Q13. As the holiday season begins would y	ou say yo	u are ve	ery exci	ted, sor	newha	t excite	d, not	very e	xcited	or not	at all exc	ited abou	ıt the u	coming I	oliday	season	?										
							Regio	n	Childre	n in HH		Relig	ion			Income		Ethnicity			Financiall		Party	arty			
														_				\$50K-			Afr Amer					•	Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Better	Same	Dem	Rep	Othe
Very excited	33%	32%	35%	40%	42%	22%	22%	37%	29%	31%	35%	32%	35%	22%	36%	32%	21%	40%	40%	32%	27%	44%	45%	27%	30%	36%	33%
Somewhat excited	34%	35%	33%	33%	39%	34%	32%	31%	37%	34%	39%	31%	40%	38%	32%	30%	30%	38%	35%	37%	29%	26%	33%	40%	34%	35%	33%
Not very excited	17%	18%	17%	13%	11%	23%	22%	15%	20%	18%	14%	18%	14%	15%	17%	20%	25%	13%	13%	15%	22%	16%	12%	16%	20%	15%	17%
Not at all excited	15%	15%	15%	11%	8%	20%	24%	16%	11%	15%	9%	18%	11%	18%	15%	17%	22%	8%	12%	14%	21%	12%	9%	16%	14%	14%	17%
Don't know/Refused	2%	1%	2%	3%	1%	1%	0%	1%	3%	1%	3%	1%	0%	7%	1%	2%	2%	1%	0%	2%	0%	2%	0%	2%	2%	1%	0%
Q14. Compared to last year, do you plan to	spend m	ore mo	ney on	holiday	gifts, I	ess mor	ey or	about	the sa	me?																	
		Ger	nder		Α	ge			Regio	n	Childre	n in HH		Relig	ion			Income			Ethnicity		Financiall	y Year Ago		Party	
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Better	Same	Dem	Rep	Othe
More money	9%	12%	6%	12%	14%	5%	3%	10%	10%	7%	9%	9%	6%	8%	10%	12%	8%	10%	10%	8%	16%	7%	15%	8%	7%	9%	8%
Less money	28%	21%	35%	28%	28%	31%	25%	27%	34%	25%	29%	27%	27%	20%	29%	29%	37%	22%	23%	22%	32%	44%	22%	21%	31%	27%	27%
About the same	61%	66%	57%	58%	57%	63%	69%	60%	55%	66%	59%	61%	65%	66%	59%	57%	52%	68%	66%	68%	51%	47%	63%	69%	59%	64%	64%
Don't know/Refused	2%	1%	2%	2%	1%	2%	3%	3%	2%	1%	2%	2%	2%	6%	1%	1%	4%	0%	1%	2%	2%	3%	0%	2%	2%	1%	1%
Q15. Compared to last holiday season, wo	ıld you sa	y that y	ou are	better (off, wo	rse off o	r abo	ıt the	same	regard	ing your p	ersonal f	finances	?													
		Ger	nder		Α	ge			Regio	n	Childre	n in HH		Relig	ion			Income			Ethnicity		Financiall	y Year Ago		Party	
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Better	Same	Dem	Rep	Othe
Better off	29%	37%	23%	39%	36%	27%	11%	31%	30%	27%	28%	30%	30%	34%	25%	33%	19%	32%	38%	29%	27%	37%	58%	11%	31%	31%	23%
Worse off	19%	19%	20%	17%	23%	21%	15%	21%	15%	20%	24%	17%	19%	9%	18%	22%	28%	16%	15%	15%	33%	21%	2%	9%	23%	18%	18%
About the same	51%	44%	58%	44%	41%	52%	74%	47%	55%	53%	48%	52%	50%	58%	57%	44%	52%	52%	47%	56%	39%	43%	39%	80%	46%	50%	59%
Don't know/Refused	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Q16. ***What is the total amount of mone	y you pla	n to spe	end on g	gifts du	ring thi	s holida	y seas	on?																			
