Q1. As the holiday season begins would yo	ou say y	ou are	very ex	cited, s	omewh	at exci	ted, no	t very	excited	or not	at all ex	cited a	bout th	e upcom	ing hol	iday sea	son?										
		Ger	nder		Αį	ge			Region		Child	ren in		Reli	gion			Income	:		Ethnicity		Believe	in Santa		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	Yes	No	Dem	Rep	Other
Very excited	26%	24%	27%	41%	26%	15%	17%	26%	29%	24%	35%	20%	28%	28%	23%	27%	23%	29%	26%	25%	23%	37%	30%	23%	27%	22%	22%
Somewhat excited	41%	38%	44%	40%	45%	43%	37%	39%	41%	44%	40%	42%	44%	44%	40%	39%	37%	41%	46%	43%	47%	32%	42%	41%	44%	38%	46%
Not very excited	18%	19%	16%	10%	13%	25%	25%	18%	18%	17%	13%	20%	15%	14%	22%	16%	20%	15%	16%	18%	12%	19%	15%	19%	18%	22%	16%
Not at all excited	15%	19%	12%	8%	17%	17%	20%	17%	12%	15%	11%	18%	14%	13%	15%	18%	19%	15%	11%	14%	18%	12%	12%	17%	10%	18%	17%
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%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q2. Compared to last year, do you plan to	spend n	nore m	oney o	n holid	ay gifts,	, less m	oney o	r abou	the sa	me?										•							
		Ger	nder		A	ge			Region		Child	ren in		Reli	gion			Income	:		Ethnicity		Believe	in Santa		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	Yes	No	Dem	Rep	Other
More money	13%	14%	11%	26%	12%	5%	4%	15%	11%	10%	15%	11%	10%	12%	11%	19%	15%	11%	13%	9%	20%	23%	12%	13%	14%	7%	14%
Less money	33%	29%	37%	27%	31%	43%	28%	37%	24%	33%	32%	33%	33%	14%	40%	29%	45%	32%	21%	30%	38%	38%	33%	33%	35%	33%	35%
About the same	53%	54%	51%	45%	57%	52%	63%	44%	65%	56%	51%	54%	57%	71%	47%	49%	39%	56%	64%	59%	40%	37%	54%	52%	50%	59%	50%
Don't know	2%	2%	1%	2%	1%	1%	3%	3%	0%	1%	1%	2%	1%	3%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%	1%	1%
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%	0%
Q3. Are you buying gifts for more, fewer of	r the sa	me nur	nber o	f indivi	duals as	last ye	ar?																•				
		Ger	nder		A	ge			Region		Child	ren in		Reli	gion			Income	)		Ethnicity		Believe	in Santa		Party	
																		\$50K-			Afr Amer						Ind/
	Total	М	F		35-49		65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
More	15%	13%	16%	26%	11%	10%	9%	15%	13%	15%	20%	11%	11%	11%	16%	19%	16%	15%	17%	13%	16%	24%	14%	15%	22%	9%	13%
Fewer	16%	18%	15%	15%	15%	18%	15%	17%	18%	14%	14%	18%	15%	6%	21%	15%	19%	15%	13%	14%	26%	17%	16%	15%	13%	15%	19%
Same	67%	68%	67%	58%	71%	70%	74%	64%	67%	71%	64%	69%	72%	82%	61%	64%	61%	68%	70%	72%	53%	59%	67%	68%	64%	75%	67%
Don't know	2%	2%	2%	1%	3%	1%	2%	3%	2%	1%	2%	2%	2%	0%	1%	2%	4%	1%	0%	1%	3%	1%	2%	2%	1%	1%	1%
Refused	0%	0%	0%	0%	00/												00/	0%	0%	00/	10/	00/	00/	00/	0%	0%	1%
	070	070	070	070	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	070	070	0%	1%	0%	0%	0%	070	070	
										0%	0%	0%	0%	0%	0%	0%	0%	070	070	0%	1%	0%	0%	0%	070	070	
Q4. Per individual on your list, are you spe		ore mo	oney, le					e as las	t year?				0%			0%	0%			0%		0%			070		
		ore mo				bout th		e as las				0% ren in	0%	0%		0%	0%	Income		0%	Ethnicity	0%		in Santa	078	Party	
	nding m	ore mo	oney, londer	ess moi	ney or a	bout th	ne sam	e as las	t year? Region		Child	ren in		Relig	gion			Income \$50K-			Ethnicity Afr Amer		Believe	in Santa		Party	Ind/
Q4. Per individual on your list, are you spe	nding m	ore mo	oney, londer	ess moi	ney or a Ag 35-49	bout th	ne sam	e as las	t year? Region Subs	Upst	Child	ren in	Cath	Reli <sub>g</sub>	gion Prot	Other	<\$50K	Income \$50K- \$100K	\$100K+	White	Ethnicity Afr Amer /Black	Latino	Believe	in Santa No	Dem	Party Rep	Other
Q4. Per individual on your list, are you spe More money	Total	Ger M	oney, londer  F 14%	18-34 31%	35-49	bout the ge 50-64	65+ 10%	NYC 21%	t year? Region Subs	Upst	Child Yes	No 17%	Cath 12%	Relig Jewish	gion Prot 15%	Other 26%	<\$50K 21%	\$50K- \$100K	\$100K+ 17%	White	Ethnicity Afr Amer /Black 30%	Latino 28%	Believe Yes	in Santa No 16%	<b>Dem</b> 17%	Party Rep 12%	Other 16%
Q4. Per individual on your list, are you spe More money Less money	Total 16% 25%	M 19% 23%	oney, londer  F 14% 26%	18-34 31% 18%	35-49 13% 28%	50-64 8% 32%	65+ 10% 20%	NYC 21% 26%	t year? Region Subs 15% 17%	Upst 12% 28%	Yes 16% 25%	No 17% 25%	Cath 12% 24%	Relig Jewish 11% 12%	prot 15% 29%	Other 26% 25%	<\$50K 21% 30%	\$50K- \$100K 12% 23%	\$100K+ 17% 19%	White 12% 23%	Ethnicity Afr Amer /Black 30% 23%	Latino 28% 28%	Yes 16% 24%	in Santa No 16% 25%	Dem 17% 24%	Party Rep 12% 25%	Other 16% 23%
Q4. Per individual on your list, are you spe More money Less money About the same	Total 16% 25% 56%	M 19% 23% 55%	oney, londer  F 14% 26% 57%	18-34 31% 18% 49%	35-49 13% 28% 58%	50-64 8% 32% 59%	65+ 10% 20% 66%	NYC 21% 26% 50%	Subs 15% 17% 65%	Upst 12% 28% 58%	Yes 16% 25% 57%	No 17% 25% 55%	Cath 12% 24% 63%	Relig Jewish 11% 12% 77%	Prot 15% 29% 50%	Other 26% 25% 48%	<\$50K 21% 30% 46%	\$50K- \$100K 12% 23% 62%	\$100K+ 17% 19% 63%	White 12% 23% 64%	Ethnicity Afr Amer /Black 30% 23% 40%	Latino 28% 28% 39%	Yes 16% 24% 58%	in Santa  No 16% 25% 56%	Dem 17% 24% 56%	Party  Rep 12% 25% 62%	Other 16% 23% 59%
Q4. Per individual on your list, are you spe More money Less money About the same Don't know	Total 16% 25% 56% 3%	M 19% 23% 55% 3%	nder F 14% 26% 57% 2%	18-34 31% 18% 49% 2%	35-49 13% 28% 58% 2%	50-64 8% 32% 59%	65+ 10% 20% 66% 4%	NYC 21% 26% 50% 3%	Subs 15% 17% 65% 3%	Upst 12% 28% 58% 1%	Yes 16% 25% 57% 2%	No 17% 25% 55% 3%	Cath 12% 24% 63% 1%	Relig Jewish 11% 12% 77% 0%	prot 15% 29% 50% 5%	Other 26% 25% 48% 0%	<\$50K 21% 30% 46% 3%	\$50K- \$100K 12% 23% 62% 3%	\$100K+ 17% 19% 63% 2%	White 12% 23% 64% 1%	Ethnicity Afr Amer /Black 30% 23% 40% 6%	Latino 28% 28% 39% 4%	Yes 16% 24% 58% 2%	in Santa  No 16% 25% 56% 3%	Dem 17% 24% 56% 3%	Party  Rep 12% 25% 62% 1%	Other 16% 23% 59% 1%
Q4. Per individual on your list, are you spe More money Less money About the same	Total 16% 25% 56%	M 19% 23% 55%	oney, londer  F 14% 26% 57%	18-34 31% 18% 49%	35-49 13% 28% 58%	50-64 8% 32% 59%	65+ 10% 20% 66%	NYC 21% 26% 50%	Subs 15% 17% 65%	Upst 12% 28% 58%	Yes 16% 25% 57%	No 17% 25% 55%	Cath 12% 24% 63%	Relig Jewish 11% 12% 77%	Prot 15% 29% 50%	Other 26% 25% 48%	<\$50K 21% 30% 46%	\$50K- \$100K 12% 23% 62%	\$100K+ 17% 19% 63%	White 12% 23% 64%	Ethnicity Afr Amer /Black 30% 23% 40%	Latino 28% 28% 39%	Yes 16% 24% 58%	in Santa  No 16% 25% 56%	Dem 17% 24% 56%	Party  Rep 12% 25% 62%	Other 16% 23% 59%
Q4. Per individual on your list, are you specified.  More money Less money About the same Don't know Refused	Total 16% 25% 56% 3% 0%	M 19% 23% 55% 3% 0%	nder F 14% 26% 57% 2%	18-34 31% 18% 49% 2%	35-49 13% 28% 58% 2% 0%	50-64 8% 32% 59% 1% 0%	65+ 10% 20% 66% 4% 0%	NYC 21% 26% 50% 3% 0%	t year? Region  Subs 15% 17% 65% 3% 0%	Upst 12% 28% 58% 1% 0%	Child Yes 16% 25% 57% 2% 0%	ren in  No 17% 25% 55% 3% 0%	Cath 12% 24% 63% 1% 0%	Relig Jewish 11% 12% 77% 0%	prot 15% 29% 50% 5%	Other 26% 25% 48% 0%	<\$50K 21% 30% 46% 3%	\$50K- \$100K 12% 23% 62% 3%	\$100K+ 17% 19% 63% 2%	White 12% 23% 64% 1%	Ethnicity Afr Amer /Black 30% 23% 40% 6%	Latino 28% 28% 39% 4%	Yes 16% 24% 58% 2%	in Santa  No 16% 25% 56% 3%	Dem 17% 24% 56% 3%	Party  Rep 12% 25% 62% 1%	Other 16% 23% 59% 1%
Q4. Per individual on your list, are you spe More money Less money About the same Don't know	Total 16% 25% 56% 3% 0%	more more more more more more more more	oney, londer  F 14% 26% 57% 2% 0%	18-34 31% 18% 49% 2%	35-49 13% 28% 58% 2% 0%	50-64 8% 32% 59% 1% 0%	65+ 10% 20% 66% 4% 0%	NYC 21% 26% 50% 3% 0%	t year? Region  Subs 15% 17% 65% 3% 0%	Upst 12% 28% 58% 1% 0%	Child Yes 16% 25% 57% 2% 0%	No 17% 25% 55% 3% 0%	Cath 12% 24% 63% 1% 0%	Relig Jewish 11% 12% 77% 0% 0%	gion Prot 15% 29% 50% 5% 0%	Other 26% 25% 48% 0%	<\$50K 21% 30% 46% 3%	\$50K- \$100K 12% 23% 62% 3% 0%	\$100K+ 17% 19% 63% 2% 0%	White 12% 23% 64% 1%	Ethnicity Afr Amer /Black 30% 23% 40% 6% 1%	Latino 28% 28% 39% 4%	Yes 16% 24% 58% 2% 0%	in Santa  No 16% 25% 56% 3% 0%	Dem 17% 24% 56% 3%	Rep 12% 25% 62% 1% 0%	Other 16% 23% 59% 1%
Q4. Per individual on your list, are you specified.  More money Less money About the same Don't know Refused	Total 16% 25% 56% 3% 0%	more more more more more more more more	nder F 14% 26% 57% 2%	18-34 31% 18% 49% 2%	35-49 13% 28% 58% 2% 0%	50-64 8% 32% 59% 1% 0%	65+ 10% 20% 66% 4% 0%	NYC 21% 26% 50% 3% 0%	t year? Region  Subs 15% 17% 65% 3% 0%	Upst 12% 28% 58% 1% 0%	Child Yes 16% 25% 57% 2% 0%	No 17% 25% 55% 3% 0%	Cath 12% 24% 63% 1% 0%	Relig Jewish 11% 12% 77% 0%	gion Prot 15% 29% 50% 5% 0%	Other 26% 25% 48% 0%	<\$50K 21% 30% 46% 3%	\$50K- \$100K 12% 23% 62% 3%	\$100K+ 17% 19% 63% 2% 0%	White 12% 23% 64% 1%	Ethnicity Afr Amer /Black 30% 23% 40% 6%	Latino 28% 28% 39% 4%	Yes 16% 24% 58% 2% 0%	in Santa  No 16% 25% 56% 3%	Dem 17% 24% 56% 3%	Party  Rep 12% 25% 62% 1%	Other 16% 23% 59% 1%
Q4. Per individual on your list, are you specified.  More money Less money About the same Don't know Refused	Total 16% 25% 56% 3% 0%	more more more more more more more more	oney, londer  F 14% 26% 57% 2% 0%	18-34 31% 18% 49% 2% 0%	35-49 13% 28% 58% 2% 0%	50-64 8% 32% 59% 1% 0%	65+ 10% 20% 66% 4% 0%	NYC 21% 26% 50% 3% 0%	Subs 15% 17% 65% 3% 0% same i	Upst 12% 28% 58% 1% 0%	Child  Yes 16% 25% 57% 2% 0%  ng your Child	No 17% 25% 55% 3% 0%	Cath 12% 24% 63% 1% 0%	Relig Jewish 11% 12% 77% 0% 0% ow	gion  Prot 15% 29% 50% 5% 0%	Other 26% 25% 48% 0%	<\$50K 21% 30% 46% 3% 0%	Income   \$50K-   \$100K   12%   23%   62%   3%   0%	\$100K+ 17% 19% 63% 2% 0%	White 12% 23% 64% 1% 0%	Ethnicity Afr Amer /Black 30% 23% 40% 6% 1% Ethnicity Afr Amer	Latino 28% 28% 39% 4%	Yes 16% 24% 58% 2% 0% Believe	in Santa  No 16% 25% 56% 3% 0%	Dem 17% 24% 56% 3% 0%	Party  Rep 12% 25% 62% 1% 0%	Other 16% 23% 59% 1% 1%
Q4. Per individual on your list, are you specified.  More money Less money About the same Don't know Refused  Q5. Compared to last holiday season, wou	Total 16% 25% 56% 3% 0% ld you s	M 19% 23% 55% 3% 0% ay that	oney, londer  F 14% 26% 57% 2% 0%  you ander  F	18-34 31% 18% 49% 2% 0%	35-49 13% 28% 58% 2% 0% er off, w	50-64 8% 32% 59% 1% 0% orse of	65+ 10% 20% 66% 4% 0%	NYC 21% 26% 50% 3% 0% out the	Subs 15% 17% 65% 3% 0% same i	Upst 12% 28% 58% 1% 0% Upst	Child  Yes 16% 25% 57% 2% 0%  ng your Child  Yes	ren in  No 17% 25% 55% 3% 0%  person ren in	Cath 12% 24% 63% 1% 0% al finar	Religion Jewish 11% 12% 77% 0% 0% 0% Occes?	gion  Prot 15% 29% 50% 5% 0% gion Prot	Other 26% 25% 48% 0% 0% Other	<\$50K 21% 30% 46% 3% 0%	Income   \$50K-   \$100K   12%   23%   62%   3%   0%	\$100K+ 17% 19% 63% 2% 0%	White 12% 23% 64% 1% 0%	Ethnicity Afr Amer /Black 30% 23% 40% 6% 1%  Ethnicity Afr Amer /Black	Latino 28% 28% 39% 4% 0%	Yes 16% 24% 58% 2% 0% Believe	in Santa  No 16% 25% 56% 3% 0%  in Santa	Dem 17% 24% 56% 3% 0%	Party  Rep 12% 25% 62% 1% 0%  Party  Rep	Other 16% 23% 59% 1% 1% Ind/ Other
Q4. Per individual on your list, are you specified.  More money Less money About the same Don't know Refused  Q5. Compared to last holiday season, wou	Total 16% 25% 56% 3% 0% Id you s	M 19% 23% 55% 3% 0% ay that Ger M	ryou ander  F 14% 26% 57% 2% 0%	18-34 31% 18% 49% 2% 0% e bette	35-49 13% 28% 58% 2% 0% er off, w Ag	50-64 8% 32% 59% 1% 0% orse of ge	65+ 10% 20% 66% 4% 0% f or ab	NYC 21% 26% 50% 3% 0% out the	Subs 15% 17% 65% 3% 0% same i Region Subs 22%	Upst 12% 28% 58% 1% 0% regardi	Child Yes 16% 25% 57% 2% 0%  ng your Child Yes 23%	No 17% 25% 55% 3% 0% person ren in No 24%	Cath 12% 24% 63% 1% 0% al finar Cath 20%	Relig Jewish 11% 12% 77% 0% 0% 0% Tees? Relig Jewish 22%	prot 15% 29% 50% 5% 0% gion Prot 22%	Other 26% 25% 48% 0% 0% Other 30%	<\$50K 21% 30% 46% 3% 0% <\$50K 20%	Income   \$50K-   \$100K   12%   23%   62%   3%   0%	\$100K+ 17% 19% 63% 2% 0% \$100K+ 31%	White 12% 23% 64% 1% 0% White 21%	Ethnicity Afr Amer /Black 30% 23% 40% 6% 1%  Ethnicity Afr Amer /Black 31%	28% 28% 39% 4% 0%	Yes 16% 24% 58% 2% 0% Believe	in Santa  No 16% 25% 56% 3% 0%  in Santa  No 25%	Dem 17% 24% 56% 3% 0% Dem 26%	Party  Rep 12% 25% 62% 1% 0%  Party  Rep 17%	Other 16% 23% 59% 1% 1% Ind/ Other 22%
Q4. Per individual on your list, are you specified.  More money Less money About the same Don't know Refused Q5. Compared to last holiday season, would be season.	Total 16% 25% 56% 3% 0% Id you s Total 23% 26%	M 19% 23% 55% 3% 0% ay that Ger M 28% 23%	oney, kender  F 14% 26% 57% 2% 0% Expousinder  F 19% 29%	18-34 31% 18% 49% 2% 0% 18-34 39% 17%	35-49 13% 28% 58% 2% 0% er off, w Ag 35-49 24% 27%	50-64 8% 32% 59% 1% 0% orse of ge 50-64 14% 37%	65+ 10% 20% 66% 4% 0% f or ab	e as las NYC 21% 26% 50% 3% 0% out the NYC 28% 24%	Subs 15% 17% 65% 3% 0% same I Region Subs 22% 25%	Upst 12% 28% 58% 1% 0% regardi	Child Yes 16% 25% 57% 2% 0% Child Yes 23% 26%	No 17% 25% 55% 3% 0% Person ren in No 24% 26%	Cath 12% 24% 63% 1% 0% al finar Cath 20% 32%	Relia  Jewish 11% 12% 77% 0% 0%  Relia  Jewish 22% 12%	Prot   15%   29%   50%   5%   0%	Other 26% 25% 48% 0% 0% Other 30% 18%	<\$50K 21% 30% 46% 3% 0% <\$50K 20% 33%	Income \$50K- \$100K 12% 23% 62% 3% 0% Income \$50K- \$100K 25% 28%	\$100K+ 17% 19% 63% 2% 0% \$100K+ 31% 21%	White 12% 23% 64% 1% 0% White 21% 28%	Ethnicity Afr Amer /Black 30% 23% 40% 6% 1%  Ethnicity Afr Amer /Black 31% 18%	28% 28% 39% 4% 0% Latino 29% 27%	Selieve   Yes   16%   24%   58%   2%   0%	in Santa  No 16% 25% 56% 3% 0%  in Santa  No 25% 26%	Dem 17% 24% 56% 3% 0% Dem 26% 22%	Party  Rep 12% 25% 62% 1% 0%  Party  Rep 17% 39%	Other 16% 23% 59% 1% 1%   Ind/ Other 22% 28%
Q4. Per individual on your list, are you specified.  More money Less money About the same Don't know Refused  Q5. Compared to last holiday season, would be season.  Better off Worse off About the same	Total 16% 25% 56% 3% 0% ld you s Total 23% 26% 50%	M 19% 23% 55% 3% 0% ay that Ger M 28% 23% 48%	F 14% 26% 57% 2% 0% ander F 19% 29% 51%	18-34 31% 18% 49% 2% 0% 18-34 39% 17% 45%	35-49 13% 28% 58% 2% 0% er off, w A <sub>1</sub> 35-49 24% 27% 49%	50-64 8% 32% 59% 1% 0% orse of ge 50-64 14% 37% 49%	65+ 10% 20% 66% 4% 0% f or ab 65+ 14% 27% 59%	e as las NYC 21% 26% 50% 3% 0% out the NYC 28% 24% 48%	Subs 15% 17% 65% 3% 0% same I Region Subs 22% 25% 51%	Upst 12% 28% 58% 1% 0% Upst 18% 30% 52%	Child Yes 16% 25% 57% 2% 0%  res 0%  Yes 23% 26% 50%	No 17% 25% 55% 3% 0% person ren in No 24% 26% 49%	Cath 12% 24% 63% 1% 0% al finar Cath 20% 32% 47%	Relia  Jewish 11% 12% 77% 0% 0%  Relia  Jewish 22% 12% 66%	Frot 15% 29% 50% 5% 0% 5% 0% 5% 22% 22% 29% 48%	Other 26% 25% 48% 0% 0% 0% Other 30% 18% 51%	<\$50K 21% 30% 46% 3% 0% <\$50K 20% 33% 47%	Income \$50K- \$100K 12% 23% 62% 3% 0% Income \$50K- \$100K 25% 28% 46%	\$100K+ 17% 19% 63% 2% 0% \$100K+ 31% 21% 48%	White 12% 23% 64% 1% 0% White 21% 28% 50%	Ethnicity Afr Amer /Black 30% 23% 40% 6% 1%  Ethnicity Afr Amer /Black 31% 18% 51%	Latino 28% 28% 39% 4% 0%  Latino 29% 27% 43%	Selieve   Yes   16%   24%   58%   2%   0%	in Santa  No 16% 25% 56% 3% 0%  in Santa  No 25% 26% 49%	Dem 17% 24% 56% 3% 0% Dem 26% 22% 52%	Party  Rep 12% 25% 62% 1% 0%  Party  Rep 17% 39% 43%	0ther 16% 23% 59% 1% 1% Ind/ Other 22% 28% 49%
Q4. Per individual on your list, are you specified by the same Don't know  Refused  Q5. Compared to last holiday season, would be season.	Total 16% 25% 56% 3% 0% Id you s Total 23% 26%	M 19% 23% 55% 3% 0% ay that Ger M 28% 23%	oney, kender  F 14% 26% 57% 2% 0% Expousinder  F 19% 29%	18-34 31% 18% 49% 2% 0% 18-34 39% 17%	35-49 13% 28% 58% 2% 0% er off, w Ag 35-49 24% 27%	50-64 8% 32% 59% 1% 0% orse of ge 50-64 14% 37%	65+ 10% 20% 66% 4% 0% f or ab	e as las NYC 21% 26% 50% 3% 0% out the NYC 28% 24%	Subs 15% 17% 65% 3% 0% same I Region Subs 22% 25%	Upst 12% 28% 58% 1% 0% regardi	Child Yes 16% 25% 57% 2% 0% Child Yes 23% 26%	No 17% 25% 55% 3% 0% Person ren in No 24% 26%	Cath 12% 24% 63% 1% 0% al finar Cath 20% 32%	Relia  Jewish 11% 12% 77% 0% 0%  Relia  Jewish 22% 12%	Prot   15%   29%   50%   5%   0%	Other 26% 25% 48% 0% 0% Other 30% 18%	<\$50K 21% 30% 46% 3% 0% <\$50K 20% 33%	Income \$50K- \$100K 12% 23% 62% 3% 0% Income \$50K- \$100K 25% 28%	\$100K+ 17% 19% 63% 2% 0% \$100K+ 31% 21%	White 12% 23% 64% 1% 0% White 21% 28%	Ethnicity Afr Amer /Black 30% 23% 40% 6% 1%  Ethnicity Afr Amer /Black 31% 18%	28% 28% 39% 4% 0% Latino 29% 27%	Selieve   Yes   16%   24%   58%   2%   0%	in Santa  No 16% 25% 56% 3% 0%  in Santa  No 25% 26%	Dem 17% 24% 56% 3% 0% Dem 26% 22%	Party  Rep 12% 25% 62% 1% 0%  Party  Rep 17% 39%	Other 16% 23% 59% 1% 1%   Ind/ Other 22% 28%

Holiday1112 Crosstabs

7	y you pia	n to sp	end on	gifts du	iring th	is holid	ay sea	son?																			
