%	27%	18%	22%	32%	18%	17%	40%	20%	27%	27%	27%	21%	19%	30%	29%	25%	22%	17%	28%	22%
No	73%	69%	76%	66%	72%	73%	88%	69%	79%	73%	64%	79%	80%	59%	77%	68%	70%	72%	74%	77%	69%	66%	73%	74%	79%	69%	74%
Don't know/Refused	4%	3%	4%	2%	3%	6%	2%	4%	4%	4%	4%	3%	2%	3%	5%	3%	2%	4%	4%	1%	4%	3%	3%	4%	3%	3%	
Q14. Do you plan to purchase holiday gifts on Cyber Monday this year?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
Yes	47%	50%	45%	65%	54%	43%	18%	48%	56%	39%	56%	42%	48%	49%	41%	51%	36%	46%	67%	42%	46%	68%	49%	40%	55%	48%	48%
No	43%	39%	46%	26%	39%	46%	67%	40%	34%	51%	37%	47%	44%	44%	52%	37%	55%	44%	26%	48%	48%	21%	42%	53%	34%	44%	43%
Don't know/Refused	10%	11%	9%	8%	7%	11%	15%	11%	10%	10%	6%	11%	8%	7%	7%	12%	10%	10%	7%	10%	7%	10%	9%	7%	11%	9%	10%

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Q15. Now turning to the rest of the holiday season, Will you attend any holiday parties this year or are you not attending any holiday parties this year?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
Attending	14%	17%	12%	19%	16%	12%	8%	14%	17%	13%	19%	12%	11%	31%	13%	15%	13%	11%	21%	18%	7%	10%	11%	21%	16%	15%	15%
Not attending	80%	79%	82%	76%	80%	80%	86%	80%	78%	79%	75%	83%	82%	62%	84%	80%	82%	84%	72%	76%	89%	85%	84%	73%	79%	77%	81%
Don't know/Refused	6%	4%	7%	4%	4%	7%	5%	6%	5%	7%	6%	5%	8%	7%	4%	4%	5%	5%	7%	6%	4%	5%	6%	4%	9%	4%	
Q16. Do you plan on hosting any holiday gatherings this year or not?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
Yes	19%	19%	19%	17%	27%	20%	14%	14%	23%	23%	24%	17%	24%	24%	16%	17%	9%	21%	30%	22%	11%	21%	16%	27%	22%	23%	18%
No	78%	78%	78%	81%	72%	77%	82%	83%	74%	74%	74%	81%	73%	70%	83%	82%	89%	78%	68%	75%	86%	79%	83%	68%	76%	74%	80%
Don't know/Refused	3%	3%	2%	2%	1%	4%	3%	3%	3%	3%	2%	3%	3%	6%	1%	1%	1%	1%	2%	3%	2%	0%	1%	5%	2%	3%	2%
[Q17-Q21 ROTATED] Q17. Which of the following types of holiday gatherings would you be comfortable attending? A work party with over 25 people																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
Yes	16%	22%	11%	21%	19%	15%	5%	16%	15%	16%	22%	13%	14%	30%	15%	14%	14%	15%	18%	17%	7%	20%	8%	26%	17%	20%	15%
No	81%	75%	88%	77%	78%	82%	93%	81%	81%	80%	76%	85%	85%	66%	85%	83%	81%	84%	82%	81%	91%	76%	89%	73%	82%	78%	84%
Don't know/Refused	3%	3%	2%	2%	2%	2%	2%	3%	4%	3%	2%	2%	1%	4%	1%	3%	5%	1%	0%	2%	2%	4%	3%	2%	1%	2%	2%
Q18. Which of the following types of holiday gatherings would you be comfortable attending? A party at a friend's home where over the course of the evening over 50 people drop in																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
Yes	10%	14%	7%	13%	14%	8%	5%	10%	9%	10%	15%	7%	10%	24%	8%	8%	8%	12%	10%	12%	7%	7%	7%	21%	8%	12%	10%
No	88%	84%	93%	87%	85%	91%	95%	87%	89%	89%	85%	92%	90%	73%	92%	91%	91%	87%	90%	87%	93%	92%	93%	78%	92%	87%	90%
Don't know/Refused	2%	2%	0%	0%	0%	1%	1%	2%	2%	1%	0%	1%	0%	3%	0%	1%	0%	0%	1%	0%	0%	1%	2%	0%	0%	1%	1%
Q19. Which of the following types of holiday gatherings would you be comfortable attending? An outdoor event at which people celebrate the holiday																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
Yes	47%	53%	42%	55%	52%	50%	26%	47%	50%	45%	53%	44%	47%	66%	40%	48%	39%	46%	63%	53%	35%	48%	45%	48%	56%	51%	47%
No	47%	40%	55%	37%	44%	46%	70%	46%	43%	50%	44%	50%	49%	28%	56%	45%	56%	47%	35%	44%	60%	42%	49%	50%	36%	45%	49%
