Q1. As the holiday season begins would you say yo	ou are ve	ery exci	ited, so	omewhat	excited	, not ver	y excite	ed or no	ot at all	excited	about	the up	comin	g holiday se	eason?										
		Ger	nder		Ag	e			Region		Child	in HH		Relig	gion			Income	•		Ethnicity			Party	
																		\$50K-			Afr	1			Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Rep	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 mo	ore exc	ited for	the upco	ming ho	liday se	eason, l	ess exci	ited tha	n you v	were la	st year	or about t	the sam	e?									
		Ger	nder		Ag	e			Region		Child	in HH		Relig	gion			Income			Ethnicity			Party	
																		\$50K-			Afr	i			Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Rep	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%
00 0 0 0 0 0 0 0 0 0			L. P.L.																			L			
Q3. Compared to last year, do you plan to spend h	nore mo	ney on	nolida	iy gitts, id	ess mone	ey or abo	out the	same?	Desien		Ch:Id			Dalia			r				Fabra i alta a			Dauta	
		Ger	nder		Ag	e			Region		Child	IN HH		Relig	gion			income			Ethnicity			Party	l la al (
	Total		-	10.24	25.40	50.64	CF 1	NIVC	Cuba	Linet	Vac	No	Cath	lowish	Drot	Other	-CEOK	\$50K-	¢100V	White	Afr Amor/Black	Lating	Dam	Ban	ina/
Moro monoy	16%	200/	г 1 20/	250/	170/	00/	110/	220/	110/	110/	125	1.20/	100/	24%	24%	10%	1.20/	3100K	220/	1/10/		210/	10%	170/	1.20/
	270/	20%	12/0	23/0	270/	0/0	200/	22/0	200/	11%	25/0	270/	20%	24/0	24/0	20%	12/0	270/	25/0	270/	25%	21/0	220/	200/	12/0
About the same	45%	46%	40%	3/%	12%	40%	59%	/2%	50%	40%	40%	17%	J3%	5/1%	/1%	18%	35%	46%	51%	/7%	38%	37%	46%	12%	41/0
Don't know/Refused	-3%	-0%	44/0	1%	42/0	3%	2%	2%	1%	3%	1%	3%	2%	0%	2%	40%	4%	-10%	1%	2%	1%	2%	1%	2%	2%
Don't knowy netused	270	070	470	170	470	370	270	270	1/0	5/0	170	370	270	070	270	470	470	270	170	270	170	270	170	270	270
O4. Compared to last holiday season, would you sa	av that v	ou are	bette	r off. wo	rse off or	about t	he sam	e regar	ding vo	ur perse	onal fin	ances	?						<u> </u>		ł	L			4
		Ger	nder		Ag	e			Region		Child	in HH		Relig	gion		[Income			Ethnicity			Party	!
														-				\$50K-			Afr				Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Rep	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%
																						L			
Q5. Will you be traveling to visit family and/or frie	nds for	the hol	lidays,	or not?				-																	
		Ger	nder		Ag	e	1		Region		Child	in HH		Relig	gion	0		Income	•		Ethnicity			Party	
																		\$50K-			Afr	i			Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Rep	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%
																						<u>i </u>			

Q6KEY.(If Q5=Yes) How will you be traveling?																									
