| Q1. Now turning to the upcoming holiday season \   | Vhat is th     | e first        | word           | that co        | omes to        | your r         | nind a         | s you t        | hink ab        | out the        | upcon          | ning ho        | liday se       | eason?          |          |          |          |          |                |                |            |          |          |          |          |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|----------|----------|----------|----------|----------------|----------------|------------|----------|----------|----------|----------|
|  |                | Ge             | nder           |                | Ag             | ge             |                |                | Region         | 1              | Child          | in HH          |                | Relig           | gion     |          |          | Income   | 1              |                | 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      |
| Joy/Happiness                                      | 15%            | 14%            | 15%            | 14%            | 18%            | 12%            | 13%            | 16%            | 14%            | 13%            | 19%            | 12%            | 14%            | 17%             | 18%      | 13%      | 14%      | 16%      | 14%            | 16%            | 5%         | 21%      | 17%      | 13%      | 15%      |
| Money/Expensive                                    | 15%            | 15%            | 15%            | 16%            | 15%            | 15%            | 15%            | 12%            | 19%            | 18%            | 17%            | 15%            | 16%            | 15%             | 13%      | 17%      | 16%      | 13%      | 16%            | 14%            | 20%        | 14%      | 13%      | 25%      | 13%      |
| Christmas/Thanksgiving                             | 14%            | 16%            | 13%            | 25%            | 8%             | 9%             | 14%            | 15%            | 16%            | 13%            | 11%            | 16%            | 13%            | 8%              | 13%      | 16%      | 18%      | 18%      | 7%             | 11%            | 17%        | 21%      | 11%      | 16%      | 13%      |
| Stressful/Anxious/Negativity                       | 13%            | 13%            | 12%            | 6%             | 19%            | 15%            | 13%            | 9%             | 13%            | 17%            | 13%            | 13%            | 12%            | 10%             | 12%      | 14%      | 11%      | 14%      | 14%            | 17%            | 9%         | 6%       | 15%      | 9%       | 14%      |
| Family   | 12%            | 12%            | 12%            | 6%             | 15%            | 13%            | 17%            | 10%            | 14%            | 14%            | 15%            | 11%            | 12%            | 11%             | 17%      | 10%      | 11%      | 10%      | 15%            | 13%            | 10%        | 13%      | 13%      | 11%      | 15%      |
| Shopping/Gifts                                     | 8%             | 6%             | 9%             | 12%            | 3%             | 7%             | 8%             | 11%            | 7%             | 4%             | 4%             | 10%            | 11%            | 15%             | 4%       | 5%       | 7%       | 7%       | 9%             | 7%             | 14%        | 3%       | 9%       | 7%       | 7%       |
| Food/Feast   | 5%             | 4%             | 7%             | 7%             | 3%             | 7%             | 5%             | 4%             | 4%             | 8%             | 4%             | 6%             | 4%             | 3%              | 6%       | 6%       | 9%       | 5%       | 2%             | 5%             | 7%         | 6%       | 3%       | 5%       | 8%       |
| Sadness/Depression                                 | 4%             | 3%             | 5%             | 3%             | 4%             | 7%             | 3%             | 4%             | 6%             | 3%             | 2%             | 5%             | 4%             | 3%              | 4%       | 4%       | 4%       | 3%       | 5%             | 4%             | 3%         | 5%       | 4%       | 4%       | 6%       |
| Rest/Relaxation                                    | 3%             | 5%             | 2%             | 4%             | 4%             | 3%             | 1%             | 5%             | 0%             | 3%             | 4%             | 3%             | 4%             | 0%              | 4%       | 3%       | 1%       | 3%       | 6%             | 3%             | 5%         | 1%       | 3%       | 5%       | 2%       |
| Cold   | 3%             | 3%             | 3%             | 3%             | 2%             | 3%             | 2%             | 3%             | 2%             | 3%             | 1%             | 4%             | 3%             | 4%              | 0%       | 4%       | 2%       | 4%       | 2%             | 2%             | 4%         | 4%       | 3%       | 1%       | 4%       |
| Religious/Spiritual                                | 2%             | 3%             | 2%             | 1%             | 4%             | 3%             | 2%             | 3%             | 3%             | 1%             | 3%             | 2%             | 3%             | 2%              | 4%       | 1%       | 3%       | 2%       | 2%             | 3%             | 3%         | 2%       | 2%       | 4%       | 1%       |
| Travel   | 1%             | 1%             | 0%             | 1%             | 1%             | 1%             | 0%             | 1%             | 1%             | 0%             | 1%             | 1%             | 0%             | 2%              | 1%       | 1%       | 0%       | 0%       | 2%             | 1%             | 0%         | 0%       | 2%       | 0%       | 0%       |
| Other  | 2%             | 3%             | 1%             | 1%             | 2%             | 3%             | 3%             | 3%             | 1%             | 2%             | 3%             | 2%             | 2%             | 1%              | 2%       | 2%       | 1%       | 2%       | 3%             | 3%             | 1%         | 1%       | 3%       | 2%       | 1%       |
| Don't know/Refused                                 | 3%             | 3%             | 2%             | 3%             | 1%             | 2%             | 4%             | 4%             | 1%             | 2%             | 3%             | 2%             | 1%             | 10%             | 2%       | 3%       | 2%       | 3%       | 2%             | 2%             | 2%         | 2%       | 2%       | 0%       | 1%       |