Don't know/Refused	6%	7%	3%	7%	3%	3%	5%	6%	7%	5%	3%	6%	4%	5%	4%	7%	4%	7%	3%	3%	4%	10%	6%	1%	8%	4%	5%
Q20. Which of the following types of holiday gatherings would you be comfortable attending? A small holiday party in a home that includes no more than 10 people																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
Yes	64%	66%	63%	82%	65%	60%	54%	61%	67%	66%	72%	61%	68%	61%	62%	66%	60%	67%	74%	65%	62%	71%	62%	70%	67%	69%	64%
No	33%	31%	35%	17%	31%	39%	46%	35%	31%	32%	26%	38%	31%	35%	37%	33%	39%	33%	24%	33%	37%	27%	37%	29%	31%	35%	
Don't know/Refused	3%	2%	1%	0%	4%	1%	1%	4%	1%	2%	2%	1%	1%	4%	1%	1%	0%	3%	2%	1%	2%	2%	1%	3%	0%	2%	

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Q21. Which of the following types of holiday gatherings would you be comfortable attending? A gathering at a restaurant or banquet facility at which everyone is seated for the entire event																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		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	Dem	Rep	Ind/Other	Yes	No
Yes	26%	31%	22%	40%	21%	25%	13%	26%	25%	27%	33%	22%	26%	39%	25%	22%	22%	26%	30%	27%	20%	35%	24%	30%	22%	31%	25%
No	71%	67%	76%	58%	77%	73%	84%	70%	72%	71%	67%	75%	73%	55%	72%	77%	76%	73%	67%	71%	78%	62%	74%	68%	75%	68%	73%
Don't know/Refused	3%	2%	1%	2%	1%	2%	3%	4%	4%	2%	1%	3%	1%	6%	3%	1%	2%	1%	2%	2%	2%	3%	2%	2%	3%	1%	2%
Q22. Which of the following two statements is closer to how you feel? [CHOICES ROTATED]																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		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	Dem	Rep	Ind/Other	Yes	No
No matter how hard we will try, the Coronavirus will take the joy out of the holidays this year	27%	29%	26%	30%	26%	20%	37%	36%	25%	18%	26%	29%	23%	19%	24%	36%	37%	24%	19%	20%	35%	38%	30%	29%	22%	24%	29%
The holidays cannot be ruined by the virus, they will be different this year, but spirit of the season will triumph over the pandemic	68%	67%	70%	67%	70%	77%	60%	58%	71%	77%	71%	67%	75%	76%	69%	61%	60%	71%	79%	77%	60%	60%	67%	67%	74%	75%	66%
Don't know/Refused	5%	4%	4%	3%	4%	3%	3%	6%	4%	5%	3%	4%	2%	5%	6%	3%	3%	5%	1%	3%	5%	2%	3%	4%	4%	1%	5%
Q23. Do you think that the worst of the coronavirus is over, or do you think the worst of the coronavirus pandemic is still to come?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		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	Dem	Rep	Ind/Other	Yes	No
Worst is over	32%	35%	29%	36%	37%	28%	20%	38%	31%	25%	34%	31%	32%	55%	29%	28%	26%	33%	35%	34%	22%	31%	19%	43%	39%	31%	33%
Worst is still to come	54%	54%	56%	54%	46%	59%	68%	51%	56%	58%	52%	57%	57%	31%	54%	62%	61%	56%	54%	53%	66%	58%	70%	42%	47%	59%	54%
Don't know/Refused	14%	10%	15%	10%	17%	13%	12%	11%	13%	17%	13%	12%	12%	14%	17%	10%	12%	11%	12%	13%	13%	11%	11%	15%	14%	10%	14%
Q24. And what comes closer to your view: [CHOICES ROTATED]																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		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	Dem	Rep	Ind/Other	Yes	No
The government's priority should be to contain the spread of the coronavirus, even if it hurts the economy	63%	62%	65%	64%	58%	64%	71%	60%	59%	67%	59%	66%	61%	46%	70%	67%	62%	65%	69%	60%	83%	60%	81%	30%	67%	61%	64%
