

Siena College Poll Conducted by the Siena College Research Institute

November 19 - 28, 2023

805 New York State Residents

MOE +/- 3.8%

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			Child 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/Oth
Very excited	25%	30%	21%	31%	30%	19%	18%	31%	28%	16%	34%	20%	29%	26%	37%	15%	20%	25%	32%	24%	32%	35%	31%	27%	18%
Somewhat excited	39%	37%	41%	41%	38%	39%	39%	39%	38%	41%	38%	40%	42%	48%	34%	39%	33%	41%	47%	40%	39%	26%	39%	36%	44%
Total Excited	64%	67%	62%	72%	68%	58%	57%	70%	66%	57%	72%	60%	71%	74%	71%	54%	53%	66%	79%	64%	71%	61%	70%	63%	62%
Not very excited	21%	22%	21%	18%	21%	23%	28%	16%	21%	29%	17%	24%	19%	17%	17%	27%	25%	24%	14%	23%	18%	21%	19%	26%	22%
Not at all excited	13%	10%	15%	9%	12%	18%	14%	13%	13%	13%	11%	14%	9%	8%	11%	18%	20%	10%	6%	12%	12%	17%	10%	9%	16%
Total Not Excited	34%	32%	36%	27%	33%	41%	42%	29%	34%	42%	28%	38%	28%	25%	28%	45%	45%	34%	20%	35%	30%	38%	29%	35%	38%
Don't know/Refused	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	2%	0%

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			Child 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/Oth
More excited	23%	28%	18%	31%	27%	16%	13%	31%	18%	16%	32%	18%	23%	17%	33%	18%	22%	21%	28%	22%	33%	27%	28%	21%	20%
Less excited	25%	20%	30%	21%	32%	27%	19%	22%	25%	29%	27%	24%	24%	23%	25%	26%	32%	26%	18%	25%	22%	33%	22%	29%	29%
About the same	52%	52%	51%	48%	40%	57%	67%	47%	57%	54%	42%	57%	52%	61%	42%	56%	46%	53%	53%	53%	44%	39%	50%	50%	51%
Don't know/Refused	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	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			Child 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/Oth
More money	16%	20%	12%	25%	17%	8%	11%	22%	11%	11%	23%	12%	18%	24%	24%	10%	12%	15%	23%	14%	25%	21%	19%	17%	12%
Less money	37%	33%	40%	39%	37%	40%	28%	34%	38%	40%	36%	37%	39%	22%	33%	39%	48%	37%	25%	37%	36%	40%	33%	39%	41%
About the same	45%	46%	44%	34%	42%	49%	59%	42%	50%	45%	40%	47%	41%	54%	41%	48%	35%	46%	51%	47%	38%	37%	46%	42%	45%
Don't know/Refused	2%	0%	4%	1%	4%	3%	2%	2%	1%	3%	1%	3%	2%	0%	2%	4%	4%	2%	1%	2%	1%	2%	1%	2%	2%

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			Child 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/Oth
Better off	23%	33%	15%	32%	31%	12%	14%	31%	17%	18%	32%	18%	19%	19%	33%	22%	18%	23%	33%	19%	36%	27%	31%	18%	18%
Worse off	31%	29%	34%	31%	31%	35%	27%	26%	36%	35%	33%	31%	34%	20%	29%	32%	42%	32%	20%	35%	24%	35%	24%	40%	38%
About the same	44%	38%	49%	35%	37%	52%	58%	41%	46%	46%	35%	49%	46%	61%	37%	44%	38%	44%	47%	45%	38%	36%	44%	39%	44%
Don't know/Refused	1%	0%	2%	3%	0%	1%	1%	2%	0%	1%	0%	2%	1%	0%	1%	2%	2%	2%	0%	1%	2%	1%	0%	3%	0%

Q5. Will you be traveling to visit family and/or friends for the holidays, or not?																									
	Gender			Age				Region			Child 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/Oth
Traveling	30%	37%	23%	34%	38%	21%	25%	38%	26%	22%	38%	25%	31%	27%	34%	27%	16%	32%	46%	31%	30%	28%	37%	33%	22%
Not Traveling	67%	60%	74%	64%	60%	74%	73%	60%	70%	75%	61%	71%	66%	71%	64%	70%	81%	64%	52%	65%	66%	70%	61%	65%	74%
Don't know/Refused	3%	3%	2%	2%	2%	5%	2%	2%	4%	3%	1%	4%	3%	2%	2%	4%	3%	3%	2%	3%	4%	1%	2%	1%	4%

