Q1. As the holiday season begins would y	1										Childre										Ethnicit:			Dort		Police	in Canta
	-	Ger	nder		Ag	e	1		Regio	1	Childre	n in HH		Relig	gion			Income \$50K-	e 		Ethnicity Afr Amer	1		Part	y Ind/	Believe	in Santa
	Total	М	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K		\$100K+	White	/Black	Latino	Dem	Rep	Other	Yes	No
Very excited	17%	17%	18%	22%	22%	11%	13%	18%	16%	17%	26%	12%	16%	30%	20%	14%	15%	17%	21%	16%	12%	28%	18%	23%	9%	21%	16%
Somewhat excited	42%	42%	43%	48%	41%	42%	36%	36%	50%	44%	48%	39%	50%	30%	41%	42%	36%	46%	48%	44%	34%	43%	43%	39%	51%	46%	41%
Not very excited	23%	22%	23%	21%	16%	31%	27%	24%	24%	20%	13%	29%	22%	18%	21%	24%	21%	24%	22%	24%	26%	18%	24%	17%	27%	20%	23%
Not at all excited	15%	17%	13%	7%	18%	16%	24%	19%	8%	15%	11%	18%	12%	18%	16%	19%	27%	10%	7%	13%	26%	11%	14%	15%	14%	11%	17%
Don't know/Refused	3%	1%	2%	2%	3%	1%	1%	3%	1%	3%	3%	1%	0%	4%	2%	2%	1%	2%	2%	2%	2%	0%	1%	5%	0%	2%	2%
Q2. Compared to last year at this time, w	ould you	ı say y	ou ar	e more	excite	d for th	ne upo	comin	g holid	ay sea	son, les	s excite	d than	you we	re last	year or	about	the san	ne?								
		Ger	nder		Ag	e			Regio	1	Childre	n in HH		Relig	gion			Income	e		Ethnicity			Part	y	Believe	in Santa
																		\$50K-			Afr Amer				Ind/	i ———	
	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	Yes	No
More excited	16%	15%	17%	17%	16%	16%	12%	18%	10%	18%	19%	14%	13%	21%	19%	17%	17%	16%	18%	15%	13%	19%	18%	15%	11%	19%	15%
Less excited	41%	35%	47%	32%	42%	47%	49%	43%	47%	36%	36%	45%	51%	33%	43%	36%	36%	41%	41%	41%	49%	35%	48%	40%	38%	39%	42%
About the same	41%	48%	36%	50%	42%	36%	38%	37%	42%	46%	44%	40%	36%	45%	38%	46%	45%	43%	40%	43%	37%	43%	33%	43%	51%	39%	43%
Don't know/Refused	1%	2%	0%	1%	0%	1%	0%	2%	1%	0%	0%	1%	0%	1%	0%	2%	2%	0%	0%	0%	1%	2%	0%	2%	1%	2%	0%
Q3. Compared to last year, do you plan to	spend	more	mone	y on ho	oliday g	ifts, les	s mo	ney or	about																		
		Ger	nder		Ag	e			Regio	1	Childre	n in HH		Relig	gion			Income	e		Ethnicity			Part	<u> </u>	Believe	in Santa
																		\$50K-			Afr Amer				Ind/	1	
	Total		F		35-49				Subs		Yes	No	Cath				<\$50K	\$100K	\$100K+		/Black	Latino		•	Other	Yes	No
More money	10%	13%		19%	9%	6%	3%		2%	11%	17%	6%	9%	13%	9%	13%	9%	14%	10%	9%	12%	16%	12%	7%	10%	14%	9%
Less money	38%		44%	37%	45%	42%		39%		36%	37%	40%	38%	17%	45%	43%	49%	41%	29%	32%	50%	46%	44%			40%	38%
About the same	48%	51%		41%	43%	51%		42%	55%	50%	43%	51%	51%	62%	42%	42%	40%	41%	60%	56%	32%	37%	43%			42%	50%
Don't know/Refused	4%	4%	2%	3%	4%	1%	5%	6%	2%	3%	3%	3%	1%	8%	3%	2%	2%	3%	1%	2%	7%	1%	1%	4%	1%	3%	3%
																									<u> </u>		
Q4. Compared to last holiday season, wo	ıld you			are be	etter of	f, wors	e off	or abo	ut the			<u> </u>	•														
		Ger	nder		Ag	e			Regio	1	Childre	n in HH		Relig	gion			Income	9		Ethnicity			Part		Believe	in Santa
	T-4-1		_	10.24	25 40	FO C4	<u>.</u> .	NIVC	Cha		Yes	NI.	Cath	laiala	Duck	Other	-¢EOV	\$50K-	¢100V.	14/b:4-	Afr Amer		Da	D = ==	Ind/	V	No
Better off	Total 24%		F 16%		35-49 25%	20%				21%	33%		22%		27%		19%	24%	\$100K+ 33%	White 23%	/Black 25%	33%	21%	•	Other 27%	Yes 22%	25%
Worse off	22%	_	23%	18%	25%	29%				21%	21%	23%	23%	11%	25%	23%	38%	22%	9%	20%	21%	21%	20%			26%	21%
About the same	53%			50%	50%	50%				56%	45%	58%	54%	53%	47%	54%	42%	54%	57%	57%	54%	44%	58%			53%	54%
	22/0	14//0	00/0	3070																							
Don't know/Refused	1%	1%	1%	0%	0%	1%	2%	2%	0%	1%	1%	1%	0%	3%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	1%

Holiday1120 Crosstabs.xlsx 1 of 7

Q5. What is the total amount of money y	ou plan	to spe	nd or	n gifts d	luring t	his holi	iday s	eason	?																		