Q6. (Of those who are traveling) By Car																									
		Gei	nder		Ag	e			Regior	1	Child	in HH		Reli	gion			Income	1		Ethnicity			Party	
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Unst	Yes	No	Cath	lewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer/Black	Latino	Dem	Ren	Ind/ Oth
Vec	79%	80%	77%	77%	76%	77%	91%	72%	77%	93%	81%	77%	82%	78%	90%	69%	72%	86%	75%	83%	81%	70%	75%	Q1%	85%
No	10%	17%	22%	21%	20%	23%	0%	26%	1.8%	7%	10%	20%	17%	22%	10%	27%	12/0	1/1%	25%	17%	11%	30%	2/1%	0%	12%
Not sure	2%	2%	1%	21/0	20%	2370	0%	20%	5%	0%	0%	20%	2%	0%	10%	/1%	10%	0%	2370	0%	7%	0%	1%	0%	20/
Refused	0%	0%	0%	0%	0%	0%	0%	2/0	0%	0%	0%	0%	0%	0%	0%		10%	0%	0%	0%	0%	0%	0%	0%	0%
Neiuseu	070	070	070	070	070	070	070	070	070	078	070	070	078	076	076	070	078	078	078	078	078	070	070	070	070
07 (Of those who are traveling) By Plane	I																								
Qr. (or those who are travening) by hane	1	Gei	nder		Δσ	re .			Region		Child	in HH		Relig	gion			Income			Fthnicity			Party	
		00							I I I I I I I I I I I I I I I I I I I		cinia					1		ŚĘOK-			Afr			i arty	Ind/
	Total	м	E	18-24	25-/10	50-64	65+	NVC	Sube	Linct	Voc	No	Cath	lowich	Brot	Other	~\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dom	Pon	Oth
Ves	37%	/1%	32%	40%	/19%	2/1%	16%	44%	31%	27%	51%	25%	31%	30%	42%	38%	29%	35%	3100K+	33%	38%	18%	17%	32%	17%
No	50%	55%	64%	54%	43%	72%	82%	52%	63%	71%	46%	20%	66%	61%	56%	55%	6/%	50%	55%	64%	58%	52%	50%	68%	77%
Not sure	J970	/10/	/10/	G0/	4770	20/	10/	JZ/0	60/	20/	20/	F0/0	20/	01/0	20/0	70/	0470	5370 60/	JJ/0 20/	20/	10/	00/	20/0	00/0	60/
Not sule	4%	4/0	4/0	0%	4/0	3/0	1/0	4/0	0%	270	3/0 0%	3% 0%	3/0	0%	2/0	0%	0%	0%	2/0	370 00/	4%	0%	3/0 00/	0%	0%
neiuseu	070	070	070	070	070	070	070	070	070	070	070	070	078	070	076	070	078	078	078	078	078	070	070	070	070
08 (Of those who are traveling) By Train													1		1										
da. (Of those who are travening) by fram	1	Gou	ndor		٨	0		1	Pegior		Child	in UU		Poli	nion			Income			Ethnicity			Darty	
		Gei			~5		1		Region		ciniu			I I I I I I I I I I I I I I I I I I I	BIOII			CEOV			Afr			Tarty	Ind/
	Total	м	E	10 24	25 40	E0 64	65.	NVC	Subc	Unct	Voc	No	Cath	Iowich	Brot	Othor	-CEOV	\$50K-	\$100K+	White	All Amor/Black	Latino	Dom	Pop	Oth
Ver	2/10/	210/	г 120/	200/	33-49	0%	20/	250/	1.0%	1.0%	220/	170/	20%	210/	25%	10%	250K	3100K	24%	20%	Allel/Black	20%	220/	220/	200/
No	Z4/0 720/	650/	0.40/	56%	20%	970 010/	0.6%	630/	10%	10% 0E%	5Z/0	700/	20%	21/0	620/	720/	620/	24/0 720/	Z4/0 7E0/	20%	41% E1%	30%	23/0	700/	20/0
Not sure	/2/0	/0/	04/0 /10/	50%	60/	91/0	10/	/02/0	6J/0 E0/	A0/	20/	70/0 E0/	70/0	/9/0	20/	00/	120/	/2/0	10/	20/	79/	/0%	20/	/0/	60/
Not sure	4/0	4/0	4/0	0%	0%	0%	1/0	4/0	3%	4/0	2 /0	3 /o	270	0%	270	0%	12/0	4/0	1/0	370 00/	7 /6	0%	3/0 00/	0%	0%
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%
09 (Of those who are traveling) Are you traveling	by anot	hor m	ade of	transnor	tation th	at does	not inc	ludo ca	rs plan	es ortr	ainc?														<u> </u>
gs. (of those who are travening) Are you travening	by anot	Gen	nder				notine	luue ca	Region	es, or ti	Child	in HH		Rolig	gion			Income	1		Ethnicity			Party	
		Gei			~5		1		Region		ciniu			I I I I I I I I I I I I I I I I I I I	BIOII			CEOV			Afr			Tarty	Ind/
