

Siena College Research Institute
November 8-16, 2021
795 New York State Residents
MOE +/- 3.8%

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			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
Very excited	25%	28%	23%	31%	30%	20%	14%	31%	20%	22%	35%	20%	29%	25%	24%	21%	18%	27%	32%	28%	21%	26%	28%	28%	23%
Somewhat excited	41%	40%	41%	52%	37%	39%	32%	42%	44%	38%	44%	38%	38%	37%	42%	43%	39%	44%	40%	39%	47%	42%	42%	39%	43%
Not very excited	19%	16%	22%	12%	19%	20%	30%	14%	24%	22%	13%	23%	20%	25%	15%	20%	22%	17%	18%	20%	15%	17%	18%	16%	21%
Not at all excited	14%	16%	13%	4%	13%	21%	24%	13%	12%	18%	9%	18%	12%	13%	17%	15%	19%	12%	10%	13%	16%	14%	11%	16%	12%
Don't know/Refused	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	2%	1%	0%	0%

Q14. 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		
	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
More excited	32%	35%	29%	44%	34%	26%	18%	40%	26%	26%	44%	25%	32%	42%	32%	31%	21%	32%	45%	34%	29%	29%	39%	31%	26%
Less excited	24%	19%	27%	21%	27%	21%	23%	21%	23%	28%	24%	24%	26%	14%	25%	21%	29%	20%	20%	23%	27%	26%	20%	28%	23%
About the same	44%	45%	43%	35%	39%	53%	58%	39%	51%	45%	33%	51%	42%	44%	43%	48%	49%	47%	35%	43%	46%	41%	40%	51%	41%
Don't know/Refused	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Q15. 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		
	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
More money	17%	21%	12%	25%	21%	11%	7%	22%	11%	13%	25%	12%	19%	15%	17%	15%	12%	17%	24%	18%	13%	9%	21%	17%	13%
Less money	37%	32%	42%	35%	38%	40%	33%	37%	34%	39%	38%	37%	36%	17%	33%	40%	48%	37%	24%	34%	46%	44%	34%	37%	45%
About the same	43%	45%	42%	36%	39%	48%	55%	38%	49%	45%	37%	47%	43%	68%	38%	41%	36%	43%	50%	46%	37%	43%	42%	45%	41%
Don't know/Refused	3%	2%	4%	4%	2%	2%	5%	3%	6%	2%	0%	4%	1%	0%	5%	4%	4%	3%	1%	2%	4%	4%	4%	2%	1%

Q16. 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		
	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
Better off	26%	36%	17%	35%	32%	16%	18%	31%	25%	21%	33%	23%	26%	25%	24%	28%	17%	25%	40%	28%	22%	23%	31%	28%	24%
Worse off	30%	27%	33%	28%	31%	31%	33%	27%	30%	34%	28%	31%	31%	20%	36%	29%	39%	36%	14%	30%	29%	29%	21%	38%	36%
About the same	42%	36%	49%	36%	36%	52%	48%	41%	43%	44%	39%	45%	42%	54%	40%	42%	43%	39%	45%	41%	49%	47%	47%	34%	39%
Don't know/Refused	1%	1%	1%	1%	1%	0%	1%	1%	2%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%