		Ger	nder		Αg	ge			Region	1	Childre	n in HH		Relig	gion			Incom	е		Ethnicity			Party	у	Believe	in Santa
																		\$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	Yes	No
\$0-\$299	32%	35%	28%	41%	24%	28%	25%	41%	24%	26%	26%	35%	17%	41%	33%	40%	44%	26%	19%	26%	47%	27%	29%	23%	33%	15%	37%
\$300-\$399	12%	10%	14%	8%	16%	10%	11%	8%	19%	11%	9%	13%	12%	17%	14%	10%	13%	14%	12%	13%	6%	7%	15%	12%	9%	9%	13%
\$400-\$499	5%	5%	5%	1%	6%	7%	11%	4%	5%	6%	5%	5%	5%	2%	6%	5%	5%	5%	5%	7%	4%	2%	5%	6%	5%	4%	5%
\$500-\$599	11%	10%	11%	12%	11%	10%	10%	13%	8%	10%	13%	10%	12%	10%	11%	11%	11%	10%	13%	10%	10%	18%	12%	7%	13%	10%	12%
\$600-\$699	3%	3%	3%	4%	3%	4%	1%	2%	3%	4%	3%	3%	3%	0%	1%	5%	2%	3%	3%	3%	2%	6%	2%	5%	3%	8%	1%
\$700-\$799	2%	1%	2%	0%	1%	3%	2%	2%	2%	1%	1%	2%	3%	3%	0%	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%
\$800-\$899	2%	2%	2%	4%	0%	1%	4%	2%	1%	3%	1%	2%	2%	1%	3%	2%	0%	4%	1%	2%	0%	4%	4%	0%	1%	4%	1%
\$900-\$999	2%	2%	2%	1%	2%	6%	3%	1%	2%	3%	2%	3%	4%	1%	1%	3%	2%	2%	3%	2%	1%	4%	1%	5%	2%	4%	2%
\$1,000 or more	32%	32%	32%	30%	38%	33%	32%	27%	35%	36%	39%	28%	43%	24%	31%	24%	20%	34%	43%	35%	29%	29%	30%	41%	33%	45%	27%
** The results of this question are based only on those t	nat answere	d with a	an amou	unt (N=64:	1). Margir	of error	for this	question	n: +/-5.0%	6			•														
Q6. What percentage of your holiday sho	pping de	you	plan t	o cond	uct onl	ine this	year	?			•									•						•	
		Ger	nder		Αg	ge			Region	1	Childre	n in HH		Relig	gion			Incom	е		Ethnicity			Party	у	Believe	in Santa
																		\$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	Yes	No
None	22%	21%	22%	16%	13%	24%	36%	25%	10%	25%	16%	26%	20%	34%	27%	17%	40%	13%	8%	25%	24%	11%	19%	24%	15%	19%	23%
More than none but less than 25%	9%	10%	8%	6%	10%	6%	11%	10%	7%	8%	6%	10%	9%	6%	8%	9%	9%	9%	5%	9%	6%	6%	6%	11%	9%	11%	8%
25% to just under 50%	9%	7%	10%	7%	8%	10%	11%	8%	8%	10%	11%	7%	9%	5%	11%	7%	10%	11%	7%	7%	10%	11%	10%	9%	8%	10%	8%
50% to just under 75%	19%	21%	17%	25%	19%	16%	15%	17%	23%	18%	18%	19%	19%	15%	13%	23%	13%	21%	26%	19%	21%	19%	16%	22%	23%	21%	18%
75% to 100%	38%	36%	41%	44%	46%	41%	23%	36%	48%	34%	44%	35%	41%	34%	39%	39%	22%	43%	54%	37%	31%	52%	47%	29%	44%	34%	40%
Don't know/Refused	4%	5%	2%	2%	3%	4%	5%	4%	4%	5%	5%	3%	2%	7%	2%	5%	5%	3%	0%	3%	7%	1%	3%	4%	1%	4%	4%
-																											
Q7. This year will you be making any don	ations o	f mon	ey, fo	od or g	ifts to	charital	ble or	ganiza	tions	that fo	cus on	the nee	dy dur	ing the h	olida	y seasor	1?				!				1	!	
