Q1. As the holiday season begins would you say you are	very exci			xcited, n			r not at	all excite		upcoming l															
		Ge	nder		A	ge			Region	1	Childre	n in HH		Religio	n	1		Income			Ethnicity		Ь—	Party	
	Total	м	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Black/Afr Amer	Latino	Dem	Rep	Ind/ Oth
Very excited	34%	35%	34%	50%	45%	22%	17%	40%	30%	31%	50%	25%	38%	30%	39%	29%	26%	38%	43%	37%	33%	39%	38%	36%	32%
Somewhat excited	39%	39%	38%	33%	35%	47%	39%	35%	44%	40%	35%	40%	41%	36%	33%	42%	36%	36%	41%	39%	32%	38%	42%	40%	35%
Not very excited	15%	14%	17%	11%	11%	18%	27%	13%	16%	18%	7%	21%	13%	12%	17%	17%	21%	14%	11%	15%	13%	16%	12%	18%	19%
Not at all excited	10%	10%	9%	3%	7%	13%	16%	11%	8%	9%	6%	12%	7%	17%	9%	11%	13%	11%	5%	8%	20%	6%	8%	6%	11%
Don't know/Refused	2%	2%	2%	3%	1%	1%	2%	1%	2%	3%	1%	2%	1%	4%	2%	2%	4%	1%	0%	1%	2%	1%	0%	1%	3%
Q2. Compared to last year at this time, would you say y	ou are mo	re excite	ed for the	upcom	ing holid	ay seaso	n, less e	xcited th	l nan you wer	l e last year o	r about	the sam	e?		l										
		Ge	nder		A	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	
																		\$50K-			Black/Afr		, ,	Ì	Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
More excited	32%	33%	32%	44%	49%	18%	13%	42%	27%	24%	52%	21%	34%	20%	34%	33%	20%	37%	45%	33%	34%	38%	40%	33%	27%
Less excited	20%	19%	21%	20%	19%	21%	18%	17%	22%	23%	17%	22%	22%	12%	20%	20%	27%	20%	14%	17%	21%	25%	18%	20%	22%
About the same	46%	46%	46%	34%	31%	59%	68%	39%	49%	51%	30%	55%	43%	65%	45%	45%	49%	41%	41%	49%	42%	33%	41%	47%	49%
Don't know/Refused	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	1%	3%	2%	0%	0%	2%	4%	1%	0%	2%
Q3. Compared to last year, do you plan to spend more	noney on	holiday	gifts, less	money	or about	the sam	ne?						1							l				<u> </u>	ь
		Ge	nder		A	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	1
																		\$50K-			Black/Afr		1		Ind/
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
More money	22%	29%	16%	29%	38%	12%	6%	34%	10%	15%	39%	12%	26%	15%	16%	24%	18%	19%	32%	22%	20%	30%	29%	20%	18%
Less money	35%	30%	40%	33%	35%	39%	35%	30%	39%	39%	29%	39%	35%	29%	38%	36%	43%	37%	24%	33%	38%	37%	31%	37%	37%
About the same	39%	38%	40%	33%	25%	46%	55%	32%	50%	40%	29%	44%	37%	53%	41%	35%	33%	40%	42%	43%	38%	26%	38%	38%	44%
Don't know/Refused	4%	4%	5%	6%	3%	3%	4%	5%	2%	5%	3%	5%	2%	3%	5%	5%	7%	4%	2%	2%	5%	7%	2%	4%	2%
																									T
Q4. Compared to last holiday season, would you say th	t you are	better o	ff, worse	off or a	bout the	same re	garding	your pe	rsonal finan	ces?															
		Ge	nder		A	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity		i	Party	<i>-</i>
																		\$50K-			Black/Afr				Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
Better off	25%	31%	20%	38%	40%	8%	10%	39%	13%	17%	40%	17%	26%	22%	23%	29%	12%	30%	39%	25%	20%	29%	34%	19%	21%
Worse off	35%	33%	38%	28%	33%	46%	34%	27%	43%	41%	31%	38%	39%	35%	36%	32%	45%	28%	30%	38%	19%	39%	28%	48%	39%
About the same	37%	34%	40%	30%	26%	45%	56%	32%	43%	40%	27%	43%	34%	40%	41%	37%	40%	40%	30%	36%	57%	30%	38%	32%	38%
Don't know/Refused	2%	2%	2%	4%	1%	1%	1%	2%	2%	2%	2%	2%	1%	3%	1%	2%	3%	2%	0%	2%	4%	3%	1%	1%	2%
				.,,_																	.,,_				1
Q5. What is the total amount of money you plan to spe	nd on gifts	during	this holid	ay seaso	n?		1		1	1		1	1	1	1			1	ı	1					
		Ge	nder	1	A	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	,
																		\$50K-			Black/Afr				Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
\$0-\$299	24%	18%	30%	23%	19%	27%	30%	23%	22%	28%	13%	31%	17%	29%	31%	27%	42%	18%	11%	22%	29%	30%	22%	21%	23%
\$300-\$399	10%	9%	11%	14%	8%	9%	6%	10%	11%	10%	6%	12%	10%	9%	6%	14%	13%	11%	6%	9%	11%	8%	9%	8%	12%
\$400-\$499	10%	10%	10%	14%	8%	9%	8%	9%	10%	11%	11%	9%	7%	11%	8%	14%	8%	16%	7%	9%	9%	8%	10%	14%	9%
\$500-\$599	9%	10%	7%	6%	9%	9%	13%	10%	8%	8%	8%	9%	10%	12%	8%	8%	9%	9%	8%	8%	8%	9%	9%	10%	7%
\$600-\$699	4%	4%	4%	6%	4%	5%	2%	6%	4%	3%	6%	3%	3%	7%	3%	5%	2%	6%	5%	3%	7%	4%	5%	2%	6%
\$700-\$799	5%	6%	4%	6%	6%	4%	2%	7%	3%	4%	9%	2%	5%	3%	5%	5%	2%	6%	7%	6%	4%	6%	7%	5%	3%
\$800-\$899	5%	6%	5%	4%	12%	3%	2%	8%	3%	3%	9%	3%	7%	0%	7%	4%	3%	7%	7%	6%	10%	2%	7%	4%	6%
	5%	6%	4%	6%	8%	2%	3%	6%	3%	5%	7%	4%	7%	4%	3%	5%	3%	8%	5%	5%	2%	7%	6%	4%	5%
15900-5999																	J/0	0/0	J/0	J/0			U/0	7/0	3/0
\$900-\$999 \$1,000 or more		_	_				220/										60/	120/	40%	2/10/		19%	20%	250/	100/
\$1,000 or more Don't know/Refused	19%	23% 7%	16%	13% 8%	20%	23%	23%	15% 6%	27%	19% 10%	24%	16% 9%	26%	17%	22% 8%	12% 7%	6% 11%	13% 5%	40% 3%	24% 9%	9% 8%	18% 7%	20% 6%	25% 6%	19% 10%

Q6KEY. Now thinking about all your holiday season shoppin	g, whic	ch of the	followi	ng types	of store	s will you	u go to i	n person	as part of y	our holiday	shoppin	g? (ROT	ATE Q6-Q9)												
Q6. Local independent retailers		C						1	Danie.		Ch:ld	! IIII		Deliaia	_		1			1	Fabricia.			Davie.	