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Q17. 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			
	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	
\$0-\$299	32%	28%	34%	32%	26%	34%	40%	34%	26%	31%	19%	38%	21%	42%	35%	38%	54%	23%	13%	26%	43%	29%	29%	23%	30%	
\$300-\$399	11%	10%	12%	13%	11%	9%	10%	9%	14%	11%	10%	11%	9%	12%	11%	13%	10%	15%	8%	11%	12%	12%	11%	6%	15%	
\$400-\$499	9%	7%	11%	11%	8%	6%	11%	8%	8%	11%	8%	10%	11%	7%	6%	10%	11%	10%	6%	8%	7%	12%	9%	11%	8%	
\$500-\$599	13%	14%	12%	16%	12%	12%	10%	13%	16%	12%	14%	13%	15%	6%	12%	13%	10%	15%	14%	13%	13%	14%	16%	16%	12%	
\$600-\$699	6%	5%	8%	9%	6%	4%	3%	6%	7%	6%	9%	5%	7%	2%	7%	6%	3%	8%	8%	6%	6%	7%	7%	4%	6%	
\$700-\$799	4%	5%	4%	3%	5%	6%	2%	5%	3%	4%	6%	3%	4%	0%	7%	4%	2%	8%	2%	5%	3%	3%	3%	8%	4%	
\$800-\$899	3%	6%	2%	2%	6%	4%	2%	4%	1%	4%	5%	3%	4%	2%	3%	4%	2%	5%	4%	5%	1%	2%	3%	5%	5%	
\$900-\$999	3%	4%	2%	3%	3%	2%	2%	4%	1%	3%	5%	2%	4%	3%	2%	2%	1%	2%	6%	4%	2%	1%	4%	3%	2%	
\$1,000 or more	18%	22%	15%	10%	23%	23%	19%	17%	22%	17%	24%	15%	25%	25%	18%	11%	7%	13%	38%	20%	15%	20%	18%	24%	17%	

** The results of this question are based only on those that answered with an amount (N=702). Margin of error for this question: +/-4.0%

Q18. What percentage of your holiday shopping do you plan to conduct online this year?																										
	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	
None	15%	15%	14%	3%	5%	23%	35%	16%	11%	16%	7%	19%	14%	17%	20%	11%	22%	9%	7%	14%	20%	10%	13%	15%	12%	
More than none but less than 25%	13%	12%	15%	18%	14%	8%	13%	14%	11%	14%	13%	14%	10%	17%	12%	17%	20%	14%	6%	13%	17%	13%	12%	12%	13%	
25% to just under 50%	19%	21%	17%	20%	22%	20%	11%	21%	16%	18%	19%	19%	26%	12%	15%	16%	16%	19%	22%	19%	20%	18%	17%	19%	20%	
50% to just under 75%	22%	24%	21%	20%	31%	22%	14%	20%	25%	23%	33%	16%	23%	22%	23%	21%	11%	27%	31%	23%	16%	26%	24%	23%		
75% to 100%	25%	25%	26%	37%	23%	21%	17%	26%	30%	22%	23%	26%	24%	22%	20%	29%	20%	26%	32%	24%	20%	30%	26%	27%	29%	
Don't know/Refused	6%	4%	7%	3%	6%	7%	9%	4%	7%	7%	4%	7%	3%	10%	9%	5%	10%	4%	2%	6%	8%	3%	6%	3%	4%	

Which of the following types of stores will you go to in person as part of your holiday shopping? [Q19A-Q19D ROTATED]

Q19A. Local independent retailers																										
	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	
Yes	68%	67%	70%	61%	72%	77%	66%	69%	58%	73%	76%	64%	71%	78%	66%	67%	65%	70%	72%	75%	69%	58%	71%	72%	62%	
No	31%	32%	30%	37%	28%	23%	33%	29%	42%	26%	23%	35%	28%	22%	34%	33%	35%	30%	27%	25%	31%	42%	29%	27%	37%	
Don't know/Refused	1%	1%	0%	2%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	0%	2%	1%	0%	1%	0%	1%	2%	

Q19B. Small- to medium-sized chain stores																										
	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	
Yes	70%	67%	73%	72%	72%	71%	62%	69%	65%	74%	78%	66%	77%	66%	73%	64%	67%	75%	69%	73%	70%	72%	74%	69%	67%	
No	29%	31%	26%	26%	27%	28%	37%	30%	33%	25%	21%	33%	22%	32%	26%	35%	32%	25%	29%	26%	30%	28%	25%	30%	31%	
Don't know/Refused	1%	1%	1%	1%	0%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	2%	