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Q6KEY.(If Q5=Yes) How will you be traveling?																									
Q6. (Of those who are traveling) By Car																									
	Gender			Age				Region			Child 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/ Oth
Yes	79%	80%	77%	77%	76%	77%	91%	72%	77%	93%	81%	77%	82%	78%	90%	69%	72%	86%	75%	83%	81%	70%	75%	91%	85%
No	19%	17%	22%	21%	20%	23%	9%	26%	18%	7%	19%	20%	17%	22%	10%	27%	18%	14%	25%	17%	11%	30%	24%	9%	12%
Not sure	2%	2%	1%	3%	3%	0%	0%	2%	5%	0%	0%	3%	2%	0%	0%	4%	10%	0%	0%	0%	7%	0%	1%	0%	3%
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%
Q7. (Of those who are traveling) By Plane																									
	Gender			Age				Region			Child 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/ Oth
Yes	37%	41%	32%	40%	49%	24%	16%	44%	31%	27%	51%	25%	31%	39%	42%	38%	29%	35%	44%	33%	38%	48%	47%	32%	17%
No	59%	55%	64%	54%	47%	72%	82%	52%	63%	71%	46%	70%	66%	61%	56%	55%	64%	59%	55%	64%	58%	52%	50%	68%	77%
Not sure	4%	4%	4%	6%	4%	3%	1%	4%	6%	2%	3%	5%	3%	0%	2%	7%	8%	6%	2%	3%	4%	0%	3%	0%	6%
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%
Q8. (Of those who are traveling) By Train																									
	Gender			Age				Region			Child 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/ Oth
Yes	24%	31%	12%	38%	26%	9%	3%	35%	10%	10%	32%	17%	20%	21%	35%	19%	25%	24%	24%	20%	41%	30%	23%	22%	28%
No	72%	65%	84%	56%	68%	91%	96%	62%	85%	85%	65%	78%	78%	79%	63%	73%	63%	72%	75%	76%	51%	70%	74%	78%	66%
Not sure	4%	4%	4%	6%	6%	0%	1%	4%	5%	4%	2%	5%	2%	0%	2%	8%	12%	4%	1%	3%	7%	0%	3%	0%	6%
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%
Q9. (Of those who are traveling) Are you traveling by another mode of transportation that does not include cars, planes, or trains?																									
	Gender			Age				Region			Child 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/ Oth
Yes	8%	5%	13%	3%	12%	11%	8%	8%	8%	9%	11%	6%	8%	0%	8%	10%	7%	5%	12%	7%	6%	11%	10%	4%	5%
No	90%	92%	86%	97%	82%	89%	92%	89%	92%	90%	86%	93%	89%	100%	91%	88%	87%	94%	86%	91%	87%	89%	89%	94%	89%
Not sure	2%	2%	2%	0%	6%	0%	0%	3%	0%	1%	4%	1%	3%	0%	2%	2%	5%	1%	2%	2%	7%	0%	1%	1%	5%
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%
Q10. (Of those who are traveling) Will you be traveling . . .																									
	Gender			Age				Region			Child 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/ Oth
Locally only	20%	20%	19%	14%	14%	29%	36%	16%	22%	26%	14%	24%	21%	14%	25%	16%	29%	24%	11%	20%	24%	19%	9%	35%	24%
A bit further but still in New York State	27%	24%	30%	34%	26%	18%	25%	24%	27%	34%	29%	26%	25%	31%	35%	23%	24%	34%	23%	30%	23%	33%	25%	30%	35%
Outside of New York State but still in the US	43%	43%	43%	36%	51%	48%	33%	47%	37%	38%	45%	41%	47%	36%	34%	46%	35%	39%	50%	41%	46%	34%	50%	33%	41%
Outside of the US	10%	12%	8%	16%	10%	5%	5%	13%	12%	3%	12%	9%	7%	15%	6%	15%	13%	3%	16%	8%	6%	14%	16%	2%	0%
Don't know/Refused	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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MOE +/- 3.8%