	Total	м	E	10 24	25 40	E0 64	65.	NVC	Subc	Unct	Voc	No	Cath	Iowich	Brot	Othor	-CEOV	\$30K-	\$100K+	White	Amor/Black	Latino	Dom	Pop	Oth
Vec	10tai	5%	г 12%	20/	12%	11%	8%	8%	30DS	00%	11%	6%	2%	Jewisii 0%	8%	10%	7%	5100K	12%	7%	Amer/Black	11%	10%	1%	5%
No	0/%	0.2%	86%	07%	82%	80%	0.2%	80%	0.2%	9/0	86%	070	80%	100%	01%	28%	97%	0/1%	96%	01%	87%	80%	80%	9/0	80%
Not sure	90%	32/0 20/	20/0	9770	62/0	09/0	92/0	20/	92/0	90%	00/0 //0/	10/	20/	100%	20/	00/0 20/	6770 E0/	94/0 10/	20/0	91/0 20/	07/0 70/	09/0	09/0 10/	94/0 10/	69/0 E0/
Refused	2 /0	2%	2%	0%	0%	0%	0%	0%	0%	1%	4%	1/0	3% 0%	0%	2%	2%	0%	1%	2 /0	270	0%	0%	1/0	1%	0%
Neiuseu	070	070	070	070	070	070	070	070	070	078	070	070	078	076	076	070	078	078	078	078	078	070	070	070	070
010 (Of those who are traveling) Will you be trav	aling																								<u> </u>
Q10. (Of those who are travening) will you be trav			ndor		Δσ	0			Region		Child	in HH		Rolig	gion			Income			Ethnicity			Party	
		Gei			~5		1		Region		ciniu			I I I I I I I I I I I I I I I I I I I	BIOII			CEOV			Afr			Tarty	Ind/
	Total	м	E	10 24	25 40	E0 64	65.	NVC	Subc	Unct	Voc	No	Cath	Iowich	Brot	Othor	-CEOV	\$50K-	\$100K+	White	All Amor/Black	Latino	Dom	Pop	Oth
Locally only	20%	200/	10%	1/10/	1/10/	20%	260/	16%	220/	26%	1/10/	2/10/	210/	1.40/	25%	16%	20%	240/	3100K+	20%	249/	10%	0%	250/	2/10/
A bit further but still in New York State	20%	20%	13/0	24%	26%	23%	25%	2/10/	2270	20%	20%	24%	21%	21%	25%	22%	23%	24%	22%	20%	24%	23%	370 25%	30%	2470
A bit further but still in New Fork State	120/	24/0 120/	120/0	34/0	20/0 E10/	10/0	23/0	24/0 170/	27/0	24/0 200/	25/0	20/0	470/	260/	2/0	23/0	24/0	200/	23/0 E00/	3070 //10/	23/0	33/0 2/0/	23/0 E0%	220/0	33/0 /110/
Outside of the US	45%	43%	43%	30%	51% 10%	40%	55% E0/	4/%	3/% 120/	20%	4370	41%	4/70	30%	54%	40%	33%	39% 20/	50% 16%	41%	40%	34%	1.6%	20/	41%
Dan't know (Refused	10%	12%	8% 0%	10%	10%	5%	5%	13%	12%	5% 0%	12%	9%	/%	15%	0%	15%	13%	5% 0%	10%	8% 0%	0%	14%	10%	2%	0%
Don t know/ ketusea	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		1						1																	1

Q11KEY. Which, if any, do you plan to buy this hol	iday sea	ison?																							
Q11. Food for a holiday dinner or party																									
		Ger	nder		Ag	e			Region	1	Child	in HH		Relig	gion			Income	•		Ethnicity			Party	1
	Total	м	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 gi	fts																								
		Ger	nder		Ag	e			Region	1	Child	in HH		Relig	gion			Income	•		Ethnicity			Party	
																		\$50K-			Afr				Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Rep	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 othe	er holida	y items	s																						
		Ge	nder		Ag	e			Region	1	Child	in HH		Reli	gion			Income			Ethnicity			Party	/
			_															\$50K-	4.000		Afr		_	_	Ind/
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	NO	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Rep	Oth
Yes	61%	65%	59%	69%	66%	60%	4/%	58%	67%	61%	11%	53%	68%	52%	60%	59%	51%	67%	69%	63%	58%	72%	64%	72%	5/%
NO	35%	31%	3/%	26%	29%	37%	50%	38%	29%	35%	19%	43%	29%	47%	38%	36%	42%	30%	30%	33%	36%	26%	33%	26%	3/%
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 holi	day din	ner or pa	arty, do l	both, or	do neit	her?																	