		Ger	nder		Α	ge			Regio	n	Children in HH		Religion			Income			Ethnicity			Financially Year Ago			Party		
																		\$50K-			Afr Amer						Ind/
	Total	М	F			50-64	65+	NYC			Yes	No	Cath	Jewish	Prot	Other			\$100K+	White	/Black	Latino	Better	Same	Dem	Rep	Othe
\$0-\$299	29%	26%	32%	39%	19%	25%	35%	36%	23%	25%	24%	32%	20%	37%	31%	38%	49%	22%	12%	24%	40%	35%	22%	26%	34%	18%	24%
\$300-\$399	12%	12%	12%	17%	9%	9%	10%	12%	10%	13%	11%	12%	13%	5%	11%	10%	14%	12%	7%	12%	10%	17%	19%	6%	10%	9%	15%
\$400-\$499	9%	12%	7%	5%	15%	8%	11%	7%	12%	11%	10%	9%	11%	6%	9%	10%	10%	12%	6%	11%	13%	7%	9%	9%	12%	8%	14%
\$500-\$599	13%	11%	15%	15%	11%	13%	12%		14%	12%	16%	12%	12%	14%	17%	12%	14%	15%	11%	13%	12%	15%	13%	17%	14%	9%	12%
\$600-\$699	3%	3%	3%	3%	5%	2%	4%	2%	4%	4%	3%	3%	2%	4%	4%	4%	2%	5%	4%	3%	0%	3%	2%	4%	2%	7%	1%
\$700-\$799	3%	4%	2%	4%	1%	4%	2%	2%	3%	4%	3%	3%	3%	0%	3%	4%	1%	4%	4%	3%	2%	1%	4%	3%	2%	3%	3%
\$800-\$899	2%	1%	2%	1%	3%	2%	2%	1%	2%	2%	3%	1%	2%	0%	2%	1%	1%	1%	3%	2%	1%	0%	1%	2%	2%	1%	4%
\$900-\$999	2%	3%	2%	0%	4%	3%	3%	2%	2%	2%	2%	2%	3%	0%	3%	1%	0%	3%	4%	3%	2%	2%	2%	2%	2%	2%	2%
\$1,000 or more	26%	29%	23%	16%	32%	34%	21%	23%	30%	28%	29%	25%	34%	34%	21%	20%	9%	27%	48%	30%	19%	20%	29%	31%	22%	41%	25%
** The results of this question are based only on those tha	t answered w	ith an amo	ount (N=72	27). Margi	n of error	for this qu	estion:	-/-4.5%						1									ı				
		<u> </u>				<u> </u>]			<u> </u>							<u> </u>			
Q17. What percentage of your holiday sho	pping do y			duct or	ıline th	is year?																	ı				
	Gender Age Region Children in HH				Relig	ion			Income			Ethnicity		Financially Year Ago		Party											
																		\$50K-			Afr Amer						Ind/
			F	18-34	35-49		65+	NYC	Subs		Yes	No	Cath	Jewish	Prot	Other			\$100K+	White	/Black	Latino	Better	Same	Dem	Rep	Othe
	Total	М							1 250/				370/	31%	29%	28%	46%	18%	12%	26%	44%	27%	23%	31%	29%	24%	26%
None	28%	23%	33%	20%	20%	30%	53%	31%	25%	27%	17%	33%	27%														
More than none but less than 25%	28% 18%	23% 17%	19%	20%	15%	19%	19%	18%	17%	18%	16%	19%	16%	13%	23%	18%	17%	23%	14%	19%	9%	19%	20%	16%	19%	16%	
More than none but less than 25% 25% to just under 50%	28% 18% 17%	23% 17% 19%	19% 15%	20% 22%	15% 11%	19% 20%	19% 11%	18% 13%	17% 20%	18% 20%	16% 15%	19% 18%	16% 19%	13% 12%	20%	14%	14%	21%	19%	18%	18%	16%	20% 21%	16% 13%	16%	20%	15%
More than none but less than 25%	28% 18% 17% 16%	23% 17% 19% 15%	19% 15% 17%	20% 22% 11%	15% 11% 25%	19% 20% 15%	19% 11% 10%	18% 13% 13%	17%	18% 20% 18%	16% 15% 23%	19% 18% 12%	16% 19% 20%	13% 12% 10%	20% 14%	14% 14%		21% 15%	19% 26%				20%	16%			15% 21%
More than none but less than 25% 25% to just under 50%	28% 18% 17%	23% 17% 19%	19% 15%	20% 22%	15% 11%	19% 20%	19% 11%	18% 13%	17% 20%	18% 20%	16% 15%	19% 18%	16% 19%	13% 12%	20%	14%	14%	21%	19%	18%	18%	16%	20% 21%	16% 13%	16%	20%	18% 15% 21% 18%
More than none but less than 25% 25% to just under 50% 50% to just under 75%	28% 18% 17% 16%	23% 17% 19% 15%	19% 15% 17%	20% 22% 11%	15% 11% 25%	19% 20% 15%	19% 11% 10%	18% 13% 13%	17% 20% 19%	18% 20% 18%	16% 15% 23%	19% 18% 12%	16% 19% 20%	13% 12% 10%	20% 14%	14% 14%	14% 7%	21% 15%	19% 26%	18% 19%	18% 7%	16% 14%	20% 21% 15%	16% 13% 17%	16% 14%	20% 20%	15% 21%