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Q19C. Big box retailers																									
	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
Yes	59%	63%	57%	67%	71%	53%	41%	55%	60%	64%	71%	53%	63%	52%	59%	59%	52%	67%	62%	62%	54%	60%	57%	66%	62%
No	39%	36%	42%	32%	28%	47%	57%	43%	38%	35%	27%	46%	35%	48%	41%	41%	47%	33%	36%	37%	45%	38%	42%	34%	36%
Don't know/Refused	2%	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	2%	1%	0%	2%

Q19D. Local service businesses such as salons or gyms																									
	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
Yes	36%	42%	32%	41%	42%	34%	23%	43%	24%	35%	46%	31%	39%	29%	36%	36%	26%	41%	44%	38%	36%	32%	40%	40%	33%
No	63%	57%	68%	58%	56%	66%	76%	57%	73%	64%	53%	68%	59%	71%	64%	63%	74%	58%	55%	62%	62%	65%	59%	59%	66%
Don't know/Refused	1%	2%	0%	1%	1%	0%	1%	0%	3%	1%	1%	1%	1%	0%	0%	1%	0%	1%	0%	0%	2%	3%	1%	0%	1%

Which if any of the following have you or will you be doing for your holiday shopping this season: [Q20A-Q20D ROTATED]

Q20A. Buying gift cards for some on your holiday list																									
	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
Yes	64%	69%	62%	67%	72%	62%	54%	60%	66%	69%	71%	62%	74%	48%	62%	63%	55%	70%	75%	69%	54%	67%	66%	70%	66%
No	34%	31%	38%	33%	27%	38%	45%	39%	33%	30%	29%	38%	25%	52%	37%	37%	45%	30%	25%	31%	46%	33%	34%	29%	33%
Don't know/Refused	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%

Q20B. Buying experience gifts such as concert or sporting event tickets or spa gift certificates																									
	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
Yes	28%	31%	25%	39%	39%	18%	11%	38%	17%	23%	42%	20%	30%	29%	27%	28%	20%	31%	38%	29%	29%	28%	35%	27%	21%
No	70%	68%	73%	61%	60%	79%	88%	61%	80%	76%	57%	78%	68%	71%	71%	71%	79%	68%	61%	69%	71%	70%	64%	70%	78%
Don't know/Refused	2%	1%	1%	0%	1%	3%	2%	2%	3%	1%	1%	2%	2%	0%	2%	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%

Q20C. Using curbside pickup when available																									
	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
Yes	32%	39%	27%	42%	46%	21%	13%	41%	23%	28%	49%	23%	33%	31%	32%	32%	27%	35%	39%	30%	39%	30%	38%	29%	31%
No	67%	61%	73%	58%	54%	79%	86%	59%	75%	71%	51%	76%	66%	69%	67%	68%	72%	65%	61%	70%	61%	70%	61%	71%	68%
Don't know/Refused	1%	0%	0%	1%	0%	0%	1%	0%	2%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%

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Q20D. Using promo codes or coupons																										
	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	
Yes	68%	65%	71%	75%	76%	65%	50%	70%	69%	65%	77%	63%	71%	67%	65%	67%	58%	74%	76%	68%	68%	70%	70%	70%	70%	70%
No	31%	34%	28%	24%	24%	35%	48%	29%	29%	34%	22%	36%	28%	31%	34%	31%	41%	25%	24%	31%	32%	30%	30%	30%	28%	
Don't know/Refused	1%	1%	1%	1%	0%	0%	2%	1%	2%	1%	0%	1%	0%	2%	1%	1%	1%	1%	0%	1%	0%	0%	0%	0%	2%	

Q21. (If using curbside pickup) Will you continue to use curbside pickup after the holidays are over?																										
	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	
Yes	82%	79%	86%	82%	85%	73%	78%	86%	77%	76%	80%	84%	82%	80%	86%	80%	76%	87%	82%	80%	88%	81%	81%	84%	80%	
No	17%	20%	13%	16%	14%	27%	22%	13%	19%	23%	18%	16%	17%	20%	14%	19%	22%	13%	17%	18%	12%	19%	19%	16%	18%	
Don't know/Refused	1%	1%	1%	1%	1%	0%	0%	1%	3%	1%	2%	0%	1%	0%	0%	1%	2%	0%	1%	2%	0%	0%	1%	0%	2%	