		Ger	nder	_	Ag	ge		Ĭ	Region	1	Childre	n in HH		Relig	gion	•		Income	е		Ethnicity			Party	У	Believe	in Santa
																		\$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	Yes	No
Yes	66%	62%	71%	62%	67%	68%	74%	55%	73%	75%	67%	67%	78%	68%	65%	57%	54%	74%	76%	74%	55%	59%	68%	73%	64%	74%	64%
No	26%		22%	28%	29%	27%	20%		22%	19%	27%	26%	19%	23%	29%	32%	40%	18%	19%	19%	34%	35%	23%	23%		23%	27%
Don't know/Refused	8%	7%	6%	10%	4%	5%	6%	11%	5%	5%	7%	7%	3%	10%	6%	11%	6%	8%	5%	7%	10%	6%	9%	5%	5%	3%	8%
Q8. Do you plan to volunteer any of your	time thi	s holi	day se	eason fo	or orga	nizatio	ns tha	t help	peop	e duri	ng the h	olidays	?								ı					ı	
· · · ·		Ger	nder		Ag	ze .		·	Region	1	Childre	n in HH		Relig	gion			Income	e		Ethnicity			Party	v	Believe	in Santa
																		\$50K-		1	Afr Amer			<u> </u>	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	Yes	No
Yes	23%	21%	25%	22%	21%	29%		23%	25%	23%	25%	22%	21%	31%	27%	19%	19%	23%	25%	23%	33%	11%	21%	_	_	26%	22%
No	72%		72%		79%	64%		72%		71%	71%	74%	76%	66%	72%	73%	79%	71%	70%	72%	63%	87%	73%	72%		71%	73%
Don't know/Refused	5%	6%	+	5%	1%	7%	1%	5%	3%	5%	4%	5%	3%	4%	1%	8%	2%	6%	5%	5%	4%	2%	6%	4%	2%	3%	4%
		+	+	+		+	+						+		1												,

Holiday1120 Crosstabs.xlsx 2 of 7

Q9. Thinking specifically about the Thanksg Coronavirus, your Thanksgiving will be pret	_		•			us Pan	demi	, wou	ld you	say tl	nat due	to the v	irus yo	our Than	ksgivir	ng plans	s will be	very d	ifferent t	his year	, only some	ewhat d	ifferen	t or th	nat des	oite the	
Coronavirus, your manksgiving win be prei	Lty IIIu		nder	as Dei	Ag	ge .			Region)	Childre	n in HH		Relig	ion			Incom	e		Ethnicity			Party	,	Believe	in Santa
																		\$50K-			Afr Amer				Ind/		
	Total		F		35-49				Subs			No	Cath			Other		\$100K		White	/Black			- 1	Other	Yes	No
Very different	41%	43%		39%	30%	46%	52%		38%	35%	35%	45%	46%	34%	46%	37%	38%	45%	39%	37%	53%	45%	51%	27%	36%	41%	40%
Somewhat different	23%	21%	26%	22%	24%	22%	22%		24%	29%	20%	26%	23%	15%	20%	27%	19%	20%	30%	24%	22%	22%	23%	23%	28%	23%	24%
Pretty much the same	35%	35%	36%	38%	46%	31%	25%	34%	37%	35%	44%	29%	30%	52%	34%	36%	43%	35%	31%	39%	25%	32%	26%	49%	35%	35%	35%
Don't know/Refused	1%	1%	0%	1%	0%	0%	1%	2%	2%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%
Q10. Will you be gathering in person with f	riends	and/o	or fam	ily tha	t do no	t live v	vith yo	ou for	Thank	sgivin	g, or no	:?															
		Ger	nder		Ag	e			Region	1	Childre	n in HH		Relig	gion			Incom	e		Ethnicity			Party		Believe	in Santa
																		\$50K-			Afr Amer				Ind/		İ
	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	Yes	No
Gathering with friends and/or family that	41%	40%	41%	36%	48%	41%	43%	35%	43%	46%	44%	39%	43%	49%	46%	36%	38%	45%	47%	48%	33%	36%	36%	55%	42%	51%	38%
do not live with you	41/0	4070	41/0	3070	4070	41/0	4370	33/0	43/0	4070	4470	3376	4370	4370	4070	30%	3676	4370	4770	4070	3370	3070	3070	3370	4270	31/0	3676
Not gathering with friends and/or family	52%	52%	53%	58%	47%	52%	47%	57%	50%	47%	49%	55%	49%	47%	47%	59%	59%	50%	45%	46%	61%	54%	56%	42%	53%	41%	56%
Don't know/Refused	7%	7%	6%	6%	5%	7%	9%	8%	7%	7%	7%	6%	8%	4%	7%	5%	3%	5%	8%	6%	5%	10%	7%	3%	5%	8%	6%
Q11. Will you be traveling to visit family an	d/or fi	riends	for Th	nanksg	iving, o	r not?					1																
