Q1. As the holiday season begins wo	uld vou sav v											+/- 3.99															
	ala you say yo	ou are	very ex	cited, s	omewh	at exci	ted, no	t very	excited or	not at	all excit	ed abou	t the u	pcoming	holida	y seasoi	n?										
		Ger	nder		Αį	ge			Region		Childre	n in HH		Relig	ion			Income	•		Ethnicity		Believe	in Santa		Party	
1	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/ Other
Very excited	22%	18%	26%	33%	17%	19%	13%	29%	15%	17%	25%	20%	24%	18%	21%	21%	22%	21%	21%	20%	22%	34%	25%	20%	19%	22%	26%
Somewhat excited	45%	44%	46%	44%	55%	42%	38%	41%	50%	47%	48%	43%	46%	46%	48%	37%	42%	52%	43%	45%	51%	43%	47%	44%	46%	47%	42%
Not very excited	20%	24%	17%	17%	16%	22%	27%	17%	22%	23%	17%	22%	18%	22%	19%	27%	21%	20%	18%	21%	14%	13%	17%	22%	21%	21%	15%
Not at all excited	12%	13%	11%	6%	11%	16%	21%	12%	11%	13%	9%	14%	12%	15%	11%	14%	14%	8%	16%	14%	12%	9%	11%	13%	14%	9%	16%
Don't know	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	2%	0%	0%	0%	2%	0%	1%	2%	0%	1%	1%	0%	1%
Refused	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
Q2. Compared to last year, do you p	lan to spend n	nore m	oney o	n holid	ay gifts	, less m	oney o	r abou	t the same	?																	
		Ger	nder		Αį	ge			Region		Childre	n in HH		Relig	ion			Income	:		Ethnicity		Believe	in Santa		Party	
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/ Other
More money	7%	8%	7%	15%	3%	7%	2%	8%	7%	8%	9%	7%	7%	9%	7%	8%	8%	9%	6%	7%	4%	11%	7%	7%	8%	8%	6%
Less money	34%	29%	39%	26%	40%	40%	34%	34%	27%	38%	36%	33%	35%	23%	40%	31%	42%	28%	30%	32%	45%	31%	40%	31%	35%	33%	38%
About the same	55%	60%	51%	55%	54%	51%	62%	53%	63%	54%	51%	57%	56%	55%	49%	59%	46%	60%	62%	59%	48%	52%	51%	57%	56%	57%	55%
Don't know	3%	3%	3%	3%	2%	2%	2%	4%	4%	0%	4%	2%	2%	8%	3%	2%	3%	2%	2%	2%	3%	6%	1%	3%	1%	2%	1%
Refused	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%	0%	0%	6%	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%
Q3. Are you buying gifts for more, fe	wer or the sa	me nur	nber of	individ	luals as	last ye	ar?																				
		Ger	nder		Αį	ge			Region		Childre	n in HH		Relig	ion			Income			Ethnicity		Believe	in Santa		Party	
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/ Other
More	14%	12%	15%	25%	8%	13%	5%	18%	12%	10%	15%	13%	9%	12%	16%	19%	12%	17%	11%	11%	15%	20%	15%	14%	13%	7%	20%
Fewer	21%	13%	28%	22%	19%	23%	18%	25%	14%	20%	21%	21%	23%	15%	23%	18%	24%	24%	17%	16%	31%	29%	23%	20%	25%	17%	21%
Same	61%	70%	54%	49%	70%	62%	72%	51%	71%	68%	61%	62%	66%	62%	57%	59%	59%	58%	69%	70%	49%	43%	61%	61%	59%	75%	58%
Don't know	3%	4%	2%	4%	3%	1%	4%	5%	2%	2%	4%	3%	1%	9%	3%	4%	4%	2%	3%	2%	4%	9%	0%	4%	2%	1%	1%
Refused	0%	0%	1%	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	2%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%
Q4. Per individual on your list, are yo	ou spending m	ore m	oney, le	ess mor	ney or a	bout th	ne sam	e as las	t year?		U U							U U			<u> </u>						
	·	Ger	nder		A	ge			Region		Childre	n in HH		Relig	ion			Income			Ethnicity		Believe	in Santa		Party	
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	0.11				<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
					33-43	30-04	05.		Jubuibs	Opst	103	NO	Cath	Jewish	Prot	Other	<>>>UK	PIOOK	PIOOK.	VVIIICE	/ Diack	Latino	100				
More money	11%	11%	12%	23%	5%	9%	5%	12%	10%	11%	15%	9%	13%	Jewish 4%	Prot 10%	12%	13%	12%	9%	10%	15%	11%	12%	10%	11%	10%	9%
More money Less money	11% 29%	11% 24%	12% 32%	23% 23%						-								•								•	9% 35%
,					5%	9%	5%	12%	10%	11%	15%	9%	13%	4%	10%	12%	13%	12%	9%	10%	15%	11%	12%	10%	11%	10%	
Less money	29%	24%	32%	23%	5% 37%	9% 31%	5% 22%	12% 29%	10% 21%	11% 33%	15% 33%	9% 27%	13% 28%	4% 18%	10% 33%	12% 29%	13% 35%	12% 25%	9% 25%	10% 28%	15% 28%	11% 28%	12% 33%	10% 27%	11% 27%	10% 27%	35%
Less money About the same	29% 56%	24% 61%	32% 52%	23% 53%	5% 37% 54%	9% 31% 56%	5% 22% 68%	12% 29% 54%	10% 21% 65%	11% 33% 54%	15% 33% 48%	9% 27% 60%	13% 28% 57%	4% 18% 64%	10% 33% 52%	12% 29% 55%	13% 35% 46%	12% 25% 60%	9% 25% 63%	10% 28% 59%	15% 28% 51%	11% 28% 56%	12% 33% 52%	10% 27% 58%	11% 27% 57%	10% 27% 61%	35% 56%
Less money About the same Don't know Refused	29% 56% 3% 0%	24% 61% 3% 0%	32% 52% 4% 0%	23% 53% 1% 0%	5% 37% 54% 4% 0%	9% 31% 56% 3% 1%	5% 22% 68% 4% 1%	12% 29% 54% 4% 1%	10% 21% 65% 4% 0%	11% 33% 54% 2% 0%	15% 33% 48% 4% 0%	9% 27% 60% 3% 1%	13% 28% 57% 1% 0%	4% 18% 64% 13% 2%	10% 33% 52% 5%	12% 29% 55% 3%	13% 35% 46% 4%	12% 25% 60% 2%	9% 25% 63% 4%	10% 28% 59% 3%	15% 28% 51% 4%	11% 28% 56% 6%	12% 33% 52% 2%	10% 27% 58% 4%	11% 27% 57% 4%	10% 27% 61% 2%	35% 56% 0%
Less money About the same Don't know	29% 56% 3% 0%	24% 61% 3% 0% ay that	32% 52% 4% 0% you ar	23% 53% 1% 0%	5% 37% 54% 4% 0%	9% 31% 56% 3% 1%	5% 22% 68% 4% 1%	12% 29% 54% 4% 1%	10% 21% 65% 4% 0%	11% 33% 54% 2% 0% arding	15% 33% 48% 4% 0% your pe	9% 27% 60% 3% 1%	13% 28% 57% 1% 0%	4% 18% 64% 13% 2%	10% 33% 52% 5% 0%	12% 29% 55% 3%	13% 35% 46% 4%	12% 25% 60% 2% 0%	9% 25% 63% 4% 0%	10% 28% 59% 3%	15% 28% 51% 4% 1%	11% 28% 56% 6%	12% 33% 52% 2% 0%	10% 27% 58% 4% 1%	11% 27% 57% 4%	10% 27% 61% 2% 0%	35% 56% 0% 0%
Less money About the same Don't know Refused	29% 56% 3% 0%	24% 61% 3% 0% ay that	32% 52% 4% 0%	23% 53% 1% 0%	5% 37% 54% 4% 0%	9% 31% 56% 3% 1%	5% 22% 68% 4% 1%	12% 29% 54% 4% 1%	10% 21% 65% 4% 0%	11% 33% 54% 2% 0% arding	15% 33% 48% 4% 0%	9% 27% 60% 3% 1%	13% 28% 57% 1% 0%	4% 18% 64% 13% 2%	10% 33% 52% 5% 0%	12% 29% 55% 3%	13% 35% 46% 4%	12% 25% 60% 2% 0%	9% 25% 63% 4% 0%	10% 28% 59% 3%	15% 28% 51% 4% 1%	11% 28% 56% 6%	12% 33% 52% 2%	10% 27% 58% 4% 1%	11% 27% 57% 4%	10% 27% 61% 2%	35% 56% 0% 0%
Less money About the same Don't know Refused	29% 56% 3% 0%	24% 61% 3% 0% ay that	32% 52% 4% 0% you ar	23% 53% 1% 0% re bette	5% 37% 54% 4% 0% er off, w A ₂	9% 31% 56% 3% 1% overse of	5% 22% 68% 4% 1%	12% 29% 54% 4% 1% out the	10% 21% 65% 4% 0%	11% 33% 54% 2% 0% arding	15% 33% 48% 4% 0% your pe	9% 27% 60% 3% 1%	13% 28% 57% 1% 0%	4% 18% 64% 13% 2%	10% 33% 52% 5% 0%	12% 29% 55% 3%	13% 35% 46% 4% 1%	12% 25% 60% 2% 0% Income \$50K-	9% 25% 63% 4% 0%	10% 28% 59% 3%	15% 28% 51% 4% 1%	11% 28% 56% 6%	12% 33% 52% 2% 0%	10% 27% 58% 4% 1%	11% 27% 57% 4% 1%	10% 27% 61% 2% 0% Party	35% 56% 0% 0%
