



SIENA RESEARCH INSTITUTE

SIENA COLLEGE, LOUDONVILLE, NY

www.siena.edu/scri

Siena College Holiday Poll Trends – November 2022

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?

DATE	VERY EXCITED	SOMEWHAT EXCITED	NOT VERY EXCITED	NOT AT ALL EXCITED	DON'T KNOW
2022	34	39	15	10	2
2021	25	41	19	14	1
2020	17	42	23	15	3
2019	34	37	18	10	1
2018	26	40	21	13	1
2017	33	34	17	15	2
2016	26	36	19	18	2
2014	23	35	23	18	0
2013	28	44	14	13	1
2012	26	41	18	15	0
2011	22	45	20	12	1
2010	24	45	18	13	0
2009	22	42	19	17	0
2008	24	39	25	12	1

Compared to last year (past years), do you plan to spend more money on holiday gifts, less money or about the same?

DATE	MORE MONEY	LESS MONEY	ABOUT THE SAME	DON'T KNOW
2022	22	35	39	2
2021	17	37	43	3
2020	10	38	48	4
2019	17	26	54	3
2018	15	33	50	1
2017	9	28	61	2
2016	9	31	57	2
2014	7	32	59	1
2013	10	29	57	4
2012	13	33	53	2
2011	7	34	55	3
2010	4	37	57	2
2009	4	48	45	3
2008	5	53	41	1
2007	8	35	54	2

Compared to last holiday season, would you say that you are better off, worse off or about the same regarding your personal finances?

DATE	BETTER OFF	WORSE OFF	ABOUT THE SAME	DON'T KNOW
2022	25	35	37	2
2021	26	30	42	1
2020	24	22	53	1
2019	32	20	47	1
2018	30	22	47	1
2017	29	19	51	0
2016	25	21	52	1

Siena College Holiday Poll Trends – November 2022

Page 2

What is the total amount of money you plan to spend on gifts this holiday season?

DATE	\$0-\$299	\$300-\$399	\$400-\$499	\$500-\$599	\$600-\$699	\$700-\$799	\$800-\$899	\$900-\$999	\$1000+
2022	24	10	10	9	4	5	5	5	19
2021	32	11	9	13	6	4	3	3	18
2020	32	12	5	11	3	2	2	2	32
2019	30	13	9	11	5	5	2	3	21
2018	32	13	8	14	5	3	2	3	19
2017	29	12	9	13	3	3	2	2	26
2016	31	11	9	13	4	2	4	3	24
2014	31	11	11	11	5	4	2	3	23
2013	28	12	8	13	5	2	3	3	25
2012	23	10	10	14	4	3	3	3	29
2011	27	14	9	13	3	4	3	2	26
2010	26	13	14	11	4	2	4	3	23
2009	30	13	11	11	4	3	2	3	23
2008	28	11	10	13	4	4	3	3	23
2007	21	11	8	14	5	3	3	2	33

What percentage of your holiday shopping do you plan to conduct online this year (is done online)?

DATE	NONE	0-25%	25%-50%	50%-75%	75%-100%	DON'T KNOW/REFUSED
2022	12	12	23	27	20	6
2021	15	13	19	22	25	6
2020	22	9	9	19	38	4
2019	18	15	24	21	19	3
2018	24	16	19	20	20	1
2017	28	18	17	16	19	2
2016	33	16	17	15	18	1
2014	34	16	19	17	13	1
2013	33	20	18	18	10	2
2012	43	21	16	12	7	1
2011	43	21	14	13	9	0
2010	45	29	16	7	2	1
2009	51	22	15	7	4	1
2008	51	28	12	5	2	1

Would you say you believe in Santa Claus or not?

DATE	BELIEVE	DO NOT BELIEVE	DON'T KNOW/REFUSED
2022	39	57	4
2021	34	65	1
2020	26	72	3
2019	30	66	4
2018	31	68	1
2017	33	66	1
2016	32	65	2
2014	30	68	1
2013	30	69	1
2012	37	62	1
2011	30	69	1
2010	30	69	1

How hopeful are you that [next year] will be a better year than [this year] has been? Are you...