Q11KEY. Which, if any, you plan to buy this holiday season?																									
Q11. Food for a holiday dinner or party																									
	Gender			Age				Region			Child 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/ Oth
Yes	76%	79%	74%	75%	84%	75%	70%	74%	75%	79%	85%	71%	80%	76%	78%	73%	66%	79%	87%	78%	71%	79%	79%	80%	72%
No	19%	18%	19%	20%	10%	19%	28%	22%	20%	15%	13%	22%	15%	21%	18%	22%	26%	16%	11%	16%	28%	18%	19%	14%	21%
Not sure	5%	3%	7%	5%	6%	6%	3%	4%	5%	6%	2%	6%	5%	3%	4%	5%	8%	5%	2%	6%	1%	3%	2%	6%	6%
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%
Q12. Alcohol for a holiday dinner or party, or as gifts																									
	Gender			Age				Region			Child 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/ Oth
Yes	49%	57%	43%	52%	56%	50%	36%	53%	52%	43%	53%	48%	54%	41%	54%	45%	36%	50%	66%	51%	51%	48%	53%	58%	47%
No	46%	40%	50%	43%	37%	46%	61%	43%	45%	49%	42%	48%	42%	55%	42%	49%	57%	44%	32%	43%	43%	50%	42%	39%	49%
Not sure	5%	3%	7%	5%	8%	3%	3%	4%	3%	8%	6%	5%	4%	4%	4%	6%	7%	7%	2%	6%	6%	2%	5%	3%	4%
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%
Q13. Holiday decorations, wrapping paper or other holiday items																									
	Gender			Age				Region			Child 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/ Oth
Yes	61%	65%	59%	69%	66%	60%	47%	58%	67%	61%	77%	53%	68%	52%	60%	59%	51%	67%	69%	63%	58%	72%	64%	72%	57%
No	35%	31%	37%	26%	29%	37%	50%	38%	29%	35%	19%	43%	29%	47%	38%	36%	42%	30%	30%	33%	36%	26%	33%	26%	37%
Not sure	4%	4%	4%	5%	5%	3%	2%	4%	4%	4%	4%	4%	4%	1%	2%	6%	8%	3%	1%	4%	6%	2%	3%	3%	6%
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%
Q14. Do you plan to host a holiday dinner or party, attend a holiday dinner or party, do both, or do neither?																									
	Gender			Age				Region			Child 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/ Oth
Host	20%	21%	19%	20%	14%	24%	23%	19%	18%	21%	18%	21%	24%	20%	18%	18%	17%	25%	19%	18%	20%	32%	20%	25%	23%
Attend	37%	40%	34%	41%	37%	31%	40%	38%	47%	31%	30%	41%	37%	39%	33%	40%	36%	40%	36%	34%	44%	28%	36%	32%	41%
Vol: Both	31%	28%	34%	31%	35%	31%	23%	30%	28%	34%	41%	25%	30%	35%	38%	28%	21%	27%	42%	38%	19%	25%	36%	33%	22%
Vol: Neither	11%	10%	12%	8%	12%	12%	14%	12%	6%	14%	10%	12%	9%	6%	11%	14%	24%	7%	4%	9%	17%	14%	8%	10%	14%
Don't know/Refused	1%	1%	1%	0%	1%	2%	0%	1%	2%	0%	0%	1%	1%	0%	0%	1%	2%	1%	0%	1%	0%	1%	1%	0%	0%
Q15. Do you plan to spend more, less, or about the same for holiday food this year compared to last year?																									
	Gender			Age				Region			Child 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/ Oth
More	33%	37%	29%	38%	31%	33%	30%	33%	30%	35%	41%	29%	38%	28%	35%	29%	25%	33%	42%	35%	38%	29%	33%	43%	32%
Less	19%	16%	20%	17%	23%	17%	16%	21%	15%	17%	19%	19%	17%	8%	19%	22%	31%	15%	8%	17%	20%	22%	16%	18%	24%
About the same	44%	44%	45%	39%	41%	48%	51%	42%	49%	44%	37%	48%	42%	62%	41%	45%	37%	49%	48%	45%	39%	48%	49%	35%	40%
Don't know/Refused	4%	3%	5%	6%	5%	2%	3%	3%	5%	4%	3%	5%	3%	2%	5%	5%	7%	3%	1%	4%	3%	1%	2%	5%	4%