Less money About the same Don't know Refused	29% 56% 3% 0% 1, would you s	24% 61% 3% 0% ay that	32% 52% 4% 0% you ar	23% 53% 1% 0% re bette	5% 37% 54% 4% 0% er off, w	9% 31% 56% 3% 1% vorse of	5% 22% 68% 4% 1%	12% 29% 54% 4% 1%	10% 21% 65% 4% 0% e same reg Region	11% 33% 54% 2% 0% arding	15% 33% 48% 4% 0% your pe	9% 27% 60% 3% 1% rsonal fi	13% 28% 57% 1% 0%	4% 18% 64% 13% 2% Relig	10% 33% 52% 5% 0%	12% 29% 55% 3% 0%	13% 35% 46% 4% 1%	12% 25% 60% 2% 0% Income \$50K-	9% 25% 63% 4% 0%	10% 28% 59% 3% 0%	15% 28% 51% 4% 1% Ethnicity Afr Amer	11% 28% 56% 6% 0%	12% 33% 52% 2% 0% Believe	10% 27% 58% 4% 1%	11% 27% 57% 4% 1%	10% 27% 61% 2% 0%	35% 56% 0% 0%
Less money About the same Don't know Refused Q5. Compared to last holiday seasor	29% 56% 3% 0% a, would you s	24% 61% 3% 0% ay that Ger	32% 52% 4% 0% : you ar	23% 53% 1% 0% re bette	5% 37% 54% 4% 0% er off, w A ₂	9% 31% 56% 3% 1% overse of	5% 22% 68% 4% 1% f or ab	12% 29% 54% 4% 1% out the	10% 21% 65% 4% 0% e same reg Region	11% 33% 54% 2% 0% arding	15% 33% 48% 4% 0% your pe Childre	9% 27% 60% 3% 1% rsonal fin HH	13% 28% 57% 1% 0%	4% 18% 64% 13% 2% s? Relig	10% 33% 52% 5% 0% gion	12% 29% 55% 3% 0% Other	13% 35% 46% 4% 1% <\$50K	12% 25% 60% 2% 0% Income \$50K- \$100K	9% 25% 63% 4% 0%	10% 28% 59% 3% 0%	15% 28% 51% 4% 1% Ethnicity Afr Amer /Black	11% 28% 56% 6% 0%	12% 33% 52% 2% 0% Believe	10% 27% 58% 4% 1% in Santa	11% 27% 57% 4% 1%	10% 27% 61% 2% 0% Party	35% 56% 0% 0% Ind/ Other
Less money About the same Don't know Refused Q5. Compared to last holiday seasor	29% 56% 3% 0% 1, would you s	24% 61% 3% 0% ay that Ger M 27%	32% 52% 4% 0% 2 you are	23% 53% 1% 0% e bette 18-34 43%	5% 37% 54% 4% 0% er off, w Ag 35-49 18%	9% 31% 56% 3% 1% orrse of 3e 50-64 15%	5% 22% 68% 4% 1% f or ab 65+ 10%	12% 29% 54% 4% 1% out the NYC 25%	10% 21% 65% 4% 0% e same reg Region Suburbs 23%	11% 33% 54% 2% 0% arding Upst 21%	15% 33% 48% 4% 0% your pe Childre Yes 27%	9% 27% 60% 3% 1% rsonal fi n in HH No 21%	13% 28% 57% 1% 0% nances	4% 18% 64% 13% 2% Relig Jewish 33%	10% 33% 52% 5% 0% Prot 17%	12% 29% 55% 3% 0% Other 30%	13% 35% 46% 4% 1% 	12% 25% 60% 2% 0% Income \$50K- \$100K 27%	9% 25% 63% 4% 0% \$100K+	10% 28% 59% 3% 0% White 22%	15% 28% 51% 4% 1% Ethnicity Afr Amer /Black 17%	11% 28% 56% 6% 0% Latino	12% 33% 52% 2% 0% Believe Yes	10% 27% 58% 4% 1% in Santa No 24%	11% 27% 57% 4% 1% Dem 19%	10% 27% 61% 2% 0% Party Rep 22%	35% 56% 0% 0% Ind/ Other 22%
Less money About the same Don't know Refused Q5. Compared to last holiday seasor Better off Worse off	29% 56% 3% 0% Total 23% 30% 47% 0%	24% 61% 3% 0% ay that Ger M 27% 28%	32% 52% 4% 0% 2 you ar der F 19% 31%	23% 53% 1% 0% re bette 18-34 43% 19%	5% 37% 54% 4% 0% er off, w Ag 35-49 18% 33%	9% 31% 56% 3% 1% rorse of 3e 50-64 15% 34% 50% 1%	5% 22% 68% 4% 1% f or ab 65+ 10% 31%	12% 29% 54% 4% 1% out the NYC 25% 30%	10% 21% 65% 4% 0% 2 same reg Region Suburbs 23% 31% 44% 1%	11% 33% 54% 2% 0% arding Upst 21% 28% 51% 0%	15% 33% 48% 4% 0% your pe Childre Yes 27% 25%	9% 27% 60% 3% 1% rsonal fi n in HH No 21% 31%	13% 28% 57% 1% 0% nances Cath 21% 35%	4% 18% 64% 13% 2% Relig Jewish 33% 16% 48%	10% 33% 52% 5% 0% sion Prot 17% 28%	12% 29% 55% 3% 0% Other 30% 23%	13% 35% 46% 4% 1% 	12% 25% 60% 2% 0% Income \$50K- \$100K 27% 28%	9% 25% 63% 4% 0% \$100K+ 35% 22%	10% 28% 59% 3% 0% White 22% 31%	15% 28% 51% 4% 1% Ethnicity Afr Amer /Black 17% 25%	11% 28% 56% 6% 0% Latino 28% 25%	12% 33% 52% 2% 0% Believe Yes 20% 33%	10% 27% 58% 4% 1% in Santa No 24% 28%	11% 27% 57% 4% 1% Dem 19% 31%	10% 27% 61% 2% 0% Party Rep 22% 28%	35% 56% 0% 0% Ind/ Other 22% 35%
Less money About the same Don't know Refused Q5. Compared to last holiday seasor Better off Worse off About the same	29% 56% 3% 0% 1, would you s Total 23% 30% 47%	24% 61% 3% 0% ay that Ger M 27% 28% 44%	32% 52% 4% 0% s you ar der F 19% 31% 50%	23% 53% 1% 0% e bette 18-34 43% 19% 39%	5% 37% 54% 4% 0% er off, w Ag 35-49 18% 33% 49%	9% 31% 56% 3% 1% rorse of 3e 50-64 15% 34% 50%	5% 22% 68% 4% 1% ff or ab 65+ 10% 31% 58%	12% 29% 54% 4% 1% out the NYC 25% 30% 45%	10% 21% 65% 4% 0% e same reg Region Suburbs 23% 31%	11% 33% 54% 2% 0% arding Upst 21% 28% 51%	15% 33% 48% 4% 0% your pe Childre Yes 27% 25% 47%	9% 27% 60% 3% 1% rsonal fi n in HH No 21% 31% 47%	13% 28% 57% 1% 0% nances Cath 21% 35% 44%	4% 18% 64% 13% 2% Relig Jewish 33% 16% 48%	10% 33% 52% 5% 0% Frot 17% 28% 54%	12% 29% 55% 3% 0% Other 30% 23% 47%	13% 35% 46% 4% 1% 	12% 25% 60% 2% 0% Income \$50K- \$100K 27% 28% 45%	9% 25% 63% 4% 0% \$100K+ 35% 22% 43%	10% 28% 59% 3% 0% White 22% 31% 46%	15% 28% 51% 4% 1% Ethnicity Afr Amer /Black 17% 25% 58%	11% 28% 56% 6% 0% Latino 28% 25% 47%	12% 33% 52% 0% Believe Yes 20% 33% 47%	10% 27% 58% 4% 1% in Santa No 24% 28% 47%	11% 27% 57% 4% 1% Dem 19% 31% 49%	10% 27% 61% 2% 0% Party Rep 22% 28% 50%	35% 56% 0% 0% Ind/ Other 22% 35% 43%

Hday1111 Crosstabs 1 of 9

	<u> </u>	Ger	nder	<u> </u>	Ą	ge		<u></u>	Region		Childre	n in HH	<u></u>	Relig	gion		<u> </u>	Income	:		Ethnicity		Believe	in Santa	<u></u>	Party	
	Total	м	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/ Othe
\$0-\$299	27%	24%	30%	26%	17%	30%	36%	30%	25%	24%	23%	29%	18%	39%	32%	33%	38%	20%	15%	23%	38%	22%	22%	29%	26%	18%	24%
\$300-\$399	14%	15%	14%	22%	12%	10%	8%	13%	17%	14%	17%	12%	12%	8%	15%	19%	18%	12%	12%	12%	15%	18%	14%	14%	13%	12%	15%
\$400-\$499	9%	8%	9%	8%	12%	9%	6%	9%	10%	7%	12%	7%	6%	17%	8%	12%	10%	12%	5%	7%	18%	8%	7%	9%	10%	3%	10%
\$500-\$599	13%	12%	13%	14%	16%	11%	9%	13%	11%	14%	11%	14%	16%	11%	10%	12%	11%	12%	14%	14%	7%	18%	12%	13%	10%	14%	19%
\$600-\$699	3%	4%	3%	1%	5%	4%	2%	4%	1%	4%	3%	3%	2%	6%	4%	2%	2%	4%	3%	3%	0%	5%	4%	3%	4%	2%	4%
\$700-\$799	4%	4%	3%	3%	5%	3%	4%	4%	3%	3%	3%	4%	6%	2%	2%	2%	6%	0%	5%	4%	3%	4%	7%	2%	3%	4%	2%
\$800-\$899	3%	2%	3%	4%	3%	2%	2%	3%	3%	3%	3%	2%	2%	2%	3%	3%	2%	2%	5%	4%	0%	2%	2%	3%	3%	2%	2%
\$900-\$999	2%	2%	1%	1%	3%	2%	2%	1%	1%	3%	3%	1%	2%	0%	2%	2%	1%	5%	1%	2%	0%	2%	1%	2%	1%	4%	3%
\$1.000 or more	26%	29%	23%	22%	27%	30%	30%	23%	29%	28%	25%	27%	36%	15%	23%	16%	11%	34%	41%	30%	19%	20%	31%	24%	29%	39%	21%
** The results of this question are based only on those that	answered	with an a	amount (f	N=550). M	argin of er	ror for thi	s questio	n: +/-4.2%																			
Q7. What percentage of your holiday shop	ping is o	done o	nline?																								