		Ger	nder		Ag	e			Region	1	Childre	n in HH		Relig	gion			Incom	e		Ethnicity			Party	,	Believe	in Santa
																		\$50K-			Afr Amer				Ind/		
	Total		F		35-49				Subs	•		No	Cath		Prot	Other	<\$50K	\$100K	\$100K+	White	/Black		Dem		Other	Yes	No
Traveling	14%	16%	12%	17%	10%	16%	11%	15%	13%	13%	14%	14%	10%	33%	14%	12%	14%	17%	11%	16%	12%	15%	9%	17%	18%	16%	14%
Not traveling	82%	81%	86%	81%	88%	83%	84%	81%	84%	83%	83%	84%	88%	66%	84%	84%	85%	81%	87%	82%	85%	82%	90%	80%	78%	81%	83%
Don't know/Refused	4%	4%	2%	3%	2%	1%	5%	4%	4%	4%	3%	2%	2%	1%	2%	3%	1%	2%	2%	2%	3%	2%	1%	3%	4%	3%	3%
																											Ь
Q12. Will you be connecting up with family	and/o			Thank	sgiving	y via Zo	om o	r a sim	ilar we	eb-ba																	
		Ger	nder		Ag	e			Region	1	Childre	n in HH		Relig	gion			Incom	e		Ethnicity	1		Party		Believe	in Santa
																		\$50K-			Afr Amer				Ind/		İ
	Total		F		35-49				Subs		Yes	No	Cath		Prot	Other	<\$50K	\$100K	\$100K+	White	/Black	Latino	Dem	- 1	Other	Yes	No
Yes	40%	38%		41%	41%	42%	36%			37%	36%	42%	42%	37%	41%	38%	29%	46%	49%	39%	46%	37%	48%	26%	38%	40%	41%
No	55%	57%		55%	56%	54%		58%	-	59%	61%	52%	54%	58%	56%	55%	67%	51%	45%	57%	52%	55%	48%	67%	60%	56%	54%
Don't know/Refused	5%	5%	4%	4%	3%	4%	9%	5%	6%	5%	3%	6%	4%	4%	4%	6%	4%	3%	6%	4%	3%	8%	5%	6%	2%	4%	5%
Q13. Do you plan to go shopping for holida	y gifts	at a p	hysica	l store	either	on Bla	ck Frie	day or	on Sm	all Bu	ısiness S	aturday	?			<u>l</u>							l	<u> </u>			<u> </u>
		Ger	nder		Ag	e			Region	1	Childre	n in HH		Relig	gion			Incom	e		Ethnicity			Party	,	Believe	in Santa
																		\$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	Yes	No
Yes	23%	28%	20%	32%	25%	21%	11%	27%	18%	22%	32%	18%	17%	40%	20%	27%	27%	27%	21%	19%	30%	29%	25%	22%	17%	28%	22%
No	73%	69%	76%	66%	72%	73%	88%	69%	79%	73%	64%	79%	80%	59%	77%	68%	70%	72%	74%	77%	69%	66%	73%	74%	79%	69%	74%
Don't know/Refused	4%	3%	4%	2%	3%	6%	2%	4%	4%	4%	4%	3%	2%	2%	3%	5%	3%	2%	4%	4%	1%	4%	3%	3%	4%	3%	3%
Q14. Do you plan to purchase holiday gifts	on Cvb	er Mo	ondav	this ve	ar?]					<u> </u>																
			nder	.,-	Ag	e			Region	1	Childre	n in HH		Relig	gion			Incom	e		Ethnicity			Party	,	Believe	in Santa
																		\$50K-			Afr Amer		_	ĺ	Ind/		
	Total				35-49				Subs	•		No	Cath				<\$50K	\$100K		White	/Black	Latino	Dem		Other	Yes	No
Yes	47%	50%		65%	54%	43%		48%	56%	39%	56%	42%	48%	49%	41%	51%	36%	46%	67%	42%	46%	68%	49%	40%	55%	48%	48%
No	43%		46%	26%	39%	46%		40%	34%	51%	37%	47%	44%	44%	52%	37%	55%	44%	26%	48%	48%	21%	42%	53%	34%	44%	43%
Don't know/Refused	10%	11%	9%	8%	7%	11%	15%	11%	10%	10%	6%	11%	8%	7%	7%	12%	10%	10%	7%	10%	7%	10%	9%	7%	11%	9%	10%
	<u> </u>	<u> </u>											<u> </u>							<u> </u>			<u> </u>				<u> </u>

Holiday1120 Crosstabs.xlsx 3 of 7

		Gen	der	_	Ag	e			Regior	1	Childre	n in HH		Relig	ion			Income	e		Ethnicity			Party	,	Believe	in Santa
														- 0				\$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	Yes	No
Attending	14%	17%	12%	19%	16%	12%	8%	14%	17%	13%	19%	12%	11%	31%	13%	15%	13%	11%	21%	18%	7%	10%	11%	21%	16%	15%	15%
Not attending	80%	79%	82%	76%	80%	80%	86%	80%	78%	79%	75%	83%	82%	62%	84%	80%	82%	84%	72%	76%	89%	85%	84%	73%	79%	77%	81%
Don't know/Refused	6%	4%	7%	4%	4%	7%	5%	6%	5%	7%	6%	5%	8%	7%	4%	4%	5%	5%	7%	6%	4%	5%	5%	6%	4%	9%	4%