		Ger	nder		A;	ge I		-	Region	ı	Childre	n in HH		Religio	n			\$50K-	! 		Ethnicity Black/Afr	1		Party	Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Unetete	Voc	No	Catholic	lowish	Drot	Other	<\$50K	\$100K	\$100K+	White		Latina	Dom	Don	Oth
	66%	70%	63%	66%	74%	67%	56%	68%	63%	Upstate 65%	Yes 73%	62%	72%	Jewish 59%	Prot 64%	63%	57%	68%	73%	68%	Amer 57%	Latino 68%	71%	Rep 74%	60%
	26%	25%	26%	21%	17%	28%	38%	23%	31%	26%	19%	30%	21%	33%	30%	25%	28%	23%	24%	26%	32%	20%	21%	22%	30%
Don't know/Refused	9%	5%	11%	14%	9%	5%	6%	9%	6%	9%	8%	9%	7%	7%	6%	12%	15%	9%	3%	6%	10%	12%	8%	4%	10%
Don't know/ keruseu	970	370	1170	1470	976	376	0%	970	0%	970	670	976	7.70	7 70	0%	1270	15%	970	370	076	10%	1270	070	470	10%
Q7. Small- to medium-sized chain stores			L			<u> </u>											l	l							
Q7.5		Ger	nder		A	ge			Region		Childre	n in HH		Religio	n			Income)		Ethnicity			Party	
						Ī												\$50K-			Black/Afr				Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
Yes	65%	69%	61%	70%	70%	63%	54%	67%	67%	61%	72%	60%	70%	56%	65%	62%	52%	70%	72%	66%	56%	71%	71%	67%	62%
No	25%	24%	26%	19%	18%	27%	38%	21%	26%	29%	19%	29%	22%	35%	24%	28%	31%	20%	23%	26%	34%	14%	20%	26%	29%
Don't know/Refused	10%	6%	14%	11%	12%	10%	8%	12%	7%	10%	9%	11%	8%	9%	11%	11%	17%	10%	5%	8%	10%	15%	9%	7%	9%
																				İ					
Q8. Big box retailers			•				•		•	•	•	•	•					•		•	•		•		
		Ger	nder		A	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	
																		\$50K-			Black/Afr				Ind/
<u>L</u>	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
Yes	56%	61%	52%	57%	64%	59%	41%	58%	57%	53%	68%	49%	60%	52%	61%	51%	41%	62%	68%	57%	56%	57%	63%	61%	52%
No	33%	30%	36%	29%	26%	32%	50%	29%	36%	37%	24%	39%	31%	42%	30%	36%	43%	28%	26%	34%	33%	28%	27%	33%	34%
Don't know/Refused	11%	9%	12%	14%	10%	9%	9%	13%	7%	10%	7%	12%	9%	6%	10%	13%	17%	10%	6%	9%	11%	15%	10%	6%	14%
																									<u> </u>
Q9. Local service businesses such as salons or gyms																									
		Ger	nder		A	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	
																		\$50K-			Black/Afr				Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
	38%	45%	32%	42%	48%	34%	22%	47%	36%	28%	56%	27%	46%	26%	37%	35%	25%	38%	52%	37%	38%	51%	45%	42%	33%
	56%	51%	61%	51%	44%	62%	73%	47%	57%	66%	38%	67%	50%	72%	57%	58%	65%	54%	47%	59%	54%	41%	51%	53%	60%
Don't know/Refused	6%	4%	8%	7%	8%	4%	5%	6%	7%	6%	6%	6%	4%	1%	7%	8%	10%	8%	1%	4%	8%	8%	5%	5%	8%
																									Щ.
Q10. What percentage of your holiday shopping do you plan	n to co			year?																					
		Ger	nder		A	ge			Region		Childre	n in HH		Religio	n			Income	!		Ethnicity			Party	
																		\$50K-			Black/Afr		_	_	Ind/
	Total	M	F	18-34	35-49		65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
	12%	12%	11%	5%	5%	14%	25%	9%	17%	11%	5%	15%	9%	15%	18%	9%	18%	11%	4%	11%	15%	7%	8%	14%	11%
	12%	10%	13%	8%	10%	12%	18%	6%	12%	18%	9%	13%	14%	7%	13%	10%	12%	14%	9%	13%	13%	10%	10%	22%	10%
·	23%	23%	24%	24%	29%	22%	19%	26%	21%	21%	23%	23%	25%	13%	20%	25%	22%	28%	21%	21%	27%	29%	27%	19%	21%
·	27%	32%	24%	36%	31%	26%	14%	31%	24%	25%	35%	23%	29%	35%	26%	27%	21%	28%	35%	29%	21%	28%	28%	25%	30%
	20%	18%	22%	23%	20%	20%	17%	21%	22%	18%	23%	19%	17%	28%	18%	24%	16%	17%	29%	21%	18%	21%	23%	17%	21%
	6%	5%	6%	5%	5%	6%	7%	6%	3%	8%	4%	6%	5%	2%	6%	5%	11%	3%	2%	5%	6%	6%	4%	3%	7%
Don't know/Refused			1	1	I	l			14)		1	1	1	l			1	l	l	1	l				
			المال معالدة																						
Q11KEY. Which if any of the following have you or will you	be doir	ng for yo	our holid	ay shopp	oing this	season:	(ROTATI	E Q11-Q	14)																
	be doir			ay shopp			(ROTATI	E Q11-Q:			Childre	n in H⊔	1	Religio	ın			Income			Ethnicity		1	Party	
Q11KEY. Which if any of the following have you or will you	be doir		our holid nder	ay shopp	ping this		(ROTATI	E Q11-Q:	Region		Childre	en in HH		Religio	n	ı		Income	! 		Ethnicity			Party	Ind/
Q11KEY. Which if any of the following have you or will you l Q11. Buying gift cards for some on your holiday list		Ger	nder		A	ge			Region	Unstate			Cathali-			Other	-¢EOV	\$50K-		M/hit-	Black/Afr	Latin-	Dow	•	
Q11KEY. Which if any of the following have you or will you l Q11. Buying gift cards for some on your holiday list	Total	Ger	nder F	18-34	A ₁	ge 50-64	65+	NYC	Region Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Black/Afr Amer	Latino	Dem	Rep	Oth
Q11KEY. Which if any of the following have you or will you l Q11. Buying gift cards for some on your holiday list Yes	Total 66%	Ger M 68%	rder F	18-34 70%	35-49 71%	50-64	65+ 56%	NYC 66%	Region Suburbs 69%	65%	Yes 74%	No 62%	68%	Jewish	Prot 70%	65%	53%	\$50K- \$100K 69%	\$100K+ 77%	69%	Black/Afr Amer 62%	65%	76%	Rep 69%	Oth 59%
Q11KEY. Which if any of the following have you or will you l Q11. Buying gift cards for some on your holiday list Yes	Total	Ger	nder F	18-34	A ₁	ge 50-64	65+	NYC	Region Suburbs	•	Yes	No		Jewish	Prot			\$50K- \$100K	\$100K+		Black/Afr Amer			Rep	Ind/ Oth 59% 33% 8%

		Ger	nder		Α	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Black/Afr Amer	Latino	Dem	Rep	Inc
/es	35%	43%	28%	47%	46%	23%	18%	45%	32%	25%	51%	26%	41%	33%	28%	37%	17%	34%	54%	35%	29%	44%	45%	36%	289
No .	55%	49%	61%	45%	39%	69%	75%	46%	62%	62%	41%	64%	52%	60%	64%	51%	71%	53%	42%	55%	63%	46%	48%	55%	599
Don't know/Refused	9%	8%	11%	7%	15%	8%	7%	9%	6%	12%	9%	10%	8%	7%	8%	12%	12%	13%	4%	10%	8%	10%	7%	8%	139
																									$oxed{oxed}$
Q13. Using curbside pickup when available		Ger	nder		A	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	
			_														4===	\$50K-	4		Black/Afr				Ind
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Ot
Yes No	34% 58%	39%	28% 61%	44% 45%	47% 41%	22%	15% 79%	45% 47%	28% 65%	23% 67%	52% 41%	23% 68%	36% 58%	22% 72%	36% 57%	31% 56%	22% 63%	35% 57%	45% 51%	31% 61%	32% 62%	47% 45%	43% 49%	31%	289
NO Don't know/Refused	9%	55% 5%	11%	12%	12%	73% 5%	79% 6%	9%	6%	10%	7%	9%	6%	6%	7%	13%	15%	8%	4%	8%	6%	8%	8%	62% 7%	649 8%
											.,.				.,.				.,,						<u> </u>
Q14. Using promo codes or coupons		_																		1			1		
		Ger	nder		A	ge I			Region		Childre	n in HH		Religio	n			Income \$50K-	1		Ethnicity Black/Afr	1	1	Party	Ind