			nder		A	ze e			Region		Childre	n in HH		Relig	ion			Income	,		Ethnicity		Believe	in Santa		Party	,
			T			ĺ			-3						ĺ			\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
None	43%	39%	47%	33%	36%	43%	67%	42%	37%	49%	32%	48%	40%	37%	52%	37%	64%	31%	24%	42%	51%	50%	43%	44%	47%	37%	34%
More than none but less than 25%	21%	22%	20%	21%	24%	23%	16%	18%	26%	21%	24%	20%	23%	15%	20%	21%	20%	22%	22%	21%	19%	15%	22%	21%	24%	22%	18%
25% to just under 50%	14%	12%	15%	17%	17%	14%	4%	14%	14%	14%	17%	12%	16%	12%	8%	20%	8%	18%	18%	16%	5%	16%	19%	12%	11%	20%	13%
50% to just under 75%	13%	17%	10%	16%	14%	12%	8%	17%	12%	9%	14%	13%	16%	13%	11%	12%	4%	21%	20%	12%	11%	16%	12%	13%	11%	12%	24%
75% to 100%	9%	9%	8%	12%	9%	8%	5%	9%	12%	7%	13%	7%	5%	21%	9%	11%	3%	9%	16%	9%	12%	3%	4%	11%	7%	9%	11%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
Refused	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	0,0	0,0	070	0,0	0,0	270	070	0,0	070	070	070	070	0,0	270	070	0,0	0,0	0,0	070	0,0	0,0	0,0	0,0	0,0	0,0	070	0,0
Q8. (If shopping online) What is the single	most in	nporta	nt reas	on vou	shop or	nline?										l					-						
Co. (s. oppg ce) true is the sgie	1	_	nder	1	A				Region		Childre	n in HH		Relig	ion			Income			Ethnicity		Believe	in Santa		Party	
			1		1	<u> </u>			11081011			<u> </u>				1		\$50K-			Afr Amer		20010			,	Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Lower prices	20%	21%	19%	34%	15%	11%	10%	20%	14%	23%	22%	18%	16%	17%	22%	22%	20%	25%	12%	13%	41%	36%	16%	22%	26%	12%	18%
24 hour shopping	16%	15%	18%	15%	17%	15%	20%	23%	9%	12%	15%	17%	19%	14%	17%	12%	12%	17%	18%	16%	14%	16%	16%	17%	13%	18%	18%
Better selection	11%	10%	12%	14%	8%	12%	5%	9%	15%	11%	18%	6%	12%	8%	10%	12%	16%	6%	10%	11%	11%	5%	16%	8%	9%	8%	8%
Avoid crowds	30%	32%	27%	23%	32%	35%	29%	29%	37%	24%	25%	33%	32%	34%	23%	32%	31%	29%	33%	33%	19%	27%	28%	29%	34%	28%	29%
Real time price comparison	6%	9%	3%	1%	14%	2%	7%	5%	5%	9%	10%	4%	5%	7%	7%	6%	1%	6%	10%	5%	7%	12%	5%	6%	5%	10%	5%
Better customer service	1%	0%	2%	1%	1%	1%	0%	0%	4%	0%	1%	1%	2%	0%	0%	0%	2%	2%	0%	1%	0%	0%	0%	2%	1%	2%	1%
Item not sold in stores locally	11%	8%	13%	7%	10%	16%	16%	8%	7%	16%	6%	14%	6%	7%	14%	15%	13%	11%	9%	12%	7%	5%	11%	11%	8%	14%	15%
Other	5%	4%	6%	4%	1%	8%	9%	4%	6%	5%	2%	7%	6%	12%	6%	0%	4%	3%	6%	7%	0%	0%	7%	4%	6%	5%	6%
Don't know/Refused	1%	2%	0%	0%	1%	1%	4%	1%	2%	1%	2%	1%	1%	0%	1%	1%	0%	1%	2%	1%	2%	0%	0%	1%	0%	3%	0%
Don't know/ keruseu	1/0	2/0	0/0	076	1/0	1/0	4/0	1/0	2/0	1/0	2/0	1/0	1/0	0/6	1/0	1/0	0/0	1/0	2/0	1/0	2/0	070	0/0	1/0	0/0	3/0	070
	VOII :=+	ond to	nov for	r all ver	ır gifte	nd oth	or co-	ndina !	l a cach ar -		20 +62 1	ill aggion	nc c- 4	0 110 21.	n to r	ov ett	our bol!	day ana	ading sur	r a	ind of time	that as:	ld ovtor-	امیرا اسد	. 20127)	1
OO As you plan your holiday arouding do	you mu		pay ioi nder	i ali yot	_		er spe	naing ii		S 500H		n in HH	25, OF U	o you pia Relia		ay on y	our non	Income		r a peri	Ethnicity	tnat cou	Believe		2012		
Q9. As you plan your holiday spending, do			iuer		A	ge			Region	1	ciliare	n in AH		Kellg	SION 	l		\$50K-	:		Afr Amer		beneve	ııı santa		Party	Ind/
Q9. As you plan your holiday spending, do		Gei													ı	l		20UV-			All Amer				1		ma/
Q9. As you plan your holiday spending, do	Tatal		_	10 24	25 40	E0.00	cr.	NIVC	Chl.	l le -4	V	N-	Cath	laudal.	Dest	044	JOE OU	C1001/	\$100W	VAIL ! L.	/DII-	104:	Ver	N/-	De:	D.c	044
	Total	М	F	+	35-49		65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K		\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Pay now	83%	M 84%	83%	82%	83%	85%	85%	78%	90%	86%	84%	83%	84%	78%	83%	83%	81%	83%	85%	85%	87%	76%	88%	81%	82%	85%	82%
		М		+	_																					_	1

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Q10. Do you plan to purchase a gift for you	rself th	is holic	lay sea	son?																							
, , , , , , , , , , , , , , , , , , , ,		Ger			A	ge			Region		Childre	n in HH		Reli	gion			Income	e		Ethnicity		Believe	in Santa		Party	
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Yes	31%	31%	32%	44%	28%	28%	19%	43%	24%	22%	32%	32%	30%	35%	25%	40%	35%	29%	30%	25%	37%	50%	32%	32%	32%	22%	36%
No	67%	69%	65%	55%	71%	69%	80%	55%	75%	76%	67%	67%	69%	61%	72%	59%	64%	70%	69%	73%	60%	49%	67%	66%	66%	76%	64%
Don't know/Refused	2%	0%	3%	1%	2%	2%	2%	2%	1%	2%	1%	2%	1%	4%	3%	1%	1%	1%	1%	2%	3%	1%	1%	2%	2%	2%	1%
Q11. Do you believe the current state of th	e econo			a nega			your ho	oliday s									1										
		Ger	der		A	ge	1		Region		Childre	n in HH		Reli	gion			Income	9		Ethnicity		Believe	in Santa		Party	
			_	40.04	25.40		c=.		6 h . i				6				.6501	\$50K-	640014	144.11	Afr Amer						Ind/
D. W.	Total	M	F 70/	18-34		50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Positive	6%	6%	7%	8%	6%	7%	4%	9%	5%	4%	7%	6%	5%	0%	9%	7%	9%	8%	2%	4%	12%	18%	8%	6%	8%	4%	6%
Negative	39% 53%	38% 56%	40% 51%	31% 59%	47% 47%	44% 48%	31% 64%	42% 47%	35% 60%	38% 58%	39%	39% 54%	42%	41% 57%	35% 53%	38% 54%	44%	33% 58%	33% 64%	39% 57%	41% 44%	32% 49%	45% 47%	37% 56%	40% 51%	44%	36%
No effect	1%	0%	2%	2%	0%	48% 2%	1%	2%	1%	1%	53% 1%	2%	53% 0%	2%	2%	1%	45% 2%	1%	1%	1%		49% 1%	1%		1%	52% 0%	56%
Don't know/Refused	1%	0%	2%	2%	0%	2%	1%	2%	1%	1%	1%	2%	0%	2%	2%	1%	2%	1%	1%	1%	4%	1%	1%	2%	1%	0%	1%
Q12. Do you normally shop on Black Friday	that is	the E	riday a	fter Th	nksgiv	ing?	l	I	1						l	I	I		l .		i			l			
Silve on Black Friday	, triat is	Ger		110		ge			Region		Childre	n in HH		Relig	zion			Income			Ethnicity	1	Relieve	in Santa		Party	
		Jei	Juli I			Ì	1	1	region		ure	11111		iven				\$50K-	Ī		Afr Amer		Deneve	Janta		raity	Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K		\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Yes	19%	17%	20%	30%	18%	16%	5%	25%	9%	17%	22%	17%	14%	11%	16%	33%	26%	13%	19%	12%	27%	33%	18%	19%	23%	10%	11%
No	78%	79%	77%	66%	79%	81%	91%	70%	89%	80%	74%	79%	82%	81%	81%	63%	70%	83%	78%	84%	69%	62%	75%	79%	75%	86%	81%
Sometimes	4%	4%	3%	4%	3%	3%	3%	5%	2%	3%	3%	4%	4%	5%	3%	4%	4%	3%	3%	4%	4%	5%	7%	2%	1%	4%	8%
Don't know/Refused	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
, , , , , , , , , , , , , , , , , , , ,																											
Q13. Will you be shopping on the Friday af	ter Thar	nksgivi	ng this	year?															ı								
		Ger	der		A	ge			Region		Childre	n in HH		Relig	gion			Income	2		Ethnicity		Believe	in Santa		Party	
																		\$50K-			Afr Amer						Ind/
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Yes	19%	18%	20%	33%	19%	13%	7%	27%	11%	13%	24%	16%	16%	12%	17%	29%	22%	18%	18%	11%	37%	36%	18%	20%	21%	10%	13%
No	74%	73%	74%	57%	76%	78%	89%	63%	84%	80%	66%	77%	76%	72%	77%	65%	70%	74%	74%	81%	56%	50%	69%	75%	72%	85%	77%
Maybe	7%	8%	5%	10%	4%	8%	3%	8%	5%	6%	10%	5%	7%	9%	6%	6%	7%	8%	8%	6%	6%	12%	11%	5%	6%	4%	10%
Don't know/Refused	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	7%	0%	0%	1%	1%	0%	1%	0%	2%	1%	1%	1%	0%	1%
Q14. (If definitely or possibly shopping on	Black Fr	iday th	is year) About	what	percent	age of	your h	oliday sho			•	compl	lete on t	hat day	/?			-								
		Ger	der		A	ge			Region		Childre	n in HH		Reli	gion			Income	9		Ethnicity		Believe	in Santa		Party	
																	_	\$50K-			Afr Amer						Ind/
	Total	M	F		35-49		65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish		Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
		2/10/	13%	26%	14%	9%	6%	20%	34%	6%	18%	19%	20%	15%	10%	25%	26%	16%	4%	3%	21%	41%	6%	25%	14%	7%	13%
More than 75%	18%	24%	0.1-1	a=-:	00-1	20											36%	25%	28%	21%	38%	28%	29%	29%	33%	32%	32%
Between 50 and 75%	29%	24%	34%	27%	38%	29%	24%	33%	14%	28%	32%	26%	25%	0%	40%	27%		2421	2421	2221	2001	4.007	2221	4001		13%	23%
Between 50 and 75% More than 25% but less than 50%	29% 20%	24% 22%	17%	18%	20%	20%	41%	19%	19%	23%	21%	20%	31%	22%	14%	14%	14%	21%	21%	23%	20%	16%	22%	19%	18%		