		Gei	nder		Α	ge			Region	1	Child	ren in		Reli	gion			Income	:		Ethnicity		Believe	in Santa		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	Yes	No	Dem	Rep	Other
\$0-\$299	23%	22%	24%	24%	23%	21%	24%	28%	19%	20%	16%	29%	18%	17%	26%	29%	36%	17%	7%	18%	30%	28%	24%	23%	22%	12%	25%
\$300-\$399	10%	9%	11%	11%	7%	10%	13%	11%	9%	11%	9%	12%	8%	18%	13%	9%	16%	9%	6%	10%	7%	14%	7%	12%	12%	9%	7%
\$400-\$499	10%	10%	11%	7%	13%	12%	10%	9%	11%	12%	10%	11%	12%	16%	9%	7%	10%	12%	11%	12%	5%	13%	9%	11%	11%	15%	7%
\$500-\$599	14%	17%	12%	20%	11%	11%	11%	15%	15%	13%	15%	14%	12%	20%	14%	15%	13%	13%	16%	13%	15%	18%	13%	15%	14%	10%	22%
\$600-\$699	4%	3%	5%	4%	4%	5%	3%	4%	3%	6%	5%	3%	7%	0%	2%	3%	4%	4%	4%	5%	4%	1%	7%	2%	2%	6%	6%
\$700-\$799	3%	3%	3%	2%	4%	2%	5%	3%	7%	2%	4%	3%	3%	4%	2%	4%	1%	4%	5%	4%	4%	1%	4%	3%	4%	5%	0%
\$800-\$899	3%	3%	2%	3%	2%	4%	5%	2%	2%	5%	2%	3%	3%	2%	2%	4%	2%	4%	3%	4%	2%	0%	1%	4%	2%	4%	3%
\$900-\$999	3%	2%	4%	3%	3%	4%	2%	3%	2%	3%	3%	2%	3%	0%	2%	4%	3%	3%	3%	3%	4%	0%	3%	3%	3%	5%	2%
\$1,000 or more	29%	30%	28%	26%	33%	31%	28%	26%	32%	30%	37%	23%	32%	23%	30%	24%	15%	34%	46%	31%	28%	24%	33%	26%	30%	33%	27%
** The results of this question are based only on those	that answere	d with an	amount	(N=625). N	/largin of	error for t	his quest	ion: +/-3.9	9%															1			
Q7. What percentage of your holiday sh	opping is	done o	nline?	1		1	1	1		1				ll	1				11							1	1
	, , , , , , ,		nder		Δ	ge			Region	1	Child	ren in		Relig	zion			Income	<u> </u>		Ethnicity		Believe	in Santa		Partv	
		1	T	<u> </u>		Ĭ		1	-8.5.						,			\$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	Yes	No	Dem	Rep	Other
None	43%	41%	45%	42%	38%	33%	65%	47%	40%	41%	36%	47%	47%	22%	45%	40%	63%	35%	19%	37%	55%	51%	48%	40%	43%	40%	36%
More than none but less than 25%	21%	20%	22%	17%	20%	32%	17%	19%	16%	26%	21%	20%	23%	28%	19%	18%	15%	30%	23%	23%	18%	17%	20%	21%	19%	27%	24%
25% to just under 50%	16%	17%	15%	11%	21%	20%	11%	14%	20%	15%	18%	14%	14%	19%	18%	15%	10%	16%	27%	19%	10%	8%	17%	15%	13%	19%	18%
50% to just under 75%	12%	14%	10%	14%	16%	10%	4%	9%	13%	14%	15%	10%	12%	5%	10%	17%	7%	12%	20%	14%	11%	8%	10%	13%	15%	10%	11%
75% to 100%	7%	7%	8%	15%	5%	5%	1%	11%	8%	3%	8%	7%	5%	26%	6%	9%	5%	7%	11%	7%	5%	14%	5%	9%	9%	4%	10%
Don't know	1%	1%	1%	1%	0%	1%	0%	1%	2%	0%	1%	1%	0%	0%	2%	1%	0%	0%	1%	0%	2%	2%	0%	1%	2%	1%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%																1%
neruseu												1 (1%	11%	N%	1 0%	1%	10%		N%	Λ%	L 0%	N%	I 0%	I 0%	I 0%	1 0%	
	070	070	0/0	070	0/6	0/0	076	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	170
O8 (If shonning online) What is the sing							0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	170
Q8. (If shopping online) What is the sing		nporta	nt reas		shop o	nline?	0%						0%			1%	0%			0%		0%			0%		
Q8. (If shopping online) What is the sing		nporta			shop o		0%		Region			ren in	0%	0% Relig		1%	0%	Income		0%	Ethnicity	0%		0% e in Santa	0%	Party	
Q8. (If shopping online) What is the sing	e most in	nportai Gei	nt reasonder	on you	shop oi	nline? ge			Region	1	Child	ren in		Relig	gion			Income \$50K-	)		Ethnicity Afr Amer		Believe	in Santa		Party	Ind/
	e most in	nportar Ger M	nt reasonder F	on you :	shop or A 35-49	nline? ge 50-64	65+	NYC	Region Subs	Upst	Child	ren in	Cath	Reli <sub>g</sub>	gion Prot	Other	<\$50K	Income \$50K- \$100K	\$100K+	White	Ethnicity Afr Amer /Black	Latino	Believe	in Santa	Dem	Party Rep	Ind/ Other
Lower prices	e most in  Total	M 14%	nt reasonder  F 11%	18-34 21%	35-49	nline? ge 50-64	<b>65+</b> 12%	NYC 16%	Region Subs	Upst 9%	Child Yes	ren in No 9%	Cath 8%	Relig Jewish 18%	prot 13%	Other	<\$50K	\$50K- \$100K	\$100K+ 8%	White 9%	Ethnicity Afr Amer /Black 14%	Latino 29%	Yes	No 13%	<b>Dem</b> 15%	Party Rep 5%	Ind/ Other
Lower prices 24 hour shopping	e most in  Total  12% 23%	M 14% 23%	nt reasonder  F 11% 23%	18-34 21% 13%	35-49 8% 30%	50-64 9% 27%	65+ 12% 22%	NYC 16% 22%	Subs 13% 28%	Upst 9% 21%	Child Yes 16% 25%	No 9% 21%	Cath 8% 27%	Relig Jewish 18% 35%	prot 13% 19%	Other 16% 17%	<\$50K 19% 16%	\$50K- \$100K 12% 24%	\$100K+ 8% 27%	White 9% 26%	Ethnicity Afr Amer /Black 14% 17%	Latino 29% 10%	Yes 13% 23%	No 13% 23%	Dem 15% 23%	Party  Rep  5%  28%	Ind/ Other 7% 20%
Lower prices 24 hour shopping Better selection	Total 12% 23% 10%	M 14% 23% 9%	nt reasonder  F 11% 23% 11%	18-34 21% 13% 15%	35-49 8% 30% 8%	soline? ge 50-64 9% 27% 9%	65+ 12% 22% 7%	NYC 16% 22% 11%	Subs 13% 28% 11%	Upst 9% 21% 9%	Yes 16% 25% 8%	No 9% 21% 12%	Cath 8% 27% 14%	Relig Jewish 18% 35% 12%	Prot 13% 19% 4%	Other 16% 17% 10%	<\$50K 19% 16% 8%	\$50K- \$100K 12% 24% 15%	\$100K+ 8% 27% 6%	White 9% 26% 10%	Ethnicity Afr Amer /Black 14% 17% 4%	Latino 29% 10% 11%	Yes 13% 23% 7%	No 13% 23% 12%	Dem 15% 23% 14%	Party  Rep 5% 28% 7%	Ind/ Other 7% 20% 7%
Lower prices 24 hour shopping Better selection Avoid crowds	Total 12% 23% 10% 30%	M 14% 23% 9% 33%	nt reasonder  F 11% 23% 11% 28%	18-34 21% 13% 15% 26%	35-49 8% 30% 8% 29%	solution   10   10   10   10   10   10   10   1	65+ 12% 22% 7% 28%	NYC 16% 22% 11% 32%	Region Subs 13% 28% 11% 29%	Upst 9% 21% 9% 29%	Yes 16% 25% 8% 26%	No 9% 21% 12% 34%	Cath 8% 27% 14% 33%	Relig Jewish 18% 35% 12% 17%	Prot 13% 19% 4% 35%	Other 16% 17% 10% 27%	<\$50K 19% 16% 8% 27%	\$50K- \$100K 12% 24% 15% 27%	\$100K+ 8% 27% 6% 38%	White 9% 26% 10% 28%	Ethnicity Afr Amer /Black 14% 17% 4% 48%	Latino 29% 10% 11% 33%	Yes 13% 23% 7% 26%	No 13% 23% 12% 32%	Dem 15% 23% 14% 33%	Party  Rep 5% 28% 7% 26%	Ind/ Other 7% 20% 7% 34%
Lower prices 24 hour shopping Better selection Avoid crowds Real time price comparison	Total 12% 23% 10% 30% 6%	M 14% 23% 9% 33% 7%	rease nder F 11% 23% 11% 28% 4%	18-34 21% 13% 15% 26% 6%	35-49 8% 30% 8% 29% 7%	50-64 9% 27% 9% 36% 4%	65+ 12% 22% 7% 28% 7%	NYC 16% 22% 11% 32% 4%	Subs 13% 28% 11% 29% 6%	Upst 9% 21% 9% 29% 8%	Child  Yes 16% 25% 8% 26% 8%	ren in  No  9%  21%  12%  34%  4%	Cath 8% 27% 14% 33% 7%	Relig Jewish 18% 35% 12% 17% 7%	Prot 13% 19% 4% 35% 2%	Other 16% 17% 10% 27% 9%	<\$50K 19% 16% 8% 27% 3%	\$50K- \$100K 12% 24% 15% 27% 6%	\$100K+ 8% 27% 6% 38% 7%	White 9% 26% 10% 28% 7%	Ethnicity Afr Amer /Black 14% 17% 4% 48% 0%	29% 10% 11% 33% 10%	Yes 13% 23% 7% 26% 8%	No 13% 23% 12% 32% 5%	Dem 15% 23% 14% 33% 1%	Party  Rep 5% 28% 7% 26% 12%	Ind/ Other 7% 20% 7% 34% 4%
Lower prices 24 hour shopping Better selection Avoid crowds Real time price comparison Better customer service	Total 12% 23% 10% 30% 6% 0%	mportar Ger M 14% 23% 9% 33% 7% 0%	nt reasonder  F 11% 23% 11% 28% 4% 1%	18-34 21% 13% 15% 26% 6% 0%	35-49 8% 30% 8% 29% 7% 0%	50-64 9% 27% 9% 36% 4%	65+ 12% 22% 7% 28% 7% 3%	NYC 16% 22% 11% 32% 4% 1%	Region  13% 28% 11% 29% 6% 1%	Upst 9% 21% 9% 29% 8% 0%	Child Yes 16% 25% 8% 26% 8% 0%	ren in  No  9%  21%  12%  34%  4%  1%	Cath 8% 27% 14% 33% 7% 0%	Relig Jewish 18% 35% 12% 17% 7% 2%	Prot 13% 19% 4% 35% 2% 0%	Other 16% 17% 10% 27% 9% 0%	<\$50K 19% 16% 8% 27% 3% 0%	\$50K- \$100K 12% 24% 15% 27% 6%	\$100K+ 8% 27% 6% 38% 7% 1%	White 9% 26% 10% 28% 7% 0%	Ethnicity Afr Amer /Black 14% 17% 4% 48% 0% 0%	29% 10% 11% 33% 10% 0%	Yes 13% 23% 7% 26% 8% 0%	No 13% 23% 12% 32% 5% 1%	Dem 15% 23% 14% 33% 1% 0%	Party  Rep 5% 28% 7% 26% 12% 2%	Ind/ Other 7% 20% 7% 34% 4% 1%
Lower prices 24 hour shopping Better selection Avoid crowds Real time price comparison Better customer service Item not sold in stores locally	e most in  Total  12% 23% 10% 30% 6% 0% 13%	mportar Ger M 14% 23% 9% 33% 7% 0% 11%	nt reasonder  F 11% 23% 11% 28% 4% 1% 16%	18-34 21% 13% 15% 26% 6% 0% 16%	35-49 8% 30% 8% 29% 7% 0% 13%	50-64 9% 27% 9% 36% 4% 1%	65+ 12% 22% 7% 28% 7% 3% 16%	NYC 16% 22% 11% 32% 4% 1% 11%	Region  Subs  13%  28%  11%  29%  6%  1%  5%	Upst 9% 21% 9% 29% 8% 0% 21%	Child Yes 16% 25% 8% 26% 8% 0% 13%	No 9% 21% 12% 34% 4% 1% 14%	Cath 8% 27% 14% 33% 7% 0% 8%	Relig Jewish 18% 35% 12% 17% 7% 2% 4%	gion  Prot 13% 19% 4% 35% 2% 0% 19%	Other 16% 17% 10% 27% 9% 0% 19%	<\$50K 19% 16% 8% 27% 3% 0% 20%	\$50K- \$100K 12% 24% 15% 27% 6% 0% 13%	\$100K+ 8% 27% 6% 38% 7% 1% 8%	White 9% 26% 10% 28% 7% 0% 14%	Ethnicity Afr Amer /Black 14% 17% 4% 48% 0% 0% 15%	29% 10% 11% 33% 10% 0% 5%	Yes 13% 23% 7% 26% 8% 0% 17%	No 13% 23% 12% 32% 5% 1% 12%	Dem 15% 23% 14% 33% 1% 0% 11%	Party  Rep 5% 28% 7% 26% 12% 2% 15%	Ind/ Other 7% 20% 7% 34% 4% 1%
Lower prices 24 hour shopping Better selection Avoid crowds Real time price comparison Better customer service Item not sold in stores locally Other	Total 12% 23% 10% 30% 6% 0% 13% 3%	mportar Ger M 14% 23% 9% 33% 7% 0% 11% 2%	rease and rease	18-34 21% 13% 15% 26% 6% 0% 16% 3%	35-49 8% 30% 8% 29% 7% 0% 13% 4%	50-64 9% 27% 9% 36% 4% 1% 12% 3%	65+ 12% 22% 7% 28% 7% 3% 16% 1%	NYC 16% 22% 11% 32% 4% 1% 11% 3%	Region  Subs  13%  28%  11%  29%  6%  1%  5%  3%	Upst 9% 21% 9% 29% 8% 0% 21% 3%	Yes 16% 25% 8% 26% 8% 0% 13% 3%	ren in  No  9%  21%  12%  34%  4%  1%  14%  3%	Cath 8% 27% 14% 33% 7% 0% 8% 3%	Relig Jewish 18% 35% 12% 17% 7% 2% 4% 0%	Prot 13% 19% 4% 35% 2% 0% 19% 5%	Other 16% 17% 10% 27% 9% 0% 19% 3%	<\$50K 19% 16% 8% 27% 3% 0% 20% 5%	\$50K- \$100K 12% 24% 15% 27% 6% 0% 13% 1%	\$100K+ 8% 27% 6% 38% 7% 1% 8% 3%	White 9% 26% 10% 28% 7% 0% 14% 4%	Ethnicity Afr Amer /Black 14% 17% 4% 48% 0% 0% 15% 3%	29% 10% 11% 33% 10% 0% 5%	Yes 13% 23% 7% 26% 8% 0% 17% 3%	No 13% 23% 12% 32% 5% 11% 12% 3%	Dem 15% 23% 14% 33% 1% 0% 11% 2%	Party  Rep 5% 28% 7% 26% 12% 2% 15% 2%	Ind/ Other 7% 20% 7% 34% 4% 1% 18% 7%
Lower prices 24 hour shopping Better selection Avoid crowds Real time price comparison Better customer service Item not sold in stores locally	e most in  Total  12% 23% 10% 30% 6% 0% 13%	mportar Ger M 14% 23% 9% 33% 7% 0% 11%	nt reasonder  F 11% 23% 11% 28% 4% 1% 16%	18-34 21% 13% 15% 26% 6% 0% 16%	35-49 8% 30% 8% 29% 7% 0% 13%	50-64 9% 27% 9% 36% 4% 1%	65+ 12% 22% 7% 28% 7% 3% 16%	NYC 16% 22% 11% 32% 4% 1% 11%	Region  Subs  13%  28%  11%  29%  6%  1%  5%	Upst 9% 21% 9% 29% 8% 0% 21%	Child Yes 16% 25% 8% 26% 8% 0% 13%	No 9% 21% 12% 34% 4% 1% 14%	Cath 8% 27% 14% 33% 7% 0% 8%	Relig Jewish 18% 35% 12% 17% 7% 2% 4%	gion  Prot 13% 19% 4% 35% 2% 0% 19%	Other 16% 17% 10% 27% 9% 0% 19%	<\$50K 19% 16% 8% 27% 3% 0% 20%	\$50K- \$100K 12% 24% 15% 27% 6% 0% 13%	\$100K+ 8% 27% 6% 38% 7% 1% 8%	White 9% 26% 10% 28% 7% 0% 14%	Ethnicity Afr Amer /Black 14% 17% 4% 48% 0% 0% 15%	29% 10% 11% 33% 10% 0% 5%	Yes 13% 23% 7% 26% 8% 0% 17%	No 13% 23% 12% 32% 5% 1% 12%	Dem 15% 23% 14% 33% 1% 0% 11%	Party  Rep 5% 28% 7% 26% 12% 2% 15%	Ind/ Other 7% 20% 7% 34% 4% 1%