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
Yes	66%	62%	70%	76%	74%	60%	48%	71%	62%	61%	74%	61%	71%	62%	60%	66%	55%	67%	79%	66%	63%	76%	74%	67%	629
No	26%	29%	23%	14%	19%	30%	43%	21%	30%	29%	19%	30%	23%	26%	30%	25%	34%	22%	18%	26%	29%	16%	21%	28%	25%
Don't know/Refused	9%	10%	7%	10%	7%	10%	9%	7%	8%	10%	8%	9%	6%	11%	9%	9%	11%	11%	4%	8%	8%	8%	5%	5%	139
		<u>. </u>	L	L	L .						l		2 / 2 2 2 2												<u> </u>
Q15KEY. Considering the delays and shortages for produ Q15. Shopping earlier than usual	cts cause	d by sup	ply chair	disrupti	ons, wh	ch if any	of the fo	ollowing	have you or	r will you do	this hol	iday sea	son? (ROTA	TE Q15-Q2	0)										—
Q13. Shopping earner than usual		Ger	nder		A	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	
						Ĭ												\$50K-			Black/Afr				Ind
Novel describe	Total	M	F 220/	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	
Already done this	20%	17%	22%	17%	21%	22%	23%	18%	17%	23%	22%	18%	19%	27%	23%	17%	16%	24%	22%	23%	Amer 17%	18%	21%	23%	209
Plan to do this	20% 41%	17% 41%	22% 40%	17% 52%	21% 46%	22% 32%	23% 27%	18% 50%	17% 34%	23% 34%	22% 49%	18% 36%	19% 43%	27% 28%	23% 41%	17% 41%	16%	24% 44%	22% 43%	23% 35%	Amer 17% 52%	18% 45%	21% 45%	23% 37%	209
Plan to do this Will not do this	20%	17%	22%	17% 52% 22%	21%	22%	23%	18%	17%	23%	22%	18%	19%	27%	23%	17%	16%	24%	22% 43% 33%	23%	Amer 17%	18%	21%	23%	209 409 319
Plan to do this Will not do this	20% 41% 30%	17% 41% 35%	22% 40% 26%	17% 52%	21% 46% 23%	22% 32% 40%	23% 27% 40%	18% 50% 24%	17% 34% 41%	23% 34% 32%	22% 49% 24%	18% 36% 34%	19% 43% 31%	27% 28% 40%	23% 41% 29%	17% 41% 29%	16% 38% 28%	24% 44% 25%	22% 43%	23% 35% 34%	Amer 17% 52% 23%	18% 45% 24%	21% 45% 26%	23% 37% 35%	209 409 319
Plan to do this Will not do this Don't know/Refused	20% 41% 30%	17% 41% 35% 7%	22% 40% 26% 12%	17% 52% 22%	21% 46% 23% 10%	22% 32% 40% 6%	23% 27% 40%	18% 50% 24%	17% 34% 41% 8%	23% 34% 32%	22% 49% 24% 5%	18% 36% 34% 11%	19% 43% 31%	27% 28% 40% 6%	23% 41% 29% 6%	17% 41% 29%	16% 38% 28%	24% 44% 25% 8%	22% 43% 33% 2%	23% 35% 34%	Amer 17% 52% 23% 8%	18% 45% 24%	21% 45% 26%	23% 37% 35% 6%	Oth 20% 40% 31% 9%
Already done this Plan to do this Will not do this Don't know/Refused Q16. Spending more than planned	20% 41% 30%	17% 41% 35% 7%	22% 40% 26%	17% 52% 22%	21% 46% 23% 10%	22% 32% 40%	23% 27% 40%	18% 50% 24%	17% 34% 41%	23% 34% 32%	22% 49% 24%	18% 36% 34% 11%	19% 43% 31%	27% 28% 40%	23% 41% 29% 6%	17% 41% 29%	16% 38% 28%	24% 44% 25% 8%	22% 43% 33% 2%	23% 35% 34%	Amer 17% 52% 23% 8% Ethnicity	18% 45% 24%	21% 45% 26%	23% 37% 35%	20% 40% 31% 9%
Plan to do this Will not do this Don't know/Refused	20% 41% 30% 9%	17% 41% 35% 7%	22% 40% 26% 12%	17% 52% 22% 9%	21% 46% 23% 10%	22% 32% 40% 6%	23% 27% 40% 10%	18% 50% 24% 9%	17% 34% 41% 8% Region	23% 34% 32% 10%	22% 49% 24% 5% Childre	18% 36% 34% 11%	19% 43% 31% 7%	27% 28% 40% 6%	23% 41% 29% 6%	17% 41% 29% 13%	16% 38% 28% 17%	24% 44% 25% 8% Income	22% 43% 33% 2%	23% 35% 34% 8%	Amer 17% 52% 23% 8% Ethnicity Black/Afr	18% 45% 24% 14%	21% 45% 26% 8%	23% 37% 35% 6% Party	20% 40% 31% 9%
Plan to do this Will not do this Don't know/Refused Q16. Spending more than planned	20% 41% 30% 9%	17% 41% 35% 7% Ger	22% 40% 26% 12%	17% 52% 22% 9% 18-34	21% 46% 23% 10% A	22% 32% 40% 6% ge	23% 27% 40% 10%	18% 50% 24% 9%	17% 34% 41% 8% Region Suburbs	23% 34% 32% 10% Upstate	22% 49% 24% 5% Childre	18% 36% 34% 11% n in HH	19% 43% 31% 7%	27% 28% 40% 6% Religio	23% 41% 29% 6% Prot	17% 41% 29% 13%	16% 38% 28% 17%	24% 44% 25% 8% Income \$50K- \$100K	22% 43% 33% 2% \$100K+	23% 35% 34% 8% White	Amer 17% 52% 23% 8% Ethnicity Black/Afr Amer	18% 45% 24% 14%	21% 45% 26% 8% Dem	23% 37% 35% 6% Party	20% 40% 31% 9% Ind, Oth
Plan to do this Will not do this Don't know/Refused	20% 41% 30% 9%	17% 41% 35% 7% Ger M 13%	22% 40% 26% 12%	17% 52% 22% 9% 18-34	21% 46% 23% 10% A 35-49 17%	22% 32% 40% 6% ge 50-64 5%	23% 27% 40% 10% 65+ 6%	18% 50% 24% 9%	17% 34% 41% 8% Region	23% 34% 32% 10%	22% 49% 24% 5% Childre	18% 36% 34% 11%	19% 43% 31% 7%	27% 28% 40% 6%	23% 41% 29% 6% Prot	17% 41% 29% 13% Other 9%	16% 38% 28% 17%	24% 44% 25% 8% Income	22% 43% 33% 2%	23% 35% 34% 8% White 11%	Amer 17% 52% 23% 8% Ethnicity Black/Afr	18% 45% 24% 14%	21% 45% 26% 8% Dem 14%	23% 37% 35% 6% Party Rep 10%	209 409 319 9% Ind Otl
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Plan to do this Will not do this Don't know/Refused Q16. Spending more than planned Already done this Plan to do this Will not do this	20% 41% 30% 9% Total 11% 24%	17% 41% 35% 7% Ger M 13% 30%	22% 40% 26% 12% 	17% 52% 22% 9% 18-34 14% 32%	21% 46% 23% 10% A 35-49 17% 27%	22% 32% 40% 6% ge 50-64 5% 23%	23% 27% 40% 10% 65+ 6% 13%	18% 50% 24% 9% NYC 17% 29%	17% 34% 41% 8% Region Suburbs 6% 18%	23% 34% 32% 10% Upstate 6% 22%	22% 49% 24% 5% Childre Yes 18% 31%	18% 36% 34% 11% n in HH No 6% 20%	19% 43% 31% 7% Catholic 13% 27%	27% 28% 40% 6% Religio Jewish 14% 9%	23% 41% 29% 6% Prot 9% 25%	17% 41% 29% 13% Other 9% 26%	16% 38% 28% 17% 	24% 44% 25% 8% Income \$50K- \$100K 11% 29%	22% 43% 33% 2% \$100K+ 15% 28%	23% 35% 34% 8% White 11% 24%	Amer 17% 52% 23% 8% Ethnicity Black/Afr Amer 9% 19%	18% 45% 24% 14% Latino 13% 32%	21% 45% 26% 8% Dem 14% 25%	23% 37% 35% 6% Party Rep 10% 33%	209 409 319 9% Ind Oth 7% 209 639
Plan to do this Will not do this Don't know/Refused Q16. Spending more than planned Already done this Plan to do this Will not do this Don't know/Refused	20% 41% 30% 9% Total 11% 24% 52%	17% 41% 35% 7% Ger M 13% 30% 50%	22% 40% 26% 12% nder F 9% 20% 54%	17% 52% 22% 9% 18-34 14% 32% 42%	21% 46% 23% 10% A 35-49 17% 27% 43%	22% 32% 40% 6% 8e 50-64 5% 23% 59%	23% 27% 40% 10% 65+ 6% 13% 68%	18% 50% 24% 9% NYC 17% 29% 45%	17% 34% 41% 8% Region Suburbs 6% 18% 64%	23% 34% 32% 10% Upstate 6% 22% 54%	22% 49% 24% 5% Childre Yes 18% 31% 40%	18% 36% 34% 11% n in HH No 6% 20% 59%	19% 43% 31% 7% Catholic 13% 27% 50%	27% 28% 40% 6% Religio Jewish 14% 9% 66%	23% 41% 29% 6% Prot 9% 25% 54%	17% 41% 29% 13% Other 9% 26% 50%	16% 38% 28% 17% <\$50K 8% 20% 53%	24% 44% 25% 8% Income \$50K- \$100K 11% 29% 49%	22% 43% 33% 2% \$100K+ 15% 28% 49%	23% 35% 34% 8% White 11% 24% 52%	Amer 17% 52% 23% 8% Ethnicity Black/Afr Amer 9% 19% 59%	18% 45% 24% 14% Latino 13% 32% 47%	21% 45% 26% 8% Dem 14% 25% 48%	23% 37% 35% 6% Party Rep 10% 33% 47%	20% 40% 31% 9% Ind, Oth 7% 20% 63%