|  |                |                |                |                |                |                |                |                |                |                |                |                |                |                 |          |          |          |          |                |                |            |          |          |          |          |
| Q2. Thanksgiving                                   | 1              |                |                |                |                |                |                |                |                |                |                |                |                |                 |          |          |          | 1        |                |                |            |          |          |          | -        |
|  |                | Ge             | nder           |                | Ag             | e              |                |                | Region         | 1              | Child          | in HH          |                | Relig           | gion     |          |          | Income   |                |                | Ethnicity  |          | 1        | Party    |          |
|  |                |                | 1              |                |                |                | 1              |                |                |                |                | 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      |
| Yes  | 93%            | 91%            | 95%            | 90%            | 93%            | 96%            | 92%            | 88%            | 95%            | 96%            | 93%            | 93%            | 97%            | 80%             | 98%      | 90%      | 90%      | 93%      | 96%            | 95%            | 91%        | 92%      | 94%      | 95%      | 94%      |
| No   | 7%             | 9%             | 4%             | 9%             | 7%             | 4%             | 8%             | 11%            | 4%             | 4%             | 7%             | 7%             | 3%             | 18%             | 2%       | 10%      | 10%      | 6%       | 4%             | 5%             | 9%         | 8%       | 6%       | 5%       | 6%       |
| Refused  | 0%             | 0%             | 0%             | 1%             | 0%             | 0%             | 0%             | 0%             | 1%             | 0%             | 0%             | 0%             | 0%             | 2%              | 0%       | 0%       | 0%       | 0%       | 0%             | 0%             | 0%         | 0%       | 0%       | 0%       | 0%       |
|  |                |                |                |                |                |                |                |                |                |                |                |                |                |                 |          |          |          |          |                |                |            |          | 1        |          |          |
| Q3. Thinking now about Thanksgiving Do you plan    | to gathe       | with           | friend         | s or far       | nily for       | a Thar         | hksgivi        | ng dini        | her on T       | hanksg         | iving D        | ay?            | 1              |                 |          |          |          |          |                |                |            |          |          |          |          |
|  | T              | Ge             | 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  | 86%            | 85%            | 87%            | 91%            | 87%            | 85%            | 77%            | 84%            | 86%            | 88%            | 92%            | 83%            | 87%            | 75%             | 89%      | 86%      | 80%      | 88%      | 91%            | 87%            | 91%        | 82%      | 85%      | 90%      | 87%      |
| No   | 14%            | -              | 13%            | 9%             | 13%            | 15%            | 22%            | 16%            | 14%            | 12%            | 8%             | 17%            | 13%            | 25%             | 11%      | 14%      | 20%      | 12%      | 8%             | 13%            | 9%         | 18%      | 14%      | 10%      | 13%      |
| 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%       |
|  |                |                |                |                |                |                |                |                |                |                |                |                |                |                 |          |          |          |          |                |                |            |          |          |          |          |
| Q4. Comparing the cost of the average Thanksgiving | meal this      | year           | to wh          | at it cos      | st last y      | ear, do        | you t          | hink aı        | averag         | e Than         | ksgivin        | ig meal        | will co        | st              |          |          |          |          |                |                |            |          |          |          |          |
|  |                | Ge             | nder           |                | Ag             | e              | -              |                | Region         | 1              | Child          | in HH          |                | Relig           | gion     |          |          | Income   |                |                | Ethnicity  |          |          | Party    |          |
|  |                |                |                |                |                |                |                |                |                |                |                |                |                |                 | 1        |          |          | \$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      |
| A lot more than last year                          | 29%            | 24%            | 34%            | 22%            | 38%            | 33%            | 24%            | 28%            | 33%            | 29%            | 32%            | 28%            | 32%            | 28%             | 35%      | 25%      | 34%      | 31%      | 23%            | 28%            | 30%        | 32%      | 23%      | 41%      | _        |
| A little more than last year                       | 43%            | 49%            | -              | 48%            | 41%            | 38%            | 44%            | 43%            | 43%            | 43%            | 43%            | 44%            | 46%            | 33%             | 39%      | 44%      | 35%      | 44%      | 52%            | 44%            | 42%        | 38%      | 48%      | 38%      | _        |