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Q18. Thinking about the gifts that you purch	ase for o	nthers o	luring t	he holi	day sea	son wi	nich of	these	two st	ateme	nts more	closely n	natches	vour ann	roach?	CHOICE	S ROTA	TEDI									
Q10. Thinking about the girls that you puren	Gender Age Region										Children in HH Religion Income										Ethnicity		Financiall				
													\$50K-			Afr Amer			7	Party		Ind/					
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Better	Same	Dem	Rep	Other
I try, as much as I can, to buy practical gifts,																											
things that they need and will use more	61%	65%	58%	63%	56%	70%	62%	61%	60%	63%	64%	60%	61%	63%	64%	59%	64%	63%	58%	58%	65%	71%	61%	61%	63%	66%	51%
than impractical things that they may want																											
While I may give some items that they may																											
need like clothes, this is the time to splurge	32%	31%	33%	34%	43%	24%	26%	31%	34%	33%	31%	34%	33%	24%	30%	37%	27%	32%	40%	36%	29%	26%	36%	29%	31%	28%	44%
on special or memorable gifts that they	32/0	31/0	3370	3470	4370	2470	2070	31/0	3470	33/0	31/0	3470	3370	2470	3070	3770	2770	32/0	4070	3070	2370	2070	30/0	2370	31/0	20/0	4470
want more than they need																											
Don't know/Refused	6%	4%	8%	3%	1%	6%	12%	8%	6%	4%	5%	7%	5%	13%	6%	4%	9%	4%	2%	6%	6%	3%	3%	10%	6%	6%	5%
Q19. This year will you be making any donat	ions of r	money	food o	r gifts t	n charit	ahle or	ganiza	ions t	hat for	rus on	the needs	/ during	the holic	lav seaso	nn?]										
Q15. This year will you be making any donat	10113 01 1		nder	l girts ti		ge	Samza	10113	Regio			n in HH		Relig				Income			Ethnicity		Financiall	v Year Ago		Partv	
			1		1	1					CC.					1		\$50K-			Afr Amer			7			Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Unst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Better	Same	Dem	Rep	Othe
Yes	76%	74%	77%	69%	80%	80%	77%	74%	80%	75%	80%	75%	80%	78%	77%	72%	69%	80%	80%	80%	64%	81%	74%	83%	75%	83%	77%
No	22%	23%	21%	28%	19%	19%	20%	24%		22%	19%	23%	19%	18%	20%	27%	29%	17%	20%	18%	33%	19%	24%	15%	23%	14%	22%
Don't know/Refused	2%	3%	2%	3%	1%	0%	2%	3%	1%	2%	1%	2%	1%	4%	3%	1%	3%	2%	0%	2%	3%	0%	2%	2%	2%	2%	1%
Don't know, nerasea	270	370	2/0	370	1/0	070	270	370	1/0	2/0	170	270	1/0	470	370	1/0	370	270	070	270	370	070	270	270	270	2/0	170
Q20. Do you plan to volunteer any of your ti	me this	holiday	seasor	for org	ganizati	ons tha	t help	peopl	e durir	ng the l	nolidays?									ı							
		Ge	nder		A	ge			Regio	n	Childre	n in HH		Reli	gion			Income			Ethnicity		Financially Year Ago			Party	
	Total	м	F	10 24	35-49	E0 64	65+	NVC	Subs	Unct	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Better	Same	Dem	Rep	Ind/ Othe
Vaa	36%	33%	38%	33%	44%	38%	28%	38%	33%	35%	38%	35%	40%	34%	29%	36%	36%	32%	40%	33%	40%	47%	33%	31%	35%	34%	49%
Yes	62%	_	58%	64%	52%	60%	71%			64%	60%	62%	59%	58%			_	67%		65%		53%					_
No Double larger (Defended		66%						59%							66%	63%	60%		58%		57%		65%	67%	63%	64%	50%
Don't know/Refused	3%	1%	4%	3%	4%	2%	1%	3%	5%	2%	2%	3%	1%	8%	5%	2%	4%	1%	2%	2%	3%	0%	1%	3%	2%	2%	1%
Q21. Of the following, during this time of the	e vear w	vhich g	reeting	is the o	ne vou	vourse	f most	often	use i	it [C	HOICES R	OTATED	1				I			l .		I .					