Plan to do this Will not do this Don't know/Refused Q16. Spending more than planned Already done this	20% 41% 30% 9% Total 11% 24% 52%	17% 41% 35% 7% Ger M 13% 30% 50%	22% 40% 26% 12% 12% F 9% 20% 54% 17%	17% 52% 22% 9% 18-34 14% 32% 42%	21% 46% 23% 10% A 35-49 17% 27% 43% 13%	22% 32% 40% 6% 50-64 5% 23% 59% 13%	23% 27% 40% 10% 65+ 6% 13% 68%	18% 50% 24% 9% NYC 17% 29% 45%	17% 34% 41% 8% Region Suburbs 6% 18% 64% 12%	23% 34% 32% 10% Upstate 6% 22% 54%	22% 49% 24% 5% Childre Yes 18% 31% 40%	18% 36% 34% 11% No 6% 20% 59% 14%	19% 43% 31% 7% Catholic 13% 27% 50%	27% 28% 40% 6% Religio Jewish 14% 9% 66% 11%	23% 41% 29% 6% Prot 9% 25% 54% 13%	17% 41% 29% 13% Other 9% 26% 50%	16% 38% 28% 17% <\$50K 8% 20% 53%	24% 44% 25% 8% Income \$50K- \$100K 11% 29% 49% 11%	22% 43% 33% 2% \$100K+ 15% 28% 49% 8%	23% 35% 34% 8% White 11% 24% 52%	Amer 17% 52% 23% 8% Ethnicity Black/Afr Amer 9% 19% 59% 12%	18% 45% 24% 14% Latino 13% 32% 47%	21% 45% 26% 8% Dem 14% 25% 48%	23% 37% 35% 6% Party Rep 10% 33% 47%	20% 40% 319 9% Ind, Oth 7% 20% 63% 11%
Plan to do this Will not do this Don't know/Refused Q16. Spending more than planned Already done this Plan to do this Will not do this Don't know/Refused	20% 41% 30% 9% Total 11% 24% 52%	17% 41% 35% 7% Ger M 13% 30% 50%	22% 40% 26% 12% nder F 9% 20% 54%	17% 52% 22% 9% 18-34 14% 32% 42%	21% 46% 23% 10% A 35-49 17% 27% 43% 13%	22% 32% 40% 6% 8e 50-64 5% 23% 59%	23% 27% 40% 10% 65+ 6% 13% 68%	18% 50% 24% 9% NYC 17% 29% 45% 9%	17% 34% 41% 8% Region Suburbs 6% 18% 64%	23% 34% 32% 10% Upstate 6% 22% 54%	22% 49% 24% 5% Childre Yes 18% 31% 40%	18% 36% 34% 11% No 6% 20% 59% 14%	19% 43% 31% 7% Catholic 13% 27% 50%	27% 28% 40% 6% Religio Jewish 14% 9% 66%	23% 41% 29% 6% Prot 9% 25% 54% 13%	17% 41% 29% 13% Other 9% 26% 50%	16% 38% 28% 17% <\$50K 8% 20% 53%	24% 44% 25% 8% Income \$50K- \$100K 11% 29% 49%	22% 43% 33% 2% \$100K+ 15% 28% 49% 8%	23% 35% 34% 8% White 11% 24% 52%	Amer 17% 52% 23% 8% Ethnicity Black/Afr Amer 9% 19% 59%	18% 45% 24% 14% Latino 13% 32% 47%	21% 45% 26% 8% Dem 14% 25% 48%	23% 37% 35% 6% Party Rep 10% 33% 47%	209 409 319 9% Ind Ottl 7% 209 639 1119
Plan to do this Will not do this Don't know/Refused Q16. Spending more than planned Already done this Plan to do this Will not do this Don't know/Refused Q17. Spending less than planned	20% 41% 30% 9% Total 11% 24% 52% 13%	17% 41% 35% 7% Ger M 13% 30% 50% 8%	22% 40% 26% 12% 12% 16 9% 20% 54% 17%	17% 52% 22% 9% 18-34 14% 32% 12%	21% 46% 23% 10% A 35-49 17% 27% 43% 13%	22% 32% 40% 6% 50-64 59% 13%	23% 27% 40% 10% 65+ 6% 13% 68% 14%	18% 50% 24% 9% NYC 17% 29% 45% 9%	17% 34% 41% 8% Region Suburbs 6% 18% 64% 12% Region Suburbs	23% 34% 32% 10% Upstate 6% 22% 54% 18%	22% 49% 24% 5% Childre Yes 18% 31% 40% 10%	18% 36% 34% 11% n in HH No 6% 20% 14% 14%	19% 43% 31% 7% Catholic 13% 50% 10% Catholic	27% 28% 40% 6% Religio Jewish 14% 9% 66% 11% Religio Jewish	23% 41% 29% 6% Prot 9% 54% 13%	17% 41% 29% 13% Other 9% 26% 50% 16% Other	16% 38% 28% 17% <\$50K 8% 20% 53% 19% <\$50K	24% 44% 25% 8% Income \$50K- \$100K 11% 29% 49% 11% Income \$50K- \$100K	22% 43% 33% 2% \$100K+ \$100K+	23% 35% 34% 8% White 11% 24% 52% 13%	Amer 17% 52% 23% 8% Ethnicity Black/Afr Amer 9% 19% 59% 12% Ethnicity Black/Afr Amer	18% 45% 24% 14% 14% Latino 13% 32% 47% 9%	21% 45% 26% 8% Dem 14% 25% 48% 12%	23% 37% 35% 6% Party Rep 10% 33% 47% 10%	20 40 31 99 10 0t 79 20 63 11
Plan to do this Will not do this Don't know/Refused Q16. Spending more than planned Already done this Plan to do this Will not do this Don't know/Refused Q17. Spending less than planned	20% 41% 30% 9% Total 11% 24% 52% 13%	17% 41% 35% 7% Ger M 13% 30% 50% 8% Ger M 15%	22% 40% 26% 12% 12% PM 20% 54% 17% PM 17%	17% 52% 22% 9% 18-34 14% 32% 42% 12% 18-34 21%	21% 46% 23% 10% 35-49 17% 27% 43% 13% A 35-49 13%	22% 32% 40% 6% 50-64 5% 23% 59% 13%	23% 27% 40% 10% 65+ 6% 13% 68% 14%	18% 50% 24% 9% NYC 17% 29% 45% 9%	17% 34% 41% 8% Region Suburbs 6% 18% 64% 12% Region Suburbs 11%	23% 34% 32% 10% Upstate 6% 54% 18%	22% 49% 24% 5% Childre Yes 18% 31% 40% 10% Childre Yes 15%	18% 36% 34% 11% No 6% 20% 59% 14% No 12%	19% 43% 31% 7% Catholic 13% 50% 10% Catholic 13%	27% 28% 40% 6% Religio Jewish 14% 66% 11% Religio Jewish 5%	23% 41% 29% 6% Prot 9% 25% 54% 13%	17% 41% 29% 13% Other 9% 26% 50% 16% Other	16% 38% 28% 17% <\$50K 8% 20% 53% 19% <\$50K	24% 44% 25% 8% Income \$50K- \$100K 11% 29% 49% 11% Income \$50K- \$100K	22% 43% 33% 2% \$100K+ 15% 28% 49% 8% \$100K+ 12%	23% 35% 34% 8% White 11% 52% 13%	Amer 17% 52% 23% 8% Ethnicity Black/Afr Amer 9% 19% 59% 12% Ethnicity Black/Afr Amer 12%	18% 45% 24% 14% 14% Latino 13% 32% 47% 9%	21% 45% 26% 8% Dem 14% 25% 48% 12%	23% 37% 35% 6% Party Rep 10% 33% 47% 10% Party	20 40 31 99 79 20 63 11
Plan to do this Will not do this Don't know/Refused Q16. Spending more than planned Already done this Plan to do this Will not do this Don't know/Refused Q17. Spending less than planned	20% 41% 30% 9% Total 11% 24% 52% 13%	17% 41% 35% 7% Ger M 13% 30% 8% Ger M 15% 37%	22% 40% 26% 12% nder F 9% 20% 54% 17% nder F 11% 34%	17% 52% 22% 9% 18-34 14% 32% 42% 12% 18-34 21% 40%	21% 46% 23% 10% A 35-49 17% 27% 43% 13% A 35-49 13% 40%	22% 32% 40% 6% 50-64 5% 23% 13% 59% 59% 59% 59% 35%	23% 27% 40% 10% 65+ 6% 13% 68% 14%	18% 50% 24% 9% NYC 17% 29% 45% 9% NYC 14% 42%	17% 34% 41% 8% Region Suburbs 6% 18% 64% 12% Region Suburbs 11% 32%	23% 34% 32% 10% Upstate 6% 22% 18% Upstate 13% 30%	22% 49% 24% 5% Childre Yes 18% 31% 40% 10% Childre Yes 15% 41%	18% 36% 34% 11% n in HH No 6% 20% 59% 14% No 12% 33%	19% 43% 31% 7% Catholic 13% 50% 10% Catholic 13% 38%	27% 28% 40% 6% Religio Jewish 14% 9% 66% 11% Religio Jewish 5% 27%	23% 41% 29% 6% Prot 9% 25% 54% 13% Prot 10% 37%	17% 41% 29% 13% Other 9% 26% 50% 16% Other 17% 35%	16% 38% 28% 17% <\$50K 8% 20% 19% <\$550K 12% 39%	24% 44% 25% 8% lncome \$50K- \$100K 11% 29% 11% lncome \$50K- \$100K 11%	22% 43% 33% 2% \$100K+ 15% 28% 49% 8% \$100K+ 12% 36%	23% 35% 34% 8% White 11% 24% 13% White 11% 35%	Amer 17% 52% 23% 8% Ethnicity Black/Afr Amer 9% 12% Ethnicity Black/Afr Amer 12% 42%	18% 45% 24% 14% Latino 13% 32% 47% 9%	21% 45% 26% 8% Dem 14% 25% 48% 12% Dem 14% 37%	23% 37% 35% 6% Party Rep 10% 33% 47% 10% Party Rep 14% 38%	200 400 311 999 200 633 111