Lower prices 24 hour shopping Better selection Avoid crowds Real time price comparison Better customer service Item not sold in stores locally Other Don't know/Refused	Total 12% 23% 10% 30% 6% 6% 0% 13% 3% 1%	mportai M 14% 23% 9% 33% 7% 0% 11% 2% 1%	reasonder  F 11% 23% 11% 28% 4% 1% 16% 4% 2%	18-34 21% 13% 15% 26% 6% 0% 16% 3% 1%	35-49 8% 30% 8% 29% 7% 0% 13% 4% 2%	50-64 9% 27% 9% 36% 4% 12% 3% 1%	65+ 12% 22% 7% 28% 7% 3% 16% 1%	NYC 16% 22% 11% 32% 4% 1% 11% 3% 1%	Region  Subs  13%  28%  11%  29%  6%  1%  5%  3%  4%	Upst 9% 21% 9% 29% 8% 0% 21% 3% 1%	Child Yes 16% 25% 8% 26% 8% 0% 13% 3% 2%	ren in  No  9%  21%  12%  34%  4%  1%  14%  3%  1%	Cath 8% 27% 14% 33% 7% 0% 8% 3% 0%	Relig Jewish 18% 35% 12% 17% 7% 2% 4% 0%	Prot 13% 19% 4% 35% 2% 0% 19% 5% 3%	Other 16% 17% 10% 27% 9% 0% 19% 3% 0%	<\$50K 19% 16% 8% 27% 3% 0% 20% 5% 2%	Solution	\$100K+ 8% 27% 6% 38% 7% 11% 8% 3% 2%	White 9% 26% 10% 28% 7% 0% 14% 4% 2%	Ethnicity Afr Amer /Black 14% 17% 48% 0% 0% 15% 3% 0%	29% 10% 11% 33% 10% 0% 5% 0% 2%	Yes 13% 23% 7% 26% 8% 0% 17% 3% 2%	No 13% 23% 12% 32% 5% 11% 12% 32% 12%	Dem 15% 23% 14% 33% 1% 0% 11% 2% 1%	Party  Rep 5% 28% 7% 26% 12% 2% 15% 2% 15%	Ind/ Other 7% 20% 7% 34% 4% 1% 18% 7%
Lower prices 24 hour shopping Better selection Avoid crowds Real time price comparison Better customer service Item not sold in stores locally Other	Total 12% 23% 10% 30% 6% 6% 0% 13% 3% 1%	mportar Ger M 14% 23% 9% 33% 7% 0% 11% 2% 1%	reasonder  F 11% 23% 11% 28% 4% 1% 16% 4% 2%	18-34 21% 13% 15% 26% 6% 0% 16% 3% 1%	35-49 8% 30% 8% 29% 7% 0% 13% 4% 2%	50-64 9% 27% 9% 36% 4% 12% 3% 1%	65+ 12% 22% 7% 28% 7% 3% 16% 1%	NYC 16% 22% 11% 32% 4% 1% 11% 3% 1%	Region  13% 28% 11% 29% 6% 1% 5% 3% 4%	Upst 9% 21% 9% 29% 8% 0% 21% 3% 1%	Child Yes 16% 25% 8% 26% 8% 0% 13% 3% 2%	ren in 9% 21% 12% 34% 4% 1% 14% 3% 1%	Cath 8% 27% 14% 33% 7% 0% 8% 3% 0%	Relia  Jewish 18% 35% 12% 17% 7% 2% 4% 0% 6%	Prot 13% 19% 4% 35% 2% 0% 19% 5% 3%	Other 16% 17% 10% 27% 9% 0% 19% 3% 0%	<\$50K 19% 16% 8% 27% 3% 0% 20% 5% 2%	Soliday s	\$100K+ 8% 27% 6% 38% 7% 1% 8% 3% 2%	White 9% 26% 10% 28% 7% 0% 14% 4% 2%	Ethnicity Afr Amer /Black 14% 17% 4% 48% 0% 0% 15% 3% 0%	29% 10% 11% 33% 10% 0% 5% 0% 2%	Yes 13% 23% 7% 26% 8% 0% 17% 3% 2% could extend the second the sec	No 13% 23% 12% 32% 5% 11% 12% 3% 14%	Dem 15% 23% 14% 33% 1% 0% 11% 2% 1%	Party  Rep 5% 28% 7% 26% 12% 2% 15% 2% 1%	Ind/ Other 7% 20% 7% 34% 4% 1% 18% 7% 2%
Lower prices 24 hour shopping Better selection Avoid crowds Real time price comparison Better customer service Item not sold in stores locally Other Don't know/Refused	Total 12% 23% 10% 30% 6% 6% 0% 13% 3% 1%	mportar Ger M 14% 23% 9% 33% 7% 0% 11% 2% 1%	reasonder  F 11% 23% 11% 28% 4% 1% 16% 4% 2%	18-34 21% 13% 15% 26% 6% 0% 16% 3% 1%	35-49 8% 30% 8% 29% 7% 0% 13% 4% 2%	50-64 9% 27% 9% 36% 4% 12% 3% 1%	65+ 12% 22% 7% 28% 7% 3% 16% 1%	NYC 16% 22% 11% 32% 4% 1% 11% 3% 1%	Region  Subs  13%  28%  11%  29%  6%  1%  5%  3%  4%	Upst 9% 21% 9% 29% 8% 0% 21% 3% 1%	Child Yes 16% 25% 8% 26% 8% 0% 13% 3% 2%	ren in  No  9%  21%  12%  34%  4%  1%  14%  3%  1%	Cath 8% 27% 14% 33% 7% 0% 8% 3% 0%	Relig Jewish 18% 35% 12% 17% 7% 2% 4% 0%	Prot 13% 19% 4% 35% 2% 0% 19% 5% 3%	Other 16% 17% 10% 27% 9% 0% 19% 3% 0%	<\$50K 19% 16% 8% 27% 3% 0% 20% 5% 2%	Soliday s	\$100K+ 8% 27% 6% 38% 7% 1% 8% 3% 2%	White 9% 26% 10% 28% 7% 0% 14% 4% 2%	Ethnicity Afr Amer /Black 14% 17% 4% 48% 0% 0% 15% 3% 0% erriod of tin Ethnicity	29% 10% 11% 33% 10% 0% 5% 0% 2%	Yes 13% 23% 7% 26% 8% 0% 17% 3% 2% could extend the second the sec	No 13% 23% 12% 32% 5% 11% 12% 32% 12%	Dem 15% 23% 14% 33% 1% 0% 11% 2% 1%	Party  Rep 5% 28% 7% 26% 12% 2% 15% 2% 15%	Ind/ Other 7% 20% 7% 34% 4% 1% 18% 7% 2%
Lower prices 24 hour shopping Better selection Avoid crowds Real time price comparison Better customer service Item not sold in stores locally Other Don't know/Refused	Total 12% 23% 10% 30% 6% 0% 13% 3% 1%	mportai Gei M 14% 23% 9% 33% 7% 0% 11% 2% 1%	rt reasured for the second for the s	18-34 21% 13% 15% 26% 6% 0% 0% 16% 1%	35-49 8% 30% 8% 29% 7% 0% 13% 4% 2%	50-64 9% 27% 9% 36% 4% 12% 3% 1% and other	65+ 12% 22% 7% 28% 7% 3% 16% 1% 3%	NYC 16% 22% 11% 32% 4% 11% 31% 11% 11% 11%	Region  Subs  13% 28% 11% 29% 6% 1% 5% 3% 4%  cash of Region	Upst 9% 21% 9% 29% 8% 0% 21% 3% 1%	Child Yes 16% 25% 8% 26% 8% 0% 33% 3% 2% con as th	ren in  No  9%  21%  12%  34%  4%  1%  3%  14%  3%  1%	Cath 8% 27% 14% 33% 7% 0% 8% 3% 0%	Relia  Jewish 18% 35% 12% 17% 7% 2% 4% 0% 6% or do you Relia	Prot 13% 19% 4% 35% 2% 0% 19% 5% 3% plan to gion	Other 16% 17% 10% 27% 9% 0% 19% 3% 0%	<\$50K 19% 16% 8% 27% 3% 0% 20% 5% 2%	Solution	\$100K+ 8% 27% 6% 38% 7% 1% 8% 3% 2% pending	White 9% 26% 10% 28% 7% 0% 44% 2% over a p	Ethnicity Afr Amer /Black 14% 17% 4% 48% 0% 0% 15% 3% 0% Ethnicity Afr Amer	Latino 29% 10% 111% 33% 10% 0% 5% 0% 2%	Yes 13% 23% 7% 26% 8% 0% 17% 3% 2% could exi	No 13% 23% 12% 32% 5% 1% 12% 12% 12% 12% 12% 12% 12% 12% 12%	Dem 15% 23% 14% 33% 1% 0% 11% 2% 1%	Party  Rep 5% 28% 7% 26% 12% 2% 15% 2% 15% Party	Ind/ Other 7% 20% 7% 34% 4% 1% 18% 7% 2%
Lower prices 24 hour shopping Better selection Avoid crowds Real time price comparison Better customer service Item not sold in stores locally Other Don't know/Refused  Q9. As you plan your holiday spending, of	Total 12% 23% 10% 30% 6% 0% 13% 3% 1% lo you int	mportai Gei M 14% 23% 9% 33% 7% 0% 11% 2% 1%	nt reasonder  F 11% 23% 11% 28% 4% 16% 4% 2% pay founder F	18-34 21% 13% 15% 26% 6% 0% 16% 3% 1%	35-49 8% 30% 8% 29% 7% 0% 13% 4% 2%	50-64 9% 27% 9% 36% 4% 12% 3% 1% and oth	65+ 12% 22% 7% 28% 7% 3% 16% 3%	NYC 16% 22% 11% 32% 4% 11% 31% 11% NYC	Region 13% 28% 11% 29% 6% 1% 5% 3% 4% 1 cash or Region Subs	Upst 9% 21% 9% 29% 8% 0% 211% 1% 1% Upst 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%	Child Yes 16% 25% 8% 26% 8% 0% 13% 3% 2% con as th	ren in  No  9%  21%  12%  34%  4%  14%  14%  3%  1 %  No	Cath 8% 27% 14% 33% 7% 0% 8% 0%	Relia  Jewish 18% 35% 12% 17% 7% 2% 4% 0% 6% or do you Relia	Prot 13% 19% 4% 35% 2% 0% 5% 3% 19lan to gion	Other 16% 17% 10% 27% 9% 0% 19% 3% 0% Other	<\$50K 19% 16% 8% 27% 3% 0% 20% 5% 2%	Income   \$50K-  \$100K   12%   24%   15%   27%   6%   0%   13%   1%   1%   1%   Income   \$50K-  \$100K   \$100K-  \$100K   \$100K-  \$100K	\$100K+ 8% 27% 6% 38% 7% 1% 8% 3% 2% pending	White 9% 26% 10% 28% 7% 0% 14% 4% 2% White	Ethnicity Afr Amer /Black 14% 17% 4% 48% 0% 15% 3% 0% Ethnicity Afr Amer /Black	Latino 29% 10% 11% 33% 10% 0% 5% 0% 2% Latino	Yes 13% 23% 7% 26% 8% 0% 17% 3% 2%  Could ext	No   13%   23%   12%   32%   5%   14%   12%   34%   15%   16%	Dem 15% 23% 14% 33% 1% 0% 11% 2% 11%	Party  Rep 5% 28% 7% 26% 12% 2% 11% 2% 17% Party Rep	Ind/ Other 7% 20% 7% 34% 4% 18% 7% 2%
Lower prices 24 hour shopping Better selection Avoid crowds Real time price comparison Better customer service Item not sold in stores locally Other Don't know/Refused  Q9. As you plan your holiday spending, of	Total 12% 23% 10% 30% 6% 0% 13% 1% 1% It was a second of the control of the contr	M	nt reasonder  F 11% 23% 11% 28% 4% 1% 46% 4% 2% pay for order F 84%	18-34 21% 13% 26% 6% 0% 16% 3% 1%	shop oid A 35-49 8% 30% 8% 29% 7% 0% 4% 2% 1336 49 86% 86%	50-64 9% 27% 36% 4% 12% 3% 1% 100 100 100 100 100 100 100	65+ 12% 22% 7% 28% 7% 3% 16% 3% 14% 65+ 80%	NYC 16% 22% 11% 32% 4% 11% 3% 11% NYC 79%	Region 13% 28% 11% 29% 6% 1% 3% 4% 1cash c Region Subs 85%	Upst 9% 21% 9% 29% 8% 0% 211% 1% Upst 88% Upst 88%	Child Yes 16% 25% 8% 26% 8% 0% 13% 3% 2% Child Yes 86%	No 9% 21% 12% 34% 4% 14% 3% 14% 1% No 82%	Cath 8% 27% 14% 33% 7% 0% 8% 3% 0% Cath 85%	Relig Jewish 18% 35% 12% 17% 7% 2% 4% 0% 6% or do you Relig Jewish 91%	gion  Prot 13% 19% 4% 35% 2% 0% 19% 35% 19m plan trigion Prot 81%	Other 16% 17% 10% 27% 9% 0% 19% 3% 0% Other 86%	<\$50K 19% 16% 8% 27% 3% 0% 20% 5% 2% f your h	SOK-   \$100K   12%   24%   15%   27%   6%   0%   13%   1%   1%   1%   1%   1%   1%	\$100K+ 8% 27% 6% 38% 7% 1% 8% 3% 2% pending e \$100K+ 91%	White 9% 26% 10% 28% 7% 0% 14% 4% 2% over a p	Ethnicity Afr Amer /Black 14% 17% 48% 0% 0% 15% 3% 0% Ethnicity Afr Amer /Black 80%	Latino 29% 10% 33% 10% 0% 5% 0% 2% Latino 77%	Yes 13% 23% 7% 26% 8% 0% 17% 3% 2%  Could ext Believe Yes 81%	No 13% 23% 12% 32% 5% 11% 12% 3% 11% tend well in Santa  No 85%	Dem 15% 23% 14% 33% 1% 0% 11% 2% 1% Dem 82%	Party  Rep 5% 28% 7% 26% 12% 2% 15% 2% 14% 13? Party Rep 88%	Ind/ Other 7% 20% 34% 4% 1% 18% 7% 2%
Lower prices 24 hour shopping Better selection Avoid crowds Real time price comparison Better customer service Item not sold in stores locally Other Don't know/Refused  Q9. As you plan your holiday spending, of	Total 12% 23% 10% 30% 6% 0% 13% 3% 1% lo you int	mportai Gei M 14% 23% 9% 33% 7% 0% 11% 2% 1%	nt reasonder  F 11% 23% 11% 28% 4% 16% 4% 2% pay founder F	18-34 21% 13% 15% 26% 6% 0% 16% 3% 1%	35-49 8% 30% 8% 29% 7% 0% 13% 4% 2%	50-64 9% 27% 9% 36% 4% 12% 3% 1% and oth	65+ 12% 22% 7% 28% 7% 3% 16% 3%	NYC 16% 22% 11% 32% 4% 11% 31% 11% NYC	Region 13% 28% 11% 29% 6% 1% 5% 3% 4% 1 cash or Region Subs	Upst 9% 21% 9% 29% 8% 0% 211% 1% 1% Upst 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%	Child Yes 16% 25% 8% 26% 8% 0% 13% 3% 2% con as th	ren in  No  9%  21%  12%  34%  4%  14%  14%  3%  1 %  No	Cath 8% 27% 14% 33% 7% 0% 8% 0%	Relia  Jewish 18% 35% 12% 17% 7% 2% 4% 0% 6% or do you Relia	Prot 13% 19% 4% 35% 2% 0% 5% 3% 19lan to gion	Other 16% 17% 10% 27% 9% 0% 19% 3% 0% Other	<\$50K 19% 16% 8% 27% 3% 0% 20% 5% 2%	Income   \$50K-  \$100K   12%   24%   15%   27%   6%   0%   13%   1%   1%   1%   Income   \$50K-  \$100K   \$100K-  \$100K	\$100K+ 8% 27% 6% 38% 7% 1% 8% 3% 2% pending	White 9% 26% 10% 28% 7% 0% 14% 4% 2% White	Ethnicity Afr Amer /Black 14% 17% 4% 48% 0% 15% 3% 0% Ethnicity Afr Amer /Black	Latino 29% 10% 11% 33% 10% 0% 5% 0% 2% Latino	Yes 13% 23% 7% 26% 8% 0% 17% 3% 2%  Could ext	No   13%   23%   12%   32%   5%   14%   12%   34%   15%   16%	Dem 15% 23% 14% 33% 1% 0% 11% 2% 11%	Party  Rep 5% 28% 7% 26% 12% 2% 11% 2% 17% Party Rep	Ind/ Other 7% 20% 7% 34% 4% 18% 7% 2%

Holiday1112 Crosstabs 2 of 9

Q10. Do you plan to purchase a gift for you	ırsalf th	is holi	day soa	son?																							