Q16. Do you plan on hosting any holiday g	therin	ge this	vear	or not	•																						
Q10. Do you plan on nosting any nonday g		Gen		01 1100	Ag	ge			Regior	1	Childre	n in HH		Relig	ion			Incom	e		Ethnicity			Party	,	Believe	in Santa
																		\$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	Yes	No
Yes	19%	19%	19%	17%	27%	20%	14%	14%	23%	23%	24%	17%	24%	24%	16%	17%	9%	21%	30%	22%	11%	21%	16%	27%	22%	23%	18%
No	78%	78%	78%	81%	72%	77%	82%	83%	74%	74%	74%	81%	73%	70%	83%	82%	89%	78%	68%	75%	86%	79%	83%	68%	76%	74%	80%
Don't know/Refused	3%	3%	2%	2%	1%	4%	3%	3%	3%	3%	2%	3%	3%	6%	1%	1%	1%	1%	2%	3%	2%	0%	1%	5%	2%	3%	2%
[Q17-Q21 ROTATED] Q17. Which of the fol	owing			liday g			ıld yo							•		5 peopl	e		_	l	Fall of the c		ı	D t	_	D-II	
		Gen	der		Ag	e			Regior	1	Childre	n in HH		Relig	ion			Income	e		Ethnicity	1		Party		Believe	in Santa
			_	40.04							.,						.4=6.4	\$50K-	440014		Afr Amer	l	_	_	Ind/	٠,	
	Total	М	F	18-34				_	Subs	•	Yes	No	Cath			Other	<\$50K	· ·	\$100K+		/Black	Latino	Dem		Other	Yes	No
Yes	16%	22%	11%	21%	19%	15%	5%		-	16%	22%	13%	14%	30%	15%	14%	14%	15%	18%	17%	7%	20%	8%	26%		20%	15%
No	81%	75%	88%	77%	78%	82%		81%	81%	80%	76%	85%	85%	66%	85%	83%	81%	84%	82%	81%	91%	76%	89%	73%		78%	84%
Don't know/Refused	3%	3%	2%	2%	2%	2%	2%	3%	4%	3%	2%	2%	1%	4%	1%	3%	5%	1%	0%	2%	2%	4%	3%	2%	1%	2%	2%
Q18. Which of the following types of holid	v gath	orings	wou	ld vou l	ae com	fortabl	le atte	nding	2 A na	rty at	a friend	's home	whor	over th	10 001	rse of t	ha avar	ing ove	r 50 neo	nle dron	in						
Q18. Which of the following types of holid	y gatii	Gen		iu you i	Ag		ic atte		Regior		Childre			Relig		136 01 11	ile ever	Income		pie urop	Ethnicity			Party	,	Believe	in Santa
		-							g.c.	•								\$50K-	Ĭ		Afr Amer				Ind/	20010	• • • • • • • • • • • • • • • • • •
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K		\$100K+	White	/Black	Latino	Dem	Rep	Other	Yes	No
Yes	10%	14%	7%	13%	14%	8%	5%	10%	9%	10%	15%	7%	10%	24%	8%	8%	8%	12%	10%	12%	7%	7%	7%	21%	8%	12%	10%
No	88%	84%	93%	87%	85%	91%	95%	87%	89%	89%	85%	92%	90%	73%	92%	91%	91%	87%	90%	87%	93%	92%	93%	78%	92%	87%	90%
Don't know/Refused	2%	2%	0%	0%	0%	1%	1%		2%	1%	0%	1%	0%	3%	0%	1%	1%	0%	0%	1%	0%	1%	1%	2%	0%	1%	1%
Q19. Which of the following types of holid	ay gath	erings	wou	ld you l	be com		le atte									ne holid	ay		1	ı						I	
		_							Regior	1	Childre	n in HH	ı	Relig	ion			Incom	e		Ethnicity	1		Party		Believe	in Santa
		Gen	der		Ag	e												\$50K-			Afr Amer		_	_	Ind/		
					_												4	4	4		<i></i> · ·			Rep	Other	Yes	No
	Total	М	F		35-49	50-64		NYC	Subs		Yes	No	Cath				<\$50K		\$100K+		/Black	Latino	Dem				
Yes	47%	M 53%	F 42%	55%	35-49 52%	50-64 50%	26%	NYC 47%	Subs	45%	53%	44%	47%	66%	40%	48%	39%	46%	63%	53%	35%	48%	45%	48%		51%	47%
No	47% 47%	M 53% 40%	F 42% 55%	55% 37%	35-49 52% 44%	50-64 50% 46%	26% 70%	NYC 47% 46%	Subs 50% 43%	45% 50%	53% 44%	44% 50%	47% 49%	66% 28%	40% 56%	48% 45%	39% 56%	46% 47%	63%	53% 44%	35% 60%	48% 42%	45% 49%	48% 50%	36%	45%	49%
No	47%	M 53%	F 42%	55%	35-49 52%	50-64 50%	26%	NYC 47%	Subs	45%	53%	44%	47%	66%	40%	48%	39%	46%	63%	53%	35%	48%	45%	48%			
No Don't know/Refused	47% 47% 6%	M 53% 40% 7%	F 42% 55% 3%	55% 37% 7%	35-49 52% 44% 3%	50-64 50% 46% 3%	26% 70% 5%	NYC 47% 46% 6%	Subs 50% 43% 7%	45% 50% 5%	53% 44% 3%	44% 50% 6%	47% 49% 4%	66% 28% 5%	40% 56% 4%	48% 45% 7%	39% 56% 4%	46% 47% 7%	63% 35% 3%	53% 44%	35% 60%	48% 42%	45% 49%	48% 50%	36%	45%	49%