Q22. How much have you seen, read or heard about supply chain disruptions?																										
	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	
A lot	46%	53%	39%	27%	43%	58%	62%	38%	51%	51%	43%	48%	52%	57%	45%	39%	33%	45%	59%	56%	23%	39%	43%	62%	48%	
Some	28%	26%	31%	36%	31%	24%	20%	30%	25%	28%	32%	27%	28%	21%	22%	35%	32%	32%	23%	29%	33%	18%	29%	28%	23%	
Not very much	13%	11%	16%	23%	14%	6%	6%	16%	13%	11%	17%	11%	12%	8%	18%	13%	18%	13%	11%	9%	21%	21%	16%	4%	15%	
Nothing at all	12%	9%	13%	14%	12%	12%	10%	15%	10%	9%	9%	13%	8%	14%	15%	13%	17%	10%	7%	7%	22%	21%	12%	6%	14%	
Don't know/Refused	1%	0%	0%	0%	0%	0%	2%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	

(If seen, read or heard 'not very much' or more about supply chain disruptions) Considering the delays and shortages for products caused by supply chain disruptions, which if any of the following have you or will you do this holiday season? [Q23A-Q23F ROTATED]

Q23A. Shopping earlier than usual																										
	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	
Already done this	28%	26%	30%	27%	34%	29%	21%	27%	26%	31%	37%	23%	29%	26%	29%	28%	23%	30%	32%	34%	13%	23%	23%	38%	32%	
Plan to do this	42%	42%	42%	55%	37%	36%	36%	44%	41%	39%	41%	42%	43%	29%	45%	41%	40%	45%	44%	36%	59%	49%	47%	34%	36%	
Will not do this	30%	32%	28%	18%	29%	35%	42%	29%	33%	30%	22%	35%	28%	45%	25%	31%	37%	25%	24%	30%	28%	27%	30%	28%	32%	
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

Q23B. Spending more than planned																										
	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	
Already done this	11%	13%	9%	19%	11%	6%	6%	16%	8%	8%	17%	7%	12%	3%	8%	13%	10%	10%	16%	11%	7%	18%	14%	13%	8%	
Plan to do this	20%	22%	19%	25%	22%	19%	15%	21%	22%	19%	26%	17%	23%	29%	31%	12%	21%	20%	22%	20%	21%	20%	22%	15%	25%	
Will not do this	67%	62%	71%	55%	66%	73%	75%	61%	69%	72%	55%	74%	63%	65%	59%	74%	68%	68%	60%	67%	71%	60%	63%	69%	64%	
Don't know/Refused	2%	2%	1%	1%	1%	3%	4%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	1%	2%	2%	1%	2%	3%	2%		

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Q23C. Spending less than planned																										
	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	
Already done this	15%	15%	15%	14%	19%	11%	16%	16%	10%	16%	19%	12%	12%	12%	19%	16%	16%	15%	14%	16%	13%	11%	15%	12%	17%	
Plan to do this	41%	40%	42%	50%	42%	37%	29%	43%	40%	40%	44%	39%	42%	18%	45%	43%	49%	47%	27%	36%	52%	57%	41%	44%	38%	
Will not do this	42%	44%	41%	36%	39%	49%	50%	39%	48%	42%	35%	46%	44%	69%	33%	40%	34%	36%	56%	47%	34%	29%	41%	42%	44%	
Don't know/Refused	2%	2%	2%	0%	1%	3%	5%	2%	1%	2%	1%	2%	1%	2%	3%	2%	1%	2%	3%	2%	1%	4%	2%	2%	1%	