Between 50 and 75% More than 25% but less than 50% Less than 25%	29% 20% 29%	24% 22% 25%	17% 34%	18% 28%	20% 24%	20% 39%	41% 23%	19% 25%	19% 30%	23% 38%	21% 26%	20% 32%	31% 20%	22% 62%	14% 35%	14% 31%	14% 21%	39%	37%	47%	18%	15%	41%	24%	35%	39%	29%
Between 50 and 75% More than 25% but less than 50%	29% 20%	24% 22%	17%	18%	20%	20%	41%	19%	19%	23%	21%	20%	31%	22%	14%	14%	14%										
Between 50 and 75% More than 25% but less than 50% Less than 25% Don't know/Refused	29% 20% 29% 3%	24% 22% 25% 5%	17% 34% 2%	18% 28% 2%	20% 24% 3%	20% 39% 3%	41% 23% 6%	19% 25% 3%	19% 30% 3%	23% 38% 5%	21% 26% 3%	20% 32% 4%	31% 20% 4%	22% 62% 0%	14% 35% 1%	14% 31%	14% 21%	39%	37%	47%	18%	15%	41%	24%	35%	39%	29%
Between 50 and 75% More than 25% but less than 50% Less than 25%	29% 20% 29% 3%	24% 22% 25% 5% f mone	17% 34% 2% ey, food	18% 28% 2%	20% 24% 3%	20% 39% 3% aritable	41% 23% 6%	19% 25% 3%	19% 30% 3% s that focu	23% 38% 5% s on th	21% 26% 3% e needy	20% 32% 4% during	31% 20% 4%	22% 62% 0% liday sea	14% 35% 1% son?	14% 31%	14% 21%	39% 0%	37% 9%	47%	18% 3%	15%	41% 2%	24% 3%	35%	39% 9%	29%
Between 50 and 75% More than 25% but less than 50% Less than 25% Don't know/Refused	29% 20% 29% 3%	24% 22% 25% 5% f mone	17% 34% 2%	18% 28% 2%	20% 24% 3%	20% 39% 3% aritable	41% 23% 6%	19% 25% 3%	19% 30% 3%	23% 38% 5% s on th	21% 26% 3%	20% 32% 4% during	31% 20% 4%	22% 62% 0%	14% 35% 1% son?	14% 31%	14% 21%	39% 0% Income	37% 9%	47%	18% 3% Ethnicity	15%	41% 2%	24%	35%	39%	29% 3%
Between 50 and 75% More than 25% but less than 50% Less than 25% Don't know/Refused	29% 20% 29% 3% ations o	24% 22% 25% 5% f mone	17% 34% 2% ey, food	18% 28% 2% d or gift	20% 24% 3% ss to ch	20% 39% 3% aritable ge	41% 23% 6% e organ	19% 25% 3% ization	19% 30% 3% s that focu Region	23% 38% 5% as on th	21% 26% 3% e needy Childre	20% 32% 4% during n in HH	31% 20% 4% the ho	22% 62% 0% liday sea Relig	14% 35% 1% son?	14% 31% 4%	14% 21% 3%	39% 0% Income \$50K-	37% 9%	47% 6%	18% 3% Ethnicity Afr Amer	15%	41% 2% Believe	24% 3% in Santa	35%	39% 9% Party	29% 3% Ind/
Between 50 and 75% More than 25% but less than 50% Less than 25% Don't know/Refused Q15. This year will you be making any done	29% 20% 29% 3% ations o	24% 22% 25% 5% f mone Ger	17% 34% 2% ey, food der	18% 28% 2% d or gift	20% 24% 3% s to cha A ₁ 35-49	20% 39% 3% aritable ge 50-64	41% 23% 6% e organ	19% 25% 3% ization	19% 30% 3% s that focu Region	23% 38% 5% us on th	21% 26% 3% e needy Childre	20% 32% 4% during n in HH	31% 20% 4% the ho	22% 62% 0% liday sea Relig	14% 35% 1% son? gion	14% 31% 4% Other	14% 21% 3% <\$50K	39% 0% Income \$50K- \$100K	37% 9%	47% 6% White	18% 3% Ethnicity Afr Amer /Black	15% 0% Latino	41% 2% Believe	24% 3% in Santa	35% 0% Dem	39% 9% Party	29% 3% Ind/ Other
Between 50 and 75% More than 25% but less than 50% Less than 25% Don't know/Refused Q15. This year will you be making any done Yes	29% 20% 29% 3% ations o Total 77%	24% 22% 25% 5% f mone Ger M 76%	17% 34% 2% ey, food der F 78%	18% 28% 2% d or gift 18-34 73%	20% 24% 3% s to cha A ₁ 35-49 77%	20% 39% 3% 3% aritable ge 50-64 79%	41% 23% 6% e organ	19% 25% 3% ization NYC 72%	19% 30% 3% s that focu Region Suburbs 76%	23% 38% 5% s on th Upst 83%	21% 26% 3% e needy Childre Yes 78%	20% 32% 4% v during n in HH No 76%	31% 20% 4% the ho Cath 80%	22% 62% 0% liday sea Relig Jewish 81%	14% 35% 1% son? gion Prot 74%	14% 31% 4% Other 73%	14% 21% 3% -<\$50K 70%	39% 0% Income \$50K- \$100K 83%	37% 9% 9 \$100K+ 83%	47% 6% White 83%	18% 3% Ethnicity Afr Amer /Black 52%	15% 0% Latino 80%	41% 2% Believe Yes 86%	24% 3% in Santa No 73%	35% 0% Dem 71%	39% 9% Party Rep 89%	29% 3% Ind/ Other 84%
Between 50 and 75% More than 25% but less than 50% Less than 25% Don't know/Refused Q15. This year will you be making any done	29% 20% 29% 3% ations o	24% 22% 25% 5% f mone Ger	17% 34% 2% ey, food der	18% 28% 2% d or gift	20% 24% 3% s to cha A ₁ 35-49	20% 39% 3% aritable ge 50-64	41% 23% 6% e organ	19% 25% 3% ization	19% 30% 3% s that focu Region	23% 38% 5% us on th	21% 26% 3% e needy Childre	20% 32% 4% during n in HH	31% 20% 4% the ho	22% 62% 0% liday sea Relig	14% 35% 1% son? gion	14% 31% 4% Other	14% 21% 3% <\$50K	39% 0% Income \$50K- \$100K	37% 9%	47% 6% White	18% 3% Ethnicity Afr Amer /Black	15% 0% Latino	41% 2% Believe	24% 3% in Santa	35% 0% Dem	39% 9% Party	29% 3% Ind/ Other

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											MO	E +/- 3.9	%														
Q16. Do you plan to volunteer any of your	time th	_		son for			that h	elp pec		the ho			1				1			ı			T =		1		
	-	Gei	nder		Αį	ge			Region	1	Childre	en in HH		Reli	gion	1	-	Incom	e		Ethnicity	1	Believe	in Santa		Party	,
	Total	м	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/ Other
Yes	31%	26%	35%	35%	31%	29%	26%	30%	27%	33%	32%	30%	32%	19%	32%	31%	34%	26%	30%	30%	31%	38%	39%	27%	27%	40%	36%
No	66%	70%	62%	60%	67%	68%	71%	65%	71%	64%	65%	67%	66%	71%	65%	65%	62%	70%	70%	67%	68%	56%	57%	70%	67%	59%	62%
Don't know/Refused	3%	4%	2%	5%	2%	3%	2%	4%	3%	3%	3%	3%	2%	10%	3%	3%	4%	4%	1%	3%	1%	6%	4%	3%	6%	1%	2%
Don't knowy Keruseu	370	470	2/0	370	2/0	370	2/0	470	370	370	370	370	2/0	1070	370	370	470	470	1/0	370	170	070	470	370	070	170	270
Q17. Of the following, what do you, perso	nally, eı			ut the l	noliday	season	1?																				
		Gei	nder		Αį	ge			Region		Childre	en in HH		Reli	gion			Incom	e		Ethnicity		Believe	in Santa		Party	
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/ Other
Spending time with family and friends	77%	76%	78%	79%	85%	73%	70%	75%	77%	79%	81%	75%	76%	80%	75%	80%	70%	84%	77%	77%	76%	76%	72%	79%	80%	79%	78%
People being in the holiday spirit	8%	11%	6%	13%	4%	8%	7%	11%	8%	6%	5%	10%	8%	7%	6%	13%	10%	5%	11%	9%	4%	13%	12%	7%	8%	4%	9%
Religious services and events	8%	6%	9%	3%	8%	8%	11%	8%	6%	9%	8%	8%	10%	0%	10%	3%	11%	5%	8%	8%	12%	2%	9%	7%	4%	12%	8%
	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	0%	1%	+	1%	0%	1%	1%	1%	2%	0%	1%	1%		1%
Going shopping	4%	4%	4%	5%	2%	5%	4%	3%	6%	3%	4%	4%	3%	7%	4%	0% 3%	6%	3%	2%	3%	4%	7%	4%	4%	5%	0% 3%	2%
The food	2%	2%	2%	0%	1%	3%			3%	2%		3%	2%	7%	3%			2%		2%		0%		2%			
Don't know/Refused	2%	2%	2%	0%	1%	3%	6%	2%	3%	2%	1%	3%	2%	7%	3%	1%	2%	2%	2%	2%	3%	0%	1%	2%	2%	2%	2%
Q18. And what do you, personally, enjoy t	he least	about	the ho	liday se	ason?		l	l				1		l	1	1		l		l	I		l	1			
		Gei	nder		Αį	ge			Region		Childre	en in HH		Reli	gion	,		Incom	e		Ethnicity	1	Believe	in Santa		Party	
																		\$50K-			Afr Amer						Ind/
Our and an initial an	Total	M	F	18-34			65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish		Other	<u> </u>	\$100K	\$100K+	White	/Black	Latino	Yes	No 100/	Dem	Rep	Other
Overeating and gaining weight	8%	9%	6%	13%	2%	8%	8%	7%	12%	6%	9%	7%	10%	10%	6%	5%	9%	9%	9%	8%	7%	12%	3%	10%	7%	11%	3%
Going shopping	14%	16%	13%	15%	18%	14%	8%	14%	15%	14%	16%	13%	11%	23%	13%	17%	13%	16%	12%	13%	14%	18%	9%	17%	17%	11%	13%
The commercialization of the holiday	39%	39%	39%	22%	43%	46%	53%	31%	38%	50%	34%	42%	45%	33%	36%	34%	35%	37%	47%	47%	30%	16%	47%	36%	34%	50%	51%
Financial costs associated with it	16%	14%	19%	21%	18%	14%	9%	19%	15%	14%	21%	14%	12%	7%	19%	24%	23%	14%	9%	12%	20%	26%	13%	18%	17%	12%	12%
How hectic it is	18%	18%	19%	25%	16%	15%	13%	23%	16%	15%	19%	19%	19%	21%	19%	19%	17%	21%	18%	16%	22%	27%	24%	16%	19%	14%	18%
Don't know/Refused	4%	4%	4%	4%	2%	2%	8%	6%	5%	1%	3%	4%	3%	6%	6%	1%	4%	4%	4%	4%	7%	2%	3%	4%	6%	3%	3%
For each of the following statements, tell	mo who	thorw	u ctro	aghr agr	20. 502	.o.uhat	agroo	noithe	r agree ne	or disas	roo co	mowhat	dicagr	o or str	angly di	icagroo											
For each of the following statements, tell Q19A. The holiday season is now just too											166, 301	newnat	uisagie	e or sur	Jilgiy u	isagi ee.											