| Total Cost More                                    | 72%            | -              | 71%            | 70%            | 79%            | 71%            | 68%            | 71%            | 76%            | 72%            | 75%            |                | 78%            | 61%             | 74%      | 69%      | 69%      | 75%      | 75%            | 72%            | 72%        | 70%      | 71%      | 79%      | 77%      |
| About the same as it cost last year                | 20%            | 20%            |                | 20%            | 19%            | 21%            | 23%            | 20%            | 19%            | 22%            | 20%            | 20%            | 16%            | 24%             | 20%      | 23%      | 22%      | 18%      | 20%            | 20%            | 20%        | 21%      | 21%      | 17%      | 18%      |
|  |                | -              |                |                |                | 4%             | 2%             | 4%             | 1%             | 4%             |                | -              |                |                 | 3%       | 4%       | 3%       | 5%       | 2%             | 4%             | 2%         | 4%       | 4%       | 2%       | 1%       |
| •  | 3%             | 3%             | 4%             | 4%             | 2%             | 4%             | L 2 %          | 4%             | 1 1%           | 4%             | 1 2%           | 1 4 %          | 1 3%           | 1 3%            |          |          |          |          |                |                |            |          |          |          | 1 - 10   |
| A little less than it cost last year               | 3%             | 3%             | 4%<br>0%       | 4%<br>1%       | 2%<br>0%       |                | -              |                |                |                | 2%<br>1%       | 4%             | 3%<br>0%       | 3%<br>1%        |          |          |          |          |                | -              | -          |          |          |          | 1%       |
| •  | 3%<br>1%<br>4% | 3%<br>1%<br>3% | 4%<br>0%<br>5% | 4%<br>1%<br>6% | 2%<br>0%<br>1% | 4%<br>1%<br>2% | 2%<br>1%<br>7% | 4%<br>1%<br>5% | 1%<br>0%<br>5% | 4%<br>1%<br>2% | 2%<br>1%<br>2% | 4%<br>0%<br>4% | 3%<br>0%<br>3% | 3%<br>1%<br>12% | 0%<br>3% | 1%<br>3% | 1%<br>4% | 1%<br>3% | 2%<br>1%<br>3% | 4%<br>1%<br>4% | 0%<br>6%   | 2%<br>3% | 1%<br>3% | 0%<br>1% | 1%<br>3% |

| Q5. If the subject of politics comes up at Thanksgivin | 0, ,       | 1     |                 |        |         |        |         |       |        |          |       |          |      |        |      |          | <u> </u> |                  |          | 1     | Ethnicity         |        | 1   | Douter   |             |
|--|------------|-------|-----------------|--------|---------|--------|---------|-------|--------|----------|-------|----------|------|--------|------|----------|----------|------------------|----------|-------|-------------------|--------|-----|----------|-------------|
|  |            | Gei   | nder            |        | Ag      | e      | -       |       | Region |          | 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-<br>\$100K | \$100K+  | White | Afr<br>Amer/Black | Latino | Dem | Rep      | Ind,<br>Oth |
| Agree on politics                                      | 41%        | 45%   | 37%             | 37%    | 44%     | 42%    | 44%     | 41%   | 45%    | 39%      | 46%   | 39%      | 37%  | 51%    | 50%  | 39%      | 34%      | 38%              | 49%      | 43%   | 33%               | 48%    | 47% | 48%      | 32%         |
| Disagree   | 26%        | 27%   | 25%             | 29%    | 22%     | 27%    | 24%     | 29%   | 24%    | 25%      | 29%   | 25%      | 33%  | 19%    | 24%  | 24%      | 25%      | 29%              | 26%      | 24%   | 33%               | 21%    | 26% | 28%      | 25%         |
| [VOL]: Do not allow conversations about politics       | 27%        | 21%   | 31%             | 28%    | 27%     | 26%    | 29%     | 24%   | 24%    | 32%      | 22%   | 30%      | 28%  | 21%    | 19%  | 30%      | 34%      | 28%              | 20%      | 27%   | 31%               | 22%    | 23% | 19%      | 37%         |
| Don't know/Refused                                     | 6%         | 6%    | 6%              | 6%     | 7%      | 6%     | 4%      | 6%    | 8%     | 5%       | 4%    | 7%       | 3%   | 9%     | 7%   | 7%       | 8%       | 5%               | 5%       | 6%    | 4%                | 9%     | 5%  | 5%       | 5%          |
|  |            |       |                 |        |         |        |         |       |        |          |       |          |      |        |      |          |          |                  |          |       |                   |        |     |          |             |
| Q6. Will you be watching football games on Thanksg     | iving Day  |       |                 |        |         |        |         |       |        |          |       |          |      |        |      |          |          |                  |          |       |                   |        |     |          |             |
|  |            | Ge    | nder            |        | Ag      | e      |         |       | Region |          | Child | in HH    |      | Relig  | gion |          |          | Income           |          |       | Ethnicity         |        |     | Party    |             |
|  |            |       |                 |        |         |        |         |       |        |          |       |          |      |        |      |          |          | \$50K-           |          |       | Afr               |        |     |          | Ind         |
|  | Total      | м     | F               |        | 35-49   |        |         | NYC   | Subs   | Upst     | Yes   | No       | Cath | Jewish | Prot | Other    | <\$50K   | \$100K           | \$100K+  | White | Amer/Black        | Latino | Dem | <u> </u> | Ot          |
| Yes  | 53%        |       | 45%             | 51%    | 55%     | 61%    | 45%     | 49%   | 51%    | 59%      | 54%   | 53%      | 59%  | 30%    | 62%  | 49%      | 48%      | 55%              | 58%      | 56%   | 59%               | 57%    | 53% | 61%      | _           |
| No   | 46%        |       | 55%             | 48%    | 45%     | 38%    | 54%     | 49%   | 49%    | 40%      | 44%   | 47%      | 40%  | 68%    | 37%  | 50%      | 52%      | 44%              | 41%      | 43%   | 39%               | 42%    | 46% | 37%      | 43          |