Plan to do this Will not do this Don't know/Refused Q16. Spending more than planned Already done this Plan to do this Will not do this Don't know/Refused	20% 41% 30% 9% Total 11% 24% 52% 13%	17% 41% 35% 7% Ger M 13% 30% 50% 8% Ger M 15%	22% 40% 26% 12% 12% PM 20% 54% 17% PM 17%	17% 52% 22% 9% 18-34 14% 32% 42% 12% 18-34 21%	21% 46% 23% 10% 35-49 17% 27% 43% 13% A 35-49 13%	22% 32% 40% 6% 50-64 5% 23% 59% 13%	23% 27% 40% 10% 65+ 6% 13% 68% 14%	18% 50% 24% 9% NYC 17% 29% 45% 9%	17% 34% 41% 8% Region Suburbs 6% 18% 64% 12% Region Suburbs 11%	23% 34% 32% 10% Upstate 6% 54% 18%	22% 49% 24% 5% Childre Yes 18% 31% 40% 10% Childre Yes 15%	18% 36% 34% 11% No 6% 20% 59% 14% No 12%	19% 43% 31% 7% Catholic 13% 50% 10% Catholic 13%	27% 28% 40% 6% Religio Jewish 14% 66% 11% Religio Jewish 5%	23% 41% 29% 6% Prot 9% 25% 54% 13%	17% 41% 29% 13% Other 9% 26% 50% 16% Other	16% 38% 28% 17% <\$50K 8% 20% 53% 19% <\$50K	24% 44% 25% 8% Income \$50K- \$100K 11% 29% 49% 11% Income \$50K- \$100K	22% 43% 33% 2% \$100K+ 15% 28% 49% 8% \$100K+ 12%	23% 35% 34% 8% White 11% 52% 13%	Amer 17% 52% 23% 8% Ethnicity Black/Afr Amer 9% 19% 59% 12% Ethnicity Black/Afr Amer 12%	18% 45% 24% 14% 14% Latino 13% 32% 47% 9%	21% 45% 26% 8% Dem 14% 25% 48% 12%	23% 37% 35% 6% Party Rep 10% 33% 47% 10% Party	200 400 311 99 700 200 633 111 100

Q18. Shopping more in person than usual, that is not be	uying as in											_													
		Ge	nder		A	ge			Region		Childre	n in HH		Religio	n			Income	!		Ethnicity			Party	
	Total	м	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Black/Afr Amer	Latino	Dem	Rep	Ind/ Oth
Already done this	13%	14%	12%	18%	18%	9%	6%	14%	10%	14%	19%	9%	13%	8%	13%	14%	13%	14%	14%	12%	16%	18%	14%	14%	10%
Plan to do this	35%	40%	30%	39%	41%	32%	24%	42%	26%	30%	42%	30%	36%	28%	38%	32%	34%	35%	35%	33%	38%	37%	38%	34%	32%
Will not do this	38%	35%	40%	26%	31%	43%	57%	32%	51%	37%	28%	44%	38%	56%	38%	35%	31%	35%	44%	41%	38%	27%	37%	40%	41%
Don't know/Refused	15%	10%	18%	18%	11%	16%	13%	12%	13%	19%	11%	16%	13%	8%	11%	19%	22%	15%	7%	14%	8%	18%	11%	12%	16%
Q19. Buying more gift cards than usual																									
		Ge	nder		Α	ge			Region		Childre	n in HH		Religio	n			Income)		Ethnicity			Party	
			_	40.24	25.40	F0.64	65 .		6 1. 1.		v		0			0.1	.A.F.O.V	\$50K-	\$4.00V	14/1-1	Black/Afr				Ind/
Already done this	Total 13%	M 16%	11%	18-34 18%	35-49 19%	50-64 6%	65+	NYC 19%	Suburbs 7%	Upstate 10%	Yes 21%	No 8%	Catholic 12%	Jewish 6%	Prot 14%	Other 15%	<\$50K 13%	\$100K 12%	\$100K+ 14%	White 11%	Amer 16%	Latino 22%	Dem 17%	Rep 11%	Oth 9%
Plan to do this	38%	39%	37%	39%	40%	39%	35%	43%	28%	39%	38%	38%	42%	12%	41%	35%	38%	41%	39%	38%	42%	37%	38%	44%	30%
Will not do this	39%		40%	34%	29%	41%	54%	30%	55%	40%	32%	44%	37%	73%	38%	36%	32%	35%	42%	40%	33%	30%	36%	36%	46%
	10%	38%	12%	9%	12%		54%		55% 11%	40% 11%									42% 5%				9%	36% 8%	46% 15%
Don't know/Refused	10%	7%	12%	9%	12%	13%	5%	8%	11%	11%	10%	10%	9%	10%	7%	14%	17%	12%	5%	11%	9%	12%	9%	8%	15%
Q20. Buying more experience gifts such as concert or s	norting ou	ne tieke	ts or spe	aift sout	ificator	han usua		<u> </u>			<u> </u>	<u> </u>			<u> </u>					<u> </u>				l	
Q20. Buying more experience girts such as concert or s	porting ev		nder	giit cert		ge		1	Region		Childro	n in HH		Religio	'n			Income		ı	Ethnicity		1	Party	
		Ge	Tuei		T -	ge			Region		Ciliure	II III		Keligic	,,,,			\$50K-	: 		Black/Afr	1	1	raity	Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
Already done this	24%	26%	21%	29%	27%	14%	14%	29%	15%	19%	32%	15%	23%	30%	28%	20%	17%	33%	23%	25%	30%	22%	28%	21%	13%
Plan to do this	45%	47%	41%	45%	53%	33%	34%	52%	34%	38%	44%	46%	50%	18%	32%	51%	40%	53%	44%	40%	49%	44%	43%	50%	47%
Will not do this	29%	27%	32%	22%	18%	50%	53%	17%	48%	39%	22%	36%	23%	49%	37%	27%	39%	10%	30%	30%	21%	34%	24%	25%	40%
									4070	39%	ZZ70	30%	23%	4970		2/70									
Don't know/Refused						3%				4%		4%	4%	3%		2%						0%	4%		
Don't know/Refused	3%	1%	6%	4%	3%		0%	2%	3%		2%				4%		4%	4%	3%	4%	0%		_	4%	0%
Don't know/Refused Q21KEY. Finally, before a few classification questions,	3%	1%	6%	4%	3%	3%	0%	2%	3%	4%	2%	4%	4%	3%	4%	2%	4%	4%	3%	4%	0%	0%	4%	4%	
	3%	1%	6%	4%	3%	3%	0%	2%	3%	4%	2%	4%	4%	3%	4%	2%	4%	4%	3%	4%	0%	0%	4%	4%	
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Q21KEY. Finally, before a few classification questions, forward to it or dreading it. (ROTATE Q21-Q29)	3%	1% o ask you	6%	4%	3% ner holid	3%	0%	2%	3%	4%	2% not part	4%	4%	3%	4% hings th	2%	4%	4%	3% season, fo	4%	0%	0%	4%	4%	
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Q21KEY. Finally, before a few classification questions, forward to it or dreading it. (ROTATE Q21-Q29)	3%	1% o ask you	6% u about	4%	3% ner holid	3% ay traditi	0%	2%	3% ors that you	4%	2% not part	4% icipate	4%	3% tion some t	4% hings th	2%	4%	4% art of this	3% season, fo	4%	0% II me whethe	0%	4%	4% poking	0%
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Q21KEY. Finally, before a few classification questions, forward to it or dreading it. (ROTATE Q21-Q29) Q21. Spending time with family Looking forward to it Dreading it Vol: Both Vol: Neither Will not do this Don't know/Refused Q22. Decorating the house Looking forward to it Dreading it Vol: Both	3% we'd like t Total 73% 10% 4% 3% 3% Total 57% 18% 9%	1% Ge M 74% 7% 11% 2% 3% 3% Ge M 50% 24% 10%	6% u about: F 73% 7% 9% 5% 3% 2% nder F 63% 12% 7%	18-34 64% 9% 18% 3% 4% 18-34 53% 22% 13%	3% 35-49 73% 9% 10% 6% 2% 0% 35-49 63% 12% 11%	3% september 1	65+ 82% 4% 4% 2% 6% 2% 65+ 50% 20% 3%	2% behavio NYC 69% 13% 5% 3% 1% NYC 54% 18% 11%	Region Suburbs 86% 6% 3% 3% 1% 1% Region Suburbs 61% 20% 5%	4% We will be seen a s	2% Childre Yes 72% 9% 13% 3% 1% 2% Childre Yes 61% 17% 12%	4% n in HH No 75% 6% 9% 4% 5% 3% n in HH No 54% 18% 7%	4% Catholic 75% 9% 3% 4% Catholic 64% 14% 8%	Religio Jewish 85% 3% 5% 2% 6% 0% Religio Jewish 39% 23% 11%	4% hings th Prot 77% 8% 7% 3% 2% 2% Prot 60% 17% 10%	2% at many s Other 69% 8% 13% 5% 4% 1% Other 52% 22% 8%	4% say are pa <\$50K 66% 13% 6% 4% 5% <\$50K 52% 15% 9%	Income \$50K-\$100K 75% 6% 2% Income \$50K-\$100K 2% 8%	3% season, fo \$100K+ 76% 12% 2% 1% 1% \$100K+ \$63% 20% 10%	4% White 76% 6% 10% 2% 3% 3% White 62% 16% 9%	Ethnicity Black/Afr Amer 74% 8% 6% 2% 4% Ethnicity Black/Afr Amer 49% 25% 6%	0% r you are Latino 65% 11% 8% 2% 1% Latino 56% 16% 10%	Dem 75% 8% 11% 2% 1 1% 58% 17% 10% 10%	Party Rep 81% 5% 7% 2% 3% Party Rep 65% 18%	Ind/ Oth 68% 8% 12% 6% 3% Ind/ Oth 54% 22%