	47% 47% 6%	M 53% 40% 7% erings	F 42% 55% 3% wou	55% 37% 7%	35-49 52% 44% 3%	50-64 50% 46% 3%	26% 70% 5%	NYC 47% 46% 6%	Subs 50% 43% 7%	45% 50% 5%	53% 44% 3% liday pa	44% 50% 6% rty in a	47% 49% 4%	66% 28% 5% that incl	40% 56% 4% udes	48% 45% 7%	39% 56% 4%	46% 47% 7% LO peop	63% 35% 3%	53% 44%	35% 60% 4%	48% 42%	45% 49%	48% 50% 1%	36% 8%	45% 4%	49% 5%
No Don't know/Refused	47% 47% 6%	M 53% 40% 7%	F 42% 55% 3% wou	55% 37% 7%	35-49 52% 44% 3%	50-64 50% 46% 3%	26% 70% 5%	NYC 47% 46% 6%	Subs 50% 43% 7%	45% 50% 5%	53% 44% 3%	44% 50% 6% rty in a	47% 49% 4%	66% 28% 5%	40% 56% 4% udes	48% 45% 7%	39% 56% 4%	46% 47% 7%	63% 35% 3%	53% 44%	35% 60%	48% 42%	45% 49%	48% 50%	36% 8%	45%	49% 5%
No Don't know/Refused	47% 47% 6%	M 53% 40% 7% erings	F 42% 55% 3% wou	55% 37% 7% Id you I	35-49 52% 44% 3% De com	50-64 50% 46% 3%	26% 70% 5% le atte	NYC 47% 46% 6% ending	Subs 50% 43% 7% ?? A sm Region	45% 50% 5% nall ho	53% 44% 3% liday pa	44% 50% 6% rty in a	47% 49% 4%	66% 28% 5% that incl	40% 56% 4% udes i	48% 45% 7% no more	39% 56% 4%	46% 47% 7% LO peop Income	63% 35% 3%	53% 44% 3%	35% 60% 4% Ethnicity	48% 42%	45% 49% 6%	48% 50% 1% Party	36% 8%	45% 4%	49% 5%
No Don't know/Refused	47% 47% 6% ay gath	M 53% 40% 7% erings Gen	F 42% 55% 3% wou	55% 37% 7% Id you I	35-49 52% 44% 3% De com	50-64 50% 46% 3% Ifortable	26% 70% 5% le atte	NYC 47% 46% 6% ending	Subs 50% 43% 7% ?? A sm Region	45% 50% 5% nall ho	53% 44% 3% liday pa Childre	44% 50% 6% rty in a n in HH	47% 49% 4% home	66% 28% 5% that incl	40% 56% 4% udes i	48% 45% 7% no more	39% 56% 4% e than 1	46% 47% 7% LO peop Income	63% 35% 3% le	53% 44% 3%	35% 60% 4% Ethnicity Afr Amer	48% 42% 10%	45% 49% 6%	48% 50% 1% Party	36% 8% / Ind/ Other	45% 4% Believe	49% 5% in Santa
No Don't know/Refused Q20. Which of the following types of holid	47% 47% 6% ay gath	M 53% 40% 7% erings Gen	F 42% 55% 3% wou der	55% 37% 7% Id you l	35-49 52% 44% 3% be com Ag 35-49	50-64 50% 46% 3% Ifortable	26% 70% 5% le atte	NYC 47% 46% 6% ending NYC 61%	Subs 50% 43% 7% ?? A sm Region	45% 50% 5% mall ho	53% 44% 3% liday pa Childre	44% 50% 6% rty in a n in HH	47% 49% 4% home	66% 28% 5% that incl Relig	40% 56% 4% udes i	48% 45% 7% no more	39% 56% 4% e than 1	46% 47% 7% LO peop Income \$50K- \$100K	63% 35% 3% le ee \$100K+	53% 44% 3% White	35% 60% 4% Ethnicity Afr Amer /Black	48% 42% 10% Latino	45% 49% 6% Dem	48% 50% 1% Party	36% 8% / Ind/ Other	45% 4% Believe	49% 5% in Santa
No Don't know/Refused Q20. Which of the following types of holida Yes	47% 47% 6% ay gath Total 64%	M 53% 40% 7% erings Gen M 66%	F 42% 55% 3% wou der F 63%	55% 37% 7% Id you I	35-49 52% 44% 3% be com Ag 35-49 65%	50-64 50% 46% 3% ifortable se 50-64 60%	26% 70% 5% le atte	NYC 47% 46% 6% ending NYC 61%	Subs 50% 43% 7% 3? A sm Regior Subs 67%	45% 50% 5% mall ho Upst 66%	53% 44% 3% liday pa Childre Yes 72%	44% 50% 6% rty in a n in HH No 61%	47% 49% 4% home Cath 68%	66% 28% 5% that incl Relig Jewish 61%	40% 56% 4% udes i ion Prot 62%	48% 45% 7% no more Other 66%	39% 56% 4% e than 1 <\$50K 60%	46% 47% 7% 10 peop Income \$50K- \$100K 67%	63% 35% 3% le e \$100K+ 74%	53% 44% 3% White 65%	35% 60% 4% Ethnicity Afr Amer /Black 62%	48% 42% 10% Latino 71%	45% 49% 6% Dem 62%	48% 50% 1% Party Rep 70%	36% 8% / Ind/ Other 67%	45% 4% Believe Yes 69%	49% 5% in Santa No 64%