Q23D. Shopping more in person than usual, that is not buying as much online																										
	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	
Already done this	15%	13%	17%	18%	19%	10%	11%	16%	7%	19%	20%	12%	14%	7%	19%	15%	15%	17%	11%	17%	13%	9%	14%	15%	18%	
Plan to do this	37%	37%	37%	40%	35%	40%	34%	39%	37%	34%	43%	33%	44%	36%	33%	34%	42%	35%	37%	37%	37%	48%	39%	39%	32%	
Will not do this	47%	49%	45%	42%	45%	48%	53%	43%	56%	46%	35%	54%	41%	57%	46%	51%	43%	46%	51%	46%	48%	42%	46%	44%	50%	
Don't know/Refused	1%	1%	1%	0%	1%	2%	1%	1%	0%	2%	1%	1%	2%	1%	2%	0%	1%	1%	1%	1%	3%	0%	1%	2%	0%	

Q23E. (If buying gift cards this holiday season) Buying more gift cards than usual																										
	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	
Already done this	12%	12%	11%	13%	15%	10%	8%	16%	8%	9%	15%	10%	10%	0%	15%	14%	15%	11%	11%	13%	13%	12%	12%	15%	6%	
Plan to do this	49%	47%	51%	49%	49%	50%	50%	49%	48%	50%	51%	47%	50%	41%	56%	45%	58%	52%	41%	48%	53%	52%	51%	46%	49%	
Will not do this	39%	40%	38%	37%	36%	40%	42%	35%	44%	41%	34%	43%	40%	59%	29%	42%	27%	37%	48%	40%	34%	36%	36%	39%	46%	
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

Q23F. (If buying experience gifts this holiday season) Buying more experience gifts such as concert or sporting event tickets or spa gift certificates than usual																										
	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	
Already done this	24%	28%	20%	26%	27%	14%	18%	28%	9%	22%	30%	15%	24%	11%	17%	30%	24%	22%	26%	31%	14%	10%	22%	30%	31%	
Plan to do this	44%	46%	43%	50%	39%	50%	25%	44%	62%	37%	45%	44%	36%	54%	59%	44%	41%	42%	49%	43%	49%	52%	52%	33%	49%	
Will not do this	32%	26%	38%	25%	34%	36%	58%	27%	29%	41%	25%	41%	40%	35%	24%	26%	34%	36%	25%	27%	37%	39%	27%	37%	20%	
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

As I mention some things that many say are part of this season, for each, tell me whether you more looking forward to it or dreading it. [Q24A-Q24I ROTATED]

Q24A. Spending time with family																										
	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	
Looking forward to it	74%	74%	74%	69%	69%	80%	75%	75%	71%	73%	73%	74%	78%	80%	74%	68%	69%	74%	77%	74%	72%	75%	72%	82%	77%	
Dreading it	7%	6%	8%	9%	9%	4%	5%	8%	6%	7%	8%	7%	6%	2%	10%	8%	6%	9%	6%	5%	9%	11%	8%	4%	7%	
Vol: Both	9%	9%	9%	14%	12%	4%	5%	8%	9%	10%	13%	7%	10%	4%	9%	9%	10%	9%	9%	10%	9%	5%	11%	7%	7%	
Vol: Neither	6%	7%	5%	6%	7%	5%	6%	5%	7%	6%	6%	6%	4%	9%	6%	7%	9%	5%	5%	6%	8%	7%	6%	4%	6%	
Vol: Will not do this	4%	4%	4%	1%	3%	6%	8%	3%	6%	4%	1%	6%	2%	5%	1%	7%	5%	4%	2%	4%	2%	3%	3%	3%	3%	
Don't know/Refused	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	