Q10. Do you plan to purchase a girt for you	113611 (11		nder	3011:	A	ge			Region	1	Child	ren in		Relig	ion			Income	e		Ethnicity		Believe	in Santa		Party	
														-				\$50K-			Afr Amer						Ind/
	Total	М	F		35-49		65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other		\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Yes	28%	28%	28%	42%	27%	23%	18%	32%	28%	23%	26%	29%	24%	23%	27%	35%	29%	32%	24%	24%	40%	36%	30%	27%	28%	25%	31%
No	69%	70%	69%	55%	72%	75%	79%	64%	68%	76%	70%	69%	74%	71%	70%	63%	68%	66%	75%	74%	57%	61%	67%	71%	69%	74%	66%
Don't know/Refused	3%	2%	3%	3%	1%	2%	3%	4%	4%	1%	4%	2%	2%	5%	3%	1%	3%	1%	1%	2%	3%	3%	3%	3%	3%	1%	3%
Q11. Do you believe the current state of the	e econ	omv w	ill have	a nega	tive eff	ect on v	our ho	lidav s	pendin:	g plans	. a posit	ive effe	ct or no	effect a	t all?		l .		l				1				
			nder			ge	,	,	Region			ren in		Relig				Income	e		Ethnicity		Believe	in Santa		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	Yes	No	Dem	Rep	Other
Negative	32%	33%	31%	23%	33%	39%	33%	30%	32%	35%	30%	33%	35%	15%	33%	29%	36%	33%	23%	32%	18%	39%	32%	32%	23%	49%	34%
Positive	10%	10%	9%	13%	9%	7%	7%	14%	10%	4%	12%	8%	9%	3%	8%	13%	11%	9%	9%	6%	14%	15%	10%	9%	13%	2%	5%
No effect	57%	56%	59%	62%	57%	53%	58%	55%	57%	60%	56%	58%	55%	82%	56%	57%	51%	57%	67%	61%	66%	41%	56%	58%	62%	48%	60%
Don't know/Refused	1%	2%	1%	2%	1%	1%	3%	2%	1%	2%	2%	1%	1%	0%	3%	0%	2%	1%	1%	1%	1%	5%	3%	1%	2%	2%	0%
Q12. Do you normally shop on Black Friday	, that is	s, the F	riday a	fter Tha	anksgiv	ing?																					
		Ge	nder		Α	ge			Region	1	Child	ren in		Relig	ion			Income	e		Ethnicity		Believe	in Santa		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	Yes	No	Dem	Rep	Other
Yes	19%	21%	17%	23%	27%	16%	7%	17%	17%	23%	27%	14%	15%	21%	19%	25%	18%	22%	20%	16%	27%	23%	20%	19%	20%	18%	19%
No	76%	74%	78%	73%	69%	80%	89%	76%	80%	74%	68%	81%	80%	74%	76%	71%	77%	74%	76%	81%	68%	68%	74%	77%	75%	80%	78%
Sometimes	4%	4%	4%	4%	4%	4%	4%	6%	3%	3%	3%	5%	4%	5%	4%	4%	4%	4%	3%	3%	5%	8%	5%	4%	5%	3%	4%
Don't know/Refused	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	2%	1%	0%	1%	0%	0%
Q13. Will you be shopping on the Friday af	ter Tha	nksgivi	ng this	year?																							
		Ge	nder		A	ge			Region	1	Child	ren in		Relig	ion			Income	2		Ethnicity		Believe	in Santa		Party	
	Total	М	F	18-34	35.49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/ Other
Yes	23%	26%	21%	32%	29%	18%	9%	26%	18%	22%	31%	18%	20%	12%	21%	34%	23%	25%	26%	18%	32%	37%	23%	23%	25%	22%	19%
No	69%	64%	73%	58%	62%	77%	83%	65%	74%	70%	62%	73%	73%	74%	72%	59%	67%	68%	69%	75%	60%	50%	69%	69%	69%	72%	73%
Maybe	7%	9%	5%	9%	7%	4%	6%	6%	6%	8%	6%	8%	6%	13%	6%	7%	9%	6%	3%	6%	6%	11%	6%	7%	6%	5%	7%
Don't know/Refused	1%	1%	2%	1%	1%	1%	2%	2%	2%	0%	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%
Don't know/keruseu	170	1/0	2/0	1/0	1/0	170	2/0	2/0	270	070	2/0	170	1/0	2/0	270	170	170	170	270	170	270	270	270	170	1/0	170	170
Q14. (If definitely or possibly shopping on	Black Fr	riday th	is vear	) Ahout	t what	nercent	age of	vour h	ıliday s	honnir	o do vo	II exned	t to co	mnlete o	n that (	dav?			l			I		1			
Q1-1 (II definitely of possibly shopping on	J.ack 11		nder	About		ge	uge or		Region		<u> </u>	ren in	1000	Relig		uuy.		Income			Ethnicity		Believe	in Santa		Party	
						Ĭ									,			\$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	Yes	No	Dem	Rep	Other
More than 75%	10%	10%	11%	10%	9%	10%	7%	9%	8%	12%	15%	6%	13%	0%	10%	10%	18%	4%	7%	7%	10%	18%	14%	8%	13%	8%	8%
Between 50 and 75%	21%	19%	25%	21%	23%	21%	23%	24%	21%	19%	25%	18%	16%	15%	25%	26%	25%	22%	15%	14%	42%	16%	22%	22%	20%	28%	10%
More than 25% but less than 50%	31%	27%	37%	37%	27%	28%	30%	32%	33%	30%	27%	35%	32%	16%	32%	33%	30%	36%	31%	32%	25%	30%	34%	31%	29%	27%	34%
Less than 25%	34%	42%	23%	30%	37%	37%	34%	32%	36%	35%	30%	38%	38%	70%	30%	28%	25%	32%	44%	43%	20%	33%	28%	35%	36%	36%	43%
Don't know/Refused	3%	3%	4%	2%	4%	4%	7%	3%	2%	4%	4%	3%	2%	0%	3%	2%	2%	6%	3%	3%	3%	2%	3%	3%	2%	1%	6%
Q15. **This year some large retailers have	annou	nced th	at they	will ex	pand t	he Blac	k Frida	, shopp	ing by	openin	g on Th	anksgiv	ing nigl	nt around	1 8 or 9	pm. Do	o you th	ink reta	ilers shou	ıld or sh	ould not be	e open t	o shoppe	rs on Tha	nksgivi	ing nigh	t?
		Ge	nder		Α	ge			Region	1	Child	ren in		Relig	ion			Income	2		Ethnicity	-	Believe	in Santa		Party	
																		\$50K-			Afr Amer						Ind/
						i	i	I	l	1	l	l	C-41-	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	I	Dem	Rep	Other
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewisii	Prot	Other					/ DIACK	Latino	res	No	Delli	IIICP I	Othici
Should	Total	<b>M</b> 38%	<b>F</b> 37%	<b>18-34</b> 55%	<b>35-49</b> 36%	<b>50-64</b> 31%	<b>65+</b> 22%	<b>NYC</b> 48%	Subs 39%	Upst 23%	Yes 42%	No 36%	25%	57%	39%	49%	41%	37%	37%	28%	61%	41%	33%	40%	41%	22%	32%
Should Should not	+					+		_										37% 59%	•								
	38%	38%	37%	55%	36%	31%	22%	48%	39%	23%	42%	36%	25%	57%	39%	49%	41%		37%	28%	61%	41%	33%	40%	41%	22%	32%
Should not	38% 54%	38% 53%	37% 55%	55% 43%	36% 51%	31% 59%	22% 69%	48% 42%	39% 59%	23% 69%	42% 50%	36% 56%	25% 67%	57% 31%	39% 52%	49% 45%	41% 51%	59%	37% 50%	28% 62%	61% 32%	41% 52%	33% 59%	40% 51%	41% 52%	22% 70%	32% 64%
Should not Don't know/Refused	38% 54%	38% 53%	37% 55%	55% 43%	36% 51%	31% 59%	22% 69%	48% 42%	39% 59%	23% 69%	42% 50%	36% 56%	25% 67%	57% 31%	39% 52%	49% 45%	41% 51%	59%	37% 50%	28% 62%	61% 32%	41% 52%	33% 59%	40% 51%	41% 52%	22% 70%	32% 64%

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	nations o	Ger	•	g	A				Region		Child		8	Relig		-		Income	,		Ethnicity		Relieve	in Santa		Party	
		Gei	luci			50	1		Region		Cilia	en m		IVEIIE	l			\$50K-	•		Afr Amer	1	Delieve	III Janta	├──	raity	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	Yes	No	Dem	Rep	Othe
Yes	77%	73%	82%	70%	74%	85%	83%	74%	82%	79%	79%	76%	79%	97%	77%	71%	64%	85%	88%	83%	70%	66%	81%	76%	81%	80%	82%
No	19%	23%	15%	23%	22%	14%	16%	22%	15%	17%	15%	21%	18%	3%	20%	23%	32%	12%	10%	14%	25%	29%	17%	20%	15%	15%	16%
Don't know/Refused	4%	5%	3%	7%	4%	2%	1%	4%	3%	3%	6%	3%	3%	0%	3%	6%	5%	2%	3%	3%	6%	5%	3%	4%	4%	4%	2%
Don't knowy neruseu	470	370	370	770	470	270	1/0	770	370	370	070	370	370	070	370	070	370	2/0	370	370	070	370	370	470	470	470	270
Q17. Do you plan to volunteer any of you	r time th	is holid	ay sea	on for	organiz	ations	that he	lp peo	ple dur	ing the	holiday	s?			ı			l .			I						
		Ger	nder		A	ge			Region		Child	ren in		Relig	gion			Income	)		Ethnicity		Believe	in Santa		Party	,
																		\$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	Yes	No	Dem	Rep	Othe
Yes	39%	37%	40%	38%	43%	39%	29%	36%	47%	36%	42%	36%	38%	34%	44%	34%	33%	41%	45%	36%	43%	43%	39%	39%	39%	40%	43%
No	58%	59%	56%	59%	50%	58%	68%	57%	51%	62%	53%	61%	60%	61%	49%	63%	61%	57%	53%	61%	53%	48%	57%	58%	58%	56%	55%
Don't know/Refused	4%	4%	4%	3%	7%	3%	3%	7%	1%	2%	5%	3%	2%	5%	7%	3%	6%	3%	3%	3%	4%	9%	4%	4%	3%	5%	2%
Q18. Of the following, what do you, pers	onally, e			ut the h	oliday	season	?																				
		Ger	ider		A	ge			Region	1	Child	ren in		Relig	gion			Income			Ethnicity		Believe	in Santa	<u> </u>	Party	
			_															\$50K-			Afr Amer				_		Ind/
	Total	M	F	18-34			65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Spending time with family and friends	76%	74%	78%	75%	78%	77%	74%	71%	85%	77%	80%	74%	83%	74%	72%	74%	73%	78%	80%	77%	75%	73%	79%	75%	79%	74%	76%
People being in the holiday spirit	8%	8%	7%	7%	9%	8%	5%	10%	4%	7%	8%	8%	5%	11%	11%	8%	8%	7%	8%	7%	9%	11%	8%	7%	9%	4%	7%
Religious services and events	7%	5%	9%	4%	3%	8%	16%	8%	5%	8%	5%	9%	8%	5%	11%	1%	7%	8%	5%	8%	7%	4%	6%	8%	6%	13%	5%
Going shopping	2%	1%	3%	3%	2%	0%	0%	2%	1%	1%	4%	1%	1%	0%	2%	4%	2%	2%	2%	1%	1%	5%	2%	1%	1%	2%	1%
The food	5%	9%	2%	9%	6%	3%	1%	7%	4%	4%	3%	6%	2%	7%	3%	10%	6%	5%	4%	5%	6%	5%	4%	6%	4%	3%	7%
Don't know/Refused	2%	3%	2%	1%	2%	3%	3%	2%	2%	2%	1%	3%	1%	3%	2%	3%	4%	1%	1%	2%	2%	2%	2%	2%	1%	3%	3%
Q19. And what do you, personally, enjoy	the least	about	the he	iday so	acon?																						<u> </u>
Q19. And what do you, personally, enjoy	tile least	Ger		luay se	Ason:	70			Region	1	Child	on in		Relig	rion			Income			Ethnicity		Relieve	in Santa		Party	
	+	GCI	luci						Kegion		Cillia	CII III		itelig				\$50K-			Afr Amer		Delieve	Janta	├──	Tarty	Ind/
	Total	м	F	18-34	35-49	E0 64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Othe
Overesting and spining weight	.ota.			10 34																					DC		4%
	10%	9%	11%	17%											11%	13%	16%	6%	9%	6%	1/1%	22%			12%	1%	
Overeating and gaining weight	10%	9% 10%	11%	17%	8%	8%	5%	15%	10%	5%	12%	10%	8%	11%	11%	13%	16%	6% 12%	9%	6% 11%	14%	22% 14%	12%	9%	12%	4% 12%	_
Going shopping	13%	10%	15%	13%	8% 16%	8% 9%	5% 11%	15% 14%	10% 17%	5% 8%	12% 16%	10% 11%	8% 13%	11% 14%	13%	11%	13%	12%	13%	11%	16%	14%	12% 13%	9% 13%	12%	12%	17%
Going shopping The commercialization of the holiday	13% 41%	10% 46%	15% 37%	13% 32%	8% 16% 39%	8% 9% 48%	5% 11% 54%	15% 14% 36%	10% 17% 37%	5% 8% 51%	12% 16% 33%	10% 11% 46%	8% 13% 38%	11% 14% 45%	13% 44%	11% 41%	13% 35%	12% 50%	13% 41%	11% 47%	16% 33%	14% 28%	12% 13% 41%	9% 13% 41%	12% 39%	12% 51%	17% 46%
Going shopping The commercialization of the holiday Financial costs associated with it	13% 41% 14%	10% 46% 16%	15% 37% 13%	13% 32% 12%	8% 16% 39% 19%	8% 9% 48% 14%	5% 11% 54% 11%	15% 14% 36% 14%	10% 17% 37% 15%	5% 8% 51% 14%	12% 16% 33% 18%	10% 11% 46% 12%	8% 13% 38% 18%	11% 14% 45% 8%	13% 44% 14%	11% 41% 12%	13% 35% 19%	12% 50% 13%	13% 41% 9%	11% 47% 14%	16% 33% 17%	14% 28% 17%	12% 13% 41% 13%	9% 13% 41% 15%	12% 39% 15%	12% 51% 13%	17% 46% 11%
Going shopping The commercialization of the holiday Financial costs associated with it How hectic it is	13% 41% 14% 17%	10% 46% 16% 15%	15% 37% 13% 19%	13% 32% 12% 24%	8% 16% 39% 19% 14%	8% 9% 48% 14% 16%	5% 11% 54% 11% 12%	15% 14% 36% 14% 15%	10% 17% 37% 15% 19%	5% 8% 51% 14% 19%	12% 16% 33%	10% 11% 46% 12% 16%	8% 13% 38% 18% 17%	11% 14% 45% 8% 22%	13% 44% 14% 14%	11% 41% 12% 20%	13% 35%	12% 50% 13% 18%	13% 41%	11% 47% 14% 19%	16% 33% 17% 15%	14% 28%	12% 13% 41% 13% 15%	9% 13% 41% 15% 18%	12% 39% 15% 18%	12% 51% 13% 16%	17% 46% 11% 22%
Going shopping The commercialization of the holiday Financial costs associated with it	13% 41% 14%	10% 46% 16%	15% 37% 13%	13% 32% 12%	8% 16% 39% 19%	8% 9% 48% 14%	5% 11% 54% 11%	15% 14% 36% 14%	10% 17% 37% 15%	5% 8% 51% 14%	12% 16% 33% 18% 19%	10% 11% 46% 12%	8% 13% 38% 18%	11% 14% 45% 8%	13% 44% 14%	11% 41% 12%	13% 35% 19% 11%	12% 50% 13%	13% 41% 9% 25%	11% 47% 14%	16% 33% 17%	14% 28% 17% 14%	12% 13% 41% 13%	9% 13% 41% 15%	12% 39% 15%	12% 51% 13%	17% 46% 11%
Going shopping The commercialization of the holiday Financial costs associated with it How hectic it is	13% 41% 14% 17% 4%	10% 46% 16% 15% 3%	15% 37% 13% 19% 5%	13% 32% 12% 24% 2%	8% 16% 39% 19% 14% 5%	8% 9% 48% 14% 16% 4%	5% 11% 54% 11% 12% 7%	15% 14% 36% 14% 15% 6%	10% 17% 37% 15% 19% 2%	5% 8% 51% 14% 19% 3%	12% 16% 33% 18% 19% 3%	10% 11% 46% 12% 16% 4%	8% 13% 38% 18% 17% 5%	11% 14% 45% 8% 22% 0%	13% 44% 14% 14% 5%	11% 41% 12% 20% 3%	13% 35% 19% 11% 7%	12% 50% 13% 18%	13% 41% 9% 25%	11% 47% 14% 19%	16% 33% 17% 15%	14% 28% 17% 14%	12% 13% 41% 13% 15%	9% 13% 41% 15% 18%	12% 39% 15% 18%	12% 51% 13% 16%	17% 46% 11% 22%
Going shopping The commercialization of the holiday Financial costs associated with it How hectic it is Don't know/Refused	13% 41% 14% 17% 4% me whe	10% 46% 16% 15% 3%	15% 37% 13% 19% 5% u stror	13% 32% 12% 24% 2%	8% 16% 39% 19% 14% 5%	8% 9% 48% 14% 16% 4%	5% 11% 54% 11% 12% 7% agree,	15% 14% 36% 14% 15% 6%	10% 17% 37% 15% 19% 2%	5% 8% 51% 14% 19% 3%	12% 16% 33% 18% 19% 3%	10% 11% 46% 12% 16% 4%	8% 13% 38% 18% 17% 5%	11% 14% 45% 8% 22% 0%	13% 44% 14% 14% 5%	11% 41% 12% 20% 3%	13% 35% 19% 11% 7%	12% 50% 13% 18%	13% 41% 9% 25%	11% 47% 14% 19%	16% 33% 17% 15%	14% 28% 17% 14%	12% 13% 41% 13% 15%	9% 13% 41% 15% 18%	12% 39% 15% 18%	12% 51% 13% 16%	17% 46% 11% 22%
Going shopping The commercialization of the holiday Financial costs associated with it How hectic it is Don't know/Refused For each of the following statements, tell	13% 41% 14% 17% 4% me whe	10% 46% 16% 15% 3%	15% 37% 13% 19% 5% u stron	13% 32% 12% 24% 2%	8% 16% 39% 19% 14% 5%	8% 9% 48% 14% 16% 4%	5% 11% 54% 11% 12% 7% agree,	15% 14% 36% 14% 15% 6% neithe	10% 17% 37% 15% 19% 2%	5% 8% 51% 14% 19% 3% nor dis	12% 16% 33% 18% 19% 3%	10% 11% 46% 12% 16% 4%	8% 13% 38% 18% 17% 5%	11% 14% 45% 8% 22% 0%	13% 44% 14% 14% 5%	11% 41% 12% 20% 3%	13% 35% 19% 11% 7%	12% 50% 13% 18%	13% 41% 9% 25% 2%	11% 47% 14% 19%	16% 33% 17% 15%	14% 28% 17% 14%	12% 13% 41% 13% 15% 6%	9% 13% 41% 15% 18%	12% 39% 15% 18%	12% 51% 13% 16%	17% 46% 11% 22% 2%
Going shopping The commercialization of the holiday Financial costs associated with it How hectic it is Don't know/Refused For each of the following statements, tell	13% 41% 14% 17% 4% me whe	10% 46% 16% 15% 3% ther yourish the	15% 37% 13% 19% 5% u stron	13% 32% 12% 24% 2%	8% 16% 39% 19% 14% 5%	8% 9% 48% 14% 16% 4%	5% 11% 54% 11% 12% 7% agree,	15% 14% 36% 14% 15% 6% neithe	10% 17% 37% 15% 19% 2% r agree	5% 8% 51% 14% 19% 3% nor dis	12% 16% 33% 18% 19% 3%	10% 11% 46% 12% 16% 4%	8% 13% 38% 18% 17% 5%	11% 14% 45% 8% 22% 0% gree or s	13% 44% 14% 14% 5%	11% 41% 12% 20% 3%	13% 35% 19% 11% 7%	12% 50% 13% 18% 2%	13% 41% 9% 25% 2%	11% 47% 14% 19%	16% 33% 17% 15% 5%	14% 28% 17% 14%	12% 13% 41% 13% 15% 6%	9% 13% 41% 15% 18% 3%	12% 39% 15% 18%	12% 51% 13% 16% 4%	17% 46% 11% 22% 2%
Going shopping The commercialization of the holiday Financial costs associated with it How hectic it is Don't know/Refused For each of the following statements, tell	13% 41% 14% 17% 4% me whe	10% 46% 16% 15% 3% ther yourish the	15% 37% 13% 19% 5% u stron	13% 32% 12% 24% 2%	8% 16% 39% 19% 14% 5% ee, som nd adv	8% 9% 48% 14% 16% 4% ertisen	5% 11% 54% 11% 12% 7% agree,	15% 14% 36% 14% 15% 6% neithe	10% 17% 37% 15% 19% 2% r agree	5% 8% 51% 14% 19% 3% nor dis	12% 16% 33% 18% 19% 3%	10% 11% 46% 12% 16% 4%	8% 13% 38% 18% 17% 5%	11% 14% 45% 8% 22% 0% gree or s	13% 44% 14% 14% 5%	11% 41% 12% 20% 3%	13% 35% 19% 11% 7%	12% 50% 13% 18% 2%	13% 41% 9% 25% 2%	11% 47% 14% 19%	16% 33% 17% 15% 5%	14% 28% 17% 14%	12% 13% 41% 13% 15% 6%	9% 13% 41% 15% 18% 3%	12% 39% 15% 18%	12% 51% 13% 16% 4%	17% 46% 11% 22% 2%
Going shopping The commercialization of the holiday Financial costs associated with it How hectic it is Don't know/Refused For each of the following statements, tell	13% 41% 14% 17% 4% me whe long. I w	10% 46% 16% 15% 3% ther yourish the	15% 37% 13% 19% 5% u strondecora	13% 32% 12% 24% 2% gly agro	8% 16% 39% 19% 14% 5% ee, som nd adv	8% 9% 48% 14% 16% 4% ertisen	5% 11% 54% 11% 12% 7% agree,	15% 14% 36% 14% 15% 6% neithe	10% 17% 37% 15% 19% 2% r agree start so Region	5% 8% 51% 14% 19% 3% nor dis	12% 16% 33% 18% 19% 3% Child	10% 11% 46% 12% 16% 4%	8% 13% 38% 18% 17% 5%	11% 14% 45% 8% 22% 0% gree or s	13% 44% 14% 14% 5% strongly	11% 41% 12% 20% 3%	13% 35% 19% 11% 7%	12% 50% 13% 18% 2% Income	13% 41% 9% 25% 2%	11% 47% 14% 19% 3%	16% 33% 17% 15% 5%  Ethnicity Afr Amer	14% 28% 17% 14% 5%	12% 13% 41% 13% 15% 6%	9% 13% 41% 15% 18% 3%	12% 39% 15% 18% 3%	12% 51% 13% 16% 4% Party	17% 46% 11% 22% 2%