DATE	VERY HOPEFUL	SOMEWHAT HOPEFUL	NOT VERY HOPEFUL	NOT AT ALL HOPEFUL	DON'T KNOW
2022	46	32	10	9	3
2021	43	33	12	9	2
2020	56	29	7	5	3

Which if any of the following have you or will you be doing for your holiday shopping this season:

Using promo codes or coupons

DATE	YES	NO	DON'T KNOW/REFUSED
2022	66	26	9
2021	68	31	1

Of the following, during this time of the year, which greeting is the one you yourself most often use, is it...

DATE	MERRY CHRISTMAS	HAPPY HOLIDAYS	SEASONS' GREETINGS	OTHER	DON'T KNOW/REFUSED
2022	52	34	8	2	3
2019	51	38	6	2	3
2018	49	41	5	3	1
2017	55	35	5	1	4
2016	51	38	6	2	3
2014	51	38	6	1	4
2013	47	44	4	2	3
2012	55	38	5	0	2
2011	53	37	8	0	2
2010	53	38	5	1	2

Do you put up a Christmas Tree in your home for the holiday season?

DATE	YES	NO	REFUSED
2022	78	22	1
2020	67	31	1
2019	72	26	2
2018	72	28	0
2017	70	29	1
2016	72	28	1
2014	70	30	0
2013	73	27	0
2012	75	24	1
2011	75	25	0
2010	74	26	1

Do you have a real tree or an artificial tree in your home?

DATE	REAL TREE	ARTIFICIAL TREE	REFUSED
2022	34	64	1
2020	33	65	1
2019	34	65	1
2018	31	69	0
2017	42	58	0
2016	38	61	1
2014	38	61	1
2013	42	57	1
2012	39	60	1
2011	40	59	1
2010	42	58	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.

Spending time with family

DATE	LOOKING FORWARD TO IT	DREADING IT	BOTH	NEITHER	WILL NOT DO THIS	DON'T KNOW/REFUSED
2022	73	7	10	4	3	3
2021	74	7	9	6	4	1

Decorating the house

DATE	LOOKING FORWARD TO IT	DREADING IT	BOTH	NEITHER	WILL NOT DO THIS	DON'T KNOW/REFUSED
2022	57	18	9	6	9	2
2021	53	17	8	9	13	1

Cooking for the holidays

DATE	LOOKING FORWARD TO IT	DREADING IT	BOTH	NEITHER	WILL NOT DO THIS	DON'T KNOW/REFUSED
2022	60	14	10	4	9	2
2021	54	17	9	8	11	1

Eating and eating some more

DATE	LOOKING FORWARD TO IT	DREADING IT	BOTH	NEITHER	WILL NOT DO THIS	DON'T KNOW/REFUSED
2022	63	13	10	6	6	3
2021	58	15	11	9	7	1

Going to holiday parties

DATE	LOOKING FORWARD TO IT	DREADING IT	BOTH	NEITHER	WILL NOT DO THIS	DON'T KNOW/REFUSED
2022	51	18	8	7	14	3
2021	42	21	9	8	20	1

Spending money on holiday gifts

DATE	LOOKING FORWARD TO IT	DREADING IT	BOTH	NEITHER	WILL NOT DO THIS	DON'T KNOW/REFUSED
2022	38	33	13	9	5	3
2021	35	35	12	12	5	1

Attending concerts, pageants, or ceremonies

DATE	LOOKING FORWARD TO IT	DREADING IT	BOTH	NEITHER	WILL NOT DO THIS	DON'T KNOW/REFUSED
2022	30	24	7	8	28	3
2021	26	23	6	9	34	1

Eating fruit cake

DATE	LOOKING FORWARD TO IT	DREADING IT	BOTH	NEITHER	WILL NOT DO THIS	DON'T KNOW/REFUSED
2022	25	32	5	7	29	2
2021	23	30	3	9	35	1

Wrapping gifts

DATE	LOOKING FORWARD TO IT	DREADING IT	BOTH	NEITHER	WILL NOT DO THIS	DON'T KNOW/REFUSED
2022	46	29	10	6	6	3
2021	47	25	8	9	10	1