QLI Of the following, during this time of the	year, i		nder	13 tile 0		ge			Regio			n in HH	1	Relig	ion			Income		1	Ethnicity		Financiall	y Year Ago		Party	
			1		Г	1			1.08.0	Ì		<u> </u>		1.0		1		\$50K-		Afr Amer			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	/Black	Latino	Better	Same	Dem	Rep	Othe
Merry Christmas	55%	58%	52%	41%	59%	64%	66%	39%		68%	55%	56%	71%	6%	64%	44%	43%	58%	61%	64%	36%	44%	56%	58%	46%	70%	66%
Happy Holidays	35%	33%	36%	50%	33%	27%	22%	45%	28%	26%	35%	35%	25%	69%	29%	41%	41%	33%	35%	28%	46%	47%	39%	29%	44%	26%	26%
Seasons' Greetings	5%	4%	5%	5%	4%	4%	6%	9%	3%	1%	5%	5%	2%	6%	4%	7%	9%	4%	2%	2%	12%	6%	3%	7%	6%	1%	2%
Vol: Other	1%	1%	2%	1%	1%	1%	2%	1%	0%	2%	1%	1%	1%	4%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	0%	3%
Don't know/Refused	4%	3%	5%	4%	3%	3%	4%	5%	4%	3%	4%	3%	0%	16%	2%	6%	5%	4%	1%	5%	5%	2%	2%	6%	3%	3%	3%
Don't know, kerasea	470	370	370	470	370	370	470	370	470	370	470	370	070	10/0	270	070	370	470	170	370	370	270	270	070	370	370	1 370
Q22. Do you put up a Christmas Tree in your	home fo	ome for the holiday season?																	l.				4				
		Ge	nder		A	ge			Regio	n	Childre	n in HH		Reli	gion			Income	:		Ethnicity		Financiall	y Year Ago		Party	
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Better	Same	Dem	Rep	Othe
Yes	70%	67%	72%	67%	74%	75%	65%	58%	75%	80%	78%	66%	85%	16%	78%	59%	60%	76%	75%	74%	54%	79%	75%	68%	65%	77%	81%
No	29%	31%	27%	31%	26%	25%	35%	41%	22%	20%	21%	33%	15%	82%	20%	40%	39%	22%	24%	26%	44%	18%	24%	30%	33%	22%	19%
Refused	1%	2%	1%	2%	0%	1%	0%	1%	3%	0%	1%	1%	0%	2%	1%	1%	1%	2%	1%	0%	2%	4%	1%	1%	2%	1%	0%
O22 (If nut up Christmas Tree) Days !	a real to	00.57.5	n ortifi	ial tra-	in	 ha=====				1	İ	<u> </u>				1	1							I]		
Q23. (If put up Christmas Tree) Do you have	a real tr		n artific nder	iai tree			ŗ	l	Regio	n	Childre	n in HH	1	Relig	rion		I	Income		1	Ethnicity		Einanciall	y Year Ago	1	Party	
	1	Ge	nuer	1	A	ge		 	regio	1	Cillare	ПП	1	Kell	SIUII		 	\$50K-	·	1	Afr Amer	1	rmanciali	y rear Ago	1	гагцу	Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Better	Same	Dem	Rep	Othe
Real tree	42%	45%	39%	42%	44%	47%	33%	37%		•	44%	41%	45%	67%	44%	38%	23%	42%	59%	47%	34%	37%	44%	40%	41%	47%	43%
Artificial tree	58%	55%	61%	58%	56%	53%	66%	63%	58%	54%	56%	58%	55%	33%	56%	62%	76%	57%	41%	53%	66%	63%	56%	59%	59%	53%	56%
Refused	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
neruseu	070	070	070	070	070	070	1/0	070	070	070	070	070	070	070	070	070	070	070	070	070	0/0	070	070	070	070	0/0	1/0
	1	1	1		1	1	1	1	1	1			1	1		1	1	1	1	1		1		1			

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Siena College Research Institute November 6-15, 2017 804 New York State Residents MOE +/- 4.2%

Q24. Would you say you believe in Santa Cla	us or no	t?																									