Holiday1120 Crosstabs.xlsx 4 of 7

Q21. Which of the following types of holida	y gath	nerings	s wou	ld you	be com	fortab	le atte	ending	g? A ga	therin	g at a re	estauran	nt or ba	nquet f	acility	at whice	ch ever	yone is	seated fo	or the en	tire event						
			nder		Ag				Regior			n in HH		Relig				Incom			Ethnicity			Party	/	Believe	in Santa
	T-4-1		F	40.24			C E.	NVC	C. I.		V		C-11-			Out	-¢501/	\$50K-	ć400V.	14/1-14	Afr Amer	1 - 41	D		Ind/	V	
Yes	Total 26%	M 31%	22%		21%	50-64 25%		26%	Subs 25%	27%	Yes 33%	No 22%	Cath 26%	Jewish 39%	25%	Other 22%	<\$50K 22%	26%	\$100K+ 30%	White 27%	/Black 20%	Latino 35%	24%		Other 22%	Yes 31%	No 25%
No	71%		76%		77%	73%		70%		71%	67%	75%	73%	55%	72%		76%	73%	67%	71%	78%	62%	74%			68%	73%
Don't know/Refused	3%	2%	1%	2%	1%	2%	3%	4%	4%	2%	1%	3%	1%	6%	3%	1%	2%	1%	2%	2%	2%	3%	2%	2%	3%	1%	2%
Q22. Which of the following two statement	s is clo	oser to	how	you fe	el? [CH	OICES	ROTA	TED]													I		1				
		Ger	nder		Ag	ge			Regior	1	Childre	n in HH		Relig	gion			Incom	e		Ethnicity			Party		Believe	in Santa
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Unst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Afr Amer /Black	Latino	Dem	Rep	Ind/ Other	Yes	No
No matter how hard we will try, the		···	<u> </u>					1	-	Срос						U 1	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	7-00.1	7 200		72.00.0				•		
Coronavirus will take the joy out of the	27%	29%	26%	30%	26%	20%	37%	36%	25%	18%	26%	29%	23%	19%	24%	36%	37%	24%	19%	20%	35%	38%	30%	29%	22%	24%	29%
holidays this year															,.												
The holidays cannot be ruined by the virus,																											
they will be different this year, but spirit																											
of the season will triumph over the	68%	67%	70%	67%	70%	77%	60%	58%	71%	77%	71%	67%	75%	76%	69%	61%	60%	71%	79%	77%	60%	60%	67%	67%	74%	75%	66%
pandemic																											
Don't know/Refused	5%	4%	4%	3%	4%	3%	3%	6%	4%	5%	3%	4%	2%	5%	6%	3%	3%	5%	1%	3%	5%	2%	3%	4%	4%	1%	5%
Don't know/keruseu	370	470	470	370	470	370	370	070	470	370	370	470	270	370	0%	370	370	3%	170	370	370	270	370	470	470	170	3%
Q23. Do you think that the worst of the cor	onavir	rue ie r	wer (or do v	ou thin	k tho w	vorst (of the	coron	wirus	nanden	nic is stil	l to co	ma?													
Q23. Do you tillik that the worst of the tor	Ollavii		nder	or do y	Ag		VOISE		Region			n in HH	1 10 00	Relig	rion			Incom	•		Ethnicity		1	Party	,	Believe	in Santa
		Gei	luci		7.5	je 			Region		Cilliare			itelig	jion			\$50K-			Afr Amer			rait	Ind/	Delieve	III Janice
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K		\$100K+	White	/Black	Latino	Dem	Rep	Other	Yes	No
Worst is over	32%	35%	29%	36%	37%	28%	20%	38%	31%	25%	34%	31%	32%	55%	29%	28%	26%	33%	35%	34%	22%	31%	19%	43%		31%	33%
Worst is still to come	54%	54%	56%	54%	46%	59%	68%	51%	56%	58%	52%	57%	57%	31%	54%	62%	61%	56%	54%	53%	66%	58%	70%	42%	47%	59%	54%
Don't know/Refused	14%	10%	15%	10%	17%	13%		11%	13%	17%	13%	12%	12%	14%	17%	10%	12%	11%	12%	13%	13%	11%	11%	-		10%	14%
, , , , , , , , , , , , , , , , , , , ,																											
Q24. And what comes closer to your view:	CHOIC	CES RC	TATE	Dl			1	1				l					l	1			l						l .