Q19A. The holiday season is now just too i	ong. i w		nder	ations a			nents a	la not	Region	iriy.	Childre	en in HH	1	Dali	gion		1	Income		ı	Ethnicity		Believe	in Conto	1	Party	
	-	Gei	luer		Αį	ge			Kegion		Chilare	#N IN AA	1	Keii	gion	1		\$50K-	e 		Afr Amer		believe	in Santa		Party	la d/
	T-4-1		_	10.24	25 40	FO C4	c=.	NVC	Culturalisa		V	NI-	C-4h	latala	Dunk	Other	4ĊEQI4		ć100K	14/1-14			V	NI-	D	D	Ind/
	Total	M	F	18-34			65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	_	_		\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Strongly agree	46%	46%	46%	27%	44%	61%	60%	35%	52%	56%	37%	50%	53%	45%	41%	38%	46%	42%	52%	58%	21%	24%	51%	44%	43%	57%	50%
Somewhat agree	17%	18%	16%	23%	16%	13%	13%	21%	14%	14%	18%	16%	13%	13%	17%	25%	15%	20%	19%	13%	29%	15%	15%	18%	20%	10%	22%
Neither agree nor disagree	7%	7%	6%	6%	7%	5%	8%	7%	10%	4%	4%	8%	5%	6%	9%	8%	5%	8%	7%	6%	9%	9%	4%	8%	5%	6%	6%
Somewhat disagree	14%	16%	13%	19%	18%	9%	9%	17%	12%	12%	15%	14%	16%	10%	9%	17%	14%	12%	15%	11%	15%	24%	13%	15%	14%	14%	12%
Strongly disagree	15%	12%	18%	24%	14%	12%	9%	19%	12%	13%	26%	10%	13%	23%	23%	10%	18%	17%	7%	11%	26%	26%	17%	15%	16%	13%	9%
Don't know/Refused	1%	1%	1%	2%	1%	0%	1%	1%	0%	1%	1%	1%	0%	4%	1%	1%	1%	0%	0%	1%	0%	2%	0%	1%	1%	0%	0%
Q19B. I try to purchase most of my gifts fr	om loca	lly owr	ned and	opera	ted bus	inesses	 i.	l				<u> </u>	<u> </u>		<u> </u>	<u> </u>	1			l .							Ь
		Gei	nder		A	ge .			Region		Childre	en in HH		Reli	gion			Income	е		Ethnicity		Believe	in Santa		Party	
									Ū									\$50K-			Afr Amer					•	Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Strongly agree	33%	35%	31%	28%	30%	36%	41%	29%	28%	39%	26%	36%	33%	41%	36%	25%	42%	29%	30%	33%	31%	38%	36%	31%	32%	35%	29%
Somewhat agree	26%	28%	24%	23%	32%	26%	24%	24%	24%	30%	30%	24%	30%	24%	22%	25%	22%	28%	28%	30%	15%	21%	30%	25%	25%	32%	32%
Neither agree nor disagree	9%	9%	9%	10%	10%	6%	9%	9%	10%	8%	9%	9%	9%	5%	9%	10%	7%	7%	12%	10%	8%	6%	9%	9%	8%	10%	9%
Somewhat disagree	19%	18%	21%	28%	19%	19%	10%	21%	25%	15%	23%	18%	18%	21%	14%	29%	13%	28%	18%	18%	26%	21%	16%	21%	18%	15%	24%
Strongly disagree	11%	9%	13%	11%	8%	11%	13%	13%	13%	7%	11%	11%	9%	5%	14%	11%	12%	9%	11%	8%	18%	13%	8%	12%	14%	7%	7%
Don't know/Refused	2%	1%	3%	1%	1%	2%	2%	3%	0%	1%	1%	2%	1%	3%	4%	0%	4%	1%	0%	1%	3%	1%	1%	2%	2%	1%	1%
Don't know/ neruseu	2/0	1/0	3/0	1/0	1/0	2/0	2/0	3/0	070	1/0	1/0	2/0	1/0	370	7/0	370	7/0	1/0	070	1/0	3/0	1/0	1/0	2/0	2/0	1/0	1/0
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Hday1111 Crosstabs 4 of 9

		Ger	nder		Ag	ge			Region		Childre	n in HH		Relig	gion			Incom	e		Ethnicity		Believe	in Santa		Party	,
					Ì				Ι					`	ĺ			\$50K-			Afr Amer						Ind
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Strongly agree	35%	29%	40%	39%	35%	35%	27%	43%	30%	28%	38%	33%	39%	28%	34%	28%	41%	32%	28%	29%	40%	52%	49%	28%	34%	36%	38%
Somewhat agree	26%	29%	22%	31%	24%	22%	20%	20%	28%	31%	26%	25%	26%	18%	28%	23%	19%	29%	28%	27%	24%	19%	23%	27%	23%	28%	20%
Neither agree nor disagree	9%	11%	8%	6%	12%	9%	10%	7%	13%	10%	9%	9%	7%	15%	8%	13%	7%	10%	15%	11%	6%	9%	8%	10%	8%	9%	12%
Somewhat disagree	18%	16%	19%	19%	18%	17%	20%	17%	20%	17%	17%	19%	19%	25%	14%	20%	20%	17%	16%	19%	19%	16%	12%	20%	20%	20%	14%
Strongly disagree	12%	15%	10%	6%	10%	17%	22%	13%	9%	13%	10%	13%	8%	15%	14%	16%	12%	12%	13%	14%	12%	5%	7%	15%	13%	7%	16%
Don't know/Refused	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q19D. The holiday season is the only tir	ne during	the yea	r that I	get a	hance t	o conn	ect wit	th man	y people I	care at	out and	apprec	iate.		•	•		•	•	•	•			•			
		Ger	nder		Ag	ge			Region		Childre	n in HH		Relig	gion			Incom	е		Ethnicity		Believe	in Santa		Party	,
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Strongly agree	26%	26%	25%	32%	19%	27%	25%	31%	26%	19%	23%	27%	28%	23%	25%	23%	27%	29%	21%	21%	28%	47%	24%	26%	24%	25%	24%
Somewhat agree	18%	21%	15%	20%	19%	16%	14%	16%	20%	19%	23%	15%	21%	7%	17%	16%	17%	18%	15%	18%	19%	18%	24%	15%	19%	17%	14%
Neither agree nor disagree	4%	5%	3%	2%	6%	3%	4%	4%	3%	5%	5%	3%	4%	4%	3%	5%	4%	2%	7%	5%	0%	5%	2%	5%	3%	8%	2%
Somewhat disagree	21%	21%	21%	21%	25%	18%	17%	19%	17%	26%	22%	21%	20%	22%	20%	24%	19%	24%	25%	23%	17%	14%	18%	22%	20%	24%	23%
Strongly disagree	31%	26%	36%	25%	31%	36%	40%	29%	35%	32%	28%	33%	26%	44%	35%	31%	32%	27%	30%	33%	36%	16%	31%	32%	34%	25%	36%
Don't know/Refused	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	1%
Q19E. For me, more than anything else,	the holida	ays are	a time	to stop	and re	flect or	n what	is most	t importan	t in life																	
		_																									
		Ger	nder		Αę	ge			Region		Childre	n in HH		Relig	gion			Incom	е		Ethnicity		Believe	in Santa		Party	1
		Ger	nder		Ag	ge			Region		Childre	n in HH		Relig	gion			\$50K-	e 		Ethnicity Afr Amer		Believe	in Santa		Party	Ind/
	Total	Gei M	nder F		35-49		65+	NYC	Region Suburbs	Upst	Childre Yes	n in HH No	Cath	Relig Jewish	ion Prot	Other	<\$50K		\$100K+	White		Latino	Believe Yes	in Santa No	Dem	Party Rep	
Strongly agree	Total			18-34 45%			65+ 62%	NYC 55%		Upst 55%			Cath 63%			Other	<\$50K	\$50K-		White 53%	Afr Amer	Latino 61%			Dem 52%	,	Ind/
Strongly agree Somewhat agree		М	F		35-49	50-64			Suburbs		Yes	No		Jewish	Prot			\$50K- \$100K	\$100K+		Afr Amer /Black		Yes	No		Rep	Ind/ Othe
	55%	M 50%	F 60%	45%	35-49 57%	50-64 61%	62%	55%	Suburbs 57%	55%	Yes 57%	No 54%	63%	Jewish 31%	Prot 62%	41%	63%	\$50K- \$100K 48%	\$100K+ 52%	53%	Afr Amer /Black 63%	61%	Yes 67%	No 51%	52%	Rep 63%	Othe
Somewhat agree	55% 28%	M 50% 30%	F 60% 26%	45% 37%	35-49 57% 28%	50-64 61% 21%	62% 21%	55% 26%	Suburbs 57% 29%	55% 29%	Yes 57% 26%	No 54% 29%	63% 26%	Jewish 31% 25%	Prot 62% 22%	41% 39%	63% 25%	\$50K- \$100K 48% 33%	\$100K+ 52% 28%	53% 29%	Afr Amer /Black 63% 23%	61% 31%	Yes 67% 24%	No 51% 29%	52% 29%	Rep 63% 19%	1nd/ Othe 59% 30%
Somewhat agree Neither agree nor disagree	55% 28% 4%	M 50% 30% 7%	F 60% 26% 3%	45% 37% 4%	35-49 57% 28% 6%	50-64 61% 21% 5%	62% 21% 4%	55% 26% 4%	Suburbs 57% 29% 3%	55% 29% 5%	Yes 57% 26% 6%	No 54% 29% 4%	63% 26% 3%	Jewish 31% 25% 8%	Prot 62% 22% 6%	41% 39% 4%	63% 25% 3%	\$50K- \$100K 48% 33% 7%	\$100K+ 52% 28% 3%	53% 29% 4%	Afr Amer /Black 63% 23% 4%	61% 31% 2%	Yes 67% 24% 3%	No 51% 29% 5%	52% 29% 7%	Rep 63% 19% 4%	Ind/ Othe 59% 30% 1%