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Q24B. Decorating the house																										
	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	
Looking forward to it	53%	51%	56%	55%	58%	58%	41%	57%	51%	52%	58%	51%	60%	29%	50%	54%	50%	54%	58%	52%	55%	64%	55%	56%	54%	
Dreading it	17%	20%	14%	17%	15%	13%	22%	16%	14%	19%	16%	18%	16%	21%	21%	14%	13%	20%	17%	17%	21%	14%	17%	20%	17%	
Vol: Both	8%	9%	7%	10%	11%	3%	4%	8%	6%	9%	11%	5%	10%	6%	6%	7%	9%	7%	8%	7%	9%	7%	11%	4%	5%	
Vol: Neither	9%	9%	8%	10%	5%	9%	12%	8%	13%	8%	7%	10%	6%	14%	9%	11%	9%	9%	8%	10%	4%	5%	6%	8%	12%	
Vol: Will not do this	13%	11%	15%	8%	11%	16%	21%	12%	16%	12%	7%	17%	8%	30%	14%	14%	19%	10%	9%	14%	11%	11%	11%	12%	12%	
Don't know/Refused	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Q24C. Cooking for the holidays																										
	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	
Looking forward to it	54%	53%	56%	55%	55%	61%	43%	58%	46%	55%	60%	52%	54%	62%	56%	53%	50%	56%	56%	54%	49%	63%	53%	59%	56%	
Dreading it	17%	19%	16%	18%	19%	14%	17%	16%	19%	17%	18%	17%	21%	10%	15%	17%	13%	18%	22%	16%	21%	19%	19%	19%	15%	
Vol: Both	9%	9%	9%	11%	13%	5%	6%	8%	13%	7%	15%	5%	10%	5%	11%	7%	9%	10%	10%	9%	11%	5%	11%	4%	8%	
Vol: Neither	8%	8%	8%	9%	5%	8%	9%	8%	6%	9%	4%	10%	6%	7%	7%	10%	11%	8%	4%	8%	11%	7%	7%	8%	9%	
Vol: Will not do this	11%	11%	11%	6%	8%	11%	24%	8%	14%	12%	4%	15%	8%	15%	11%	13%	16%	8%	7%	13%	8%	6%	10%	9%	11%	
Don't know/Refused	1%	1%	0%	0%	1%	1%	1%	1%	2%	1%	0%	1%	1%	2%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	1%	
Q24D. Eating and eating some more																										
	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	
Looking forward to it	58%	60%	56%	74%	53%	50%	49%	62%	57%	53%	63%	55%	57%	51%	57%	60%	54%	58%	62%	56%	61%	62%	59%	60%	59%	
Dreading it	15%	14%	15%	11%	15%	17%	17%	15%	15%	14%	11%	17%	17%	20%	16%	11%	8%	17%	18%	15%	11%	17%	15%	14%	15%	
Vol: Both	11%	9%	13%	9%	18%	9%	9%	8%	10%	15%	16%	8%	13%	7%	12%	11%	16%	8%	10%	12%	9%	10%	12%	12%	9%	
Vol: Neither	9%	9%	9%	5%	8%	11%	14%	7%	10%	10%	6%	10%	7%	11%	8%	10%	10%	10%	6%	10%	9%	4%	7%	9%	11%	
Vol: Will not do this	7%	7%	7%	1%	6%	13%	10%	7%	7%	7%	4%	9%	6%	11%	7%	7%	11%	6%	3%	6%	10%	6%	6%	6%	6%	
Don't know/Refused	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	
Q24E. Going to holiday parties																										
	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	
Looking forward to it	42%	45%	39%	53%	39%	42%	30%	43%	39%	42%	45%	40%	44%	57%	37%	40%	32%	45%	51%	43%	29%	42%	43%	52%	42%	
Dreading it	21%	21%	21%	16%	22%	22%	21%	21%	20%	21%	20%	21%	21%	16%	24%	19%	20%	18%	24%	18%	28%	25%	21%	18%	20%	
Vol: Both	9%	10%	9%	14%	12%	4%	7%	9%	10%	9%	13%	7%	13%	4%	10%	7%	9%	10%	11%	10%	11%	7%	11%	9%	9%	
Vol: Neither	8%	8%	8%	7%	6%	9%	10%	9%	10%	6%	7%	9%	6%	8%	11%	8%	9%	10%	4%	9%	11%	5%	7%	8%	9%	
Vol: Will not do this	20%	16%	23%	10%	20%	23%	31%	17%	20%	22%	15%	22%	15%	14%	19%	25%	31%	17%	10%	20%	20%	21%	18%	14%	21%	
Don't know/Refused	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