Q21KEY. Finally, before a few classification questions, forward to it or dreading it. (ROTATE Q21-Q29) Q21. Spending time with family Looking forward to it Dreading it Vol: Neither Will not do this Don't know/Refused Q22. Decorating the house Looking forward to it Dreading it Vol: Both	3% we'd like t Total 73% 70% 10% 4% 3% 57% 18% 9% 6%	1% Ge M 74% 7% 11% 2% 3% 3% Ge M 50% 24% 10% 4%	6% nder F 73% 7% 9% 5% 3% 2% nder F 63% 7% 7%	18-34 64% 9% 3% 4% 18-34 53% 22% 13%	3% 35-49 73% 9% 10% 6% 2% 0% 35-49 63% 11% 9%	3% sep	0% ons and 65+ 82% 4% 2% 6% 2% 65+ 50% 3% 5%	2% behavio NYC 69% 13% 5% 3% 1% NYC 54% 11% 548% 11%	Region Suburbs 86% 6% 3% 3% 1% 1% Region Suburbs 61% 20% 5% 6%	Upstate 72% 5% 10% 3% 5% 5% Upstate 58% 16% 8% 7%	2% not part Yes 72% 13% 3% 1% 2% Childre Yes 61% 17% 12% 7%	4% n in HH No 75% 6% 9% 4% 5% 3% n in HH No 54% 7% 58%	4% Catholic 75% 7% 3% 3% 4% Catholic 64% 8% 6%	Religic Jewish 85% 3% 2% 6% 0% Religic Jewish 39% 23% 11% 10%	4% hings th Prot 77% 8% 2% 2% 2% 60% 17% 10% 4%	2% at many s Other 69% 8% 13% 5% 4% 1% Other 52% 8% 7%	4% say are pa <\$50K 66% 7% 6% 4% 5% <\$50K 5% <\$50K 52% 15% 9% 7%	Income \$50K-\$100K 75% 6% 2% Income \$50K-\$100K 550K-\$100K 55% 18% 8% 9%	3% season, fo \$100K+ 76% 9% 12% 2% 1% 1% \$100K+ 63% \$20% 10% 3%	4% White 76% 6% 10% 2% 3% 3% White 62% 16% 9%	Ethnicity Black/Afr Amer 74% 8% 6% 6% 4% Ethnicity Black/Afr Amer 49% 49% 25% 6% 8%	0% r you are Latino 65% 11% 8% 2% 1% Latino 56% 16% 10% 9%	Dem 75% 8% 11% 3% 2% 1% 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Party Rep 81% 5% 7% 2% 3% Party Party Rep 65% 5% 5%	Ind/ Oth 68% 4% 6% 3% Ind/ Oth 54% 22% 7%

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Treal M F 13-34 35-99 56-64 65- NYC Subvise Upstate Ve No Carbonic Pree Other color 5000 500	Q23. Cooking for the holidays		Gal	nder		^	70			Pegion		Childre	n in HH		Policie	n			Income		I	Ethnicity		1	Darty	
Contact forward at R		1	Gei	luei		1	ge 			Region		Ciliure	IIII		Keligic					<u> </u>					raity	Ind/
recenting the contact of the contac		Total	м	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	I .	\$100K+	White	-	Latino	Dem	Rep	Oth
New Poolsh 10 10 10 10 10 10 10 1	Looking forward to it	60%	61%	59%	58%	59%	67%	55%	60%	63%	58%	59%	60%	61%	60%	62%	58%	51%	63%	65%	62%	55%	55%	65%	60%	57%
No Northeline	Dreading it	14%	13%	15%	13%	13%	12%	15%	15%	16%	12%	15%	14%	15%	6%	14%	14%	16%	10%	14%	13%	21%	13%	14%	17%	11%
March etable 19	Vol: Both	10%	10%	10%	17%	13%	5%	5%	12%	6%	11%	16%	7%	11%	11%	9%	10%	9%	12%	12%	9%	6%	19%	9%	8%	12%
Orthografies and easily controller (as 1) as 1	Vol: Neither	4%	3%	6%	2%	5%	6%	8%	4%	5%	4%	2%	6%	4%	7%	5%	4%	5%	7%	2%	4%	4%	6%	4%	4%	5%
2. Esting and eating some more Company C	Will not do this	9%	10%	8%	8%	7%	8%	17%	9%	8%	11%	6%	11%	7%	15%	8%	12%	15%	7%	7%	10%	11%	3%	7%	7%	13%
Control Part	Don't know/Refused	2%	3%	2%	2%	3%	3%	0%	1%	2%	4%	2%	2%	2%	0%	3%	2%	5%	0%	1%	2%	3%	5%	1%	3%	2%
Coloring forward to R																										
Total M F 18-34 8-49 9-64 65+ NYC Suburbs Upstate Ves No Catholic Lewish Prot Other SSOK	Q24. Eating and eating some more																									
Part Mart			Gei	nder		Α	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	
Locking forward to tr																			\$50K-			Black/Afr				Ind/
December 13 15 15 15 15 15 15 15		Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
Vol. Elsethe 10% 9% 13% 23	Looking forward to it	63%	63%	63%	65%	67%	60%	55%	61%	66%	62%	61%	64%	59%	63%	63%	66%	62%	61%	65%	64%	63%	58%	63%	68%	62%
Vol. Neither	Dreading it	13%	15%	12%	10%	10%	16%	21%	14%	15%	12%	14%	13%	15%	15%	12%	13%	10%	17%	14%	13%	16%	11%	15%	12%	10%
Will not do bish	Vol: Both	10%	9%	11%	13%	12%	9%	5%	14%	4%	9%	17%	6%	12%	10%	10%	7%	8%	8%	15%	9%	5%	18%	11%	7%	13%
Dan't Nown/Refused	Vol: Neither	6%	5%	7%	6%	5%	5%	7%	3%	5%	9%	5%	6%	4%	4%	7%	7%	7%	10%	2%	7%	5%	1%	5%	9%	6%
Coloring forward to it Coloring forward to	Will not do this	6%	5%	6%	3%	2%	8%	10%	5%	7%	6%	1%	8%	7%	5%	7%	4%	9%	4%	3%	5%	5%	9%	4%	3%	7%
Cooking forward to it	Don't know/Refused	3%	3%	3%	3%	4%	1%	2%	3%	2%	4%	2%	3%	2%	3%	1%	3%	5%	1%	1%	2%	6%	2%	2%	2%	3%
Cooking forward to it																										
Total M F 18-34 8-49 50-64 65+ NYC Suburbs Upstate Ves NO Catholic Lewish Prot Other C5SK S00K S0	Q25. Going to holiday parties																									
Total M F 18-34 38-49 59-64 65+ NY Suburbs Upstate Ves No Catholic Lewish Prot Other <5000 \$5000			Gei	nder		Α	ge			Region		Childre	n in HH		Religio	n				!		Ethnicity			Party	
Looking forward to it																			\$50K-			Black/Afr				Ind/
Dreading it 18% 18% 17% 13% 19% 19% 19% 19% 19% 22% 14% 20% 17% 19											Upstate			Catholic	Jewish			<\$50K	\$100K	\$100K+		Amer			Rep	Oth
\[\begin{array}{cccccccccccccccccccccccccccccccccccc	Looking forward to it	51%	57%	47%	56%	52%	53%	44%	53%	55%	48%	53%	50%	55%	63%	49%	49%	37%	50%	64%	54%	51%	46%	55%	58%	51%
Vol. Neither	Dreading it	18%	18%	17%	13%	19%	19%	19%	19%	22%	14%	20%	17%	19%	10%	19%	18%	19%	17%	17%		19%	22%			15%
Will not do this 14% 8% 18% 11% 7% 14% 28% 88 11% 7% 14% 28% 88 12% 27% 37% 13%	Vol: Both	_	9%		12%	11%	4%	2%	11%	6%	4%		6%	8%	8%	7%	7%	7%	8%				11%	8%	5%	9%
Don't know/Refused 3% 3% 2% 2% 2% 2% 2% 2% 2% 3% 1% 3% 1% 3% 2% 3% 4% 0% 1% 1% 2% 6% 1% 0% 2% 1% 4% 1% 3% 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Vol: Neither	7%	6%		6%	8%	8%			3%	9%	8%		3%	9%	7%		10%	11%	2%	6%	9%	5%	5%		10%
Q26. Spending money on holiday gifts Gender Age Region Children in HH Religion Income Ethnicity Party Region Children in HH Religion Region																										13%
Party Part	Don't know/Refused	3%	3%	2%	2%	2%	2%	2%	3%	1%	3%	2%	3%	4%	0%	1%	2%	6%	1%	0%	2%	1%	4%	1%	3%	2%
Party Part																										