| Don't know/Refused                                     | 1%         | 1%    | 1%              | 1%     | 0%      | 1%     | 2%      | 1%    | 0%     | 1%       | 1%    | 1%       | 0%   | 1%     | 1%   | 1%       | 0%       | 1%               | 0%       | 1%    | 2%                | 1%     | 1%  | 2%       | 09          |
|  |            |       |                 |        |         |        |         |       |        |          |       |          |      |        |      |          |          |                  |          |       |                   |        |     |          |             |
| Q7. What is your number one favorite food on Than      | ksgiving D |       | nder            |        | •       |        |         |       | Region |          | Child | in HH    |      | Relig  | lon  |          |          | Income           |          | 1     | Ethnicity         |        | 1   | Party    |             |
|  |            | Gei   |                 |        | Ag      | e      |         |       | Region |          | Child |          |      | Relig  |      | 1        |          | \$50K-           | :<br>    |       | Afr               |        |     | Party    | Inc         |
|  | Total      | м     | F               | 10 24  | 35-49   | 50 64  | 65+     | NYC   | Subs   | Upst     | Yes   | No       | Cath | Jewish | Prot | Other    | <\$50K   | \$100K           | \$100K+  | White | An<br>Amer/Black  | Latino | Dem | Rep      | Ot          |
| Turkey   | 31%        | 39%   |                 | 24%    | 26%     | 34%    | 48%     | 31%   | 37%    | 29%      | 28%   | 33%      | 37%  | 33%    | 29%  | 28%      | 33%      | 29%              | 31%      | 33%   | 33%               | 25%    | 26% | 40%      | 31          |
| Stuffing   | 19%        | -     | 21%             | 13%    | 20%     | 23%    | 20%     | 13%   | 19%    | 25%      | 18%   | 20%      | 22%  | 19%    | 17%  | 18%      | 16%      | 29%              | 23%      | 24%   | 13%               | 8%     | 20% | 18%      | 19          |
| Vegetables & Other sides                               | 9%         | 9%    | 8%              | 11%    | 11%     | 6%     | 3%      | 8%    | 9%     | 8%       | 10%   | 8%       | 7%   | 5%     | 9%   | 10%      | 10%      | 7%               | 9%       | 9%    | 13%               | 13%    | 8%  | 10%      | 79          |
| Mac & Cheese   | 7%         | 4%    | 9%              | 15%    | 5%      | 3%     | 1%      | 10%   | 6%     | 3%       | 7%    | 6%       | 4%   | 9%     | 9%   | 8%       | 8%       | 8%               | 5%       | 1%    | 15%               | 13%    | 8%  | 5%       | 39          |
| Other Meats  | 6%         | 6%    | 5%              | 6%     | 5%      | 6%     | 4%      | 8%    | 5%     | 3%       | 8%    | 4%       | 4%   | 4%     | 9%   | 6%       | 7%       | 6%               | 4%       | 3%    | 5%                | 13%    | 6%  | 5%       | 19          |
| Mashed potatoes  | 5%         | 3%    | 7%              | 9%     | 3%      | 6%     | 2%      | 4%    | 8%     | 6%       | 4%    | 6%       | 5%   | 3%     | 7%   | 5%       | 5%       | 7%               | 4%       | 6%    | 5%                | 1%     | 5%  | 5%       | 29          |
| Sweet potatoes   | 5%         | 3%    | 7%              | 4%     | 2%      | 7%     | 5%      | 6%    | 4%     | 5%       | 4%    | 5%       | 5%   | 6%     | 3%   | 5%       | 4%       | 7%               | 4%       | 5%    | 5%                | 5%     | 7%  | 3%       | 39          |
| Other Pies/Dessert                                     | 4%         | 2%    | 6%              | 4%     | 5%      | 3%     | 4%      | 3%    | 2%     | 6%       | 4%    | 4%       | 3%   | 5%     | 2%   | 5%       | 3%       | 5%               | 4%       | 3%    | 2%                | 9%     | 3%  | 2%       | 49          |
| Pumpkin pie  | 3%         | 4%    | 3%              | 3%     | 6%      | 2%     | 2%      | 3%    | 3%     | 4%       | 4%    | 3%       | 3%   | 2%     | 4%   | 3%       | 2%       | 2%               | 5%       | 5%    | 2%                | 1%     | 3%  | 3%       | 10          |
| Cranberry sauce  | 1%         | 1%    | 2%              | 0%     | 3%      | 1%     | 3%      | 1%    | 1%     | 1%       | 1%    | 1%       | 1%   | 0%     | 2%   | 1%       | 1%       | 1%               | 1%       | 2%    | 0%                | 0%     | 2%  | 1%       | 5%          |
| Apple pie  | 1%         | 1%    | 1%              | 1%     | 0%      | 2%     | 0%      | 0%    | 2%     | 1%       | 0%    | 1%       | 1%   | 2%     | 2%   | 0%       | 0%       | 1%               | 1%       | 1%    | 1%                | 0%     | 1%  | 1%       | 09          |
| Rice   | 1%         | 2%    | 0%              | 1%     | 2%      | 0%     | 1%      | 2%    | 0%     | 1%       | 3%    | 0%       | 3%   | 0%     | 0%   | 1%       | 1%       | 1%               | 1%       | 1%    | 1%                | 0%     | 1%  | 3%       | 5%          |
| Other  | 5%         | 5%    | 5%              | 5%     | 7%      | 5%     | 4%      | 7%    | 2%     | 5%       | 6%    | 5%       | 4%   | 4%     | 5%   | 6%       | 7%       | 4%               | 6%       | 4%    | 15%               | 4%     | 6%  | 4%       | 9%          |
| Refused  | 2%         | 3%    | 2%              | 4%     | 1%      | 2%     | 2%      | 3%    | 1%     | 2%       | 3%    | 2%       | 3%   | 8%     | 0%   | 2%       | 4%       | 2%               | 1%       | 2%    | 3%                | 2%     | 2%  | 0%       | 19          |
| 09. Will you shop for bolidou site as port of the The  |            | halid |                 |        | n Blask | Fuider |         |       |        | kond     |       |          |      |        |      |          |          |                  |          |       |                   |        |     |          |             |
| Q8. Will you shop for holiday gifts as part of the Tha |            | 1     | ay inci<br>nder | uung 0 |         |        | , or th | lough | Region | ekena, ( |       | in HH    |      | Relig  | rion |          |          | Income           | <u> </u> |       | Ethnicity         |        |     | Party    |             |
|  | +          | Ger   |                 |        | Ag      | e      |         |       | Region |          |       |          |      | Relig  |      | <u> </u> |          | \$50K-           |          |       | Afr               |        |     | Faity    | 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      | Ot          |
| Yes  | 52%        | 49%   | 55%             | 66%    | 65%     | 39%    | 27%     | 54%   | 51%    | 51%      | 69%   | 44%      | 56%  | 28%    | 58%  | 50%      | 52%      | 51%              | 56%      | 47%   | 60%               | 62%    | 52% | 54%      | -           |