Somewhat agree Neither agree nor disagree Somewhat disagree	55% 28% 4% 7%	M 50% 30% 7% 8%	F 60% 26% 3% 7%	45% 37% 4% 10%	35-49 57% 28% 6% 5%	50-64 61% 21% 5% 7%	62% 21% 4% 8%	55% 26% 4% 9%	Suburbs 57% 29% 3% 7%	55% 29% 5% 6%	Yes 57% 26% 6% 6%	No 54% 29% 4% 8%	63% 26% 3% 6%	Jewish 31% 25% 8% 23%	Prot 62% 22% 6% 5%	41% 39% 4% 9%	63% 25% 3% 5%	\$50K- \$100K 48% 33% 7% 8%	\$100K+ 52% 28% 3% 10%	53% 29% 4% 9%	Afr Amer /Black 63% 23% 4% 5%	61% 31% 2% 0%	Yes 67% 24% 3% 4%	No 51% 29% 5% 9%	52% 29% 7% 8%	Rep 63% 19% 4% 11%	Ind/ Othe 59% 30% 1% 3%
Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree	55% 28% 4% 7% 5%	M 50% 30% 7% 8% 5%	F 60% 26% 3% 7% 4%	45% 37% 4% 10% 3%	35-49 57% 28% 6% 5% 4%	50-64 61% 21% 5% 7% 5%	62% 21% 4% 8% 6%	55% 26% 4% 9% 5%	Suburbs 57% 29% 3% 7% 5%	55% 29% 5% 6% 4%	Yes 57% 26% 6% 6% 4%	No 54% 29% 4% 8% 5%	63% 26% 3% 6% 3%	Jewish 31% 25% 8% 23% 12%	Prot 62% 22% 6% 5% 4%	41% 39% 4% 9% 7%	63% 25% 3% 5% 3%	\$50K- \$100K 48% 33% 7% 8% 3%	\$100K+ 52% 28% 3% 10% 7%	53% 29% 4% 9% 5%	Afr Amer /Black 63% 23% 4% 5% 6%	61% 31% 2% 0% 3%	Yes 67% 24% 3% 4% 2%	No 51% 29% 5% 9% 6%	52% 29% 7% 8% 4%	Rep 63% 19% 4% 11% 3%	1nd/ Other 59% 30% 1% 3% 7%
Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree	55% 28% 4% 7% 5% 0%	M 50% 30% 7% 8% 5% 1%	F 60% 26% 3% 7% 4% 0%	45% 37% 4% 10% 3% 1%	35-49 57% 28% 6% 5% 4%	50-64 61% 21% 5% 7% 5%	62% 21% 4% 8% 6%	55% 26% 4% 9% 5%	Suburbs 57% 29% 3% 7% 5%	55% 29% 5% 6% 4%	Yes 57% 26% 6% 6% 4%	No 54% 29% 4% 8% 5%	63% 26% 3% 6% 3%	Jewish 31% 25% 8% 23% 12%	Prot 62% 22% 6% 5% 4%	41% 39% 4% 9% 7%	63% 25% 3% 5% 3%	\$50K- \$100K 48% 33% 7% 8% 3%	\$100K+ 52% 28% 3% 10% 7%	53% 29% 4% 9% 5%	Afr Amer /Black 63% 23% 4% 5% 6%	61% 31% 2% 0% 3%	Yes 67% 24% 3% 4% 2%	No 51% 29% 5% 9% 6%	52% 29% 7% 8% 4%	Rep 63% 19% 4% 11% 3%	1nd/ Other 59% 30% 1% 3% 7%
Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/Refused	55% 28% 4% 7% 5% 0%	M 50% 30% 7% 8% 5% 1%	F 60% 26% 3% 7% 4% 0%	45% 37% 4% 10% 3% 1%	35-49 57% 28% 6% 5% 4%	50-64 61% 21% 5% 7% 5% 0%	62% 21% 4% 8% 6%	55% 26% 4% 9% 5%	Suburbs 57% 29% 3% 7% 5%	55% 29% 5% 6% 4%	Yes 57% 26% 6% 6% 4% 0%	No 54% 29% 4% 8% 5%	63% 26% 3% 6% 3%	Jewish 31% 25% 8% 23% 12%	Prot 62% 22% 6% 5% 4% 1%	41% 39% 4% 9% 7%	63% 25% 3% 5% 3%	\$50K- \$100K 48% 33% 7% 8% 3% 0%	\$100K+ 52% 28% 3% 10% 7% 1%	53% 29% 4% 9% 5%	Afr Amer /Black 63% 23% 4% 5% 6% 0%	61% 31% 2% 0% 3%	Yes 67% 24% 3% 4% 2% 0%	No 51% 29% 5% 9% 6%	52% 29% 7% 8% 4%	Rep 63% 19% 4% 11% 3%	Ind/ Othe 59% 30% 1% 3% 7% 0%
Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/Refused	55% 28% 4% 7% 5% 0%	M 50% 30% 7% 8% 5% 1% Scroog	F 60% 26% 3% 7% 4% 0% et than	45% 37% 4% 10% 3% 1% Santa.	35-49 57% 28% 6% 5% 4% 0%	50-64 61% 21% 5% 7% 5% 0%	62% 21% 4% 8% 6% 1%	55% 26% 4% 9% 5% 1%	Suburbs 57% 29% 3% 7% 5% 0% Region	55% 29% 5% 6% 4% 0%	Yes 57% 26% 6% 6% 4% 0%	No 54% 29% 4% 8% 5% 1%	63% 26% 3% 6% 3% 0%	Jewish 31% 25% 8% 23% 12% 0%	Prot 62% 22% 6% 5% 4% 1%	41% 39% 4% 9% 7% 0%	63% 25% 3% 5% 3% 0%	\$50K- \$100K 48% 33% 7% 8% 3% 0% Income \$50K-	\$100K+ 52% 28% 3% 10% 7% 1%	53% 29% 4% 9% 5% 0%	Afr Amer /Black 63% 23% 4% 5% 6% 0%	61% 31% 2% 0% 3% 3%	Yes 67% 24% 3% 4% 2% 0% Believe	No 51% 29% 5% 9% 6% 1% in Santa	52% 29% 7% 8% 4% 0%	Rep 63% 19% 4% 11% 3% 1%	Ind/ Other 59% 30% 1% 3% 7% 0%
Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/Refused	55% 28% 4% 7% 5% 0% I'm more	M 50% 30% 7% 8% 5% 1% Scroog	F 60% 26% 3% 7% 4% 0% ee than der F	45% 37% 4% 10% 3% 1% Santa.	35-49 57% 28% 6% 5% 4% 0% Ag 35-49	50-64 61% 21% 5% 7% 5% 0%	62% 21% 4% 8% 6% 1%	55% 26% 4% 9% 5% 1%	Suburbs 57% 29% 3% 7% 55% 0%	55% 29% 5% 6% 4% 0%	Yes 57% 26% 6% 6% 4% 0% Childre	No 54% 29% 4% 8% 5% 1% n in HH	63% 26% 3% 6% 3% 0%	Jewish 31% 25% 8% 23% 12% 0% Relig	Prot 62% 22% 6% 5% 4% 1% sion Prot	41% 39% 4% 9% 7%	63% 25% 3% 5% 3% 0%	\$50K- \$100K 48% 33% 7% 8% 3% 0% Income \$50K- \$100K	\$100K+ 52% 28% 3% 10% 7% 1%	53% 29% 4% 9% 5% 0%	Afr Amer /Black 63% 23% 4% 5% 6% 0%	61% 31% 2% 0% 3% 3% 3%	Yes 67% 24% 3% 4% 2% 0% Believe	No 51% 29% 5% 9% 6% 1% in Santa	52% 29% 7% 8% 4% 0%	Rep 63% 19% 4% 11% 3% 1% Party	Ind/ Othe 59% 30% 1% 3% 7% 0%
Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/Refused	55% 28% 4% 7% 5% 0% : I'm more Total 11%	M 50% 30% 7% 8% 5% 1% Scroog Ger M	F 60% 26% 3% 7% 4% 0% et than oder F 11%	45% 37% 4% 10% 3% 1% Santa.	35-49 57% 28% 6% 5% 4% 0% Ag 35-49	50-64 61% 21% 5% 7% 5% 0% 0%	62% 21% 4% 8% 6% 1% 65+ 12%	55% 26% 4% 9% 5% 1% NYC	\$uburbs 57% 29% 3% 7% 5% 0% Region Suburbs 11%	55% 29% 5% 6% 4% 0% Upst 13%	Yes 57% 26% 6% 6% 4% 0% Childre Yes 10%	No 54% 29% 4% 8% 5% 1% n in HH No 12%	63% 26% 3% 6% 3% 0% Cath	Jewish 31% 25% 8% 23% 12% 0%	Prot 62% 22% 6% 5% 4% 1%	41% 39% 4% 9% 7% 0% Other 13%	63% 25% 3% 5% 3% 0% 	\$50K- \$100K 48% 33% 7% 8% 3% 0% Income \$50K- \$100K 9%	\$100K+ 52% 28% 3% 10% 7% 1% \$	53% 29% 4% 9% 5% 0% White 11%	Afr Amer /Black 63% 23% 4% 5% 6% 0% Ethnicity Afr Amer /Black 11%	61% 31% 2% 0% 3% 3%	Yes 67% 24% 3% 4% 2% 0% Believe Yes 9%	No 51% 29% 5% 9% 6% 1% In Santa No 12%	52% 29% 7% 8% 4% 0% Dem 12%	Rep 63% 19% 4% 11% 3% 1% Party Rep 8%	Ind/ Othe 59% 30% 1% 3% 7% 0% Ind/ Othe
Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/Refused Q19F. I hate to admit it but at this point	55% 28% 4% 7% 5% 0% I'm more	M 50% 30% 7% 8% 5% 1% Scroog	F 60% 26% 3% 7% 4% 0% ee than der F	45% 37% 4% 10% 3% 1% Santa.	35-49 57% 28% 6% 5% 4% 0% Ag	50-64 61% 21% 5% 7% 5% 0%	62% 21% 4% 8% 6% 1%	55% 26% 4% 9% 5% 1%	Suburbs 57% 29% 3% 7% 55% 0%	55% 29% 5% 6% 4% 0%	Yes 57% 26% 6% 6% 4% 0% Childre	No 54% 29% 4% 8% 5% 1% n in HH	63% 26% 3% 6% 3% 0%	Jewish 31% 25% 8% 23% 12% 0% Relig	Prot 62% 22% 6% 5% 4% 1% sion Prot	41% 39% 4% 9% 7% 0%	63% 25% 3% 5% 3% 0%	\$50K- \$100K 48% 33% 7% 8% 3% 0% Income \$50K- \$100K 9% 13%	\$100K+ 52% 28% 3% 10% 7% 1%	53% 29% 4% 9% 5% 0%	Afr Amer /Black 63% 23% 4% 5% 6% 0% Ethnicity Afr Amer /Black	61% 31% 2% 0% 3% 3% 3%	Yes 67% 24% 3% 4% 2% 0% Believe	No 51% 29% 5% 9% 6% 1% in Santa	52% 29% 7% 8% 4% 0%	Rep 63% 19% 4% 11% 3% 1% Party	Ind, Othe 59% 30% 1% 3% 7% 0%
Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/Refused Q19F. I hate to admit it but at this point	55% 28% 4% 7% 5% 0% : I'm more Total 11%	M 50% 30% 7% 8% 5% 1% Scroog Ger M	F 60% 26% 3% 7% 4% 0% et than oder F 11%	45% 37% 4% 10% 3% 1% Santa.	35-49 57% 28% 6% 5% 4% 0% Ag 35-49	50-64 61% 21% 5% 7% 5% 0% 0%	62% 21% 4% 8% 6% 1% 65+ 12%	55% 26% 4% 9% 5% 1% NYC	\$uburbs 57% 29% 3% 7% 5% 0% Region Suburbs 11%	55% 29% 5% 6% 4% 0% Upst 13% 10% 6%	Yes 57% 26% 6% 6% 4% 0% Childre Yes 10%	No 54% 29% 4% 8% 5% 1% n in HH No 12%	63% 26% 3% 6% 3% 0% Cath	Jewish 31% 25% 8% 23% 12% 0% Relig	Prot 62% 22% 6% 5% 4% 1% 25ion Prot 12%	41% 39% 4% 9% 7% 0% Other 13%	63% 25% 3% 5% 3% 0% 	\$50K- \$100K 48% 33% 7% 8% 3% 0% Income \$50K- \$100K 9%	\$100K+ 52% 28% 3% 10% 7% 1% \$	53% 29% 4% 9% 5% 0% White 11%	Afr Amer /Black 63% 23% 4% 5% 6% 0% Ethnicity Afr Amer /Black 11%	61% 31% 2% 0% 3% 3% Latino 9%	Yes 67% 24% 3% 4% 2% 0% Believe Yes 9%	No 51% 29% 5% 9% 6% 1% In Santa No 12%	52% 29% 7% 8% 4% 0% Dem 12%	Rep 63% 19% 4% 11% 3% 1% Party Rep 8%	Ind, Other 599; 309; 1%; 3%; 7%; 0%; Ind, Other 129;
Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/Refused Q19F. I hate to admit it but at this point Strongly agree Somewhat agree	55% 28% 4% 7% 5% 0% *I'm more *Total 11% 12%	M 50% 30% 7% 8% 5% 1% Scroog Ger M 12% 14%	F 60% 26% 3% 7% 4% 0% et than eder F 11% 10%	45% 37% 4% 10% 3% 1% Santa. 18-34 6% 16%	35-49 57% 28% 6% 5% 4% 0% Ag 35-49 10% 10%	50-64 61% 21% 5% 7% 5% 0% 8e 50-64 19% 10%	62% 21% 4% 8% 6% 1% 65+ 12% 13%	55% 26% 4% 9% 5% 1% NYC 10% 12%	Suburbs 57% 29% 3% 7% 5% 0%	55% 29% 5% 6% 4% 0% Upst 13% 10%	Yes 57% 26% 6% 6% 4% 0% Childre Yes 10% 9%	No 54% 29% 4% 8% 5% 1% n in HH No 12% 13%	63% 26% 3% 6% 3% 0% Cath 11%	Jewish 31% 25% 8% 23% 12% 0% Relig Jewish 6% 8%	Prot 62% 22% 6% 5% 4% 1% 2500 Prot 12% 10%	41% 39% 4% 9% 7% 0% Other 13% 19%	63% 25% 3% 5% 3% 0% <\$50K 15% 14%	\$50K- \$100K 48% 33% 7% 8% 3% 0% Income \$50K- \$100K 9% 13%	\$100K+ 52% 28% 3% 10% 7% 1% \$	53% 29% 4% 9% 5% 0% white 11% 11%	Afr Amer /Black 63% 23% 4% 5% 6% 0% Ethnicity Afr Amer /Black 11% 13%	61% 31% 2% 0% 3% 3% Latino 9% 14%	Yes 67% 24% 3% 4% 2% 0% Believe Yes 9% 9%	No 51% 29% 5% 9% 6% 1% In Santa No 12% 13%	52% 29% 7% 8% 4% 0% Dem 12% 14%	Rep 63% 19% 4% 11% 3% 1% Party Rep 8% 10%	Ind, Othe 59% 30% 1% 3% 7% 0% Ind, Othe 12%
Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/Refused Q19F. I hate to admit it but at this point Strongly agree Somewhat agree Neither agree nor disagree	55% 28% 4% 7% 5% 0% : I'm more Total 11% 12% 7%	M 50% 30% 7% 8% 5% 1% Scroog Ger M 12% 14% 8%	F 60% 26% 3% 7% 4% 0% et than nder F 11% 10% 6%	45% 37% 4% 10% 3% 1% Santa. 18-34 6% 16% 8%	35-49 57% 28% 6% 5% 4% 0% 	50-64 61% 21% 5% 7% 5% 0% 8e 50-64 19% 10% 7%	62% 21% 4% 8% 6% 1% 65+ 12% 13% 7%	55% 26% 4% 9% 5% 1% NYC 10% 12% 8%	Suburbs 57% 29% 3% 7% 5% 0% Suburbs 11% 14% 6%	55% 29% 5% 6% 4% 0% Upst 13% 10% 6%	Yes 57% 26% 6% 6% 4% 0% Childre Yes 10% 9% 5%	No 54% 29% 4% 8% 5% 1% n in HH No 12% 13% 8%	63% 26% 3% 6% 3% 0% Cath 11% 10% 4%	Jewish 31% 25% 8% 23% 12% 0% Relig Jewish 6% 8% 12%	Prot 62% 22% 6% 5% 4% 1% 1% 10% 9%	41% 39% 4% 9% 7% 0% Other 13% 19% 8%	63% 25% 3% 5% 3% 0% <\$50K 15% 14% 6%	\$50K- \$100K 48% 33% 7% 8% 3% 0% Income \$50K- \$100K 9% 13% 5%	\$100K+ 52% 28% 3% 10% 7% 1% \$	53% 29% 4% 9% 5% 0% white 11% 11% 7%	Afr Amer /Black 63% 23% 4% 5% 6% 0% Ethnicity Afr Amer /Black 11% 13% 4%	61% 31% 2% 0% 3% 3% Latino 9% 14% 6%	Yes 67% 24% 3% 4% 2% 0% Believe Yes 9% 9% 6%	No 51% 29% 5% 9% 6% 1% In Santa No 12% 13% 7%	52% 29% 7% 8% 4% 0% Dem 12% 14% 4%	Rep 63% 19% 4% 11% 3% 1% Party Rep 8% 10% 9%	Ind, Othe 59% 30% 1% 7% 0% Ind, Othe 12% 11%

Hday1111 Crosstabs 5 of 9

For each of the following types o	f gifts, please tell	l me wl	hether	you are	planni	ng on b	uying t	hat typ	oe of gift, ı	not pla	nning o	n buying	it or n	ot sure i	f you a	re buyin	g that t	ype of g	ift this h	oliday s	eason.						
Q20A. Clothing	F		nder	1				l	Dogion		Childre	n in HH		Dali	~!~~			Incom		1	Ethnicity		Paliava	in Santa	1	Party	
		Gei	nuer		Aį	ge I			Region	1	Childre	:n in aa		Ken	gion	1		Income \$50K-	; 		Afr Amer	I	believe	in Santa		Party	Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K		\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Plan on buying	73%	72%	74%	74%	87%	71%	56%	74%	72%	72%	80%	70%	81%	52%	66%	77%	68%	80%	77%	70%	75%	84%	75%	73%	76%	73%	76%
Not plan on buying	18%	18%	17%	15%	8%	19%	32%	16%	18%	20%	10%	21%	13%	19%	27%	15%	22%	13%	14%	19%	18%	8%	15%	18%	16%	20%	14%
Not sure	8%	8%	8%	10%	5%	9%	9%	9%	10%	7%	10%	7%	6%	27%	7%	6%	8%	7%	9%	10%	6%	7%	10%	8%	6%	7%	10%
Refused	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	2%	2%	0%	0%	1%	1%	0%	0%	1%	2%	0%	0%
Q20B. Toys																											
Q20B. TOYS		Gei	nder		A	ge			Region		Childre	n in HH		Reli	gion			Income	•		Ethnicity		Believe	in Santa		Party	,
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Plan on buying	57%	53%	60%	54%	70%	56%	47%	55%	51%	62%	70%	51%	60%	55%	54%	58%	57%	62%	56%	56%	58%	61%	60%	56%	58%	63%	57%
Not plan on buying	37%	39%	35%	40%	27%	38%	43%	38%	40%	34%	22%	44%	34%	36%	40%	37%	36%	32%	39%	38%	35%	30%	36%	37%	35%	34%	40%
Not sure	5%	5%	5%	4%	3%	6%	7%	6%	7%	3%	7%	4%	5%	7%	6%	3%	5%	5%	4%	5%	6%	7%	3%	6%	5%	4%	3%
Refused	1%	2%	1%	2%	0%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	3%	0%	0%	1%	1%	3%	0%	1%	2%	0%	0%
Q20C. Jewelry	1		nder	1					Dogion		Childre	n in HH		Reli	~!~~		l	Income			Ethnicity		Paliava	in Santa		Party	
		Gei	iluei		A	ge I			Region	1	Cilliare			Keli	gion	1		\$50K-	; 		Afr Amer	I	believe	III Saiita		raity	Ind
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Plan on buying	29%	31%	27%	40%	27%	27%	15%	31%	27%	26%	27%	30%	30%	22%	24%	36%	27%	29%	33%	28%	29%	34%	30%	28%	31%	21%	26%
Not plan on buying	57%	54%	59%	41%	60%	60%	72%	53%	63%	58%	59%	56%	57%	60%	62%	48%	58%	57%	55%	58%	54%	54%	57%	57%	57%	64%	60%
Not sure	14%	14%	13%	18%	13%	12%	10%	15%	9%	15%	14%	13%	13%	16%	13%	14%	13%	14%	11%	13%	17%	13%	13%	14%	10%	15%	14%
Refused	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	2%	2%	0%	0%	1%	1%	0%	0%	1%	2%	0%	0%
020D T.I. 1.1.																											