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Q24F. Spending money on holiday gifts																										
	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	
Looking forward to it	35%	38%	33%	30%	34%	40%	37%	39%	31%	33%	38%	33%	34%	36%	39%	33%	28%	31%	47%	37%	31%	33%	35%	39%	36%	
Dreading it	35%	36%	36%	40%	38%	31%	30%	33%	40%	35%	36%	35%	38%	34%	33%	36%	36%	40%	30%	34%	37%	44%	36%	35%	36%	
Vol: Both	12%	10%	13%	17%	15%	6%	9%	11%	9%	14%	15%	10%	14%	3%	13%	11%	15%	11%	10%	12%	13%	11%	13%	11%	8%	
Vol: Neither	12%	12%	12%	11%	8%	16%	15%	10%	14%	13%	8%	14%	10%	22%	11%	12%	12%	14%	10%	13%	10%	5%	11%	13%	15%	
Vol: Will not do this	5%	4%	6%	3%	4%	6%	8%	7%	5%	4%	2%	7%	3%	4%	4%	8%	9%	3%	2%	4%	9%	5%	5%	3%	4%	
Don't know/Refused	1%	1%	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	
Q24G. Attending concerts, pageants, or ceremonies																										
	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	
Looking forward to it	26%	32%	22%	30%	31%	19%	24%	29%	22%	25%	33%	23%	29%	20%	27%	24%	19%	28%	33%	31%	21%	18%	27%	33%	25%	
Dreading it	23%	25%	22%	18%	25%	30%	21%	22%	23%	25%	23%	24%	27%	23%	23%	20%	19%	23%	30%	20%	24%	29%	26%	26%	17%	
Vol: Both	6%	7%	6%	11%	7%	3%	4%	8%	5%	5%	11%	4%	9%	4%	6%	5%	6%	6%	8%	5%	9%	6%	5%	7%	7%	
Vol: Neither	9%	8%	9%	10%	5%	11%	9%	7%	12%	9%	8%	9%	7%	8%	9%	10%	11%	8%	9%	8%	12%	7%	9%	6%	11%	
Vol: Will not do this	34%	27%	41%	31%	33%	37%	42%	33%	38%	35%	25%	40%	27%	42%	34%	41%	46%	36%	20%	35%	33%	40%	32%	29%	39%	
Don't know/Refused	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	2%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	1%	
Q24H. Eating fruit cake																										
	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	
Looking forward to it	23%	30%	17%	22%	25%	22%	26%	27%	15%	23%	28%	20%	23%	15%	24%	25%	22%	18%	29%	23%	26%	18%	26%	19%	20%	
Dreading it	30%	32%	27%	26%	29%	34%	26%	26%	35%	31%	28%	31%	35%	28%	27%	25%	25%	28%	36%	31%	22%	32%	28%	38%	30%	
Vol: Both	3%	4%	3%	6%	4%	0%	2%	5%	1%	2%	7%	1%	4%	2%	2%	4%	2%	4%	4%	3%	2%	3%	5%	1%	2%	
Vol: Neither	9%	9%	8%	12%	7%	6%	9%	10%	9%	8%	6%	10%	9%	7%	14%	6%	11%	9%	6%	6%	17%	5%	7%	6%	11%	
Vol: Will not do this	35%	24%	44%	34%	36%	36%	37%	31%	40%	36%	30%	37%	29%	46%	32%	41%	39%	41%	25%	36%	33%	42%	33%	34%	36%	
Don't know/Refused	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%	2%	1%	0%	0%	0%	1%	1%	0%	0%	0%	2%	1%	
Q24I. Wrapping gifts																										
	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	
Looking forward to it	47%	44%	50%	51%	52%	47%	34%	48%	39%	50%	56%	42%	51%	41%	43%	47%	44%	48%	50%	48%	47%	55%	47%	49%	50%	
Dreading it	25%	29%	22%	23%	25%	25%	28%	23%	29%	26%	22%	28%	25%	21%	27%	25%	22%	24%	30%	25%	24%	22%	26%	30%	22%	
Vol: Both	8%	9%	8%	15%	11%	3%	3%	9%	7%	9%	13%	6%	10%	2%	10%	7%	7%	11%	9%	8%	8%	5%	11%	4%	7%	
Vol: Neither	9%	9%	9%	4%	6%	13%	17%	7%	15%	8%	4%	12%	6%	14%	10%	10%	12%	10%	6%	11%	9%	4%	7%	10%	11%	
Vol: Will not do this	10%	9%	11%	7%	7%	11%	16%	13%	9%	6%	5%	12%	7%	22%	10%	10%	16%	6%	6%	8%	12%	12%	9%	7%	10%	
Don't know/Refused	1%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	