Going shopping The commercialization of the holiday Financial costs associated with it How hectic it is Don't know/Refused For each of the following statements, tell Q20A. The holiday season is now just too	13% 41% 14% 17% 4% me whe long. I w	10% 46% 16% 15% 3% ther yoursh the Ger	15% 37% 13% 19% 5% u strondecorader	13% 32% 12% 24% 2% gly agreetions a	8% 16% 39% 19% 14% 5% ee, som nd adv A	8% 9% 48% 14% 16% 4% ertisen ge	5% 11% 54% 11% 12% 7% agree, nents d	15% 14% 36% 14% 15% 6% neithe	10% 17% 37% 15% 19% 2% r agree start so Region	5% 8% 51% 14% 19% 3% nor disearly.	12% 16% 33% 18% 19% 3% Child	10% 11% 46% 12% 16% 4%	8% 13% 38% 18% 17% 5% Cath	11% 14% 45% 8% 22% 0% gree or s Relig	13% 44% 14% 14% 5% strongly	11% 41% 12% 20% 3% / disagr	13% 35% 19% 11% 7% ee.	12% 50% 13% 18% 2% Income \$50K- \$100K	13% 41% 9% 25% 2%	11% 47% 14% 19% 3%	16% 33% 17% 15% 5% Ethnicity Afr Amer /Black	14% 28% 17% 14% 5%	12% 13% 41% 13% 15% 6% Believe	9% 13% 41% 15% 18% 3% in Santa	12% 39% 15% 18% 3%	12% 51% 13% 16% 4% Party	17% 46% 11% 22% 2% Ind/Othe
Going shopping The commercialization of the holiday Financial costs associated with it How hectic it is Don't know/Refused For each of the following statements, tell Q20A. The holiday season is now just too Strongly agree	13% 41% 14% 17% 4% me whe long. I w	10% 46% 16% 15% 3% ther yourish the Ger M	15% 37% 13% 19% 5% u stror decorader	13% 32% 12% 24% 2% gly agruntions a	8% 16% 39% 19% 14% 5%  ee, som nd adv A 35-49	8% 9% 48% 14% 16% 4% ertisenge 50-64 57%	5% 11% 54% 11% 12% 7% agree, nents d	15% 14% 36% 14% 15% 6% neithe id not s	10% 17% 37% 15% 19% 2% r agree start so Region Subs	5% 8% 51% 14% 19% 3% nor disearly.	12% 16% 33% 18% 19% 3% Child Yes 40%	10% 11% 46% 12% 16% 4% somewle ren in No	8% 13% 38% 18% 17% 5%  Cath 48%	11% 14% 45% 8% 22% 0% gree or : Relig Jewish 53%	13% 44% 14% 14% 5% strongly gion Prot 40%	11% 41% 12% 20% 3% / disagr	13% 35% 19% 11% 7% eee. <\$50K	12% 50% 13% 18% 2% Income \$50K- \$100K 48%	13% 41% 9% 25% 2% ** \$100K+	11% 47% 14% 19% 3% White 55%	16% 33% 17% 15% 5%  Ethnicity Afr Amer /Black 25%	14% 28% 17% 14% 5% Latino	12% 13% 41% 13% 6% Believe Yes 43%	9% 13% 41% 15% 18% 3% in Santa No 44%	12% 39% 15% 18% 3% Dem 40%	12% 51% 13% 16% 4% Party Rep 56%	17% 46% 11% 22% 2% Ind/ Othe 48% 14%
Going shopping The commercialization of the holiday Financial costs associated with it How hectic it is Don't know/Refused  For each of the following statements, tell Q20A. The holiday season is now just too  Strongly agree Somewhat agree	13% 41% 14% 17% 4% me whe long. I w Total 44% 20%	10% 46% 16% 15% 3% ther yoursh the Ger M 46% 19%	15% 37% 13% 19% 5% u stron decorader F 42% 20%	13% 32% 12% 24% 2% gly agrostions a 18-34 26% 18%	8% 16% 39% 19% 14% 5% ee, som nd adv A; 35-49 46% 23%	8% 9% 48% 14% 16% 4% mewhat ertisen ge 50-64 57% 22%	5% 11% 54% 11% 12% 7% agree, hents d 65+ 58% 15%	15% 14% 36% 14% 15% 6% neither id not s	10% 17% 37% 15% 19% 2% r agree start so Region Subs 52% 18%	5% 8% 51% 14% 19% 3% nor disearly.	12% 16% 33% 18% 19% 3% Child Yes 40% 23%	10% 11% 46% 12% 16% 4% somewleren in No 46% 17%	8% 13% 38% 18% 17% 5%  Cath 48% 25%	11% 14% 45% 8% 22% 0% gree or : Relig Jewish 53% 14%	13% 44% 14% 5% strongly gion Prot 40% 18%	11% 41% 12% 20% 3% / disagri	13% 35% 19% 11% 7% ee. <\$50K 38% 17%	12% 50% 13% 18% 2% Income \$50K- \$100K 48% 21%	13% 41% 9% 25% 2% ** \$100K+ 46% 25%	11% 47% 14% 19% 3% <b>White</b> 55% 20%	16% 33% 17% 15% 5%  Ethnicity Afr Amer /Black 25% 17%	14% 28% 17% 14% 5% Latino 17% 20%	12% 13% 41% 13% 15% 6%  Believe  Yes 43% 21%	9% 13% 41% 15% 18% 3% in Santa No 44% 19%	12% 39% 15% 18% 3% Dem 40% 22%	12% 51% 13% 4% Party Rep 56% 18%	17% 46% 11% 22% 2% Ind/Othe
Going shopping The commercialization of the holiday Financial costs associated with it How hectic it is Don't know/Refused  For each of the following statements, tell Q20A. The holiday season is now just too  Strongly agree Somewhat agree Neither agree nor disagree	13% 41% 14% 17% 4% me whe long. I w Total 44% 20% 8%	10% 46% 16% 3% ther you ish the Ger M 46% 19%	15% 37% 13% 19% 5% u stron decora der F 42% 20% 9%	13% 32% 12% 24% 2% gly agrostions a  18-34 26% 18% 8%	8% 16% 39% 19% 14% 5% ee, som nd adv A 35-49 46% 23% 8%	8% 9% 48% 14% 16% 4% newhat ertisen ge 50-64 57% 22% 7%	5% 11% 54% 11% 12% 7% agree, hents d  65+ 58% 15% 5%	15% 14% 36% 14% 15% 6% neithe id not s  NYC 31% 19% 11%	10% 17% 37% 15% 19% 2% r agree start so Region Subs 52% 18% 9%	5% 8% 51% 14% 19% 3% nor disearly. Upst 55% 22% 4%	12% 16% 33% 18% 19% 3% Child Yes 40% 23% 10%	10% 11% 46% 12% 16% 4%  somewleren in No 46% 17% 7%	8% 13% 38% 18% 17% 5% nat disa  Cath 48% 25% 8%	11% 14% 45% 8% 22% 0% gree or : Relig  Jewish 53% 14% 11%	13% 44% 14% 5% strongly  Prot 40% 18% 8%	11% 41% 12% 20% 3% / disagro Other 40% 16% 7%	13% 35% 19% 11% 7% eee. <\$50K 38% 17% 8%	12% 50% 13% 18% 2% Income \$50K- \$100K 48% 21% 8%	13% 41% 9% 25% 2% \$100K+ 46% 25% 8%	11% 47% 14% 19% 3% <b>White</b> 55% 20% 6%	16% 33% 17% 15% 5%  Ethnicity Afr Amer /Black 25% 17% 10%	14% 28% 17% 14% 5% Latino 17% 20% 13%	12% 13% 41% 13% 15% 6%  Believe  Yes 43% 21% 6%	9% 13% 41% 15% 18% 3% in Santa No 44% 19% 9%	12% 39% 15% 18% 3% Dem 40% 22% 9%	12% 51% 13% 4%  Party  Rep 56% 18% 6%	17% 46% 11% 22% 2% Ind/ Othe 48% 14% 11%

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Q20B. I try to purchase most of my gifts fr	om loca	llv owr	ned and	operat	ted bus	inesses	i.																				
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			nder			ge			Region	1	Child	ren in		Relig	gion			Income	2		Ethnicity		Believe	in Santa		Partv	
	Total	м	F	18-34		50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/ Other
Strongly agree	31%	32%	30%	20%	35%	36%	39%	26%	32%	35%	31%	30%	30%	20%	37%	27%	33%	35%	23%	34%	24%	24%	37%	26%	30%	40%	30%
Somewhat agree	34%	34%	35%	34%	37%	34%	30%	32%	31%	39%	36%	33%	33%	26%	32%	41%	37%	38%	28%	36%	36%	30%	33%	35%	33%	33%	35%
Neither agree nor disagree	10%	9%	11%	13%	9%	11%	8%	10%	11%	9%	12%	9%	12%	22%	8%	8%	7%	7%	17%	10%	8%	14%	9%	11%	12%	8%	12%
Somewhat disagree	16%	16%	15%	22%	14%	12%	12%	19%	16%	12%	14%	17%	17%	21%	14%	15%	15%	13%	22%	14%	19%	18%	14%	17%	17%	13%	14%
Strongly disagree	8%	8%	8%	11%	5%	7%	9%	12%	9%	4%	8%	9%	8%	11%	7%	9%	9%	7%	9%	5%	11%	15%	6%	10%	7%	5%	8%
Don't know/Refused	1%	1%	1%	1%	0%	1%	3%	1%	1%	1%	1%	1%	1%	0%	2%	0%	1%	0%	0%	1%	2%	0%	1%	1%	1%	1%	0%
Don't know, nerasea	1/0	1/0	1/0	1/0	070	1/0	370	1/0	1/0	1/0	1/0	1/0	170	070	270	070	170	070	070	170	270	070	170	170	170	170	070
Q20C. The holiday season is my favorite ti	ne of th	e vear			<u> </u>				<u> </u>			l		l			I		l								
<u></u>	1		nder		Δ	ge			Region	1	Child	ren in		Relig	pion			Income	<u> </u>		Ethnicity		Believe	in Santa		Party	
	1		1		<u> </u>	<u> </u>			l		0	l		1.0,				\$50K-	Ī		Afr Amer		20010		$\vdash$		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	Yes	No	Dem	Rep	Other
Strongly agree	34%	28%	39%	40%	36%	29%	28%	39%	35%	26%	36%	32%	38%	21%	32%	33%	40%	28%	27%	28%	46%	50%	43%	28%	33%	32%	30%
Somewhat agree	29%	31%	28%	31%	30%	29%	26%	23%	34%	34%	35%	26%	32%	36%	31%	22%	27%	33%	34%	34%	19%	22%	26%	31%	31%	31%	29%
Neither agree nor disagree	9%	9%	9%	5%	12%	11%	6%	9%	4%	12%	7%	10%	9%	14%	9%	8%	7%	12%	7%	9%	5%	8%	8%	10%	10%	9%	8%
Somewhat disagree	14%	15%	13%	14%	11%	15%	15%	17%	11%	12%	12%	15%	11%	11%	15%	18%	14%	12%	15%	15%	13%	15%	12%	15%	13%	14%	16%
Strongly disagree	14%	17%	10%	11%	11%	15%	21%	17%	16%	14%	10%	16%	10%	18%	15%	18%	11%	13%	17%	14%	17%	6%	9%	16%	13%	14%	16%
Don't know/Refused	14%	1%	10%	0%	0%	0%	3%	0%	1%	14%	0%	1%	0%	0%	2%	0%	11%	13%	0%	14%	1%	0%	9% 1%	0%	1%	0%	0%
Don't know/kerused	1%	1%	1%	0%	0%	0%	3%	0%	1%	1%	0%	1%	0%	0%	2%	0%	1%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%
0300 The heliderness is the substitute	4	d			L			<u> </u>		- 1															Щ		<u> </u>
Q20D. The holiday season is the only time	during			get a c			ect wit		•				reciate				1				F11 1. 11		B. P			<u> </u>	
	-	Gei	nder		A	ge			Region	1	Chila	ren in		Relig	gion			Income	<b>2</b> I		Ethnicity		Believe	in Santa	<del></del>	Party	
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/ Other
Strongly agree	24%	24%	25%	28%	22%	25%	23%	26%	20%	25%	26%	23%	26%	7%	25%	25%	32%	22%	14%	20%	32%	31%	27%	23%	22%	22%	18%
Somewhat agree	21%	22%	21%	22%	21%	23%	21%	19%	25%	23%	23%	20%	24%	20%	19%	20%	18%	26%	25%	24%	12%	23%	22%	22%	21%	26%	23%
Neither agree nor disagree	8%	10%	7%	9%	10%	5%	7%	5%	12%	10%	9%	8%	11%	7%	8%	6%	6%	10%	9%	9%	6%	10%	7%	9%	9%	10%	5%
Somewhat disagree	19%	18%	20%	15%	19%	21%	20%	19%	20%	19%	19%	19%	18%	24%	19%	20%	18%	16%	23%	22%	20%	9%	18%	19%	20%	18%	25%
Strongly disagree	27%	27%	27%	26%	28%	27%	27%	32%	23%	24%	23%	30%	22%	42%	29%	28%	25%	26%	29%	25%	30%	26%	26%	28%	28%	23%	30%
Don't know/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%	0%
Q20E. For me, more than anything else, th	e holida	ys are	a time	to stop	and re	flect on	what	is most	import	ant in l	ife.										U		U U				
		Gei	nder		Α	ge			Region	)	Child	ren in		Relig	gion			Income	2		Ethnicity		Believe	in Santa		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	Yes	No	Dem	Rep	Other
Strongly agree	54%	49%	58%	56%	54%	55%	53%	53%	57%	53%	58%	51%	59%	31%	63%	42%	59%	60%	40%	51%	63%	62%	59%	50%	56%	56%	47%
Somewhat agree	26%	28%	25%	28%	26%	26%	27%	26%	27%	27%	24%	28%	28%	23%	24%	28%	25%	24%	34%	27%	24%	18%	27%	27%	30%	25%	24%
Neither agree nor disagree	7%	7%	6%	6%	7%	7%	5%	7%	5%	6%	7%	6%	6%	12%	4%	8%	6%	8%	6%	7%	3%	9%	6%	7%	6%	7%	10%
Somewhat disagree	6%	8%	4%	3%	8%	5%	7%	7%	4%	7%	5%	7%	5%	15%	3%	8%	4%	5%	9%	7%	4%	6%	4%	8%	5%	4%	6%
Strongly disagree	6%	6%	7%	7%	4%	6%	9%	6%	7%	7%	4%	8%	1%	16%	5%	13%	6%	4%	10%	7%	6%	4%	3%	8%	3%	8%	13%
Don't know/Refused	1%	1%	0%	0%	1%	1%	0%	1%	0%	1%	1%	1%	1%	2%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	0%
20	170	270	0,0	0,0	1,0	170	070	170	0,0	170	170	170	170	2,0	0,0	170	170	070	170	170	070	170	170	170	170		0,0
Q20F. I hate to admit it but at this point I'r	n more	Scroop	e than	Santa	l				l			l		I		1	I	1	I			1					
<u></u>	1		nder		Α	ge			Region	1	Child	ren in		Relig	oion .			Income	3		Ethnicity		Believe	in Santa		Party	
		- 00.				, , , , , , , , , , , , , , , , , , ,			11051011		Cillia	T		I Itelia	5.0			\$50K-	Ī		Afr Amer		Delicere	iii Santa	$\vdash$	· u.cy	Ind/
	Total	м	F	18-34	35-40	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Strongly agree	13%	16%	9%	14%	14%	13%	9%	14%	14%	10%	13%	12%	12%	12%	12%	15%	14%	10%	16%	10%	15%	18%	11%	13%	12%	11%	14%
	14%	16%	12%	11%	16%	17%	13%	13%	10%	18%	14%	13%	13%	11%	14%	15%	17%	11%	13%	15%	11%	11%	11%	15%	10%	14%	20%
	14%		_		9%	8%	9%	9%		18%	7%	13%	13% 8%	9%	14%	7%											_
Somewhat agree	00/						4%	9%	8%	1 111%	1%	111%	× %	4%		1 /%	6%	8%	10%	11%	6%	4%	5%	11%	8%	12%	6%
Neither agree nor disagree	9%	10%	8%	9%														4001	2001	2001	4001	4001	4 === /	4 = /	4.407	2421	2221
Neither agree nor disagree Somewhat disagree	17%	17%	17%	14%	17%	19%	19%	16%	17%	18%	16%	18%	18%	18%	19%	16%	15%	19%	20%	20%	12%	13%	17%	17%	14%	21%	22%
Neither agree nor disagree Somewhat disagree Strongly disagree	17% 45%	17% 39%	17% 51%	14% 52%	17% 43%	19% 42%	19% 44%	16% 45%	17% 49%	18% 43%	16% 48%	18% 44%	18% 46%	18% 46%	19% 44%	16% 45%	15% 46%	50%	39%	44%	54%	49%	53%	41%	52%	39%	38%
Neither agree nor disagree Somewhat disagree	17%	17%	17%	14%	17%	19%	19%	16%	17%	18%	16%	18%	18%	18%	19%	16%	15%									-	

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For each of the following types of gifts, pla	ease tell	me wh	ether	vou ar	nlanni	ng on h	uving t	hat tvn	e of gif	t not n	lanning	on hus	ving it o	r not sur	re if voi	ı are hu	ving tha	t tyne o	f gift this	s holidav	/ season						
Q21A. Clothing	case ten	ine wi	ictiici	you are	, planin	ing on b	uying t	mat typ	c or gir	t, not p		, on bu	ying it o	11100 301	ic ii yot	a are bu	ying the	it type o	a gire cin.	3 Hollady	30000						
-		Gei	nder		Α	ge			Region		Child	ren in		Reli	gion			Income	•		Ethnicity		Believe	in Santa		Party	'
																		\$50K-			Afr Amer						Ind/
	Total	М	F	_	35-49		_	NYC		Upst	Yes	No	Cath	Jewish		Other		\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Plan on buying	73%	69%	78%	80%	76%	74%	61%	71%	76%	74%	86%	65%	78%	70%	71%	72%	67%	78%	81%	76%	71%	71%	75%	73%	76%	77%	72%
Not plan on buying	18%	20%	16%	14%	14%	19%	27%	18%	18%	18%	10%	24%	15%	18%	17%	21%	23%	13%	13%	18%	22%	16%	16%	19%	15%	15%	22%
Not sure	8%	10%	7%	6%	9%	8%	11%	10%	6%	8%	4%	11%	7%	9%	12%	6%	10%	8%	6%	6%	7%	13%	9%	8%	9%	8%	5%
Refused	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q21B. Toys	1	_									-1 11 1		1				1			1			I				
	_	Gei	nder		Α.	ge	1	1	Region		Child	ren in	-	Reli	gion	1	ļ	Income	-		Ethnicity		Believe	in Santa		Party	
	Total	м	F	10.2/	35-49	FO 64	65+	NYC	Subs	Upst	Vaa	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Dom.	Ind/ Other
Plan on huving	62%	56%	67%	68%	70%	58%	49%	62%	62%	62%	<b>Yes</b> 78%	51%	65%	69%	62%	58%	57%	68%	68%	64%	· •	68%	63%	62%	67%	<b>Rep</b> 64%	56%
Plan on buying Not plan on buying	33%	39%	28%	27%	27%	37%	46%	34%	32%	33%	19%	43%	29%	26%	35%	38%	37%	27%	28%	32%	56% 40%	25%	32%	34%	28%	35%	37%
Not sure	5%	5%	4%	6%	3%	4%	5%	4%	5%	4%	3%	6%	7%	5%	3%	4%	6%	5%	4%	4%	4%	6%	6%	4%	4%	1%	7%
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%	0%	0%
Neruseu	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070	070
Q21C. Jewelry			1												1		L			L			l	1	1		1
		Gei	nder		Α	ge			Region		Child	ren in		Reli	gion			Income	2		Ethnicity		Believe	in Santa		Party	,
															Ī			\$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	Yes	No	Dem	Rep	Other
Plan on buying	26%	26%	26%	35%	25%	23%	17%	29%	30%	21%	26%	26%	26%	22%	28%	27%	21%	32%	29%	24%	31%	34%	27%	26%	28%	23%	24%
Not plan on buying	57%	57%	58%	52%	56%	57%	69%	57%	53%	61%	58%	57%	54%	47%	57%	63%	62%	51%	56%	57%	57%	53%	53%	60%	57%	56%	55%
Not sure	17%	17%	16%	13%	19%	20%	15%	15%	18%	18%	15%	17%	20%	31%	15%	10%	17%	17%	15%	19%	12%	13%	20%	14%	15%	21%	21%
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%	0%	0%
Q21D. Television																											
		Gei	nder		Α	ge			Region		Child	ren in		Reli	gion			Income	•		Ethnicity		Believe	in Santa		Party	
																		\$50K-			Afr Amer						Ind/
	Total	M	F	18-34		50-64	_	NYC		Upst	Yes	No	Cath	Jewish	_	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Plan on buying	10%	11%	9%	13%	13%	7%	5%	10%	12%	9%	16%	6%	12%	0%	9%	12%	9%	14%	8%	8%	18%	9%	8%	11%	9%	12%	13%
Not plan on buying	82%	79%	85%	79%	79%	87%	90%	81%	80%	85%	76%	87%	81%	91%	83%	81%	84%	80%	84%	86%	73%	79%	84%	82%	85%	79%	84%
Not sure	7%	9%	6%	8%	7%	6%	4%	8%	7%	7%	8%	7%	7%	9%	8%	7%	7%	6%	8%	6%	8%	12%	8%	7%	6%	10%	3%
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%	0%	0%
		ļ						ļ									<u> </u>										
Q21E. Desktop Computer	1							1	D = =! =		CF:14			D-II			ı			1	Fall of alas		Dalia	: C+-		Da.ut.	