Q20D. Television			nder	1	Δ.			l	Region		Childre	n in HH		Reli	ai a sa		ı	Income			Ethnicity		Daliava	in Santa		Party	
		Gei	iluei		A	ge I			Region	1	Cilliare			Keli	gion	1		\$50K-	; 		Afr Amer	I	believe	III Saiita		raity	Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Plan on buying	9%	11%	7%	15%	9%	7%	3%	11%	9%	7%	11%	8%	9%	2%	10%	9%	8%	13%	11%	7%	14%	11%	9%	9%	11%	9%	7%
Not plan on buying	84%	80%	89%	78%	84%	86%	90%	81%	88%	86%	83%	85%	87%	86%	85%	79%	83%	82%	82%	87%	79%	80%	84%	84%	82%	88%	87%
Not sure	6%	9%	3%	6%	7%	7%	5%	7%	2%	6%	6%	6%	4%	10%	4%	11%	7%	5%	7%	5%	6%	9%	6%	6%	5%	3%	6%
Refused	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	2%	2%	0%	0%	1%	1%	0%	0%	1%	2%	0%	0%
O205 Dealton Committee																											<u> </u>
Q20E. Desktop Computer		Gei	nder		A	ze .			Region		Childre	n in HH		Reli	gion			Income	<u> </u>		Ethnicity		Believe	in Santa		Party	,
						ĺ												\$50K-			Afr Amer					<u> </u>	Ind
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Plan on buying	5%	7%	3%	7%	4%	4%	3%	9%	1%	2%	5%	5%	3%	7%	4%	9%	6%	5%	5%	2%	12%	8%	3%	5%	7%	1%	5%
Not plan on buying	91%	88%	94%	86%	93%	94%	91%	85%	97%	94%	91%	91%	93%	90%	90%	88%	88%	91%	91%	95%	79%	87%	93%	90%	86%	96%	92%
Not sure	3%	4%	3%	5%	3%	2%	4%	5%	1%	3%	4%	3%	4%	1%	5%	1%	5%	4%	3%	2%	8%	5%	3%	3%	5%	2%	3%
Refused	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	2%	2%	0%	0%	1%	1%	0%	0%	1%	2%	0%	0%
1		1	1	1	1	1		1	1	1	1	1	1	1	1 -	1	I	1	1	1	1	1	I	1	1 -	1	1

Hday1111 Crosstabs 6 of 9

		Ger	nder		A	ge			Region		Childre	n in HH	l	Reli	gion			Income	•		Ethnicity	-	Believe i	n Santa	1	Party	,
						ĺ			Ι					,				\$50K-			Afr Amer			-			Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Plan on buying	10%	13%	9%	17%	11%	8%	5%	13%	14%	5%	10%	10%	9%	3%	11%	12%	12%	12%	12%	6%	15%	20%	8%	11%	12%	8%	10%
Not plan on buying	83%	79%	86%	74%	82%	86%	90%	79%	82%	88%	84%	82%	84%	90%	82%	81%	81%	79%	83%	87%	78%	72%	86%	81%	80%	87%	81%
Not sure	6%	7%	5%	8%	7%	5%	3%	7%	3%	6%	6%	6%	6%	5%	6%	6%	5%	9%	4%	6%	6%	8%	5%	6%	6%	5%	8%
Refused	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	2%	2%	0%	0%	1%	1%	0%	0%	1%	2%	0%	1%
																										<u> </u>	
Q20G. Smartphone (iPhone, Android,	Blackberry)																										
		Ger	nder		A	ge			Region		Childre	n in HH		Reli	gion			Income	•		Ethnicity		Believe i	n Santa		Party	
																		\$50K-			Afr Amer			1		ĺ	Ind/
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Plan on buying	10%	11%	9%	16%	11%	7%	3%	11%	12%	8%	11%	10%	11%	6%	9%	11%	13%	11%	9%	7%	14%	20%	10%	10%	12%	7%	9%
Not plan on buying	84%	81%	87%	76%	87%	85%	90%	81%	81%	90%	83%	85%	84%	90%	85%	84%	82%	82%	85%	88%	78%	76%	86%	83%	81%	90%	85%
Not sure	5%	6%	4%	7%	2%	7%	5%	7%	6%	2%	6%	5%	5%	2%	6%	4%	3%	7%	6%	3%	8%	4%	4%	5%	6%	3%	6%
Refused	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	0%	1%	0%	2%	1%	2%	2%	0%	0%	1%	1%	0%	0%	1%	2%	0%	0%
Q20H. Tablet (iPad, Playbook, Galaxy	ab)			1				1																			
		Ger	nder		A	ge			Region		Childre	n in HH		Reli	gion	ı		Income	9		Ethnicity		Believe i	n Santa		Party	
			_											l				\$50K-			Afr Amer					1_	Ind/
	Total	M	F	18-34			65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	•	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	
Plan on buying	11%	15%	8%	18%	12%	9%	4%	14%	9%	9%	12%	11%	11%	3%	10%	17%	12%	10%	13%	9%	13%	19%	11%	11%	9%	14%	10%
Not plan on buying	78%	72%	84%	68%	80%	81%	86%	71%	84%	84%	79%	78%	79%	87%	81%	70%	80%	81%	75%	84%	69%	70%	81%	77%	77%	83%	80%
Not sure	10%	12%	7%	13%	8%	10%	8%	14%	6%	6%	8%	10%	9%	8%	8%	12%	6%	9%	11%	6%	18%	9%	7%	11%	12%	4%	10%
Refused	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	2%	1%	2%	2%	0%	1%	1%	1%	2%	0%	1%	2%	0%	0%
O201 E Bandar (Nanda Kindla)							<u> </u>								<u> </u>										ш		Ь
Q20I. E-Reader (Nook, Kindle)		C ==	nder		A				Region		Childre	n in HH		Reli	ai a n		ı	Income			Ethnicity		Believe i	in Conto		Party	
		Gei	luer		I A	ge I	1		Region		Childre	111111111		Keli	gion	1		\$50K-	:		Afr Amer		believe i	n Santa	$\vdash \vdash \vdash$	Party	/ Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K		\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Plan on buying	10%	11%	9%	16%	6%	11%	7%	11%	13%	7%	9%	11%	14%	9%	6%	9%	10%	12%	10%	9%	9%	18%	12%	10%	10%	10%	12%
Not plan on buying	79%	79%	79%	71%	82%	81%	82%	75%	80%	83%	80%	79%	77%	82%	83%	76%	78%	80%	77%	81%	77%	70%	79%	79%	75%	84%	80%
Not sure	10%	9%	11%	12%	12%	8%	8%	12%	7%	9%	12%	9%	8%	7%	10%	13%	9%	8%	12%	8%	13%	13%	9%	10%	13%	6%	8%
Refused	1%	1%	1%	1%	0%	1%	3%	1%	0%	1%	0%	1%	0%	2%	1%	2%	3%	0%	0%	1%	1%	0%	0%	1%	2%	0%	0%
	2,0	1/0	170	270	0,0	270	370	170	0,0	270	070	170	070	2,0	1/0		3,0	070	070	270	270	0,0	0,0			0,0	070
Q20J. MP3 Player (iPod, Zune)	l l	1		<u> </u>	1	l .	l		1	l	1	1	l	1	1	1	1				1						
, , , , ,		Ger	nder		A	ge			Region		Childre	n in HH		Reli	gion			Income	;		Ethnicity	-	Believe i	n Santa		Party	,
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Plan on buying	10%	10%	9%	13%	14%	7%	5%	11%	9%	8%	13%	8%	8%	12%	9%	14%	10%	9%	10%	7%	15%	18%	9%	10%	12%	6%	11%
Not plan on buying	83%	83%	84%	77%	79%	88%	88%	80%	83%	86%	79%	85%	85%	83%	83%	79%	82%	83%	85%	86%	70%	77%	85%	82%	81%	90%	80%
	6%	6%	6%	8%	7%	5%	5%	7%	7%	4%	8%	5%	6%	3%	7%	6%	6%	8%	5%	6%	14%	5%	6%	6%	5%	5%	9%
Not sure	070	070	0 / 0	0/0	//0	3/0	3/0	//0	7 / 0	7/0		370	0/0	3/0	//0	070						370	0/0	U/0	J/0		

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Q21. Of the following, during this	time of the year	, which	h greet	ing is th	e one y	ou you	rself m	ost oft	en use, is	it?																	
·		Gei	nder		A	ge .			Region		Childre	n in HH		Relig	gion			Income	9		Ethnicity		Believe	in Santa		Party	,
																		\$50K-			Afr Amer						Ind/
	Total	M	F		35-49				Suburbs	Upst	Yes	No	Cath						\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	_
Merry Christmas	53%	52%	53%	43%	49%	58%	67%	45%	47%	65%	48%	55%	65%	13%	58%	39%	49%	54%	57%	59%	38%	43%	64%	47%	49%	68%	49%
Happy Holidays	37%	38%	37%	45%	43%	31%	25%	42%	45%	27%	42%	35%	30%	66%	30%	48%	40%	34%	37%	33%	37%	44%	30%	41%	38%	27%	41%
Seasons' Greetings	8%	7%	8%	11%	7%	8%	4%	11%	7%	5%	8%	8%	5%	8%	11%	10%	9%	11%	4%	4%	23%	10%	5%	9%	10%	4%	8%
Other	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Don't know/Refused	2%	3%	1%	1%	1%	3%	5%	2%	1%	3%	1%	3%	1%	10%	2%	3%	3%	1%	2%	2%	1%	2%	1%	2%	3%	1%	2%
Q22. Approximately how many h	oliday parties, ev	ents o	r pagea	ants to	you pla	l n to att	end du	ring th	is holiday	season	?]	
		Gei	nder		A	ge			Region		Childre	n in HH		Relig	gion			Income	2		Ethnicity		Believe	in Santa		Party	
																		\$50K-			Afr Amer					,	Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Mean:	3.1	3.4	2.8	4.3	2.7	2.9	2.3	3.3	3.0	2.9	3.3	3.0	3.7	3.0	2.5	3.0	2.4	3.4	4.0	3.2	2.0	4.2	3.4	3.0	3.1	3.7	3.0
Q23. Do you put up a Christmas T	ree in your home	for th	ne holic	day seas	on?																						
		Gei	nder		Αį	ge			Region		Childre	en in HH		Reli	gion			Income	9		Ethnicity		Believe	in Santa		Party	1
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Yes	75%	74%	75%	77%	81%	74%	68%	64%	78%	86%	86%	69%	87%	15%	75%	72%	73%	76%	81%	78%	64%	78%	88%	69%	74%	87%	73%
No	25%	26%	24%	23%	19%	25%	31%	35%	22%	14%	14%	30%	13%	81%	24%	28%	27%	24%	19%	21%	35%	22%	12%	30%	25%	13%	27%
Refused	0%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	4%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%
Q24. (If put up Christmas Tree) De	o you have a real	tree o	r an ar	tificial t	ree in y	our ho	me?																				
		Gei	nder		A	ge			Region		Childre	n in HH		Reli	gion			Income	2		Ethnicity		Believe	in Santa		Party	<u>/</u>
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Real tree	40%	47%	35%	36%	47%	47%	25%	38%	51%	36%	46%	37%	45%	62%	34%	41%	27%	40%	54%	46%	23%	39%	49%	35%	41%	47%	38%
Artificial tree	59%	52%	65%	63%	53%	52%	75%	61%	48%	63%	53%	62%	55%	38%	64%	59%	73%	58%	46%	54%	77%	61%	51%	64%	58%	51%	62%
Refused	1%	2%	0%	1%	0%	2%	0%	1%	1%	0%	0%	1%	0%	0%	2%	0%	0%	2%	0%	0%	0%	0%	0%	1%	1%	2%	0%
Q25. Would you say you believe i	n Santa Claus or	not?																									<u> </u>
, ,,		Gei	nder		A	ge			Region		Childre	n in HH		Relig	gion			Income	2		Ethnicity					Party	
																		\$50K-			Afr Amer						Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino			Dem	Rep	Othe
Believe	30%	25%	35%	17%	33%	40%	32%	24%	32%	36%	33%	29%	40%	13%	27%	25%	32%	28%	27%	36%	16%	31%			30%	36%	34%
Do not believe	69%	74%	64%	82%	66%	59%	67%	75%	66%	63%	65%	70%	59%	82%	73%	74%	68%	71%	70%	63%	84%	69%			70%	62%	65%
Don't know/Refused	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	5%	1%	1%	0%	0%	3%	2%	0%	0%	1	1	0%	2%	1%

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Nature of the Sample	
New York State Residents	
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Religion	
Catholic	40%
Jewish	7%
Protestant	29%
Other	22%
Age	
18 to 34	29%
35 to 49	26%
50 to 64	24%
65 and older	17%
Children in Household	
Yes	33%
No	66%
Income	
Less than \$50,000	31%
\$50,000 - \$100,000	28%
\$100,000 or more	25%
Gender	
Male	48%
Female	52%
Ethnicity	
White	64%
African American/Black	17%
Latino	12%
Party (Among Registered Voters)	
Democrat	42%
Republican	25%
Independent/Other	22%

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