Total M F 18-34 35-49 50-64 65+ NYC Suburbs Upstate Yes No Catholic Jewish Prot Other C\$50K \$100K White Black/Afr Amer Latino Dem Rep Other C\$50K \$100K White State	Q26. Spending money on holiday gifts																									
Total M			Gei	nder		Α	ge			Region	1	Childre	n in HH		Religio	n									Party	
Looking forward to it 38% 44% 32% 29% 42% 40% 44% 42% 33% 35% 35% 35% 38% 37% 43% 42% 35% 29% 36% 47% 42% 39% 22% 41% 42% 37% 37% 42% 35% 31% 32% 29% 31% 32% 29% 31% 32% 32% 32% 32% 32% 32% 32% 32% 32% 32				_														4	I .			-			_	Ind/
Dreading it 33% 29% 36% 35% 33% 35% 25% 28% 43% 32% 35% 31% 33% 24% 35% 34% 35% 31% 32% 29% 31% 42% 32% 34% 35% 34% 34% 35% 34% 34% 35% 34% 34% 35% 34% 34% 35% 34% 34% 35% 34												_	_		1				-						_	Oth
Vol: Both 13% 12% 13% 21% 15% 7% 6% 14% 10% 12% 16% 11% 13% 12% 11% 13% 15% 13% 11% 13% 10% 22% 14% 7% 11% 10% 10% 10% 10% 10% 10% 10% 10% 10	-	_																			_					37%
Vol: Neither 9% 8% 10% 7% 7% 10% 13% 8% 9% 10% 7% 10% 9% 16% 6% 9% 7% 13% 8% 9% 7% 7% 7% 8% 8% 9% 12% 25% 5% 5% 6% 8% 5% 10% 7% 5% 5% 5% 6% 8% 5% 10% 4% 11% 11% 11% 11% 3% 3% 5% 5% 5% 5% 6% 8% 5% 11% 4% 11% 11% 11% 11% 3% 3% 5% 5% 5% 5% 6% 8% 5% 11% 4% 11% 11% 11% 11% 11% 11% 11% 11%		_	_				_								1											30%
Will not do this 5% 4% 5% 5% 2% 5% 9% 5% 4% 5% 5% 2% 5% 9% 5% 4% 5% 1% 7% 2% 5% 5% 5% 6% 8% 5% 1% 4% 11% 1% 3% 3% 5% 50 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		_	_				_					_			1											15%
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Q27. Attending concerts, pageants, or ceremonies Gender Age Region Children in HH Religion Income Ethnicity Party		_	_	_								_									_					5%
Children in HH Religion Income Ethnicity Party Income Ethnicity Party Income Incom	Don't know/Refused	3%	3%	3%	4%	1%	4%	3%	2%	2%	6%	2%	4%	5%	0%	2%	3%	6%	2%	0%	3%	1%	6%	2%	5%	2%
Children in HH Religion Income Ethnicity Party Income Ethnicity Party Income Incom	037 411 1																									<u> </u>
Total M F 18-34 35-49 50-64 65+ NYC Suburbs Upstate Yes No Catholic Jewish Prot Other <\$50K \$50K \$100K \$100K+ White Amer Latino Dem Rep Other Catholic Rep Other Ca	Q27. Attending concerts, pageants, or ceremonies	1							1			Let 11.		1	D. P			1			1	ed		1		
Total M F 18-34 35-49 50-64 65+ NYC Suburbs Upstate Yes No Catholic Jewish Prot Other <\$50K \$100K \$100K \$White Amer Latino Dem Rep Other Catholic Dem Cath			Gei	naer		A	ge			Region		Childre	n in AA		Keligio	on	1								Party	
Looking forward to it 30% 32% 29% 31% 39% 23% 28% 31% 31% 29% 38% 26% 34% 21% 31% 29% 22% 31% 39% 32% 37% 23% 37% 31% 27 Dreading it 24% 28% 19% 21% 19% 29% 21% 25% 31% 18% 21% 25% 36% 20% 23% 19% 21% 22% 33% 23% 25% 25 18% 25% 25% 36% 20% 23% 19% 21% 22% 33% 23% 25% 27 25% 36% 20% 23% 19% 21% 26% 21% 22% 33% 23% 25% 25% 36% 20% 23% 19% 21% 26% 21% 22% 33% 23% 24% 25% 4% 12% 5% 8% 7% 9% 6% 5%		Tetal		-	10 34	25 40	F0.64	cr.	NIVC	Cularina	Unetet	V	N-	Cothelle	lov-!-b	Dret	044	-¢FOY		¢100V	\A/ -:+-		lati	Dem	De-	Ind/ Oth
Dreading it 24% 28% 19% 21% 19% 29% 21% 25% 31% 18% 21% 25% 25% 25% 25% 36% 20% 23% 19% 21% 22% 33% 23% 25% 27 Vol: Both 7% 8% 7% 12% 12% 2% 3% 11% 5% 4% 12% 5% 8% 7% 9% 6% 5% 8% 11% 7% 4% 13% 10% 5% 6 Vol: Neither 8% 8% 8% 9% 8% 5% 6% 9% 9% 7% 8% 8% 5% 7% 9% 10% 11% 4% 10% 6% 8% 6% 7 7% 9% 10% 11% 4% 10% 6% 8% 6% 7 8% 8% 5% 7% 9% 10% 11% 4% 8% 10% 6%	I and the form and to it																									
Vol: Both 7% 8% 7% 12% 12% 2% 3% 11% 5% 4% 12% 5% 8% 7% 9% 6% 5% 8% 11% 7% 4% 13% 10% 5% 6% 9% 8% 7% 9% 6% 5% 8% 11% 7% 4% 13% 10% 5% 6% 7% 8% 8% 5% 6% 9% 9% 7% 8% 5% 7% 9% 10% 11% 4% 4% 10% 6% 8% 6% 7% 9% 6% 5% 8% 11% 7% 4% 10% 6% 8% 7% 8% 5% 7% 9% 10% 11% 4% 4% 10% 6% 8% 6% 7% 9% 10% 11% 4% 4% 10% 6% 8% 6% 7% 9% 10% 11% 4% 10%		_	_									_			1											27%
Vol: Neither 8% 8% 8% 8% 9% 8% 5% 6% 9% 9% 7% 8% 5% 7% 9% 10% 11% 4% 8% 10% 6% 8% 6% 7% 9% 10% 11% 4% 8% 10% 6% 8% 6% 7 9% 31% 32% 40% 28% 20% 25% 22% 21% 29% 33% 21% 28% 31% 32% 40% 28% 20% 25% 22% 21% 29% 33% 21% 28% 31% 32% 40% 28% 20% 25% 22% 21% 29% 33% 21% 28% 31% 32% 40% 28% 20% 25% 22% 21% 29% 32%																										27%
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μοπτκποw/nerusea 3% 3% 2% 1% 3% 3% 2% 3% 1% 4% 2% 1% 4% 2% 1 1% 3% 2% 3% 1 3% 3 3% 3 3% 3 3% 3																										32%
	DON T KNOW/ KETUSEA	3%	3%	2%	1%	3%	3%	2%	3%	1%	4%	2%	3%	4%	3%	2%	1%	4%	2%	1%	3%	2%	3%	1%	3%	3%

Q28. Eating fruit cake																									
		Ger	nder		A	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	
	Total	м	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Black/Afr Amer	Latino	Dem	Rep	Ind/ Oth
Looking forward to it	25%	32%	19%	26%	34%	18%	23%	36%	17%	17%	33%	20%	23%	28%	28%	25%	21%	27%	29%	25%	21%	22%	30%	20%	22%
Dreading it	32%	33%	31%	28%	27%	39%	31%	26%	47%	31%	27%	35%	37%	27%	27%	33%	24%	30%	36%	30%	37%	34%	32%	39%	31%
Vol: Both	5%	7%	4%	9%	9%	0%	1%	9%	0%	4%	11%	2%	7%	6%	5%	4%	3%	5%	9%	4%	4%	10%	8%	4%	4%
Vol: Neither	7%	5%	9%	11%	6%	6%	5%	8%	5%	7%	7%	7%	7%	2%	8%	8%	11%	8%	3%	5%	7%	13%	6%	6%	6%
Will not do this	29%	20%	36%	24%	23%	35%	39%	19%	27%	41%	21%	33%	23%	33%	30%	30%	39%	28%	22%	33%	28%	21%	24%	29%	34%
Don't know/Refused	2%	3%	1%	2%	2%	2%	1%	2%	4%	1%	1%	3%	3%	4%	1%	1%	2%	2%	1%	2%	3%	1%	1%	3%	3%
Q29. Wrapping gifts																									
		Ger	nder		A	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	
						ĺ												\$50K-			Black/Afr				Ind/
	Total	м	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
Looking forward to it	46%	38%	53%	49%	51%	46%	34%	54%	39%	40%	52%	42%	47%	43%	43%	48%	44%	46%	48%	44%	51%	48%	52%	39%	43%
Dreading it	29%	35%	24%	23%	26%	33%	37%	23%	40%	30%	27%	31%	29%	34%	32%	27%	24%	27%	35%	32%	28%	27%	26%	40%	29%
Vol: Both	10%	12%	8%	17%	12%	5%	4%	10%	5%	12%	13%	9%	12%	0%	10%	11%	14%	10%	8%	10%	8%	14%	11%	6%	11%
Vol: Neither	6%	7%	6%	5%	7%	8%	7%	4%	9%	7%	4%	8%	4%	11%	6%	7%	7%	8%	5%	6%	5%	3%	5%	9%	8%
Will not do this	6%	6%	6%	3%	1%	7%	16%	5%	7%	7%	3%	8%	5%	13%	6%	6%	8%	7%	3%	6%	4%	4%	4%	5%	6%
Don't know/Refused	3%	3%	2%	3%	2%	2%	2%	3%	0%	4%	2%	3%	3%	0%	3%	2%	4%	2%	2%	1%	3%	5%	2%	2%	2%
Q30. Do you put up a Christmas Tree in your home for the	e holiday	season	?																						