| No   | 47%        | -     | 44%             | 34%    | 34%     | 61%    | 71%     | 46%   | 47%    | 49%      | 31%   | 55%      | 43%  | 69%    | 41%  | 49%      | 47%      | 49%              | 43%      | 51%   | 40%               | 38%    | 47% | 45%      | 449         |
| Don't know/Refused                                     | 1%         | 1%    | 1%              | 0%     | 1%      | 0%     | 2%      | 1%    | 1%     | 1%       | 0%    | 1%       | 1%   | 3%     | 0%   | 0%       | 1%       | 0%               | 1%       | 1%    | 0%                | 0%     | 1%  | 0%       | 19          |
| · · ·  | · ·        |       |                 |        |         |        | 1       |       | · ·    |          | · ·   | <u> </u> |      |        | 1    | 1        |          |                  | - ·      |       | 1                 |        | 1   | 1        | †           |

| Q9. As the holiday season begins would you say you  | are very                               | excite   | d, son   | newhat   | excited  | d, not v  | ery ex  | citeu u  | i not at  | all exci  | teu ab   | out the   | upcon  | ling nolida   | iy seaso  | on?  |   |   |  |   |   |  |  |  |   |
|---|--|--|--|--|--|---|---|--|---|---|--|---|--|---|---|--|---|---|--|---|---|--|--|--|---|
|   |  | Ge   | nder   |  | Ag   | e   |   |  | Region  |   | Child  | in HH   |  | Relig   | ion   |  |   | 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  | Ot  |
| Very excited  | 28%                                    | 28%  | 28%  | 39%  | 33%  | 22%   | 12%   | 31%  | 31%   | 23%   | 38%  | 23%   | 35%  | 19%   | 26%   | 25%  | 26%   | 29%   | 30%  | 25%   | 38%   | 35%                                      | 23%  | 37%  | 27  |
| Somewhat excited  | 40%                                    | 39%  | 42%  | 42%  | 38%  | 39%   | 41%   | 40%  | 38%   | 42%   | 39%  | 41%   | 37%  | 43%   | 48%   | 39%  | 38%   | 44%   | 40%  | 42%   | 42%   | 37%                                      | 46%  | 38%  | 36  |
| Total Excited   | 68%                                    | 67%  | 70%  | 81%  | 71%  | 61%   | 53%   | 71%  | 69%   | 65%   | 77%  | 64%   | 72%  | 62%   | 74%   | 64%  | 64%   | 73%   | 70%  | 67%   | 80%   | 72%                                      | 69%  | 75%  | 63  |
| Not very excited  | 19%                                    | 20%  | 17%  | 11%  | 16%  | 24%   | 28%   | 18%  | 19%   | 20%   | 13%  | 21%   | 16%  | 26%   | 14%   | 21%  | 20%   | 16%   | 20%  | 21%   | 9%  | 13%                                      | 19%  | 14%  | 21  |
| Not at all excited  | 13%                                    | 13%  | 13%  | 8%   | 13%  | 14%   | 18%   | 11%  | 11%   | 15%   | 10%  | 14%   | 11%  | 9%  | 12%   | 15%  | 16%   | 11%   | 10%  | 12%   | 11%   | 16%                                      | 12%  | 10%  | 14  |
| Total Not Excited   | 32%                                    | 33%  | 30%  | 19%  | 29%  | 38%   | 46%   | 29%  | 30%   | 35%   | 23%  | 35%   | 27%  | 35%   | 26%   | 36%  | 36%   | 27%   | 30%  | 33%   | 20%   | 29%                                      | 31%  | 24%  | 35  |
| Don't know/Refused  | 0%                                     | 1%   | 0%   | 0%   | 0%   | 1%  | 1%  | 0%   | 2%  | 0%  | 0%   | 1%  | 1%   | 3%  | 0%  | 0%   | 0%  | 0%  | 0%   | 1%  | 0%  | 0%                                       | 0%   | 0%   | 1   |
|   |  |  |  |  |  |   |   |  |   |   |  |   |  |   |   |  |   |   |  |   |   |  |  |  |   |
| Q10. Do you have an actual budget, a specific amou  | int of mon                             | ey tha   | at you   | will spe   | nd, for  | your h  | oliday  | / spenc  | ing incl  | uding n   | ot only  | gifts b   | ut for a   | II holiday  | related   | spendin  | g or not?   |   |  |   |   |  |  |  |   |
|   |  | Ge   | nder   |  | Ag   | e   |   |  | Region  |   | Child  | in HH   |  | Relig   | ion   |  |   | Income  |  |   | Ethnicity   |  |  | Party  |   |
|   |  |  |  |  |  |   |   |  |   |   |  |   |  |   |   |  |   | \$50K-  |  |   | Afr   |  |  |  | Inc   |
|   | 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  | 01  |
| Yes   | 41%                                    | 37%  | 46%  | 50%  | 41%  | 40%   | 27%   | 42%  | 43%   | 39%   | 46%  | 39%   | 51%  | 25%   | 52%   | 32%  | 44%   | 42%   | 38%  | 38%   | 56%   | 40%                                      | 39%  | 53%  | 39  |
| No  | 58%                                    | 63%  | 54%  | 50%  | 59%  | 59%   | 72%   | 57%  | 56%   | 61%   | 54%  | 61%   | 48%  | 74%   | 48%   | 67%  | 55%   | 57%   | 61%  | 61%   | 44%   | 60%                                      | 61%  | 47%  | 61  |
| Don't know/Refused  | 0%                                     | 1%   | 0%   | 0%   | 0%   | 1%  | 1%  | 0%   | 1%  | 0%  | 0%   | 1%  | 1%   | 1%  | 0%  | 0%   | 0%  | 0%  | 0%   | 1%  | 0%  | 0%                                       | 0%   | 1%   | 0   |
|   | -                                      |  |  |  |  |   |   |  |   |   |  |   |  |   |   |  |   |   |  |   |   |  |  |  |   |
| Q11. Do you think you will spend more this holiday  | season th                              | an yo  | u did la   | ast year   | , less ti  | han you   | , spen  | t last y   | ear or a  | bout th   | e same   | e amou  | nt as yo   | ou spent la   | ast year  | ?  |   |   |  |   | •   |  |  |  | -   |
|   |  | Ge   | nder   |  | Ag   | e   |   |  | Region  |   | Child  | in HH   |  | Relig   | ion   |  |   | Income  |  |   | Ethnicity   |  |  | Party  | -   |
|   |  |  |  |  |  |   |   |  |   |   |  |   |  |   |   |  |   | \$50K-  |  |   | Afr   |  |  |  | Inc   |
|   | 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  | Ot  |
| More than you did last year   | 36%                                    | 39%  | 33%  | 39%  | 38%  | 34%   | 27%   | 36%  | 27%   | 41%   | 47%  | 30%   | 37%  | 33%   | 39%   | 34%  | 35%   | 36%   | 36%  | 35%   | 31%   | 48%                                      | 29%  | 47%  | 40  |
| Less than you did last year   | 24%                                    | 19%  | 28%  | 23%  | 27%  | 26%   | 20%   | 23%  | 25%   | 25%   | 25%  | 24%   | 22%  | 17%   | 24%   | 27%  | 30%   | 25%   | 18%  | 24%   | 29%   | 15%                                      | 23%  | 23%  | 27  |
| About the same amount as last year  | 39%                                    | 40%  | 38%  | 37%  | 35%  | 37%   | 51%   | 39%  | 46%   | 35%   | 27%  | 45%   | 41%  | 47%   | 36%   | 37%  | 33%   | 39%   | 45%  | 40%   | 40%   | 33%                                      | 46%  | 30%  | 33  |
| Don't know/Refused  | 1%                                     | 1%   | 1%   | 1%   | 0%   | 2%  | 2%  | 2%   | 1%  | 0%  | 1%   | 1%  | 0%   | 3%  | 0%  | 2%   | 2%  | 0%  | 1%   | 1%  | 0%  | 3%                                       | 1%   | 0%   | 19  |