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Q16. What is the total amount of money you plan to spend on gifts during this holiday season?																									
	Gender			Age				Region			Child 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/Oth
\$0-\$299	26%	23%	28%	26%	22%	30%	27%	28%	20%	27%	20%	30%	21%	28%	25%	30%	46%	20%	10%	23%	27%	28%	27%	18%	28%
\$300-\$399	13%	12%	14%	16%	12%	13%	8%	14%	12%	12%	10%	15%	11%	10%	16%	13%	13%	18%	8%	12%	18%	13%	12%	13%	14%
\$400-\$499	9%	11%	7%	9%	11%	6%	9%	9%	4%	11%	9%	8%	7%	12%	10%	9%	8%	11%	8%	10%	9%	9%	11%	11%	11%
Total of Less than \$500	48%	46%	49%	51%	45%	49%	44%	51%	36%	50%	39%	53%	39%	50%	51%	52%	67%	49%	26%	45%	54%	50%	48%	42%	53%
\$500-\$599	11%	13%	9%	14%	11%	9%	10%	11%	10%	11%	12%	11%	10%	8%	10%	13%	9%	12%	13%	10%	11%	17%	10%	9%	13%
\$600-\$699	5%	5%	5%	7%	6%	2%	5%	6%	4%	4%	9%	3%	5%	3%	8%	4%	4%	7%	5%	6%	6%	3%	6%	5%	3%
\$700-\$799	4%	4%	4%	3%	6%	4%	3%	3%	5%	4%	7%	2%	5%	2%	2%	4%	1%	6%	6%	5%	2%	1%	4%	5%	3%
\$800-\$899	3%	5%	2%	5%	4%	2%	2%	4%	4%	1%	4%	3%	4%	1%	4%	3%	2%	4%	5%	3%	4%	4%	4%	4%	3%
\$900-\$999	4%	3%	5%	4%	6%	5%	3%	3%	4%	6%	6%	3%	4%	5%	6%	4%	1%	4%	9%	4%	4%	6%	6%	3%	3%
Total between \$500 and \$999	27%	30%	25%	33%	33%	22%	23%	27%	27%	26%	38%	22%	28%	19%	30%	28%	17%	33%	38%	28%	27%	31%	30%	26%	25%
\$1,000 or more	16%	17%	16%	10%	14%	22%	23%	14%	25%	15%	18%	15%	24%	20%	16%	10%	5%	14%	32%	20%	10%	13%	16%	26%	13%
Don't know/Refused	8%	7%	10%	8%	8%	6%	11%	8%	12%	7%	4%	10%	8%	12%	2%	11%	11%	5%	5%	8%	10%	5%	7%	7%	8%

Q17. As you plan your holiday spending, do you intend to pay for all your gifts and other spending in cash or as soon as the bill arrives, or do you plan to pay off your holiday spending over a period of time that could extend well into 2024?																									
	Gender			Age				Region			Child 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/Oth
Pay now	75%	78%	71%	77%	73%	75%	74%	73%	79%	74%	79%	73%	72%	85%	75%	76%	68%	72%	86%	74%	71%	76%	77%	67%	81%
Pay later	19%	18%	19%	17%	21%	20%	17%	20%	17%	19%	17%	20%	23%	12%	19%	17%	20%	24%	12%	20%	20%	19%	18%	28%	14%
Don't know/Refused	6%	3%	9%	6%	6%	5%	9%	7%	4%	7%	4%	7%	6%	3%	6%	7%	12%	5%	2%	6%	9%	5%	5%	5%	5%

Q18. Thinking about all of your holiday spending combined, including food, gifts, travel and any other holiday spending, would you say that it will have a very serious impact on your financial condition, a somewhat serious impact, not a very serious impact or not at all a serious impact on your financial condition?																									
	Gender			Age				Region			Child 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/Oth
Very serious	15%	14%	16%	22%	16%	12%	6%	20%	8%	14%	25%	10%	13%	11%	19%	14%	24%	13%	9%	13%	22%	21%	13%	20%	14%
Somewhat serious	34%	35%	34%	38%	37%	35%	24%	32%	36%	36%	36%	34%	42%	19%	31%	34%	38%	35%	31%	34%	35%	40%	31%	45%	39%
Total Serious	49%	49%	50%	60%	53%	47%	30%	52%	44%	50%	61%	44%	55%	30%	50%	48%	62%	48%	40%	47%	57%	61%	44%	65%	53%
Not very serious	31%	30%	31%	27%	28%	33%	39%	29%	36%	29%	23%	34%	30%	39%	32%	30%	23%	37%	32%	32%	29%	22%	35%	22%	26%
Not at all serious	17%	19%	14%	9%	17%	17%	29%	15%	18%	17%	16%	17%	13%	30%	18%	17%	10%	12%	27%	18%	10%	13%	19%	11%	17%
Total Not Serious	48%	49%	45%	36%	45%	50%	68%	44%	54%	46%	39%	51%	43%	69%	50%	47%	33%	49%	59%	50%	39%	35%	54%	33%	43%
Don't know/Refused	3%	2%	5%	4%	3%	3%	2%	4%	2%	3%	1%	5%	3%	1%	1%	6%	5%	2%	2%	3%	4%	4%	2%	2%	4%