<u></u>			nder		Ag	ze .			Regior	1	Childre	n in HH		Relig	ion			Incom	e		Ethnicity			Party	,	Believe	in Santa
						j. T						<u> </u>			,			\$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	1 '	\$100K+	White	/Black	Latino	Dem	Rep	Other	Yes	No
The government's priority should be to																											
contain the spread of the coronavirus,	63%	62%	65%	64%	58%	64%	71%	60%	59%	67%	59%	66%	61%	46%	70%	67%	62%	65%	69%	60%	83%	60%	81%	30%	67%	61%	64%
even if it hurts the economy																											
The government's priority should be to																											
restart the economy, even if it increases	28%	30%	25%	29%	32%	28%	17%	30%	32%	22%	31%	26%	31%	49%	22%	22%	28%	25%	28%	30%	13%	34%	15%	55%	29%	28%	27%
the risk to public health																											
Don't know/Refused	10%	8%	10%	7%	9%	8%	12%	9%	9%	11%	10%	8%	7%	5%	8%	11%	10%	9%	4%	10%	4%	6%	4%	15%	4%	10%	9%
Q25. Do you put up a Christmas Tree in you	r hom			oliday s				ı	D!		Ch:ldua	n in HH		Dalia			l			1	Fabrai aita		1	Party		Believe	: Ct-
		Ger	nder	1	Ag	5E	1	1	Regior		ciliare			Relig	SIUI1			\$50K-	i I	-	Ethnicity Afr Amer		1	rart	/ Ind/	belleve	ın santa
	Total	м	F	18-34	35-49	50-64	65+	NYC	Subs	Upst	Yes	No	Cath	Jewish	Prot	Other	<\$50K	1 '	\$100K+	White	/Black	Latino	Dem	Rep		Yes	No
Yes	67%	65%	71%	62%	76%	71%		51%	74%	82%	72%	66%	86%	12%	80%	59%	56%	74%	75%	72%	59%	80%	67%	73%		85%	62%
	31%	34%	29%		24%	28%		47%	25%	16%	28%	34%	14%	88%	19%	40%	44%	25%	25%	28%	40%	20%	33%	26%		15%	37%
NO.			1 4J/0	JU/0	1 44/0	40/0	1 20/0	1 + 1 / 0	23/0	TO/0	20/0	J4/0	1 T + 1/0			1 40/0	· ++/0	1 43/0	L 23/0	20/0	40/0		1 22/0	140/0	L 2U/0	13/0	31/0
No Refused	1%	0%	0%	0%	0%	0%	1%		1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Holiday1120 Crosstabs.xlsx 5 of 7

Q26. (If put up a Chirstmas Tree) Do you ha	ave a re	eal tre	e or a	n artifi	cial tre	e in yo	ur hor	ne?																			
		Ger	nder		Αę	e			Regior	1	Childre	n in HH		Relig	gion			Incom	е		Ethnicity			Party	/	Believe	in Santa
																		\$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	Yes	No
Real tree	33%	37%	30%	25%	40%	38%	25%	34%	36%	31%	35%	32%	33%	81%	30%	30%	21%	32%	42%	35%	22%	38%	28%	40%	36%	35%	32%
Artificial tree	65%	62%	68%	75%	58%	61%	74%	66%	64%	66%	64%	66%	67%	19%	66%	69%	78%	66%	58%	65%	72%	62%	70%	59%	63%	65%	66%
Refused	1%	1%	2%	0%	2%	1%	1%	0%	0%	3%	1%	2%	0%	0%	4%	1%	2%	2%	0%	0%	5%	0%	2%	0%	1%	0%	2%
Q27. Would you say you believe in Santa C	laus or	not?																									
		Ger	nder		A٤	e			Regior	1	Childre	n in HH		Relig	gion			Incom	е		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	26%	24%	28%	17%	22%	35%	39%	21%	23%	33%	24%	27%	37%	10%	26%	21%	28%	30%	22%	30%	18%	33%	27%	29%	21%		
Do not believe	72%	74%	71%	81%	77%	64%	60%	75%	75%	66%	74%	71%	62%	88%	72%	78%	70%	69%	77%	69%	81%	65%	72%	70%	79%		
Don't know/Refused	3%	2%	1%	2%	1%	0%	2%	4%	2%	2%	2%	1%	1%	2%	3%	1%	2%	1%	1%	1%	0%	2%	1%	2%	1%		
Q28. How hopeful are you that 2021 will b	e a bet	ter ye	ar tha	n 2020	has be	en? Ar	e you	•••																			
		Ger	nder		A٤	e			Regior	1	Childre	n in HH		Relig	gion			Incom	e		Ethnicity			Party	/	Believe	in Santa
																		\$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	Yes	No
Very hopeful	56%	55%	57%	51%	57%	60%	59%	60%	46%	56%	60%	54%	57%	58%	63%	50%	53%	51%	66%	57%	56%	61%	58%	55%	50%	65%	53%
Somewhat hopeful	29%	28%	30%	30%	28%	28%	29%	28%	37%	24%	27%	30%	28%	27%	29%	32%	29%	32%	27%	29%	29%	24%	31%	23%	36%	21%	32%
Not very hopeful	7%	9%	6%	9%	11%	4%	6%	5%	8%	10%	7%	8%	10%	5%	4%	8%	10%	8%	4%	7%	6%	9%	6%	5%	10%	9%	7%
Not at all hopeful	5%	6%	4%	7%	3%	6%	3%	3%	5%	7%	4%	6%	3%	6%	2%	7%	7%	4%	2%	6%	2%	6%	1%	15%	3%	2%	6%
Don't know/Refused	3%	2%	2%	3%	1%	1%	4%	3%	4%	4%	2%	2%	2%	3%	1%	2%	0%	4%	0%	2%	7%	1%	3%	2%	0%	3%	2%

Holiday1120 Crosstabs.xlsx 6 of 7

Nature of the Sample	
New York State Residents	
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Religion	
Catholic	31%
Jewish	9%
Protestant	22%
Other	34%
Age	
18 to 34	28%
35 to 49	25%
50 to 64	23%
65 and older	16%
Children in Household	
Yes	38%
No	60%
Income	
Less than \$50,000	25%
\$50,000 - \$100,000	29%
\$100,000 or more	29%
Gender	
Male	47%
Female	51%
Ethnicity	
White	57%
African American/Black	13%
Latino	15%
Party (Among Registered Voters)	
Democrat	45%
Republican	22%
Independent/Other	25%

Holiday1120 Crosstabs.xlsx 7 of 7