	+	Gei	nder		A	ge	1	<u> </u>	Region		Chila	ren in	-	Reli	gion	1		\$50K-	:		Ethnicity		Belleve	in Santa		Party	
	Total			10.2/	25 40	FO 64	CF.	NIVC	Cuba	Hank	Vac	No	Cath	lavviah	Duct	Othor	-¢EOV		¢100V.	\A/hi+o	Afr Amer	Latina	Vac	No	Dam	Dan	Ind/
Plan on huving	Total 3%	M 20/	<b>F</b> 3%	2%	<b>35-49</b>	3%	<b>65+</b> 3%	<b>NYC</b> 5%	Subs 2%	Upst 1%	Yes 3%	No 20/	Cath	Jewish 3%	Prot 3%	Other 2%	<\$50K	_	\$100K+ 3%	White	/Black	Latino	Yes	No 4%	Dem	Rep	Other
Plan on buying		3%	_		+							3%	3%					3%		2%	4%	8%	2%		5%	2%	2%
Not plan on buying	92% 5%	90%	94%	92% 6%	95%	91%	94%	90%	92%	94%	91%	93%	93%	94%	92%	91%	92%	93%	90%	95%	93%	80%	92%	92%	92%	96%	91%
Not sure	0%	7%	3%		3%	6%	2%	5%	6%	5%	5%	5%	4%	3%	5%	7%	5%	4%	7%	3%	3%	13%	6%	5%	4%	2%	7%
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%	0%	0%
Q21F. Laptop Computer																l .				I			Į	1			
QZIF. Laptop Computer		Ge	nder		Δ	ge			Region		Child	ren in	I	Reli	gion			Income	•	1	Ethnicity		Relieve	in Santa		Party	,
	+	Gei	iuci	1	^	5¢	1		region		Ciliu			Ken	5,011	1		\$50K-	-	<del>                                     </del>	Afr Amer		Delieve	III Janita	<u> </u>	raity	Ind/
	Total	м	F	18-2/	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K		\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Plan on huving	10%	12%	8%	16%	11%	6%	6%	14%	9%	6%	13%	8%	7%	8%	13%	13%	10%	12%	13%	6%	19%	19%	11%	9%	10%	6%	9%
Plan on buying		1	_		82%	89%	93%	1			82%		88%					_		1					_		83%
Not plan on buying	85% 5%	81%	89%	82%		_		81%	84%	90%		86%		83%	81%	84%	85%	85%	83%	89%	77%	73%	85%	85%	86%	88%	_
Not sure	0%	7%	3%	2%	7%	5%	2% 0%	5%	7% 0%	4% 0%	4% 0%	5% 0%	5% 0%	9%	6% 0%	3% 0%	5%	3%	5% 0%	4%	4%	8%	4%	5%	3%	5%	7% 0%
Refused	υ%	0%	0%	0%	0%	0%	υ%	0%	υ%	υ%	υ%	υ%	υ%	0%	υ%	υ%	0%	0%	υ%	0%	0%	0%	0%	0%	0%	0%	υ%

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Q21G. Smartphone (such as iPhone, Andro	id, Blac	kberry	')																								
		Gei	nder		А	ge			Region	1	Child	ren in		Relig	gion			Income	2		Ethnicity		Believe	in Santa		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	Yes	No	Dem	Rep	Other
Plan on buying	11%	16%	7%	17%	13%	8%	4%	16%	12%	5%	14%	9%	10%	8%	11%	14%	11%	9%	19%	7%	13%	25%	9%	12%	13%	9%	13%
Not plan on buying	84%	80%	88%	80%	82%	87%	91%	78%	84%	91%	81%	86%	86%	83%	85%	81%	85%	86%	78%	88%	82%	72%	88%	83%	82%	86%	83%
Not sure	5%	5%	5%	3%	5%	5%	5%	6%	4%	3%	5%	5%	4%	9%	4%	5%	5%	4%	4%	4%	5%	3%	3%	6%	5%	5%	4%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q21H. Tablet (such as iPad, Microsoft Surfa	ace, Go	, -															1										
		Gei	nder		A	ge			Region	1	Child	ren in		Relig	gion			Income	•		Ethnicity		Believe	in Santa		Party	
																		\$50K-			Afr Amer						Ind/
	Total	М	F			50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other		\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Plan on buying	14%	16%	12%	20%	17%	8%	6%	17%	15%	9%	17%	11%	13%	9%	14%	17%	12%	15%	16%	9%	20%	31%	12%	15%	15%	7%	18%
Not plan on buying	75%	73%	77%	70%	67%	83%	86%	70%	75%	81%	70%	78%	76%	75%	78%	72%	78%	76%	69%	81%	67%	56%	77%	74%	74%	80%	74%
Not sure	11%	11%	11%	10%	15%	10%	8%	12%	10%	10%	12%	10%	11%	16%	8%	12%	10%	8%	14%	10%	13%	13%	10%	11%	11%	12%	7%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
Q21I. E-Reader (such as a Nook, Kindle)																	1										
		Gei	nder		Α	ge			Region	1	Child	ren in		Relig	gion		1	Income			Ethnicity	1	Believe	in Santa		Party	
																		\$50K-			Afr Amer						Ind/
	Total	М	F		35-49		65+	NYC			Yes	No	Cath	Jewish	Prot	Other		\$100K	\$100K+	White	/Black	Latino	Yes	No	Dem	Rep	Other
Plan on buying	8%	9%	8%	11%	9%	6%	4%	10%	8%	7%	9%	8%	7%	4%	9%	9%	8%	8%	10%	6%	13%	15%	9%	7%	10%	8%	9%
Not plan on buying	82%	81%	82%	82%	79%	80%	87%	82%	78%	84%	82%	81%	81%	84%	82%	81%	83%	80%	81%	83%	78%	77%	79%	84%	81%	79%	81%
Not sure	9%	9%	10%	6%	11%	12%	8%	9%	13%	8%	9%	10%	11%	12%	8%	9%	8%	11%	8%	10%	8%	8%	10%	9%	8%	12%	10%
Refused	1%	1%	0%	0%	1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%
Q21J. MP3 Player (such as an iPod)																											
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		Gei	nder		Α	ge			Region	1	Child	ren in		Relig	gion	1		Income	•		Ethnicity	1	Believe	in Santa		Party	
																	4	\$50K-			Afr Amer				_		Ind/
	Total	М	F		35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other		\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Yes	No	Dem	Rep	Ind/ Other
Plan on buying	10%	<b>M</b>	<b>F</b> 10%	18%	<b>35-49</b> 11%	<b>50-64</b>	2%	10%	Subs	Upst	<b>Yes</b> 15%	<b>No</b> 7%	8%	Jewish	Prot 8%	14%	9%	\$50K- \$100K 12%	\$100K+ 11%	9%	Afr Amer /Black 15%	14%	Yes 11%	<b>No</b> 9%	9%	Rep	Ind/ Other 12%
Not plan on buying	10% 83%	M 10% 82%	<b>F</b> 10% 84%	18% 74%	<b>35-49</b> 11% 81%	<b>50-64</b> 6% 88%	2% 92%	10% 82%	Subs 9% 82%	Upst 11% 85%	Yes 15% 79%	No 7% 86%	8% 85%	Jewish 7% 88%	Prot 8% 81%	14% 81%	9% 82%	\$50K- \$100K 12% 82%	\$100K+ 11% 85%	9% 85%	Afr Amer /Black 15% 78%	14% 74%	Yes 11% 84%	No 9% 83%	9% 88%	Rep 8% 84%	Ind/ Other 12% 73%
Not plan on buying Not sure	10% 83% 7%	M 10% 82% 8%	F 10% 84% 6%	18% 74% 8%	35-49 11% 81% 7%	50-64 6% 88% 7%	2% 92% 5%	10% 82% 8%	Subs 9% 82% 9%	Upst 11% 85% 4%	Yes 15% 79% 6%	No 7% 86% 7%	8% 85% 6%	Jewish 7% 88% 5%	Prot 8% 81% 11%	14% 81% 5%	9% 82% 9%	\$50K- \$100K 12% 82% 6%	\$100K+ 11% 85% 4%	9% 85% 6%	Afr Amer /Black 15% 78% 7%	14% 74% 11%	Yes 11% 84% 5%	No 9% 83% 8%	9% 88% 3%	Rep 8% 84% 9%	Ind/ Other 12% 73% 15%
Not plan on buying	10% 83%	M 10% 82%	<b>F</b> 10% 84%	18% 74%	<b>35-49</b> 11% 81%	<b>50-64</b> 6% 88%	2% 92%	10% 82%	Subs 9% 82%	Upst 11% 85%	Yes 15% 79%	No 7% 86%	8% 85%	Jewish 7% 88%	Prot 8% 81%	14% 81%	9% 82%	\$50K- \$100K 12% 82%	\$100K+ 11% 85%	9% 85%	Afr Amer /Black 15% 78%	14% 74%	Yes 11% 84%	No 9% 83%	9% 88%	Rep 8% 84%	Ind/ Other 12% 73%
Not plan on buying Not sure Refused	10% 83% 7% 0%	M 10% 82% 8% 0%	F 10% 84% 6% 0%	18% 74% 8% 0%	35-49 11% 81% 7% 0%	50-64 6% 88% 7% 0%	2% 92% 5% 1%	10% 82% 8% 0%	Subs 9% 82% 9% 0%	Upst 11% 85% 4% 0%	Yes 15% 79% 6%	No 7% 86% 7%	8% 85% 6%	Jewish 7% 88% 5%	Prot 8% 81% 11%	14% 81% 5%	9% 82% 9%	\$50K- \$100K 12% 82% 6%	\$100K+ 11% 85% 4%	9% 85% 6%	Afr Amer /Black 15% 78% 7%	14% 74% 11%	Yes 11% 84% 5%	No 9% 83% 8%	9% 88% 3%	Rep 8% 84% 9%	Ind/ Other 12% 73% 15%
Not plan on buying Not sure	10% 83% 7% 0%	M 10% 82% 8% 0%	F 10% 84% 6% 0%	18% 74% 8% 0%	35-49 11% 81% 7% 0%	50-64 6% 88% 7% 0%	2% 92% 5% 1%	10% 82% 8% 0%	Subs 9% 82% 9% 0% en use,	Upst 11% 85% 4% 0% , is it	Yes 15% 79% 6% 0%	No 7% 86% 7% 0%	8% 85% 6%	Jewish 7% 88% 5% 0%	Prot 8% 81% 11% 0%	14% 81% 5%	9% 82% 9%	\$50K- \$100K 12% 82% 6% 0%	\$100K+ 11% 85% 4% 0%	9% 85% 6%	Afr Amer /Black 15% 78% 7% 0%	14% 74% 11%	Yes 11% 84% 5% 0%	No 9% 83% 8% 0%	9% 88% 3%	Rep 8% 84% 9% 0%	Ind/ Other 12% 73% 15% 0%
Not plan on buying Not sure Refused	10% 83% 7% 0%	M 10% 82% 8% 0%	F 10% 84% 6% 0%	18% 74% 8% 0%	35-49 11% 81% 7% 0%	50-64 6% 88% 7% 0%	2% 92% 5% 1%	10% 82% 8% 0%	Subs 9% 82% 9% 0%	Upst 11% 85% 4% 0% , is it	Yes 15% 79% 6% 0%	No 7% 86% 7%	8% 85% 6%	Jewish 7% 88% 5%	Prot 8% 81% 11% 0%	14% 81% 5%	9% 82% 9%	\$50K- \$100K 12% 82% 6% 0%	\$100K+ 11% 85% 4% 0%	9% 85% 6%	Afr Amer /Black 15% 78% 7% 0%	14% 74% 11%	Yes 11% 84% 5% 0%	No 9% 83% 8%	9% 88% 3%	Rep 8% 84% 9%	Ind/ Other 12% 73% 15% 0%
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Not plan on buying Not sure Refused  Q22. Of the following, during this time of t  Merry Christmas Happy Holidays Seasons' Greetings Other Don't know/Refused	10% 83% 7% 0% he year Total 55% 38% 5% 0% 2%	M 10% 82% 8% 0% , which Gen M 52% 42% 3% 0% 2%	F 10% 84% 6% 0% speetinder F 58% 34% 6% 0% 2%	18% 74% 8% 0%  ng is th  18-34 51% 47% 2% 0% 0%	35-49 11% 81% 7% 0% e one y A 35-49 51% 41% 5% 0% 3%	50-64 6% 88% 7% 0% you you ge 50-64 62% 31% 5% 0%	2% 92% 5% 1% rself m 65+ 63% 25% 7%	10% 82% 8% 0% nost oft NYC 42% 50% 6% 0%	Subs 9% 82% 9% 0% en use, Region Subs 57% 38% 4% 0%	Upst 11% 85% 4% 0% Upst 70% 24% 4% 0%	Yes 15% 79% 6% 0%  Child Yes 51% 44% 4% 0%	No 7% 86% 7% 0% Pren in No 58% 34% 5% 0%	8% 85% 6% 0% Cath 70% 27% 2% 0%	Jewish 7% 88% 5% 0% Relig 11% 83% 1% 3%	Prot 8% 81% 11% 0% sion Prot 60% 31% 6% 0%	14% 81% 5% 0% Other 41% 50% 5% 0%	9% 82% 9% 0% -<\$50K 57% 32% 7%	\$50K- \$100K 12% 82% 6% 0% Income \$50K- \$100K 56% 39% 4% 0%	\$100K+ 11% 85% 4% 0% \$100K+ 50% 46% 2% 0%	9% 85% 6% 0% White 64% 32% 3% 0%	Afr Amer /Black 15% 78% 0% Ethnicity Afr Amer /Black 35% 54% 8% 0%	14% 74% 11% 0%  Latino 49% 44% 6% 0%	Yes 11% 84% 5% 0%    Believe   Yes 66% 29% 5% 0%	No 9% 83% 8% 0% in Santa No 49% 43% 5% 0%	9% 88% 3% 0% Dem 45% 47% 6% 0%	Rep 8% 84% 9% 0% Party Rep 75% 20% 3% 1%	Ind/ Other 12% 73% 15% 0% Ind/ Other 60% 37% 1%
Not plan on buying Not sure Refused  Q22. Of the following, during this time of t  Merry Christmas Happy Holidays Seasons' Greetings Other	10% 83% 7% 0% he year Total 55% 38% 5% 0% 2%	M 10% 82% 8% 0% , which Ger M 52% 42% 3% 0% 2%	F 10% 84% 6% 0% 1 greeti nder F 58% 34% 6% 0% 2%	18% 74% 8% 0%  ng is th  18-34 51% 47% 2% 0% 0%	35-49 11% 81% 7% 0% e one y A 35-49 51% 41% 5% 0% 3%	50-64 6% 88% 7% 0% you you ge 50-64 62% 31% 5% 0%	2% 92% 5% 1% rself m 65+ 63% 25% 7%	10% 82% 8% 0% nost oft NYC 42% 50% 6% 0%	Subs 9% 82% 9% 0% en use, Region Subs 57% 38% 4% 0% 1%	Upst 11% 85% 4% 0% is it  Upst 70% 24% 4% 0% 3%	Yes 15% 79% 6% 0% Child Yes 51% 44% 0% 0%	No 7% 86% 7% 0%    ren in    No 58% 34% 5% 0% 3%	8% 85% 6% 0% Cath 70% 27% 2% 0%	Jewish 7% 88% 5% 0%    Relig  Jewish 11% 83% 1% 3% 2%	Prot 8% 81% 11% 0% gion Prot 60% 31% 6% 0% 3%	14% 81% 5% 0% Other 41% 50% 5% 0%	9% 82% 9% 0% -<\$50K 57% 32% 7%	\$50K- \$100K 12% 82% 6% 0% Income \$50K- \$100K 39% 4% 0%	\$100K+ 11% 85% 4% 0%  \$100K+ 50% 46% 2% 0% 2%	9% 85% 6% 0% White 64% 32% 3% 0%	Afr Amer /Black 15% 78% 0% 0% Ethnicity Afr Amer /Black 35% 54% 8% 0% 3%	14% 74% 11% 0%  Latino 49% 44% 6% 0%	Yes 11% 84% 5% 0%    Believe   Yes 66% 29% 5% 0% 1%	No 9% 83% 8% 0% in Santa No 49% 43% 5% 0% 3%	9% 88% 3% 0% Dem 45% 47% 6% 0%	Rep 8% 84% 9% 0% Party Rep 75% 20% 3% 1% 2%	Ind/ Other 12% 73% 15% 0% Ind/ Other 60% 37% 1% 0% 2%