Q19. What percentage of your holiday shopping do you plan to conduct online this year?																									
	Gender			Age				Region			Child 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/Oth
None	12%	11%	12%	5%	10%	12%	24%	12%	11%	12%	6%	15%	11%	20%	10%	12%	19%	10%	3%	12%	12%	13%	10%	11%	8%
More than none but less than 25%	13%	12%	14%	14%	9%	10%	20%	10%	9%	19%	8%	16%	13%	9%	15%	13%	16%	13%	9%	15%	16%	5%	15%	10%	15%
25% to just under 50%	20%	22%	19%	22%	23%	20%	17%	20%	18%	22%	25%	18%	24%	13%	21%	19%	17%	26%	19%	19%	22%	31%	22%	20%	23%
50% to just under 75%	29%	31%	27%	31%	34%	28%	18%	31%	34%	23%	37%	24%	28%	24%	29%	29%	22%	29%	39%	28%	23%	32%	24%	35%	33%
75% to 100%	22%	20%	23%	24%	19%	26%	15%	24%	25%	17%	21%	22%	21%	26%	20%	22%	18%	19%	30%	22%	25%	17%	26%	18%	18%
Don't know/Refused	4%	3%	5%	4%	5%	3%	6%	4%	3%	6%	3%	5%	2%	8%	4%	6%	9%	3%	1%	5%	2%	2%	3%	5%	3%

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805 New York State Residents

MOE +/- 3.8%

Q20KEY. Which if any of the following have you or will you be doing for your holiday shopping this season:																									
Q20. Buying gift cards for some on your holiday list																									
	Gender			Age				Region			Child 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/Oth
Yes	54%	57%	52%	55%	55%	57%	51%	54%	54%	55%	61%	51%	59%	42%	59%	50%	43%	60%	64%	57%	48%	56%	55%	64%	52%
No	41%	40%	42%	42%	39%	37%	46%	43%	43%	38%	34%	45%	35%	52%	39%	45%	49%	38%	34%	38%	47%	40%	41%	34%	42%
Don't know/Refused	4%	3%	6%	3%	6%	6%	3%	3%	3%	6%	5%	4%	6%	6%	2%	5%	7%	3%	3%	5%	4%	4%	4%	1%	7%
Q21. Buying experience gifts such as concert or sporting event tickets or spa gift certificates																									
	Gender			Age				Region			Child 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/Oth
Yes	27%	34%	22%	40%	29%	18%	16%	32%	29%	20%	41%	20%	28%	37%	30%	24%	18%	27%	41%	30%	25%	24%	30%	29%	22%
No	67%	62%	72%	55%	66%	78%	78%	64%	67%	72%	55%	74%	66%	53%	64%	73%	76%	69%	54%	64%	72%	72%	67%	63%	70%
Don't know/Refused	5%	4%	7%	5%	6%	5%	6%	5%	4%	7%	4%	6%	6%	10%	6%	4%	6%	4%	5%	6%	3%	3%	3%	8%	8%
Q22. Giving homemade gifts																									
	Gender			Age				Region			Child 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/Oth
Yes	37%	37%	38%	44%	49%	26%	25%	41%	23%	42%	54%	28%	35%	34%	38%	40%	37%	37%	39%	41%	29%	33%	36%	38%	41%
No	56%	58%	54%	51%	42%	68%	71%	53%	72%	51%	40%	65%	58%	58%	57%	54%	53%	58%	58%	53%	65%	63%	58%	56%	51%
Don't know/Refused	6%	5%	8%	5%	9%	6%	4%	6%	5%	8%	6%	7%	7%	9%	5%	6%	10%	5%	3%	7%	5%	4%	6%	6%	8%
Q23. Do you put up a Christmas Tree in your home for the holiday season?																									
	Gender			Age				Region			Child 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/Oth
Yes	73%	74%	72%	76%	76%	75%	60%	65%	74%	80%	84%	66%	85%	33%	80%	66%	66%	77%	77%	74%	76%	78%	68%	85%	73%
No	27%	26%	28%	24%	24%	25%	40%	34%	26%	20%	16%	33%	15%	67%	20%	34%	34%	23%	23%	26%	24%	22%	32%	15%	27%
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%
Q24. (IF Q23=Yes) Do you have a real tree or an artificial tree in your home?																									
	Gender			Age				Region			Child 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/Oth
Real tree	31%	33%	29%	32%	35%	27%	26%	31%	27%	33%	34%	29%	32%	43%	29%	30%	21%	31%	39%	34%	29%	21%	36%	34%	25%
Artificial tree	69%	67%	71%	68%	65%	73%	73%	69%	73%	67%	66%	71%	68%	54%	71%	70%	79%	69%	60%	66%	71%	79%	64%	66%	75%
Refused	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q25. Are you hoping for snow for the winter holidays or not or do you not care one way or another?																									
	Gender			Age				Region			Child 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/Oth
Yes, hoping for snow	50%	55%	46%	61%	54%	48%	29%	56%	38%	49%	61%	44%	54%	44%	56%	44%	46%	49%	56%	51%	41%	57%	54%	49%	45%
No, not hoping for snow	29%	27%	32%	21%	26%	30%	50%	24%	38%	32%	18%	36%	28%	33%	23%	33%	32%	32%	21%	31%	33%	19%	26%	31%	37%
Do not care either way	21%	18%	22%	19%	20%	22%	21%	20%	24%	19%	21%	20%	17%	23%	21%	23%	21%	19%	22%	18%	25%	23%	20%	20%	18%
Don't know/Refused	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%