		Ge	nder		Ag	e			Region	1	Child	in HH		Relig	gion			Income			Ethnicity			Party	1
																		\$50K-			Afr				Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Rep	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 th	e same i	for holi	iday fo	od this y	ear comp	pared to	last ye	ar?													-				
		Ger	nder		Ag	e			Region	1	Child	in HH		Reli	gion			Income	:		Ethnicity			Party	
	Total		-	10.24	25.40	50.64	65.	NIVC	Suba	Unot	Vac	No	Cath	lowish	Drot	Other	- CEOK	\$50K-	¢100K	White	Afr Amer/Black	Latina	Dom	Dom	Ind/
More	33%	37%	г 29%	38%	33-49	30-04	30%	33%	30%	35%	/19/	29%	38%	28%	35%	29%	25%	33%	/2%	35%	38%	29%	33%	/3%	32%
	10%	16%	20%	17%	220/	17%	16%	21%	15%	17%	10%	10%	17%	20/0	10%	2370	21%	15%		17%	20%	23/0	16%	12%	2/0
About the same	1370	10%	15%	30%	2370 /11%	18%	51%	121/0	10%	1/10	37%	19%	17.0	67%	1970 //10/	15%	37%	10%	/18%	1770	20%	18%	10%	320/	40%
Don't know/Refused	4470 4%	3%	5%	6%	5%	2%	3%	3%	5%	44/0	3%	5%	3%	2%	5%	5%	7%	3%	1%	4370	39%	1%	2%	5%	40%
	+/0	570	570	070	570	270	570	J/0	570	7/0	570	570	J/0	2/0	370	370	770	570	1/0	-7/0	370	1/0	2/0	570	+/0
			1		-	1	1		1	1	1	1			1	1	1	1	1		1	-	1		1

Q16. What is the total amount of money you plan	to spen	d on git	fts duri	ing this h	oliday s	eason?																			
		Ger	nder		Ag	e			Region		Child	in HH		Relig	gion	1		Income			Ethnicity			Party	
																		\$50K-			Afr			1	Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Rep	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%	9%	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 int	end to	pay for	all you	ur gifts a	nd other	spendin	g in ca	sh or as	soon a	s the bi	ll arrive	es, or d	lo you j	olan to pay	off you	ır holida	y spendin	g over a p	period of ti	me that c	ould extend v	vell into 2	024?		
		Ger	nder		Ag	e	-		Region		Child	in HH		Relig	gion			Income			Ethnicity			Party	
																		\$50K-			Afr		I		Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Rep	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%
Pav 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%
	0/0	0,0	370	0,0	0/0	370	370	.,	170	.,.	.,,		0,0	0,0	070	.,.	12/0	570	270	0,0	370	370	576	370	575
O18. Thinking about all of your holiday spending of	ombine	d. inclu	ding fo	od. gifts	. travel a	nd any o	other h	olidav	spendin	g. woul	d vou s	av tha	t it will	have a ver	v serio	us impac	t on vour	financial	condition.	a somew	hat serious in	pact. not	a verv	seriou	IS
impact or not at all a serious impact on your finance	cial cond	dition?			,	,		,		8,		.,			,		,		,				,		
		Ger	nder		Ag	e			Region		Child	in HH		Relig	vion			Income			Ethnicity			Party	
						-			-0-									\$50K-			Afr		-		Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Unst	Yes	No	Cath	lewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Ren	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	3/1%	35%	3/1%	38%	37%	35%	2/1%	32%	36%	36%	36%	3/1%	13%	19%	31%	3/1%	38%	35%	31%	3/%	35%	40%	31%	15%	30%
Total Serious	49%	49%	50%	60%	53%	47%	24%	52%	AA%	50%	61%	AA%	55%	30%	50%	48%	62%	48%	40%	47%	57%	61%	AA%	65%	53%
Not very serious	31%	30%	31%	27%	28%	22%	30%	20%	36%	20%	22%	3/0/	30%	30%	32%	30%	22%	37%	32%	37%	20%	22%	35%	22%	26%
Not at all serious	17%	10%	1/1%	2770	17%	17%	20%	15%	1.8%	17%	16%	17%	13%	30%	18%	17%	10%	12%	27%	18%	10%	12%	10%	11%	17%
Total Not Serious	1770	1970	14/0	36%	1770	50%	68%	1370	5/%	1770	20%	51%	13%	50%	50%	17%	22%	12/0	50%	50%	20%	25%	5/%	22%	17%
Don't know/Refused	2%		5%	1%	2%	3%	2%	44/0	2%	3%	1%	5%	2%	1%	1%	4770	5%		2%	3%	1%	/0/	2%	20%	43/0