|   |  |  |  |  |  |   |   |  |   | ,,  |  |   |  |   |   |  |   |   |  |   |   |  |  |  |   |
| Q12. Has inflation and the state of the economy ma  | de it more                             | e likel  | ( that   |  |  |   |   |  |   |   |  |   |  |   |   |  |   |   |  |   |   |  |  |  | -   |
|   |  |  | y unat   | you will   | increa   | ise, or o   | decrea  | se you   | r holida  | y spend   | ling, or   | does t  | he ecor  | nomy have   | e no eff  | ect on yo  | ur holida   | y spendi  | ng?  |   |   |  |  |  |   |
|   |  | 1  | nder   | you will   |  |   | decrea  | se you   |   | y spenc   |  | does t<br>in HH   | he ecor  | nomy have<br>Relig  |   | ect on yo  | ur holida   | y spendi<br>Income  | ng?  |   | Ethnicity   |  | T  | Party  |   |
|   |  | 1  | ·  | you will   | l increa<br>Ag   |   | decrea  | se you   | r holida<br>Region  | y spenc   |  |   | he ecor  |   |   | ect on yo  | our holida  |   | ng?  |   | Ethnicity<br>Afr  |  |  | Party  | Inc   |
|   | Total                                  | 1  | ·  | you will<br>18-34  | Ag   | je  |   | se you<br>NYC  |   | y spend<br>Upst   |  |   | he ecor  |   |   | ect on yo<br>Other   | our holida<br><\$50K  | Income  | ng?<br>\$100K+   | White   |   | Latino                                   | Dem  | Party<br>Rep   |   |
| Increase holiday spending   |  | Gei  | nder<br>F  | 18-34  | Ag<br>35-49  | e<br>50-64  | 65+   | NYC  | Region<br>Subs  | Upst  | Child<br>Yes   | in HH<br>No   | Cath   | Relig   | ion<br>Prot   | Other  | <\$50K  | Income<br>\$50K-<br>\$100K  | \$100K+  |   | Afr<br>Amer/Black   |  | Dem  | Rep  | 01  |
| Increase holiday spending<br>Decrease holiday spending  | 29%                                    | Gei<br>M<br>28%  | nder<br>F<br>29%   | <b>18-34</b><br>39%  | Ag<br>35-49<br>29%   | <b>50-64</b>  | <b>65+</b><br>20%                                     | NYC<br>29%   | Region<br>Subs<br>27%   | <b>Upst</b><br>30%  | Child<br>Yes<br>37%  | in HH<br>No<br>25%  | <b>Cath</b><br>34%                                       | Relig<br>Jewish<br>19%  | ion<br>Prot<br>32%  | Other<br>25%   | <b>&lt;\$50K</b><br>24%   | Income<br>\$50K-<br>\$100K<br>30%   | <b>\$100K+</b><br>32%  | 25%   | Afr<br>Amer/Black<br>45%  | 24%                                      | <b>Dem</b> 25%                               | <b>Rep</b>   | 01<br>29  |
| Decrease holiday spending   |  | Gei<br>M<br>28%<br>32%                                     | nder<br>F<br>29%<br>39%  | <b>18-34</b><br>39%<br>30%                                   | Ag<br>35-49<br>29%<br>41%  | <b>50-64</b><br>21%<br>44%  | <b>65+</b><br>20%<br>26%                              | NYC<br>29%<br>36%                                      | Region   Subs   27%   38%   | Upst<br>30%<br>36%  | Child<br>Yes<br>37%<br>37%                                       | in HH<br>No<br>25%<br>35%   | <b>Cath</b><br>34%<br>34%                                | Relig<br>Jewish<br>19%<br>33%   | ion<br>Prot<br>32%<br>37%   | Other<br>25%<br>38%  | < <b>\$50K</b><br>24%<br>49%                                    | Income<br>\$50K-<br>\$100K<br>30%<br>35%  | \$100K+  | 25%<br>35%  | Afr<br>Amer/Black<br>45%<br>33%   | 24%<br>41%                               | <b>Dem</b><br>25%<br>33%                     | <b>Rep</b><br>40%<br>38%                             | 0<br>29<br>43   |
| Decrease holiday spending<br>No effect on holiday spending  | 29%<br>36%<br>34%                      | Ger<br>M<br>28%<br>32%<br>38%                              | F<br>29%<br>39%<br>30%   | <b>18-34</b><br>39%<br>30%<br>30%                            | Ag<br>35-49<br>29%<br>41%<br>28%   | <b>50-64</b><br>21%<br>44%<br>34%                                   | <b>65+</b><br>20%<br>26%<br>53%                       | NYC<br>29%<br>36%<br>34%                               | Region<br>Subs<br>27%<br>38%<br>33%   | Upst<br>30%<br>36%<br>35%                                   | Child   Yes   37%   37%   26%                                    | in HH<br>No<br>25%<br>35%<br>38%  | Cath<br>34%<br>34%<br>31%                                | Relig   Jewish   19%   33%   47%  | ion<br>Prot<br>32%<br>37%<br>31%  | Other<br>25%<br>38%<br>36%   | <\$50K<br>24%<br>49%<br>26%                                     | Income<br>\$50K-<br>\$100K<br>30%<br>35%<br>34%   | \$100K+<br>32%<br>24%<br>44%                                       | 25%<br>35%<br>39%                                   | Afr<br>Amer/Black<br>45%<br>33%<br>19%  | 24%<br>41%<br>34%                        | Dem<br>25%<br>33%<br>42%                     | <b>Rep</b><br>40%<br>38%<br>22%                      | 01<br>29<br>43<br>28  |
| Decrease holiday spending<br>No effect on holiday spending  | 29%<br>36%                             | Gei<br>M<br>28%<br>32%                                     | nder<br>F<br>29%<br>39%  | <b>18-34</b><br>39%<br>30%                                   | Ag<br>35-49<br>29%<br>41%  | <b>50-64</b><br>21%<br>44%  | <b>65+</b><br>20%<br>26%                              | NYC<br>29%<br>36%                                      | Region   Subs   27%   38%   | Upst<br>30%<br>36%  | Child<br>Yes<br>37%<br>37%                                       | in HH<br>No<br>25%<br>35%   | <b>Cath</b><br>34%<br>34%                                | Relig<br>Jewish<br>19%<br>33%   | ion<br>Prot<br>32%<br>37%   | Other<br>25%<br>38%  | < <b>\$50K</b><br>24%<br>49%                                    | Income<br>\$50K-<br>\$100K<br>30%<br>35%  | \$100K+<br>32%<br>24%  | 25%<br>35%  | Afr<br>Amer/Black<br>45%<br>33%   | 24%<br>41%                               | <b>Dem</b><br>25%<br>33%                     | <b>Rep</b><br>40%<br>38%                             | 01<br>29<br>43<br>28  |
| Decrease holiday spending<br>No effect on holiday spending<br>Don't know/Refused  | 29%<br>36%<br>34%<br>1%                | Gei<br>M<br>28%<br>32%<br>38%<br>1%                        | F<br>29%<br>39%<br>30%<br>1%                                   | <b>18-34</b><br>39%<br>30%<br>30%<br>1%                      | Ag<br>35-49<br>29%<br>41%<br>28%<br>2%   | <b>50-64</b><br>21%<br>44%<br>34%<br>0%                             | <b>65+</b><br>20%<br>26%<br>53%<br>1%                 | NYC<br>29%<br>36%<br>34%<br>2%                         | Subs   27%   38%   33%   2%   | Upst<br>30%<br>36%<br>35%<br>0%                             | Child   Yes   37%   37%   26%   0%                               | <b>No</b><br>25%<br>35%<br>38%<br>1%  | Cath<br>34%<br>34%<br>31%<br>1%                          | Relig<br>Jewish<br>19%<br>33%<br>47%<br>1%  | ion<br>Prot<br>32%<br>37%<br>31%<br>0%  | Other   25%   38%   36%   1%   | <\$50K<br>24%<br>49%<br>26%<br>1%                               | Income<br>\$50K-<br>\$100K<br>30%<br>35%<br>34%<br>1%   | \$100K+<br>32%<br>24%<br>44%<br>0%                                 | 25%<br>35%<br>39%<br>1%                             | Afr<br>Amer/Black<br>45%<br>33%<br>19%<br>4%  | 24%<br>41%<br>34%                        | Dem<br>25%<br>33%<br>42%                     | <b>Rep</b><br>40%<br>38%<br>22%                      |   |