Not plan on buying Not sure Refused  Q22. Of the following, during this time of t  Merry Christmas Happy Holidays Seasons' Greetings Other Don't know/Refused	10% 83% 7% 0% he year Total 55% 38% 5% 0% 2%	M 10% 82% 8% 0% , which Ger M 52% 42% 3% 0% 2%	F 10% 84% 6% 0% speetinder F 58% 34% 6% 0% 2%	18% 74% 8% 0%  ng is th  18-34 51% 47% 2% 0% 0%	35-49 11% 81% 7% 0% e one y A 35-49 51% 41% 5% 0% 3%	50-64 6% 88% 7% 0% you you ge 50-64 62% 31% 5% 0%	2% 92% 5% 1% rself m 65+ 63% 25% 7%	10% 82% 8% 0% nost oft NYC 42% 50% 6% 0%	Subs 9% 82% 9% 0% en use, Region Subs 57% 38% 4% 0%	Upst 11% 85% 4% 0% is it  Upst 70% 24% 4% 0% 3%	Yes 15% 79% 6% 0% Child Yes 51% 44% 0% 0%	No 7% 86% 7% 0% Pren in No 58% 34% 5% 0%	8% 85% 6% 0% Cath 70% 27% 2% 0%	Jewish 7% 88% 5% 0% Relig 11% 83% 1% 3%	Prot 8% 81% 11% 0% gion Prot 60% 31% 6% 0% 3%	14% 81% 5% 0% Other 41% 50% 5% 0%	9% 82% 9% 0% -<\$50K 57% 32% 7%	\$50K- \$100K 12% 82% 6% 0% Income \$50K- \$100K 56% 39% 0%	\$100K+ 11% 85% 4% 0%  \$100K+ 50% 46% 2% 0% 2%	9% 85% 6% 0% White 64% 32% 3% 0%	Afr Amer /Black 15% 78% 0% 0% Ethnicity Afr Amer /Black 35% 54% 8% 0% 3% Ethnicity	14% 74% 11% 0%  Latino 49% 44% 6% 0%	Yes 11% 84% 5% 0%    Believe   Yes 66% 29% 5% 0% 1%	No 9% 83% 8% 0% in Santa No 49% 43% 5% 0%	9% 88% 3% 0% Dem 45% 47% 6% 0%	Rep 8% 84% 9% 0% Party Rep 75% 20% 3% 1%	Ind/ Other 12% 73% 15% 0% Ind/ Other 60% 37% 1% 0% 2%
Not plan on buying Not sure Refused  Q22. Of the following, during this time of t  Merry Christmas Happy Holidays Seasons' Greetings Other Don't know/Refused	10% 83% 7% 0% he year Total 55% 38% 0% 2%	M 10% 82% 8% 0% 	F 10% 84% 6% 0% 1 greetinder F 58% 34% 6% 0% 2% 1 le holid nder	18% 74% 8% 0% ng is th  18-34 51% 47% 2% 0% 0% ay seas	35-49 11% 81% 7% 0% A 35-49 35-49 51% 5% 0% 3%	50-64 6% 88% 7% 0% //ou you ge 50-64 62% 31% 5% 0% 1%	2% 92% 5% 1% rself m 65+ 63% 25% 7% 1% 3%	10% 82% 8% 0% nost oft NYC 42% 50% 6% 0% 2%	Subs 9% 82% 9% 0% 82 82% 57% 82% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%	Upst 11% 85% 4% 0%is it Upst 70% 24% 4% 0% 3%	Yes 15% 79% 6% 0%  Child Yes 51% 44% 0% 0%  Child	No 7% 86% 7% 0%    ren in   No 58% 34% 5% 0% 3%    ren in   No 58% 34% 5% 0%    ren in   No 58% 34% 5	8% 85% 6% 0% Cath 70% 27% 2% 0% 1%	Jewish 7% 88% 5% 0% 5% 11% 83% 1% 3% 2% Relig	Prot 8% 81% 111% 0% 0% 0% 31% 6% 33% 3% 3%	14% 81% 5% 0% Other 41% 50% 5% 0% 3%	9% 82% 9% 0% -<\$50K 57% 32% 7% 0% 3%	\$50K- \$100K 12% 82% 6% 0% Income \$50K- \$100K 56% 39% 4% 0% 0%	\$100K+ 11% 85% 4% 0%  \$50K+ 50% 46% 2% 0% 2%	9% 85% 6% 0% White 64% 32% 3% 0% 2%	### Afr Amer	14% 74% 11% 0%  Latino 49% 44% 6% 0% 1%	Yes 11% 84% 5% 0% 66% 29% 5% 0% 1% Believe	No 9% 83% 8% 0% 0% in Santa No 49% 43% 5% 0% 3% in Santa	9% 88% 3% 0% Dem 45% 47% 6% 0% 2%	Rep 8% 84% 9% 0% Party Rep 20% 3% 1% 2%	Ind/ Other 12% 73% 15% 0% Ind/ Other 60% 37% 1% 0% 2%
Not plan on buying Not sure Refused  Q22. Of the following, during this time of t  Merry Christmas Happy Holidays Seasons' Greetings Other Don't know/Refused  Q23. Do you put up a Christmas Tree in you	10% 83% 7% 0% he year  Total 55% 38% 5% 0% 2% Total	M 10% 82% 8% 0% 0% 52% 42% 3% 0% 2%	F 10% 84% 6% 0% 10 greeti nder F 58% 34% 6% 0% 2% 10 greeholid nder F	18% 74% 8% 0% 18-34 51% 47% 2% 0% 0% ay seas	35-49 11% 81% 7% 0% 6 one y A 35-49 51% 41% 5% 0% 3% 35-49	50-64 6% 88% 7% 0% //ou you ge 50-64 62% 31% 5% 0% 1%	2% 92% 5% 1% 1% 65+ 63% 25% 7% 1% 3%	10% 82% 8% 0% 00st oft NYC 42% 50% 6% 0% 2%	Subs 9% 82% 9% 0% 82	Upst 11% 85% 4% 0% i.is it Upst 70% 24% 4% 0% 3% Upst Upst 10 Upst 11% 11% 11% 11% 11% 11% 11% 11% 11% 11	Yes 15% 79% 6% 0% Child Yes 51% 44% 0% 0% Child Yes	No 7% 86% 7% 0% 0% 58% 34% 5% 0% 3% 0% 3%	8% 85% 6% 0% Cath 70% 27% 2% 0% 1%	Jewish 7% 88% 5% 0% 5% 11% 83% 11% 3% 2% Relig	Prot 8% 81% 11% 0% 0% 31% 6% 0% 33% gion Prot	14% 81% 5% 0% Other 41% 50% 5% 0% 3%	9% 82% 9% 0% -<\$50K 57% 32% 7% 0% 3%	\$50K- \$100K 12% 82% 6% 0% Income \$50K- \$100K 39% 4% 0% 0%	\$100K+ 11% 85% 4% 0%  \$100K+ 50% 46% 2% 0% 2% \$100K+	9% 85% 6% 0% White 64% 32% 3% 0% 2%	Afr Amer /Black 15% 78% 7% 0% Ethnicity Afr Amer /Black 35% 54% 8% 0% 3%	14% 74% 11% 0%  Latino 49% 44% 6% 1%	Yes 11% 84% 5% 0% 0%    Believe   Yes 66% 29% 5% 0% 1%    Believe   Yes	No 9% 83% 8% 0% 0%    in Santa   No 49% 43% 5% 0% 3%    in Santa   No No	9% 88% 3% 0% Dem 45% 47% 6% 0% 2%	Rep 8% 84% 9% 0% Party Rep 20% 3% 1% 2% Rep	Ind/ Other 12% 73% 15% 0% Ind/ Other 60% 37% 1% 0% 2%
Not plan on buying Not sure Refused  Q22. Of the following, during this time of t  Merry Christmas Happy Holidays Seasons' Greetings Other Don't know/Refused  Q23. Do you put up a Christmas Tree in you	10% 83% 7% 0% he year  Total 55% 38% 5% 0% 2%  Total 75%	M 10% 82% 8% 0% 	F 10% 84% 6% 0% 10 greetinder F 58% 34% 6% 0% 2% 10 greeholidander F 78%	18% 74% 8% 0% ng is th 18-34 51% 47% 0% 0% 18-34 18-34 76%	35-49 11% 81% 7% 0% 40% 35-49 51% 41% 5% 0% 3% 36-69 76%	50-64 6% 88% 7% 0% //ou you ge 50-64 62% 31% 5% 0% 1% ge 50-64 77%	2% 92% 5% 1% 1% 65+ 63% 25% 7% 3%	10% 82% 8% 0% 00st oft NYC 42% 50% 6% 2%	Subs 9% 82% 9% 0% 829	Upst 11% 85% 4% 0% 15 11% 15 1	Yes 15% 79% 6% 0% Child Yes 51% 44% 0% 0% Child Yes 82%	No 7% 86% 7% 0% 0% 58% 34% 5% 0% 3% 0	8% 85% 6% 0% Cath 70% 27% 0% 11%	Jewish 7% 88% 5% 0%    Relig   Jewish 11% 83% 1% 3% 2%    Relig   Jewish 19%	Prot 8% 81% 11% 0% 0% 31% 6% 0% 3% gion Prot 80% 80%	14% 81% 5% 0% Other 41% 50% 5% 0% 3% Other 66%	9% 82% 9% 0% -<\$50K 57% 32% 7% 0% 3% -<\$50K 73%	\$50K- \$100K 12% 82% 6% 0% Income \$50K- \$100K 0% 0% 0% 50K- \$100K 78%	\$100K+ 11% 85% 4% 0%  \$100K+ 50% 46% 2% 0% 2% \$100K+ 77%	9% 85% 6% 0% White 64% 32% 3% 0% 2% White 80%	Afr Amer /Black 15% 78% 7% 0%    Ethnicity Afr Amer /Black 35% 54% 8% 0% 3%    Ethnicity Afr Amer /Black 63%	14% 74% 11% 0%  Latino 49% 44% 6% 1%  Latino 82%	Yes 11% 84% 5% 0% 0%    Believe   Yes 66% 29% 5% 0% 1%    Believe   Yes 86%	No 9% 83% 8% 0% 0%    in Santa   No 49% 43% 5% 0% 3% 6% 69% 69%	9% 88% 3% 0% 	Rep 8% 84% 9% 0% Party Rep 75% 20% 3% 1% 2% Party	Ind/ Other 12% 73% 15% 0% Ind/ Other 60% 37% 1% 0% 2% Ind/ Other 74%
Not plan on buying Not sure Refused  Q22. Of the following, during this time of t  Merry Christmas Happy Holidays Seasons' Greetings Other Don't know/Refused  Q23. Do you put up a Christmas Tree in you	10% 83% 7% 0% he year  Total 55% 38% 5% 0% 2%  Total 75% 24%	M 10% 82% 8% 0% 	F 10% 84% 6% 0% 1 greetinder F 58% 34% 6% 0% 2% 1 gree holid ander F 78% 21%	18% 74% 8% 0% ng is th 18-34 51% 47% 2% 0% 0% 18-3476 476% 2446	35-49 11% 81% 7% 0% 35-49 51% 41% 5% 0% 336 35-49 76% 23%	50-64 6% 88% 7% 0% /ou you ge 50-64 62% 31% 5% 0% 1% 98 50-64 77% 23%	2% 92% 5% 1% 1% 65+ 63% 25% 7% 3% 65+ 75% 25%	10% 82% 8% 0% 000 1000 1000 1000 1000 1000 100	Subs 9% 82% 9% 0% 82% 82% 1% 1% 82% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%	Upst 11% 85% 4% 0% 15% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10	Yes 15% 79% 6% 0% Child Yes 51% 44% 0% 0% Child Yes 82% 18%	No	8% 85% 6% 0% Cath 70% 2% 0% 1% Cath 89% 10%	Jewish 7% 88% 5% 0%  Relig  Jewish 11% 83% 1% 3% 2%  Relig  Jewish 19% 78%	Prot 8% 81% 11% 0% 0% 31% 6% 0% 3% 9 Prot 80% 20%	14% 81% 5% 0% Other 41% 50% 5% 0% 3% Other 66% 34%	9% 82% 9% 0% -<\$50K 57% 32% 7% 0% 3% -<\$50K 73% 26%	\$50K- \$100K 12% 82% 6% 0% Income \$50K- \$100K 0% 0% 0% 50K- \$100K 78% 21%	\$100K+ 11% 85% 4% 0%  \$100K+ 50% 46% 2% 0% 2% \$100K+ 77% 23%	9% 85% 6% 0% 	Afr Amer /Black	14% 74% 11% 0%  Latino 49% 44% 6% 1%  Latino 82% 18%	Yes 11% 84% 5% 0%  Believe Yes 66% 29% 5% 0% 1%  Believe Yes 86% 14%	No 9% 83% 8% 0% 0% 1	9% 88% 3% 0% 	Rep 8% 84% 9% 0% 0% Party Rep 20% 3% 1% 2% Party Rep 89% 11%	Ind/ Other 12% 73% 15% 0% Ind/ Other 60% 37% 1% 0% 2% Ind/ Other 74%
Not plan on buying Not sure Refused  Q22. Of the following, during this time of t  Merry Christmas Happy Holidays Seasons' Greetings Other Don't know/Refused  Q23. Do you put up a Christmas Tree in you	10% 83% 7% 0% he year  Total 55% 38% 5% 0% 2%  Total 75%	M 10% 82% 8% 0% 	F 10% 84% 6% 0% 10 greetinder F 58% 34% 6% 0% 2% 10 greeholidander F 78%	18% 74% 8% 0% ng is th 18-34 51% 47% 0% 0% 18-34 18-34 76%	35-49 11% 81% 7% 0% 40% 35-49 51% 41% 5% 0% 3% 36-69 76%	50-64 6% 88% 7% 0% //ou you ge 50-64 62% 31% 5% 0% 1% ge 50-64 77%	2% 92% 5% 1% 1% 65+ 63% 25% 7% 3%	10% 82% 8% 0% 00st oft NYC 42% 50% 6% 2%	Subs 9% 82% 9% 0% 829	Upst 11% 85% 4% 0% 15 11% 15 1	Yes 15% 79% 6% 0% Child Yes 51% 44% 0% 0% Child Yes 82%	No 7% 86% 7% 0% 0% 58% 34% 5% 0% 3% 0	8% 85% 6% 0% Cath 70% 27% 0% 11%	Jewish 7% 88% 5% 0%    Relig   Jewish 11% 83% 1% 3% 2%    Relig   Jewish 19%	Prot 8% 81% 11% 0% 0% 31% 6% 0% 3% gion Prot 80% 80%	14% 81% 5% 0% Other 41% 50% 5% 0% 3% Other 66%	9% 82% 9% 0% -<\$50K 57% 32% 7% 0% 3% -<\$50K 73%	\$50K- \$100K 12% 82% 6% 0% Income \$50K- \$100K 0% 0% 0% 50K- \$100K 78%	\$100K+ 11% 85% 4% 0%  \$100K+ 50% 46% 2% 0% 2% \$100K+ 77%	9% 85% 6% 0% White 64% 32% 3% 0% 2% White 80%	Afr Amer /Black 15% 78% 7% 0%	14% 74% 11% 0%  Latino 49% 44% 6% 1%  Latino 82%	Yes 11% 84% 5% 0% 0%    Believe   Yes 66% 29% 5% 0% 1%    Believe   Yes 86%	No 9% 83% 8% 0% 0%    in Santa   No 49% 43% 5% 0% 3% 6% 69% 69%	9% 88% 3% 0% 	Rep 8% 84% 9% 0% Party Rep 75% 20% 3% 1% 2% Party	Ind/ Other 12% 73% 15% 0% Ind/ Other 60% 37% 1% 0% 2% Ind/ Other 74%

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Q24. (If put up Christmas Tree) Do you have	a real	tree or	anait	ıncıaı tı	ree in y	oui iioi	ne?																				
		Gen	nder		A	ge			Region		Child	ren in		Relig	gion			Income	:		Ethnicity		Believe	in Santa		Party	
																		\$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	Yes	No	Dem	Rep	Other
Real tree	39%	42%	37%	37%	38%	46%	34%	40%	41%	37%	42%	37%	35%	59%	39%	46%	30%	36%	58%	41%	34%	32%	38%	39%	38%	38%	46%
Artificial tree	60%	57%	62%	62%	60%	53%	65%	59%	57%	61%	58%	61%	63%	41%	59%	54%	68%	63%	42%	58%	66%	66%	60%	60%	62%	61%	51%
Refused	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	0%	2%	0%	2%	0%	1%	1%	0%	2%	2%	1%	1%	1%	3%
Q25. Would you say you believe in Santa Cla	aus or i	not?																									
		Gen	nder		Ą	ge			Region		Child	ren in		Relig	ion			Income	•		Ethnicity					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			Dem	Rep	Other
Believe	37%	30%	44%	28%	40%	38%	50%	33%	35%	42%	41%	35%	47%	12%	38%	28%	39%	39%	30%	39%	28%	42%			37%	42%	35%
Do not believe	62%	69%	55%	70%	59%	61%	50%	65%	65%	56%	59%	64%	52%	85%	62%	70%	59%	61%	70%	60%	71%	57%			62%	58%	64%
Don't know/Refused	1%	1%	1%	2%	1%	1%	0%	1%	0%	1%	0%	2%	1%	3%	0%	2%	2%	0%	0%	1%	1%	2%			1%	0%	1%
Q26. Do you think you will gain weight durin	ng this	holiday	y seaso	n, lose	weight	or rem	ain at a	bout t	ne sam	e weigl	nt as yo	u are n	ow?														