The government's priority should be to restart the economy, even if it increases the risk to public health	28%	30%	25%	29%	32%	28%	17%	30%	32%	22%	31%	26%	31%	49%	22%	22%	28%	25%	28%	30%	13%	34%	15%	55%	29%	28%	27%
Don't know/Refused	10%	8%	10%	7%	9%	8%	12%	9%	9%	11%	10%	8%	7%	5%	8%	11%	10%	9%	4%	10%	4%	6%	4%	15%	4%	10%	9%
Q25. Do you put up a Christmas Tree in your home for the holiday season?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party		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	Dem	Rep	Ind/Other	Yes	No
Yes	67%	65%	71%	62%	76%	71%	63%	51%	74%	82%	72%	66%	86%	12%	80%	59%	56%	74%	75%	72%	59%	80%	67%	73%	74%	85%	62%
No	31%	34%	29%	38%	24%	28%	36%	47%	25%	16%	28%	34%	14%	88%	19%	40%	44%	25%	25%	28%	40%	20%	33%	26%	26%	15%	37%
Refused	1%	0%	0%	0%	0%	0%	1%	2%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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Q26. (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			Party			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	Dem	Rep	Ind/Other	Yes	No
Real tree	33%	37%	30%	25%	40%	38%	25%	34%	36%	31%	35%	32%	33%	81%	30%	30%	21%	32%	42%	35%	22%	38%	28%	40%	36%	35%	32%
Artificial tree	65%	62%	68%	75%	58%	61%	74%	66%	64%	66%	64%	66%	67%	19%	66%	69%	78%	66%	58%	65%	72%	62%	70%	59%	63%	65%	66%
Refused	1%	1%	2%	0%	2%	1%	1%	0%	0%	3%	1%	2%	0%	0%	4%	1%	2%	2%	0%	0%	5%	0%	2%	0%	1%	0%	2%
Q27. Would you say you believe in Santa Claus or not?																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party				
	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	Dem	Rep	Ind/Other		
Believe	26%	24%	28%	17%	22%	35%	39%	21%	23%	33%	24%	27%	37%	10%	26%	21%	28%	30%	22%	30%	18%	33%	27%	29%	21%		
Do not believe	72%	74%	71%	81%	77%	64%	60%	75%	75%	66%	74%	71%	62%	88%	72%	78%	70%	69%	77%	69%	81%	65%	72%	70%	79%		
Don't know/Refused	3%	2%	1%	2%		0%	2%	4%	2%	2%	2%	1%	1%	2%	3%	1%	2%	1%	1%	1%	0%	2%	1%	2%	1%		
Q28. How hopeful are you that 2021 will be a better year than 2020 has been? Are you...																											
	Gender			Age				Region			Children in HH		Religion				Income			Ethnicity			Party			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	Dem	Rep	Ind/Other	Yes	No
Very hopeful	56%	55%	57%	51%	57%	60%	59%	60%	46%	56%	60%	54%	57%	58%	63%	50%	53%	51%	66%	57%	56%	61%	58%	55%	50%	65%	53%
Somewhat hopeful	29%	28%	30%	30%	28%	28%	29%	28%	37%	24%	27%	30%	28%	27%	29%	32%	29%	32%	27%	29%	29%	24%	31%	23%	36%	21%	32%
Not very hopeful	7%	9%	6%	9%	11%	4%	6%	5%	8%	10%	7%	8%	10%	5%	4%	8%	10%	8%	4%	7%	6%	9%	6%	5%	10%	9%	7%
Not at all hopeful	5%	6%	4%	7%	3%	6%	3%	3%	5%	7%	4%	6%	3%	6%	2%	7%	7%	4%	2%	6%	2%	6%	1%	15%	3%	2%	6%
Don't know/Refused	3%	2%	2%	3%	1%	1%	4%	3%	4%	4%	2%	2%	2%	3%	1%	2%	0%	4%	0%	2%	7%	1%	3%	2%	0%	3%	2%

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<b>Nature of the Sample</b>	
<b>New York State Residents</b>	
<b>Region</b>	
NYC	43%
Suburbs	21%
Upstate	36%
<b>Religion</b>	
Catholic	31%
Jewish	9%
Protestant	22%
Other	34%
<b>Age</b>	
18 to 34	28%
35 to 49	25%
50 to 64	23%
65 and older	16%
<b>Children in Household</b>	
Yes	38%
No	60%
<b>Income</b>	
Less than \$50,000	25%
\$50,000 - \$100,000	29%
\$100,000 or more	29%
<b>Gender</b>	
Male	47%
Female	51%
<b>Ethnicity</b>	
White	57%
African American/Black	13%
Latino	15%
<b>Party (Among Registered Voters)</b>	
Democrat	45%
Republican	22%
Independent/Other	25%