		Gender			Age				Regio	n	Children in HH			Relig	ion			Income	:	Ethnicity			Financially				
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Better	Same	Dem	Rep	Other
Believe	33%	32%	34%	25%	37%	34%	37%	24%	37%	41%	39%	30%	46%	7%	34%	25%	30%	36%	33%	35%	19%	40%	33%	35%	26%	40%	43%
Do not believe	66%	68%	65%	75%	62%	65%	63%	75%	63%	58%	60%	70%	54%	93%	65%	75%	70%	64%	66%	64%	81%	60%	67%	64%	74%	59%	57%
Don't know/Refused	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	2%	0%	1%	0%
Q25. Do you believe that today there is a W	ar on Chi	ristmas,	or not	?	l	l																			1		l .
	Gender				A	ge			Regio	n	Childre	n in HH	Religion					Income)	Ethnicity			Financially				
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Better	Same	Dem	Rep	Other
Yes, there is a War on Christmas	33%	32%	34%	27%	36%	39%	33%	29%	39%	35%	38%	31%	37%	17%	43%	25%	35%	31%	33%	36%	18%	34%	33%	32%	26%	52%	37%
No, there is NOT a war on Christmas	59%	61%	58%	67%	58%	55%	56%	62%	55%	59%	57%	61%	58%	71%	50%	68%	56%	63%	64%	57%	71%	62%	63%	57%	69%	41%	59%
Don't know/Refused	8%	7%	8%	6%	5%	6%	11%	9%	6%	7%	5%	8%	5%	12%	7%	7%	9%	6%	3%	7%	11%	4%	4%	11%	6%	8%	3%
Q26. Over the course of the holiday season,	which of	f the fol	llowing	holiday	s will y	ou cele	brate	[CHC	ICES R	OTATE	D]	="		•		-		="	-		-	="					•
		Ger	nder		Αį	ge		Region			Children in HH		Religion				Income			Ethnicity			Financially				
																		\$50K-			Afr Amer						Ind/
	Total	M	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Better	Same	Dem	Rep	Other
Christmas	85%	85%	85%	84%	86%	91%	86%	77%	88%	93%	82%	88%	98%	24%	97%	80%	84%	89%	88%	86%	87%	93%	86%	84%	83%	91%	90%
Hanukkah	15%	13%	17%	15%	15%	14%	11%	18%	21%	7%	18%	12%	9%	98%	5%	9%	11%	13%	19%	17%	8%	8%	14%	17%	17%	13%	10%
Kwanzaa	5%	5%	5%	3%	7%	5%	4%	8%	4%	1%	3%	6%	3%	4%	5%	8%	6%	5%	2%	1%	22%	4%	3%	4%	7%	4%	4%
Festivus	3%	3%	4%	0%	5%	6%	3%	3%	4%	4%	4%	3%	3%	2%	3%	4%	3%	4%	4%	3%	3%	2%	2%	5%	4%	3%	4%
Vol: Something else	3%	5%	2%	5%	1%	3%	4%	5%	1%	3%	2%	4%	0%	1%	1%	8%	4%	3%	2%	1%	4%	2%	3%	3%	3%	1%	2%
Don't know/Refused	5%	5%	4%	3%	4%	4%	3%	6%	2%	4%	3%	5%	1%	0%	2%	9%	4%	5%	3%	4%	7%	1%	4%	4%	3%	3%	6%

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Nature of the Sample	
New York State Residents	
Gender	
Male	48%
Female	52%
Age	
18 to 34	29%
35 to 49	25%
50 to 64	23%
65 and older	16%
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Children in Household	
Yes	32%
No	66%
Religion	
Catholic	33%
Jewish	7%
Protestant	24%
Other	30%
Race/Ethnicity	
White	57%
African American/Black	13%
Latino	15%
Income	
Less than \$50,000	32%
\$50,000 to \$100,000	26%
\$100,000 or more	28%
Party (Among Registered Voters)	
Democrat	39%
Republican	20%
Independent/Other	18%

Siena College Research Institute November 6-15, 2017 804 New York State Residents MOE +/- 4.2%

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