| Decrease holiday spending<br>No effect on holiday spending<br>Don't know/Refused  | 29%<br>36%<br>34%<br>1%                | Gei<br>M<br>28%<br>32%<br>38%<br>1%<br>ke it n             | F<br>29%<br>39%<br>30%<br>1%                                   | <b>18-34</b><br>39%<br>30%<br>30%<br>1%                      | Ag<br>35-49<br>29%<br>41%<br>28%<br>2%<br>2%                                   | 50-64<br>21%<br>44%<br>34%<br>0%                                    | <b>65+</b><br>20%<br>26%<br>53%<br>1%                 | NYC<br>29%<br>36%<br>34%<br>2%                         | Region<br>Subs<br>27%<br>38%<br>33%<br>2%<br>rease yo                         | Upst<br>30%<br>36%<br>35%<br>0%                             | Child<br>Yes<br>37%<br>26%<br>0%<br>day spe                      | in HH<br>No<br>25%<br>35%<br>38%<br>1%<br>ending,                             | Cath<br>34%<br>34%<br>31%<br>1%                          | Relig<br>Jewish<br>19%<br>33%<br>47%<br>1%<br>s the elect                           | ion<br>Prot<br>32%<br>37%<br>31%<br>0%<br>tion out                              | Other   25%   38%   36%   1%   | <\$50K<br>24%<br>49%<br>26%<br>1%                               | Income<br>\$50K-<br>\$100K<br>30%<br>35%<br>34%<br>1%<br>ect on yo                                      | \$100K+<br>32%<br>24%<br>44%<br>0%<br>ur holiday                   | 25%<br>35%<br>39%<br>1%                             | Afr<br>Amer/Black<br>45%<br>33%<br>19%<br>4%  | 24%<br>41%<br>34%                        | Dem<br>25%<br>33%<br>42%<br>1%               | Rep   40%   38%   22%   0%                           | 01<br>29<br>43<br>28  |
| Decrease holiday spending<br>No effect on holiday spending<br>Don't know/Refused  | 29%<br>36%<br>34%<br>1%                | Gei<br>M<br>28%<br>32%<br>38%<br>1%<br>ke it n             | F   29%   39%   30%   1%                                       | <b>18-34</b><br>39%<br>30%<br>30%<br>1%                      | Ag<br>35-49<br>29%<br>41%<br>28%<br>2%   | 50-64<br>21%<br>44%<br>34%<br>0%                                    | <b>65+</b><br>20%<br>26%<br>53%<br>1%                 | NYC<br>29%<br>36%<br>34%<br>2%                         | Subs   27%   38%   33%   2%   | Upst<br>30%<br>36%<br>35%<br>0%                             | Child   Yes   37%   37%   26%   0%                               | in HH<br>No<br>25%<br>35%<br>38%<br>1%<br>ending,                             | Cath<br>34%<br>34%<br>31%<br>1%                          | Relig<br>Jewish<br>19%<br>33%<br>47%<br>1%  | ion<br>Prot<br>32%<br>37%<br>31%<br>0%<br>tion out                              | Other   25%   38%   36%   1%   | <\$50K<br>24%<br>49%<br>26%<br>1%                               | Income<br>\$50K-<br>\$100K<br>30%<br>35%<br>34%<br>1%   | \$100K+<br>32%<br>24%<br>44%<br>0%<br>ur holiday                   | 25%<br>35%<br>39%<br>1%                             | Afr<br>Amer/Black<br>45%<br>33%<br>19%<br>4%  | 24%<br>41%<br>34%                        | Dem<br>25%<br>33%<br>42%<br>1%               | <b>Rep</b><br>40%<br>38%<br>22%                      | 01<br>29<br>43<br>28  |
| Decrease holiday spending<br>No effect on holiday spending<br>Don't know/Refused  | 29%<br>36%<br>34%<br>1%<br>ections mal | Ger<br>M<br>28%<br>32%<br>38%<br>1%<br>ke it n<br>Ger      | rder<br>F<br>29%<br>39%<br>30%<br>1%<br>nore li<br>nder        | 18-34<br>39%<br>30%<br>30%<br>1%<br>kely tha                 | Ag<br>35-49<br>29%<br>41%<br>28%<br>2%<br>2%<br>at you v<br>Ag                 | 50-64<br>21%<br>44%<br>34%<br>0%<br>will incu                       | 65+<br>20%<br>26%<br>53%<br>1%<br>rease,              | NYC<br>29%<br>36%<br>34%<br>2%<br>or dec               | Region<br>Subs<br>27%<br>38%<br>33%<br>2%<br>Crease yo<br>Region              | Upst<br>30%<br>36%<br>35%<br>0%                             | Child<br>Yes<br>37%<br>37%<br>26%<br>0%<br>day spe<br>Child      | in HH<br>No<br>25%<br>35%<br>38%<br>1%<br>ending,<br>in HH                    | Cath<br>34%<br>34%<br>1%<br>or doe                       | Relig   | ion<br>Prot<br>32%<br>37%<br>31%<br>0%<br>ion out                               | Other<br>25%<br>38%<br>36%<br>1%<br>come ha                            | <\$50K<br>24%<br>49%<br>26%<br>1%<br>ve no eff                  | Income<br>\$50K-<br>\$100K<br>30%<br>35%<br>34%<br>1%<br>ect on yoo<br>Income<br>\$50K-                 | \$100K+<br>32%<br>24%<br>44%<br>0%<br>ur holiday                   | 25%<br>35%<br>39%<br>1%<br>spending                 | Afr<br>Amer/Black<br>45%<br>33%<br>19%<br>4%<br>27<br>Ethnicity<br>Afr                      | 24%<br>41%<br>34%<br>1%                  | Dem<br>25%<br>33%<br>42%<br>1%               | Rep   40%   38%   22%   0%   Party                   | 0<br>29<br>43<br>28<br>1<br>1                               |
| Decrease holiday spending<br>No effect on holiday spending<br>Don't know/Refused<br>Q13. Does the outcome of the 2024 Presidential ele                              | 29%<br>36%<br>34%<br>1%<br>ections mal | Ger<br>M<br>28%<br>32%<br>38%<br>1%<br>ke it n<br>Ger<br>M | rder<br>F<br>29%<br>39%<br>30%<br>1%<br>1%<br>nore linder<br>F | 18-34<br>39%<br>30%<br>30%<br>1%<br>kely tha<br>18-34        | Ag<br>35-49<br>29%<br>41%<br>28%<br>2%<br>2%<br>at you v<br>Ag<br>35-49        | 50-64<br>21%<br>44%<br>34%<br>0%<br>will incr<br>se<br>50-64        | 65+<br>20%<br>26%<br>53%<br>1%<br>rease,<br>65+       | NYC<br>29%<br>36%<br>34%<br>2%<br>or dec<br>NYC        | Region<br>Subs<br>27%<br>38%<br>33%<br>2%<br>rease yo<br>Region<br>Subs       | Upst<br>30%<br>36%<br>35%<br>0%<br>Dur holid                | Child<br>Yes<br>37%<br>26%<br>0%<br>Child<br>Yes                 | in HH<br>No<br>25%<br>35%<br>38%<br>1%<br>ending,<br>in HH<br>No              | Cath<br>34%<br>34%<br>31%<br>1%<br>or doe                | Relig<br>Jewish<br>19%<br>33%<br>47%<br>1%<br>s the elect<br>Relig<br>Jewish        | ion<br>Prot<br>32%<br>37%<br>31%<br>0%<br>cion out<br>ion<br>Prot               | Other<br>25%<br>38%<br>36%<br>1%<br>come ha                            | <\$50K<br>24%<br>49%<br>26%<br>1%<br>ve no eff<br><\$50K        | Income<br>\$50K-<br>\$100K<br>30%<br>35%<br>34%<br>1%<br>ect on yo<br>Income<br>\$50K-<br>\$100K        | \$100K+<br>32%<br>24%<br>44%<br>0%<br>ur holiday<br>\$100K+        | 25%<br>35%<br>39%<br>1%<br>spending<br>White        | Afr<br>Amer/Black<br>45%<br>33%<br>19%<br>4%<br>4%<br>Ethnicity<br>Afr<br>Amer/Black        | 24%<br>41%<br>34%<br>1%<br>Latino        | Dem<br>25%<br>33%<br>42%<br>1%<br>Dem        | Rep   40%   38%   22%   0%   Party   Rep             | 0<br>29<br>43<br>28<br>1<br>1                               |