		Gen	nder		A	ge			Region		Child	ren in		Relig	gion			Income	)		Ethnicity		Believe	in Santa		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	Yes	No	Dem	Rep	Other
Gain weight	27%	26%	28%	31%	28%	28%	18%	25%	30%	30%	29%	27%	28%	25%	27%	28%	30%	29%	21%	26%	31%	31%	27%	28%	27%	26%	26%
Lose weight	6%	6%	6%	6%	9%	6%	4%	7%	6%	6%	7%	6%	4%	6%	8%	8%	9%	6%	3%	6%	9%	6%	7%	6%	5%	7%	6%
Remain about the same weight	66%	67%	65%	63%	62%	66%	78%	68%	65%	65%	65%	67%	68%	69%	65%	63%	61%	65%	75%	68%	60%	63%	66%	67%	68%	66%	67%
Don't know/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%	0%	0%
Q27. Do you plan on making a New Year's re	esolutio	on this	year?								U			U Company			U				U						
		Gen	nder		A	ge			Region		Child	ren in		Relig	ion			Income	:		Ethnicity		Believe	in Santa		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	Yes	No	Dem	Rep	Other
Yes	39%	33%	45%	50%	45%	33%	21%	48%	32%	33%	45%	35%	40%	30%	39%	42%	42%	38%	38%	33%	46%	60%	43%	37%	43%	35%	35%
No	59%	65%	53%	49%	52%	66%	77%	50%	66%	65%	53%	63%	59%	70%	58%	57%	56%	61%	62%	66%	51%	36%	55%	62%	55%	64%	61%
Don't know/Refused	2%	2%	2%	1%	3%	1%																				1%	3%
·						1%	2%	2%	2%	2%	1%	2%	2%	0%	3%	2%	2%	1%	0%	1%	3%	4%	2%	2%	2%	T/0	
Q28. (If making a New Year's resolution) In a					370	1%	2%	2%	2%	2%	1%	2%	2%	0%	3%	2%	2%	1%	0%	1%	3%	4%	2%	2%	2%	1/0	
<u> </u>	a tew v	vords,	what d	o you a						2%	1%	2%	2%	0%	3%	2%	2%	1%	0%	1%	3%	4%	2%	2%	2%	1/0	
	a few v		what d	o you a		te your		tion to		2%	1% Childi		2%	0% Relig		2%	2%	1%		1%	3% Ethnicity	4%		in Santa	2%	Party	
	a few v			o you a	nticipa	te your		tion to	be?	2%			2%			2%	2%			1%		4%			2%		Ind/
	a few v				nticipa	te your ge	resolu	tion to	be?	2% Upst			2%			2% Other		Income \$50K-		1% White	Ethnicity	4%			2%		Ind/ Other
Lose weight		Gen	nder		nticipa A	te your ge	resolu	tion to	be? Region		Child	ren in		Relig	gion			Income \$50K-			Ethnicity Afr Amer		Believe	in Santa		Party	
Lose weight Get in shape/Be healthier	Total	Gen	nder F	18-34	nticipa A <sub>1</sub> 35-49	te your ge 50-64	resolu 65+	tion to	be? Region Subs	Upst	Child	ren in	Cath	Relig Jewish	gion Prot	Other	<\$50K	Income \$50K- \$100K	\$100K+	White	Ethnicity Afr Amer /Black	Latino	Believe	in Santa No	Dem	Party Rep	Other
5	Total	<b>M</b> 10%	F 23%	<b>18-34</b> 14%	35-49	te your ge 50-64	resolu 65+ 18%	NYC	be? Region Subs	Upst 24%	Child	ren in No 16%	<b>Cath</b> 18%	Relig Jewish 19%	Prot 21%	Other	<\$50K	\$50K- \$100K	\$100K+ 22%	White	Ethnicity Afr Amer /Black 15%	Latino 21%	Believe Yes 19%	in Santa No 18%	<b>Dem</b> 18%	Party Rep 26%	Other 14%
Get in shape/Be healthier	Total 18% 13%	M 10% 13%	F 23% 13%	<b>18-34</b> 14% 9%	35-49 17% 18%	50-64 22%	65+ 18% 21%	NYC 13% 11%	be? Region Subs 22% 17%	Upst 24% 15%	Yes 20% 10%	No 16% 17%	Cath 18% 16%	Relig Jewish 19% 14%	Prot 21% 11%	Other 14% 12%	<\$50K 14% 14%	\$50K- \$100K 22% 13%	\$100K+ 22% 14%	White 18% 14%	Ethnicity Afr Amer /Black 15% 6%	Latino 21% 17%	Yes 19% 15%	in Santa No 18% 12%	Dem 18% 15%	Party Rep 26% 8%	Other 14% 17%
Get in shape/Be healthier Be a better person	Total 18% 13% 11%	M 10% 13% 13%	F 23% 13% 10%	18-34 14% 9% 9%	35-49 17% 18% 12%	50-64 22% 15% 10%	65+ 18% 21% 13%	NYC 13% 11% 9% 6%	be? Region Subs 22% 17% 21% 5%	Upst 24% 15% 9% 13%	Yes 20% 10% 10% 9%	No 16% 17% 11%	Cath 18% 16% 10%	Relig Jewish 19% 14% 25%	Prot 21% 11% 6%	Other 14% 12% 15%	<\$50K 14% 14% 9%	\$50K- \$100K 22% 13% 9%	\$100K+ 22% 14% 17%	White 18% 14% 14%	Ethnicity Afr Amer /Black 15% 6% 4%	Latino 21% 17% 7%	Yes 19% 15% 12%	in Santa  No 18% 12% 11%	Dem 18% 15% 11%	Party  Rep 26% 8% 13%	Other 14% 17% 18%
Get in shape/Be healthier Be a better person Quit smoking	Total 18% 13% 11% 8%	M 10% 13% 13% 11%	F 23% 13% 10% 6%	18-34 14% 9% 9% 13%	35-49 17% 18% 12% 7%	50-64 22% 15%	65+ 18% 21% 13% 0%	NYC 13% 11% 9%	be? Region Subs 22% 17% 21%	Upst 24% 15% 9%	Yes 20% 10%	No 16% 17% 11% 7%	Cath 18% 16% 10% 9%	Relig Jewish 19% 14% 25% 9%	rot 21% 11% 6% 10%	Other 14% 12% 15% 6%	<\$50K 14% 14% 9% 11%	\$50K- \$100K 22% 13% 9% 12%	\$100K+ 22% 14% 17% 0%	White 18% 14% 14% 8%	Ethnicity Afr Amer /Black 15% 6% 4% 5%	Latino 21% 17% 7% 14%	Yes 19% 15% 12% 6%	in Santa  No 18% 12% 11% 9%	Dem 18% 15% 11% 7%	Party  Rep 26% 8% 13% 9%	Other 14% 17% 18% 4%
Get in shape/Be healthier Be a better person Quit smoking Spend more time with friends and family	Total 18% 13% 11% 8%	M 10% 13% 13% 11% 6%	F 23% 13% 10% 6% 9%	18-34 14% 9% 9% 13% 6%	35-49 17% 18% 12% 7%	50-64 22% 15% 10% 4%	65+ 18% 21% 13% 0% 13%	NYC 13% 11% 9% 6% 8%	be? Region Subs 22% 17% 21% 5% 3%	Upst 24% 15% 9% 13% 9%	Yes 20% 10% 10% 9% 9%	No 16% 17% 11% 7% 6%	Cath 18% 16% 10% 9% 6%	Relig Jewish 19% 14% 25% 9% 6%	Prot 21% 11% 6% 10% 6%	Other 14% 12% 15% 6% 12%	<\$50K 14% 14% 9% 11% 7%	\$50K- \$100K 22% 13% 9% 12% 4%	\$100K+ 22% 14% 17% 0% 12%	White 18% 14% 14% 8% 8%	Ethnicity Afr Amer /Black 15% 6% 4% 5% 7%	Latino 21% 17% 7% 14% 4%	Yes 19% 15% 12% 6% 6%	in Santa  No 18% 12% 11% 9% 8%	Dem 18% 15% 11% 7% 9%	Party  Rep 26% 8% 13% 9% 8%	Other 14% 17% 18% 4% 3%
Get in shape/Be healthier Be a better person Quit smoking Spend more time with friends and family Get organized Make more money	Total 18% 13% 11% 8% 8%	M 10% 13% 13% 11% 6% 2%	F 23% 13% 10% 6% 9% 12%	18-34 14% 9% 9% 13% 6% 12%	35-49 17% 18% 12% 7% 7% 6%	50-64 22% 15% 10% 4% 7% 4%	65+ 18% 21% 13% 0% 13% 7%	NYC 13% 11% 9% 6% 8% 11%	be? Region  Subs 22% 17% 21% 5% 3% 5% 0%	Upst 24% 15% 9% 13% 9% 5% 4%	Yes 20% 10% 9% 9% 10% 9%	No 16% 17% 11% 7% 6% 6%	Cath 18% 16% 10% 9% 6% 9% 4%	Relig Jewish 19% 14% 25% 9% 6% 0%	Prot 21% 11% 6% 10% 6% 10%	Other 14% 12% 15% 6% 12% 8%	<\$50K 14% 14% 9% 11% 7% 9% 10%	\$50K- \$100K 22% 13% 9% 12% 4% 7%	\$100K+ 22% 14% 17% 0% 12% 9%	White 18% 14% 14% 8% 8% 4% 2%	Ethnicity Afr Amer /Black 15% 6% 4% 5% 7% 15%	21% 17% 7% 14% 4% 8%	Yes 19% 15% 12% 6% 6% 7%	in Santa  No 18% 12% 11% 9% 8% 8%	Dem 18% 15% 11% 7% 9% 8% 10%	Party  Rep 26% 8% 13% 9% 8% 6% 2%	Other 14% 17% 18% 4% 3% 11%
Get in shape/Be healthier Be a better person Quit smoking Spend more time with friends and family Get organized Make more money Get a new job	Total 18% 13% 11% 8% 8% 7% 6%	M 10% 13% 13% 11% 6% 2% 10% 8%	F 23% 13% 10% 6% 9% 12% 5% 4%	18-34 14% 9% 9% 13% 6% 12% 8%	35-49 17% 18% 12% 7% 6% 6% 3%	50-64 22% 15% 10% 4% 7% 4% 8% 3%	65+ 18% 21% 13% 0% 13% 7% 5% 0%	NYC 13% 11% 9% 6% 8% 11% 10% 9%	be? Region  Subs 22% 17% 21% 5% 3% 5% 0% 3%	Upst 24% 15% 9% 13% 9% 5% 4%	Yes 20% 10% 9% 9% 10% 9% 6%	No 16% 17% 11% 7% 6% 6% 5% 6%	Cath 18% 16% 10% 9% 6% 9% 4% 5%	Relig Jewish 19% 14% 25% 9% 6% 0% 0%	Prot 21% 11% 6% 10% 6% 12% 1%	Other 14% 12% 15% 6% 12% 8% 6% 12%	<\$50K 14% 14% 9% 11% 7% 9% 10%	Income   \$50K-   \$100K   22%   13%   9%   12%   4%   7%   5%   6%   6%	\$100K+ 22% 14% 17% 0% 12% 9% 5% 1%	White 18% 14% 14% 8% 8% 4% 2% 3%	Ethnicity Afr Amer /Black 15% 6% 4% 5% 7% 15% 18% 6%	Latino 21% 17% 7% 14% 4% 8% 10% 11%	Yes 19% 15% 12% 6% 6% 7% 8% 2%	in Santa  No 18% 12% 11% 9% 8% 6% 8%	Dem 18% 15% 11% 7% 9% 8% 10% 7%	Party  Rep 26% 8% 13% 9% 8% 6% 2% 3%	Other 14% 17% 18% 4% 3% 11% 4% 6%
Get in shape/Be healthier Be a better person Quit smoking Spend more time with friends and family Get organized Make more money Get a new job Take up a new hobby	Total 18% 13% 11% 8% 8% 7% 6% 2%	M 10% 13% 13% 11% 6% 2% 10% 8% 2%	F 23% 13% 10% 6% 9% 12% 5% 4% 2%	18-34 14% 9% 9% 13% 6% 12% 8% 11% 3%	35-49 17% 18% 12% 7% 6% 6% 3% 0%	50-64 22% 15% 10% 4% 7% 4% 8% 3% 4%	65+ 18% 21% 13% 0% 13% 7% 5% 0% 2%	NYC 13% 11% 9% 6% 8% 11% 10% 9% 2%	be? Region  Subs 22% 17% 21% 5% 3% 5% 0% 3% 1%	Upst 24% 15% 9% 13% 9% 5% 4% 1%	Yes 20% 10% 9% 10% 9% 6% 0%	ren in  No 16% 17% 11% 7% 6% 6% 5% 6% 4%	Cath 18% 16% 10% 9% 6% 9% 4% 5% 2%	Relig Jewish 19% 14% 25% 9% 6% 0% 0% 0%	Prot 21% 11% 6% 10% 6% 10% 12% 1%	Other 14% 12% 15% 6% 12% 8% 6% 12% 2%	<\$50K 14% 14% 9% 11% 7% 9% 10% 8% 3%	Income   \$50K-   \$100K   22%   13%   9%   12%   4%   7%   5%   6%   1%	\$100K+ 22% 14% 17% 0% 12% 9% 5% 1% 4%	White 18% 14% 14% 8% 8% 4% 2% 3% 4%	Ethnicity Afr Amer /Black 15% 6% 4% 5% 7% 15% 18% 6% 0%	Latino 21% 17% 7% 14% 4% 8% 10% 11% 0%	Yes 19% 15% 12% 6% 6% 7% 8% 2%	in Santa  No 18% 12% 11% 9% 8% 6% 8% 4%	Dem 18% 15% 11% 7% 9% 8% 10% 7% 1%	Party  Rep 26% 8% 13% 9% 8% 6% 2% 3% 5%	Other 14% 17% 18% 4% 3% 11% 4% 6%
Get in shape/Be healthier Be a better person Quit smoking Spend more time with friends and family Get organized Make more money Get a new job Take up a new hobby Save money	Total 18% 13% 11% 8% 8% 8% 6% 2%	M 10% 13% 11% 6% 2% 10% 8% 2% 3%	F 23% 13% 10% 6% 9% 12% 5% 4% 2% 1%	18-34 14% 9% 9% 13% 6% 12% 8% 11% 3%	35-49 17% 18% 12% 7% 6% 6% 3% 0% 4%	50-64 22% 15% 10% 4% 7% 4% 8% 3% 4% 3%	65+ 18% 21% 13% 0% 13% 7% 5% 0% 2% 0%	NYC 13% 11% 9% 6% 8% 11% 10% 9% 2% 1%	be? Region  Subs 22% 17% 21% 5% 3% 5% 0% 3% 1% 2%	Upst 24% 15% 9% 13% 9% 5% 4% 1% 4% 2%	Yes 20% 10% 9% 10% 9% 6% 0% 3%	No 16% 17% 11% 6% 6% 6% 4% 1%	Cath 18% 16% 10% 9% 6% 9% 4% 5% 2% 0%	Relig Jewish 19% 14% 25% 9% 6% 0% 0% 0% 12% 0%	Prot 21% 11% 6% 10% 6% 12% 1% 4%	Other 14% 12% 15% 6% 12% 8% 6% 12% 2%	<\$50K 14% 14% 9% 11% 7% 9% 10% 8% 3% 2%	Solution   Solution	\$100K+ 22% 14% 17% 0% 12% 9% 5% 1% 4% 3%	White 18% 14% 14% 8% 8% 4% 2% 3% 4% 1%	Ethnicity Afr Amer /Black 15% 6% 4% 5% 7% 15% 66% 0% 7%	21% 17% 7% 14% 4% 8% 10% 11% 0%	Yes 19% 15% 12% 6% 6% 7% 8% 2% 0% 3%	in Santa  No 18% 12% 11% 9% 8% 8% 6% 8% 4% 1%	Dem 18% 15% 11% 7% 9% 8% 10% 7% 1% 2%	Party  Rep 26% 8% 13% 9% 8% 6% 2% 3% 5% 2%	Other 14% 17% 18% 4% 3% 11% 4% 6% 0% 2%
Get in shape/Be healthier Be a better person Quit smoking Spend more time with friends and family Get organized Make more money Get a new job Take up a new hobby Save money Travel	Total 18% 13% 11% 8% 8% 8% 6% 2% 1%	M 10% 13% 13% 11% 6% 2% 10% 8% 2% 3% 2%	F 23% 13% 10% 6% 9% 12% 5% 4% 2% 1% 1%	18-34 14% 9% 9% 13% 6% 12% 8% 11% 3% 0%	35-49 17% 18% 12% 7% 6% 6% 3% 0% 4% 2%	50-64 22% 15% 10% 4% 7% 4% 8% 3% 4% 3% 2%	65+ 18% 21% 13% 0% 13% 7% 5% 0% 2% 0% 0%	NYC 13% 11% 9% 6% 8% 11% 10% 9% 2% 1% 2%	be? Region  Subs 22% 17% 21% 5% 3% 5% 0% 1% 2% 0%	Upst 24% 15% 9% 13% 9% 5% 4% 1% 4% 2% 1%	Yes 20% 10% 9% 9% 10% 9% 6% 0% 3% 0%	ren in  No 16% 17% 11% 7% 6% 6% 4% 1% 2%	Cath 18% 16% 10% 9% 6% 9% 4% 5% 2% 0% 1%	Relig 19% 14% 25% 9% 6% 0% 0% 12% 0%	Prot 21% 11% 6% 10% 6% 10% 12% 1% 4% 3%	Other 14% 12% 15% 6% 12% 8% 6% 12% 2% 2%	<\$50K 14% 9% 11% 7% 9% 10% 8% 3% 2% 0%	Solution   Solution	\$100K+ 22% 14% 17% 0% 12% 5% 11% 4% 3% 0%	White 18% 14% 14% 8% 8% 4% 2% 3% 4% 1% 2%	Ethnicity Afr Amer /Black 15% 6% 4% 5% 7% 15% 66% 0% 7% 0%	21% 17% 7% 14% 4% 4% 10% 11% 0% 0%	Yes 19% 15% 12% 6% 6% 6% 6% 2% 0% 3% 2%	in Santa  No 18% 12% 11% 9% 8% 6% 8% 44% 1% 1%	Dem 18% 15% 11% 7% 9% 8% 10% 7% 1% 2% 1%	Party  Rep 26% 8% 13% 9% 8% 6% 2% 3% 5% 2% 0%	0ther 14% 17% 18% 4% 3% 11% 4% 6% 0% 2% 4%
Get in shape/Be healthier Be a better person Quit smoking Spend more time with friends and family Get organized Make more money Get a new job Take up a new hobby Save money	Total 18% 13% 11% 8% 8% 8% 6% 2%	M 10% 13% 11% 6% 2% 10% 8% 2% 3%	F 23% 13% 10% 6% 9% 12% 5% 4% 2% 1%	18-34 14% 9% 9% 13% 6% 12% 8% 11% 3%	35-49 17% 18% 12% 7% 6% 6% 3% 0% 4%	50-64 22% 15% 10% 4% 7% 4% 8% 3% 4% 3%	65+ 18% 21% 13% 0% 13% 7% 5% 0% 2% 0%	NYC 13% 11% 9% 6% 8% 11% 10% 9% 2% 1%	be? Region  Subs 22% 17% 21% 5% 3% 5% 0% 3% 1% 2%	Upst 24% 15% 9% 13% 9% 5% 4% 1% 4% 2%	Yes 20% 10% 9% 10% 9% 6% 0% 3%	No 16% 17% 11% 6% 6% 6% 4% 1%	Cath 18% 16% 10% 9% 6% 9% 4% 5% 2% 0%	Relig Jewish 19% 14% 25% 9% 6% 0% 0% 0% 12% 0%	Prot 21% 11% 6% 10% 6% 12% 1% 4%	Other 14% 12% 15% 6% 12% 8% 6% 12% 2%	<\$50K 14% 14% 9% 11% 7% 9% 10% 8% 3% 2%	Solution   Solution	\$100K+ 22% 14% 17% 0% 12% 9% 5% 1% 4% 3%	White 18% 14% 14% 8% 8% 4% 2% 3% 4% 1%	Ethnicity Afr Amer /Black 15% 6% 4% 5% 7% 15% 66% 0% 7%	21% 17% 7% 14% 4% 8% 10% 11% 0%	Yes 19% 15% 12% 6% 6% 7% 8% 2% 0% 3%	in Santa  No 18% 12% 11% 9% 8% 8% 6% 8% 4% 1%	Dem 18% 15% 11% 7% 9% 8% 10% 7% 1% 2%	Party  Rep 26% 8% 13% 9% 8% 6% 2% 3% 5% 2%	Other 14% 17% 18% 4% 3% 11% 4% 6% 0% 2%

Holiday1112 Crosstabs 8 of 9

## Siena College Research Institute November 12-15, 18, 2012 727 New York State Residents MOE +/- 3.6%

Nature of the Sample	
New York State Residents	
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Religion	
Catholic	36%
Jewish	6%
Protestant	28%
Other	27%
Age	
18 to 34	29%
35 to 49	26%
50 to 64	23%
65 and older	16%
Children in Household	
Yes	40%
No	59%
Income	
Less than \$50,000	35%
\$50,000 - \$100,000	28%
\$100,000 or more	23%
Gender	
Male	48%
Female	52%
Ethnicity	
White	62%
African American/Black	16%
Latino	13%
Party (Among Registered Voters)	
Democrat	45%
Republican	25%
Independent/Other	22%

Holiday1112 Crosstabs 9 of 9