

Q1. Now turning to the upcoming holiday season... What is the first word that comes to your mind as you think 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
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																									
	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	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%
Q3. Thinking now about Thanksgiving... Do you plan to gather with friends or family for a Thanksgiving dinner on Thanksgiving Day?																									
	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	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%	15%	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 what it cost last year, do you think an average Thanksgiving meal will cost...																									
	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
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%	31%
A little more than last year	43%	49%	37%	48%	41%	38%	44%	43%	43%	43%	43%	44%	46%	33%	39%	44%	35%	44%	52%	44%	42%	38%	48%	38%	46%
Total Cost More	72%	73%	71%	70%	79%	71%	68%	71%	76%	72%	75%	72%	78%	61%	74%	69%	69%	75%	75%	72%	72%	70%	71%	79%	77%
About the same as it cost last year	20%	20%	20%	20%	19%	21%	23%	20%	19%	22%	20%	20%	16%	24%	20%	23%	22%	18%	20%	20%	20%	21%	21%	17%	18%
A little less than it cost last year	3%	3%	4%	4%	2%	4%	2%	4%	1%	4%	2%	4%	3%	3%	3%	4%	3%	5%	2%	4%	2%	4%	4%	2%	1%
A lot less than it cost last year	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	1%	0%	2%	1%	0%	1%
Don't know/Refused	4%	3%	5%	6%	1%	2%	7%	5%	5%	2%	2%	4%	3%	12%	3%	3%	4%	3%	3%	4%	6%	3%	3%	1%	3%

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803 New York State Residents

MOE +/- 3.9%

Q5. If the subject of politics comes up at Thanksgiving, do you think most of the people you share Thanksgiving with will agree on politics, or that there will be a lot of disagreements?																									
	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
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 Thanksgiving Day?																									
	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	53%	63%	45%	51%	55%	61%	45%	49%	51%	59%	54%	53%	59%	30%	62%	49%	48%	55%	58%	56%	59%	57%	53%	61%	57%
No	46%	36%	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%	0%
Q7. What is your number one favorite food on Thanksgiving Day?																									
	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
Turkey	31%	39%	25%	24%	26%	34%	48%	31%	37%	29%	28%	33%	37%	33%	29%	28%	33%	29%	31%	33%	33%	25%	26%	40%	31%
Stuffing	19%	18%	21%	13%	24%	23%	20%	13%	19%	27%	18%	20%	22%	19%	17%	18%	16%	20%	23%	24%	13%	8%	22%	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%	1%	13%	8%	10%	7%
Mac & Cheese	7%	4%	9%	15%	5%	3%	1%	10%	6%	3%	7%	6%	4%	9%	9%	8%	8%	8%	5%	1%	15%	18%	8%	5%	3%
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%	1%
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%	2%
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%	3%
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%	4%
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%	0%
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%	1%
Q8. Will you shop for holiday gifts as part of the Thanksgiving holiday including on Black Friday, or through the weekend, 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
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%	55%
No	47%	50%	44%	34%	34%	61%	71%	46%	47%	49%	31%	55%	43%	69%	41%	49%	47%	49%	43%	51%	40%	38%	47%	45%	44%
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%	1%

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Q9. 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	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 amount of money that you will spend, for your holiday spending including not only gifts but for all holiday related spending 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
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 than you did last year, less than you spent last year or about the same amount as you spent 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 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%	1%
Q12. Has inflation and the state of the economy made it more likely that you will increase, or decrease your holiday spending, or does the economy have no effect on your holiday spending?																									
	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
Increase holiday spending	29%	28%	29%	39%	29%	21%	20%	29%	27%	30%	37%	25%	34%	19%	32%	25%	24%	30%	32%	25%	45%	24%	25%	40%	29%
Decrease holiday spending	36%	32%	39%	30%	41%	44%	26%	36%	38%	36%	37%	35%	34%	33%	37%	38%	49%	35%	24%	35%	33%	41%	33%	38%	43%
No effect on holiday spending	34%	38%	30%	30%	28%	34%	53%	34%	33%	35%	26%	38%	31%	47%	31%	36%	26%	34%	44%	39%	19%	34%	42%	22%	28%
Don't know/Refused	1%	1%	1%	1%	2%	0%	1%	2%	2%	0%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	4%	1%	1%	0%	1%
Q13. Does the outcome of the 2024 Presidential elections make it more likely that you will increase, or decrease your holiday spending, or does the election outcome have no effect on your holiday spending?																									
	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
Increase holiday spending	16%	19%	14%	23%	15%	13%	10%	16%	17%	16%	20%	14%	18%	10%	17%	15%	15%	13%	20%	17%	14%	12%	10%	29%	14%
Decrease holiday spending	21%	18%	25%	21%	23%	24%	15%	26%	15%	20%	21%	21%	17%	12%	27%	23%	32%	22%	11%	18%	30%	32%	28%	11%	20%
No effect on holiday spending	62%	63%	60%	55%	61%	63%	74%	57%	68%	64%	57%	64%	64%	79%	55%	60%	53%	64%	69%	65%	54%	55%	61%	59%	65%
Don't know/Refused	1%	0%	1%	0%	1%	0%	2%	2%	0%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%

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MOE +/- 3.9%

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	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, non-partisan 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](http://www.Siena.edu/SCRI/CCI).