Siena College Poll Conducted by the Siena College Research Institute

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805 New York State Residents

MOE +/- 3.8%

Q26. Would you say you believe in Santa Claus or not?																									
	Gender			Age				Region			Child 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/ Oth
Believe	26%	24%	29%	23%	28%	27%	30%	22%	24%	33%	31%	24%	41%	15%	26%	18%	26%	26%	27%	34%	11%	22%	24%	40%	24%
Do not believe	71%	72%	70%	73%	70%	72%	67%	75%	74%	65%	67%	73%	57%	82%	72%	79%	69%	74%	71%	63%	86%	78%	74%	59%	73%
Don't know/Refused	3%	4%	2%	4%	2%	1%	2%	4%	1%	2%	2%	3%	2%	3%	2%	3%	5%	1%	2%	3%	3%	0%	2%	1%	3%

Siena College Poll Conducted by the Siena College Research Institute
 November 19 - 28, 2023
 805 New York State Residents
 MOE +/- 3.8%

Nature of the Sample	
New York State Residents	
Gender	
Male	47%
Female	52%
Age	
18-34	30%
35-49	27%
50-64	24%
65+	17%
Region	
NYC	43%
Subs	21%
Upst	36%
Child in HH	
Yes	35%
No	65%
Religion	
Catholic	30%
Jewish	6%
Protestant / Christian	23%
Other	41%
Income	
<\$50K	34%
\$50K-\$100K	32%
\$100K+	29%
Ethnicity	
White	59%
Afr Amer/Black	14%
Latino	16%
Party (Among Registered Voters)	
Democrat	47%
Republican	23%
Independent & Other Parties	26%

This Siena College Poll was conducted November 19 - 28, 2023, among 805 New York State residents. Of the 805 respondents, 416 were contacted through a dual frame (landline and cell phone) mode and 389 respondents were drawn from a proprietary online panel (Lucid). Telephone calls were conducted in English and respondent sampling was initiated by asking for the youngest person in the household. Telephone sampling was conducted via a stratified dual frame probability sample of landline and cell phone telephone numbers weighted to reflect known population patterns. The landline telephone sample was obtained from ASDE and the cell phone sample was obtained from Dynata. Data from collection modes was statistically adjusted by age, party, region, race/ethnicity, and gender to ensure representativeness. It has an overall margin of error of +/- 3.8 percentage points including the design effects resulting from weighting.

The Siena College Research Institute, directed by Donald Levy, Ph.D., conducts political, economic, social, and cultural research primarily in NYS. SCRI, an independent, non-partisan research institute, subscribes to the American Association of Public Opinion Research Code of Professional Ethics and Practices.

For more information, call Dr. Don Levy, Director Siena College Research Institute, at 518-783-2901. For survey cross-tabs: www.Siena.edu/SCRI/research:
www.Siena.edu/SCRI/research.