Don't know/ Keluseu	370	270	J70	470	370	370	270	470	270	370	170	J70	370	170	170	078	570	2.70	270	370	470	470	270	270	470
019 What percentage of your boliday shopping d		an to c	onduct	online t	his year?									ļ				<u> </u>	ļ		1		<u> </u>	, 	Ļ
Q13. What percentage of your holiday shopping ut	you pi	Gor	ondor	unine t		0		r	Pegion		Child	in UU		Polic	tion		r	Income			Ethnicity			Darty	
		Gei	luei		~5	6	1	-	Region		ciniu			I I I I I I I I I I I I I I I I I I I	5011		-	crov			Af.		┝────	Faily	Ind/
			-	40.04	25 40		67 .		c h.				6			0 .1		\$50K-	64.00%		Afr				ina/
News	Iotal	IVI 4.4.0/	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	NO 450/	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	white	Amer/Black	Latino	Dem	кер	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%
iviore 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%
																								ı'	

Q20KEY. Which if any of the following have you or	· will you	u be do	ing for	your ho	liday sho	pping th	is seas	on:																	
Q20. Buying gift cards for some on your holiday lis	t																								
		Ger	nder		Ag	e			Region	l I	Child	in HH		Relig	gion			Income			Ethnicity			Party	
	Total	м	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 sp	orting ev	vent tio	kets o	r spa gift	certifica	tes																			
		Ger	nder		Ag	e			Region	ľ	Child	in HH		Relig	gion			Income			Ethnicity			Party	
			_														4	\$50K-			Afr		_		Ind/
Ves	Total	M 34%	F 22%	18-34 40%	35-49	50-64	65+ 16%	NYC 32%	Subs	20%	Yes 41%	No 20%	Cath	Jewish	Prot 30%	Other 24%	<\$50K	\$100K	\$100K+ 41%	White	Amer/Black	Latino 24%	Dem	Rep	0th
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%
	570	.,.		570	0/0	570	0,0	570	.,,,	.,,,	.,,	0/0	0,0	10/10	0,0	170	0/0	170	570	0/0	0,0	0,0	070	0,0	070
Q22. Giving homemade gifts		1													1									·	1
		Ger	nder		Ag	e			Region	ľ	Child	in HH		Relig	gion			Income			Ethnicity		1	Party	
																		\$50K-			Afr			<u> </u>	Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Rep	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	e for the	holida	y sease	on?													•								
		Ger	nder		Ag	e			Region	ľ	Child	in HH		Relig	gion			Income			Ethnicity			Party	
																		\$50K-			Afr				Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Rep	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 ar	tificial ti	ree in y	our ho	me?																					
		Ger	nder		Ag	e			Region	1	Child	in HH		Relig	gion			Income			Ethnicity			Party	.
																		\$50K-			Afr				Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Rep	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%
		<u> </u>																				L	!	Ĺ	
Q25. Are you hoping for snow for the winter holid	ays or n	ot or d	o you r	not care o	one way	or anoth	er?	<u> </u>									1								
		Ger	nder		Ag	e	<u> </u>		Region		Child	IN HH		Relig	gion			Income			Ethnicity		<u> </u>	Party	1
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Unst	Yes	No	Cath	lewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer/Black	Latino	Dem	Ren	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%
																								<u>ــــــــــــــــــــــــــــــــــــ</u>	<u> </u>

Q26. Would you say you believe in Santa Claus or r	not?																								
		Ger	ıder		Ag	e			Region		Child	in HH		Relig	gion			Income			Ethnicity			Party	
																		\$50K-			Afr				Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer/Black	Latino	Dem	Rep	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%

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.