		Ger	nder		A	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	
	Total	м	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$50K- \$100K	\$100K+	White	Black/Afr Amer	Latino	Dem	Rep	Ind/ Oth
Yes	78%	78%	78%	83%	84%	75%	65%	74%	80%	80%	90%	71%	86%	34%	82%	75%	72%	81%	83%	81%	72%	86%	79%	85%	77%
No	22%	22%	21%	16%	16%	25%	34%	26%	20%	18%	10%	28%	14%	66%	17%	24%	27%	18%	17%	18%	27%	14%	21%	14%	23%
Refused	1%	1%	0%	1%	0%	0%	1%	0%	0%	2%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	1%	0%
Q31. Do you have a real tree or an artificial tree in your h	ome?																								
		Ger	nder		A	ge			Region		Childre	n in HH		Religio	n			Income	!		Ethnicity			Party	
																		\$50K-			Black/Afr			· ·	Ind/
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
Real tree	34%	42%	27%	36%	39%	37%	21%	43%	31%	27%	37%	33%	36%	40%	30%	36%	21%	39%	43%	35%	22%	36%	38%	34%	32%
Artificial tree	64%	57%	71%	63%	60%	59%	79%	56%	67%	72%	62%	66%	64%	60%	67%	63%	77%	60%	56%	64%	76%	64%	61%	64%	66%
Refused	1%	1%	2%	1%	0%	4%	0%	1%	2%	2%	2%	1%	0%	0%	4%	1%	2%	1%	1%	2%	1%	0%	1%	2%	2%
																								· ·	
Q32. Of the following, during this time of the year, which	greeting	s is the o	ne you y	ourself i	most ofte	en use, is	it																		
		Ger	nder		A	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	
																		\$50K-			Black/Afr			l '	Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino		Rep	Oth
Merry Christmas	52%	50%	55%	45%	46%	58%	70%	40%	50%	69%	54%	52%	64%	14%	66%	37%	54%	55%	49%	62%	37%	39%	44%	71%	59%
Happy Holidays	34%	34%	34%	42%	35%	32%	21%	40%	42%	22%	29%	37%	24%	62%	20%	50%	34%	32%	35%	26%	45%	40%	40%	21%	32%
Seasons' Greetings	8%	11%	6%	9%	17%	3%	5%	14%	3%	4%	13%	6%	10%	8%	8%	8%	5%	9%	12%	7%	8%	13%	13%	4%	5%
Other	2%	1%	3%	2%	0%	3%	3%	2%	1%	2%	1%	2%	0%	10%	3%	1%	2%	1%	2%	2%	3%	2%	2%	2%	1%
Don't know/Refused	3%	4%	2%	3%	2%	4%	2%	4%	4%	3%	3%	4%	2%	5%	3%	4%	5%	3%	1%	2%	7%	5%	1%	2%	3%
Q33. Would you say you believe in Santa Claus or not?						l						l		L									<u> </u>		
		Ger	nder		A	ge			Region		Childre	n in HH		Religio	n			Income			Ethnicity			Party	
								1										\$50K-			Black/Afr			ī	Ind/
	Total	М	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Oth
Believe	39%	42%	37%	36%	49%	34%	37%	40%	38%	38%	52%	31%	55%	18%	37%	30%	33%	37%	48%	44%	25%	44%	44%	45%	33%
Do not believe	57%	56%	58%	59%	48%	65%	60%	57%	59%	57%	44%	66%	43%	82%	60%	66%	61%	61%	51%	54%	73%	51%	52%	54%	65%
Don't know/Refused	4%	2%	5%	5%	4%	1%	3%	3%	2%	4%	4%	3%	3%	0%	2%	4%	6%	3%	1%	2%	3%	6%	4%	0%	2%

		Gei	nder		Α	ge			Region		Childre	n in HH		Religio	n			Income	!		Ethnicity			Party	/
																		\$50K-			Black/Afr	1			Ind
	Total	M	F	18-34	35-49	50-64	65+	NYC	Suburbs	Upstate	Yes	No	Catholic	Jewish	Prot	Other	<\$50K	\$100K	\$100K+	White	Amer	Latino	Dem	Rep	Ot
ery hopeful	46%	46%	46%	45%	55%	41%	43%	52%	42%	40%	57%	39%	46%	44%	50%	43%	41%	47%	49%	48%	50%	44%	54%	41%	409
omewhat hopeful	32%	29%	35%	36%	31%	33%	27%	31%	32%	34%	29%	34%	29%	38%	27%	41%	34%	31%	34%	30%	33%	42%	35%	27%	279
lot very hopeful	10%	11%	9%	10%	7%	10%	15%	8%	10%	13%	7%	12%	12%	10%	10%	7%	8%	13%	9%	12%	10%	6%	5%	20%	129
ot at all hopeful	9%	11%	7%	6%	4%	14%	14%	6%	14%	10%	6%	11%	10%	3%	12%	7%	12%	5%	8%	8%	4%	6%	4%	11%	189
on't know/Refused	3%	3%	2%	3%	3%	2%	2%	3%	2%	3%	2%	3%	2%	4%	1%	2%	5%	3%	1%	2%	3%	3%	2%	1%	3%

Nature of the Sam	
New York State Resi	dents
Gender	
M	47%
F	52%
Age	
18-34	29%
35-49	25%
50-64	23%
65+	16%
Region	
NYC	43%
Suburbs	21%
Upstate	36%
Children in HH	
Yes	37%
No	62%
Religion	
Catholic	33%
Jewish	7%
Prot	27%
Other	32%
Income	
<\$50K	33%
\$50K-\$100K	28%
\$100K+	33%
Ethnicity	
White	59%
Black/Afr Amer	14%
Latino	16%
Party	
Dem	48%
Rep	23%
Ind/Oth	26%

The Siena College Research Institute (SCRI) holiday survey was conducted November 14-16, 2022 by random telephone calls to 376 New York adults via landline and cell phones and 427 responses drawn from a proprietary online panel of New Yorkers. Respondent sampling via phone was initiated by asking for the youngest person in the household. The overall results has an overall margin of error of +/- 3.8 percentage points including the design effects resulting from weighting. Telephone sampling was conducted via a stratified dual frame probability sample of landline (from ASDE Survey Sampler) and cell phone (from Dynata) telephone numbers from within New York State weighted to reflect known population patterns. Data from the telephone and web samples were blended and statistically adjusted by age, race/ethnicity, gender and party to ensure representativeness. The Siena College Research Institute, directed by Donald Levy, Ph.D., conducts political, economic, social and cultural research primarily in NYS. SCRI, an independent, non-partisan research institute, subscribes to the American Association of Public Opinion Research Code of Professional Ethics and Practices. For more information, call Dr. Don Levy, Director Siena College Research Institute, at 518-783-2901. For survey cross-tabs: www.Siena.edu/SCRI/research.