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MOE +/- 3.8%

Q25. 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	34%	33%	34%	26%	38%	36%	35%	35%	33%	33%	41%	30%	47%	16%	38%	23%	30%	32%	39%	38%	22%	27%	35%	41%	29%
Do not believe	65%	66%	65%	73%	62%	63%	64%	64%	65%	66%	59%	69%	53%	80%	62%	76%	70%	67%	61%	62%	78%	71%	65%	57%	70%
Don't know/Refused	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	4%	0%	1%	0%	0%	0%	0%	0%	2%	0%	1%	0%

Q26. Would you say you believe Cryptocurrencies like Bitcoin are legitimate currency 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	44%	51%	38%	61%	51%	34%	20%	52%	37%	38%	58%	37%	43%	39%	42%	49%	41%	46%	51%	42%	53%	45%	47%	41%	45%
Do not believe	50%	43%	55%	38%	46%	59%	63%	41%	57%	55%	40%	55%	50%	53%	51%	47%	54%	49%	43%	52%	43%	48%	46%	51%	50%
Don't know/Refused	7%	5%	7%	1%	3%	7%	17%	6%	6%	7%	2%	8%	7%	8%	8%	4%	5%	5%	6%	6%	5%	7%	7%	9%	5%

Q27. How hopeful are you that 2022 will be a better year than 2021 has been? Are you...																									
	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
Very hopeful	43%	43%	44%	42%	46%	44%	38%	52%	35%	38%	54%	38%	43%	47%	53%	38%	38%	43%	52%	43%	54%	44%	54%	41%	28%
Somewhat hopeful	33%	33%	34%	42%	29%	29%	35%	32%	33%	36%	25%	38%	28%	40%	26%	42%	37%	36%	28%	33%	31%	30%	33%	30%	38%
Not very hopeful	12%	11%	12%	9%	13%	14%	14%	9%	17%	12%	11%	12%	17%	6%	13%	9%	12%	13%	10%	13%	11%	10%	9%	14%	17%
Not at all hopeful	9%	11%	7%	6%	8%	11%	11%	4%	12%	13%	8%	9%	9%	6%	8%	10%	9%	7%	8%	9%	2%	14%	3%	14%	13%
Don't know/Refused	2%	1%	3%	1%	4%	1%	2%	3%	3%	2%	1%	2%	3%	1%	1%	2%	4%	2%	1%	2%	2%	2%	1%	1%	3%

Siena College Research Institute
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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	21%
Other	38%
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	33%
\$50,000 - \$100,000	33%
\$100,000 or more	28%
Gender	
Male	47%
Female	52%
Ethnicity	
White	59%
African American/Black	14%
Latino	16%
Party (Among Registered Voters)	
Democrat	48%
Republican	23%
Independent/Other	26%