| Decrease holiday spending<br>No effect on holiday spending<br>Don't know/Refused<br>Q13. Does the outcome of the 2024 Presidential ele<br>Increase holiday spending | 29%<br>36%<br>34%<br>1%<br>ections mal | Gen   M   28%   32%   38%   1%   ke it n   Gen   M   19%   | F   29%   39%   30%   1%   nore linder   F   14%               | 18-34<br>39%<br>30%<br>30%<br>1%<br>kely tha<br>18-34<br>23% | Ag<br>35-49<br>29%<br>41%<br>28%<br>2%<br>2%<br>at you v<br>Ag<br>35-49<br>15% | 50-64<br>21%<br>44%<br>34%<br>0%<br>will incr<br>se<br>50-64<br>13% | 65+<br>20%<br>26%<br>53%<br>1%<br>ease,<br>65+<br>10% | NYC<br>29%<br>36%<br>34%<br>2%<br>or dec<br>NYC<br>16% | Region<br>Subs<br>27%<br>38%<br>33%<br>2%<br>Case yo<br>Region<br>Subs<br>17% | Upst<br>30%<br>36%<br>35%<br>0%<br>Dur holic<br>Upst<br>16% | Child   Yes   37%   37%   26%   0%   day spe   Child   Yes   20% | in HH<br>No<br>25%<br>35%<br>38%<br>1%<br>1%<br>ending,<br>in HH<br>No<br>14% | Cath<br>34%<br>34%<br>31%<br>1%<br>or doe<br>Cath<br>18% | Relig<br>Jewish<br>19%<br>33%<br>47%<br>1%<br>s the elect<br>Relig<br>Jewish<br>10% | ion<br>Prot<br>32%<br>37%<br>31%<br>0%<br>ion<br>cion out<br>ion<br>Prot<br>17% | Other<br>25%<br>38%<br>36%<br>1%<br>come ha<br>come ha<br>0ther<br>15% | <\$50K<br>24%<br>49%<br>26%<br>1%<br>ve no eff<br><\$50K<br>15% | Income<br>\$50K-<br>\$100K<br>30%<br>35%<br>34%<br>1%<br>ect on yo<br>Income<br>\$50K-<br>\$100K<br>13% | \$100K+<br>32%<br>24%<br>44%<br>0%<br>ur holiday<br>\$100K+<br>20% | 25%<br>35%<br>39%<br>1%<br>spending<br>White<br>17% | Afr<br>Amer/Black<br>45%<br>33%<br>19%<br>4%<br>2?<br>Ethnicity<br>Afr<br>Amer/Black<br>14% | 24%<br>41%<br>34%<br>1%<br>Latino<br>12% | Dem<br>25%<br>33%<br>42%<br>1%<br>Dem<br>10% | Rep   40%   38%   22%   0%   Party   Rep   29%       | 0<br>29<br>43<br>28<br>1<br>1<br>                           |
| Decrease holiday spending<br>No effect on holiday spending<br>Don't know/Refused<br>Q13. Does the outcome of the 2024 Presidential ele                              | 29%<br>36%<br>34%<br>1%<br>ections mal | Gen   M   28%   32%   38%   1%   ke it n   Gen   M   19%   | F   29%   39%   30%   1%   nore linder   F   14%   25%         | 18-34<br>39%<br>30%<br>30%<br>1%<br>kely tha<br>18-34        | Ag<br>35-49<br>29%<br>41%<br>28%<br>2%<br>2%<br>at you v<br>Ag<br>35-49        | 50-64<br>21%<br>44%<br>34%<br>0%<br>will incr<br>se<br>50-64        | 65+<br>20%<br>26%<br>53%<br>1%<br>rease,<br>65+       | NYC<br>29%<br>36%<br>34%<br>2%<br>or dec<br>NYC        | Region<br>Subs<br>27%<br>38%<br>33%<br>2%<br>rease yo<br>Region<br>Subs       | Upst<br>30%<br>36%<br>35%<br>0%<br>Dur holid                | Child<br>Yes<br>37%<br>26%<br>0%<br>Child<br>Yes                 | in HH<br>No<br>25%<br>35%<br>38%<br>1%<br>ending,<br>in HH<br>No              | Cath<br>34%<br>34%<br>31%<br>1%<br>or doe                | Relig<br>Jewish<br>19%<br>33%<br>47%<br>1%<br>s the elect<br>Relig<br>Jewish        | ion<br>Prot<br>32%<br>37%<br>31%<br>0%<br>cion out<br>ion<br>Prot               | Other<br>25%<br>38%<br>36%<br>1%<br>come ha                            | <\$50K<br>24%<br>49%<br>26%<br>1%<br>ve no eff<br><\$50K        | Income<br>\$50K-<br>\$100K<br>30%<br>35%<br>34%<br>1%<br>ect on yo<br>Income<br>\$50K-<br>\$100K        | \$100K+<br>32%<br>24%<br>44%<br>0%<br>ur holiday<br>\$100K+        | 25%<br>35%<br>39%<br>1%<br>spending<br>White        | Afr<br>Amer/Black<br>45%<br>33%<br>19%<br>4%<br>4%<br>Ethnicity<br>Afr<br>Amer/Black        | 24%<br>41%<br>34%<br>1%<br>Latino        | Dem<br>25%<br>33%<br>42%<br>1%<br>Dem        | Rep   40%   38%   22%   0%   Party   Rep   29%   11% | 0<br>29<br>43<br>28<br>1<br>1<br><b>In</b><br>0<br>14<br>20 |

| Nature of the Sample        |     |
|-----------------------------|-----|
| New York State Resident     | s   |
| 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                         | 33% |
| No                          | 67% |
| Religion                    |     |
| Catholic                    | 32% |
| Jewish                      | 7%  |
| Protestant / Christian      | 18% |
| Other                       | 43% |
| Income                      |     |
| <\$50K                      | 35% |
| \$50K-\$100K                | 29% |
| \$100K+                     | 33% |
| Ethnicity                   |     |
| White                       | 60% |
| Afr Amer/Black              | 14% |
| Latino                      | 16% |
| Party                       |     |
| Democrat                    | 44% |
| Republican                  | 22% |
| Independent & Other Parties | 24% |

This Siena College Poll was conducted November 11 - 18, 2024, among 803 New York State Residents. Of the 803 respondents, 453 were contacted through a dual frame (landline and cell phone) mode (109 completed via text to web) and 350 respondents were drawn from a proprietary online panel (Cint). 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 Marketing Systems Group (MSG). Interviews conducted online are excluded from the sample and final analysis if they fail any data quality attention check question. Duplicate responses are identified by their response ID and removed from the sample. Three questions were asked of online respondents including a honey-pot question to catch bots and two questions asks the respondent to follow explicit directions. The proprietary panel also incorporates measures that "safeguard against automated bot attacks, deduplication issues, fraudulent VPN usage, and suspicious IP addresses". Coding of open-ended responses was done by a single human coder. Data from collection modes was weighted to balance sample demographics to match estimates for New York State's population using data from the Census Bureau's 2023 U.S. American Community Survey (ACS), on age, region, race/ethnicity, and gender to ensure representativeness. The sample was also weighted to match current patterns of party registration using data from the New York State Board of Elections. It has an overall margin of error of +/- 3.9 percentage points including the design effects resulting from weighting. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other public opinion poll.

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

For more information, call Travis Brodbeck (518) 782-6997. For survey crosstabs: www.Siena.edu/SCRI/CCI.